

WHaTeR

Water Harvesting Technologies Revisited: Potentials for Innovations, Improvements and Upscaling in Sub-Saharan Africa

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COMMUNICATION AND DISSEMINATION PLAN

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The WHaTeR consortium partners:

Partners	Short name	Country	Logo
VU University Amsterdam (Coordinator)	VUA	Netherlands	
University of KwaZulu-Natal	UKZN	South Africa	
University of Newcastle Upon Tyne	UNEW	United Kingdom	
Sokoine University of Agriculture	SUA	Tanzania	
Stockholm Resilience Centre/ Stockholm University	SRC	Sweden	
Southern & Eastern Africa Rainwater Network/ International Centre for Research in Agroforestry	SEARNET	Kenya	
Institut de l'Environnement et de Recherches Agricoles	INERA	Burkina Faso	
Arba Minch University	AMU	Ethiopia	

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Fig. 1b: WHaTeR logo without project number and title

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ABBREVIATIONS AND ACRONYMS

AMU	Arba Minch University
EC	European Commission
EU	European Union
ICRAF	International Centre for Research in Agroforestry
Moodle	Modular Object-Oriented Dynamic Learning Environment
NGO	Non-Governmental Organization
INERA	Institut de l'Environnement et de Recherches Agricoles
PMO	Project Management Office
RTD	Research and Technology Development
RTD-AT	Research and Technology Development – Advisory Team
SearNet	Southern and Eastern Africa Rainwater Network
SRC	Stockholm Resilience Centre
SUA	Sokoine University of Agriculture
UKZN	University of Kwa Zulu Natal
UNEW	University of Newcastle Upon Tyne
VUA	VU University Amsterdam
Webex	Web exchange (conferencing)
WHaTeR	Water Harvesting Technologies Revisited
WHTs	Water Harvesting Technologies
WOCAT	World Overview of Conservation Approaches and Technologies
WP	Work Package



SUMMARY

This report describes the communication, dissemination and interaction plan of the WHaTeR project that shall be used as a reference guide by the partner organizations and associated stakeholders in order to facilitate cross fertilization and sharing of knowledge and skills during the implementation of the WHaTeR project. The report highlights how the *foreground* of the WHaTeR project will be communicated and disseminated to both the WHaTeR consortium itself and the outside world, referring to various activities and products designed for multiple target groups. In addition to a project logo and website with a moodle software platform, a total 39 public reports will be generated in various forms for dissemination during (and after) the project. In addition, there will be two PMO - RTD related workshops (20-30 participants), at least three Advisory Team (physical) meetings with representatives of partner projects, eight multi-stakeholder workshops (20-30 participants), and one international synthesis conference (up to 50 participants). Other communication and dissemination products include two cds (visual presentations if possible to be made available through youtube) with integrated video materials derived from WHT development and stakeholder consultations in the four case study countries, and required numbers of flagship brochures or flyers, posters, T-shirts and caps.



1. INTRODUCTION TO COMMUNICATON AND DISSEMINATION PLAN

1.1 Objectives of this report

This document describes the communications, dissemination and interaction plan that shall be used as a reference and guide by key partners and stakeholders in order to facilitate cross fertilization and sharing of knowledge and skills during the implementation of the WHaTeR project. The report highlights how the *foreground* of the WHaTeR project will be communicated and disseminated both to the WHaTeR consortium itself and the outside world. The foreground is ultimately to be used for developing and designing appropriate water harvesting techniques, either directly through on the ground implementation or indirectly through provision of inputs for policy making and project development, by local communities, people's or farmer organizations, government institutes, non-governmental development organizations, and private sector.

1.2 Meaning of foreground and background

The *foreground* refers to the results, including information, materials and knowledge, generated within the framework of the project. According to the EC's Guide to Intellectual Property Rules for FP7 projects it includes:

"intellectual property rights (IPRs such as rights resulting from copyright protection, related rights, design rights, patent rights, plant variety rights, rights of creators of topographies of semiconductor products), similar forms of protections (e.g. sui generis right for databases) and unprotected know-how (e.g. confidential material)".

The foreground thus includes both tangible and intangible (IPR) results of a project. Results generated outside a project (i.e. before, after or in parallel with a project) do not constitute foreground.

In addition to foreground, the term *background* is used and explained in the EC's guide as:

"information and knowledge (including inventions, databases, etc.) held by the participants prior to their accession to the EC grant agreement, as well as any intellectual property rights which are needed for carrying out the project or for using foreground. Regarding intellectual property rights for which an application must be filed, only those intellectual property rights for which the application was filed before the accession of the participant to the EC Grant Agreement are included".

In its effort to communicate and disseminate the foreground, the project will address *Special Clause 29* on Access rights to foreground for policy purposes and transfer of ownership, as acknowledged in the Grant Agreement (see Annex 1 for details about Special Clause 29).

1.3 Communication and dissemination plan

The foreground of the WHaTeR project will be communicated with, and disseminated to, different target groups for which a variety of different tools and approaches are needed. Hence, the WHaTeR project provides for different communication and dissemination activities and products ensuring each of the target groups will be truly reached in one way or another. The Communication and Dissemination Plan (CDP) outlines the various communication and dissemination activities and products that will be developed by which responsible partner organization(s) for what type of target group(s) and within the framework of which Work Package of the WHaTeR project. In addition, it will



relate to the frequency, timing and available budgets, and where possible distinguishing between internal and external communication (Annex 2a and 2b).

1.4 Work Packages addressing communication and dissemination

Work Packages 1, 3 and 14 on respectively project management and coordination, stakeholder interaction and communication (RTD), and dissemination have the specific task of identifying and analyzing stakeholders (WP3) and coordinating and leading the dissemination and facilitating the exploitation of project results (WP1 and WP14).

More specifically, *WP1* entails activities related to the *internal* communication of the partner organizations of the WHaTeR project and the various management bodies including the RTD Advisory Team, the Executive Board and the EU Commission DG-Research. The VU University Amsterdam (VUA) is the organization responsible for the Work Package.

WP3 is directly responsible for *RTD activities* related to stakeholder interaction and communication, SearNet being the responsible organization. The key objectives for *WP3* are summarized as follows:

- To investigate and assess the means of interaction and communication currently used by RWH practitioners and stakeholders
- To determine how these communication channels influence or affect the up-scaling of best WHT practices
- To produce recommendations for optimizing WHT stakeholder interaction and communication in order to facilitate WHT up-scaling and uptake

These objectives shall be achieved through the mapping of stakeholders and determination of their networking framework and capacity, the assessment of the current communication status for individual stakeholders and effects on other stakeholders. The activities will be organized in close cooperation with the partners in the four target countries and the WP on uptake and up-scaling of WHTs and addresses the design of guidelines and a framework for stakeholder interaction and communication. Interaction and coordination among consortium partners will be regularly organized through e-conference meetings (including the Webex tool), workshops, websites, internet, and international symposia.

Finally, *WP14* focuses on the *external* communication and dissemination of foreground, with its key objectives being:

- To inform the general public and stakeholders in Europe and Africa about project aims and findings (various tools)
- To increase understanding, by transferring and exchanging knowledge on WHTs among local stakeholders (trainings)
- To gather stakeholders inputs and perceptions on WHTs and associated policies serving, among others, as feedback to action researchers (workshops)
- To organize and facilitate the synthesis workshops and associated activities (workshop logistics, communication, input gathering on final RTD results, reporting)
- To help facilitate the spread of publications and documents among consortium partners and relevant stakeholders (various tools)
- To come up with policy briefs for strategic policy design and reform directed at the creation of enabling conditions for WHT uptake in regional economic and development plans of Sub-Saharan Africa, and
- To (facilitate / perform) communication, networking and linkages to other relevant projects under the EC and other institutions (various tools).



Whereas SearNet is designated to be the organization responsible for this Work Package, it shall achieve the above objectives with support from VUA, UKZN, SUA, INERA and AMU. These shall be through eight multi-stakeholder workshops and use of various tools such as posters, videos, films, radio and newspapers.

1.5 Structure of this report

This report captures issues pertinent to internal and external communication planning and strategies in respect to the WHaTeR project's objectives and implementation framework. This is with a view to ultimately inform all stakeholders, relevant practitioners and the general public on the status of project of ongoing activities and the keys results progressively generated throughout the project life.

After this introductory chapter, chapter 2 will describe the *internal* communication tools and activities followed by chapter 3 describing the *external* communication and dissemination activities and associated products.



2. INTERNAL COMMUNICATION

2.1 Objectives of internal communication

Internal communication will allow WHaTeR consortium members and relevant EC projects to regularly communicate to each other on matters relating to formulation of research protocols, data gathering, analysis and synthesis, organization of workshops and re-visits. The Project Management and Coordination Unit (PMO at VUA) in close collaboration with SearNet will shoulder the greatest responsibility by ensuring that timely internal communication amongst partners is achieved. As it is anticipated that the project will generate large volumes of data that is to be converted to targeted and tailor made communication outputs, communication amongst partners shall be critical for attainment of globally acceptable products.

Given that consortium members are located far apart and in different time zones, the preferred means of correspondence shall often take the electronic form such as email, project website and telephony.

During project implementation partners shall primarily communicate on the following listed issues below:

- Progress towards the achievement of objectives by each work package
- Technical and synthesis reports, workshop proceedings, factsheets, papers and related news for uploading onto the WHaTeR website
- Key project results from Work Packages that ought to be relayed for policy briefs
- Matters arising from questions, comments or suggestions during networking amongst or across related work packages.

2.2 Internal communication tools and activities

2.2.1 Executive Board and RTD Advisory Team meetings

The Executive Board meetings, to be attended by its members including the Coordinator, Scientific Project Director, and all of the Work Package Leaders, will be held three times a year - or more frequently as needs arise. The agenda will cover issues related to the board's specific tasks among which

- Initiation, coordination, and organisation of the Work Package Project(s) and monitoring their progress
- Sharing and discussion of Work Package results
- Integration and synchronization of activities within the different Work Package Projects

The RTD Advisory Team (RTD-AT) meetings will be held at least three times during the project duration at times of three WHaTeR workshops; the first one being the methodology workshop in November 2011. The team will be composed of 3 - 5 members to be selected in consultation with the EC services. Five potential members, shortlisted during the Executive Boarding meeting at the kick off workshop last February 2011 in Ouagadougou (see Annex 3), have been approached in writing during the week of 20 June 2011. The outcome will be communicated to the executive board and programme officers in Brussels in September 2011. The task of the RTD-AT includes, *inter alia*:

- advising the Executive Board on (future) RTD activity plans
- reviewing and commenting on project results and evaluate the scientific progress
- contributing to policy recommendations
- networking activities and dissemination of project results.



More detailed information regarding the tasks of the Executive Board and the RTD-AT are given in the Consortium Agreement of the WHaTeR project.

2.2.2 Quarterly progress reports

The partner organizations in the WHaTeR project all describe their progress in quarterly activity reports. The templates of these reports are in line with the format of the reports to be submitted as contractual deliverables for the three reporting periods, including sections on

1. *Summary of progress towards objectives and significant results;*
2. *Schedule of activities, deviations and impacts*
3. *Attendance at relevant meetings*
4. *Planning for next period*
5. *Foreseen challenges and support required*
6. *Time-sheet: person-months spent per WP*
7. *Overview of expenditures*

2.2.3 Regular email and mobile phones

E-mail is one of the original electronic forms of communications that can be harnessed to great advantage. Versatility of e-mail conveyance mechanisms allows parties to access messages via various gadgets such as computers and smart phones. Mobile phones are used for mobile communications over a cellular network of cell sites. Smart phones are becoming the gadgets of choice for mobile communications. There is increased demand for their usage owing to their powerful memory, larger screens and friendly operating systems. A smartphone can incorporate advanced features like e-mail, Internet and e-book reader capabilities inclusive of an internal or external keyboard, thus making them miniature computers. Partners can correspond with assured receipt of their messages, instant messaging and thus chatting, or teleconferencing. At the moment, the most preferred smart phones include the Blackberry, iPhone, Droid and Nexus One. WHaTeR partners are encouraged to have these in their custody.

2.2.4 Moodle software platform

For the purpose of internal communication, sharing of project documents, exchange of ideas and on-line discussions of internal project matters, a moodle software communication platform will be set up linked to the WHaTeR website environment. Moodle is the abbreviation for Modular Object-Oriented Dynamic Learning Environment and is a free and open-source e-learning software platform.

2.2.5 Webex, video-, skype, and phone conferencing

Various other direct communication tools will be used, the choice of which depends on the quality and availability of necessary equipment held by the partner organizations and the number of participants per session. Video conferencing transmits and receives images and voice in real time. However, its scheduling with reminders is done manually unlike in the Web conferencing. Video conferencing requires equipment for both host and participants (up to 3 stations at the moment) and is an additional tool ideal for internal communications about the Work Packages. An IP address for all the participants is also necessary.

WebEx is a web conferencing tool used by SearNet (see <http://www.webex.com>) that allows for joint video and phone conferencing, a practical tool when organizing larger meetings when not all partners have access to video conference equipment but do have a phone. For those interested in participation,



requests to icrafhelpdesk@cgjar.org should be sent via the SearNet office at least a week before the date set for the meeting. It is recommended that a pre-trial be done..

Another alternative is skype. It operates more like the Webex tool and thus allows for the use of remote videos, instant messaging and group chats. However, its scheduling with reminders is done manually. Skype requires internet connection, a computer, microphone and speakers, and can host a maximum of 25 participants including hosts are required beforehand.

2.3 Rules and regulations for effective communication

In order to avoid an overload of emails, not all emails need to be copied (cc) to all partners involved in the project. Emails with questions, suggestions and comments that relate to project management, coordination and finances must of course be sent to (either indirectly as a copy or directly) the PMO. A joint email address for the PMO has been acquired: cis-whater@cis.vu.nl. Other emails related to RTD of specific Work Packages can be shared with the Work Package leaders and members of that Work Package or, where it concerns inter-Work-Package activities other Work Package leaders can be copied in.

Within the first 9 months of project activity, the Moodle software platform will become fully operational and provide a dynamic work environment for the WHaTeR consortium. Moodle (abbreviation for Modular Object-Oriented Dynamic Learning Environment) is a flexible, free source e-learning software platform normally used as Course Management System. In the context of WHaTeR, it has been adjusted to address the project multiple needs: project coordination, communication, planning, documentation and discussion. The Moodle platform will be accessed through a link (Partner Access) in the home page of the WHaTeR public website. The partners will be assigned different roles (project coordinator, WP implementer and participant) that correspond to progressively lower levels of editing authority. The central column of the platform home page is the main working area. Resources and activities are shown by different icons organised into separate topic blocks (0.basic project information, 1-14 dedicated block for each work package, 15 mid-term evaluation, 16 end of project evaluation). Each topic block will contain different tools, resources and activities (eg forum for discussion, chatbox, wiki, document archive, etc) to stimulate and support the collaboration within and among work package teams.

2.4 Communication products

2.4.1 Project logo

Two related logos have been developed for the WHaTeR project, i.e., one with and one without the project number and main title (Figs 1a and 1b respectively)



EC 266360 WHaTeR Project
Water Harvesting Technologies Revisited

Fig. 1a: Project logo with text



Fig. 1b: Project logo without text



Project funded by the European Commission under the 7th Framework Programme



2.4.2. WHaTeR website with moodle software platform

A project website for WHaTeR has been developed (see screenshot in Fig.2) including a moodle software platform as discussed under 2.2.4. The site is easily accessible and not difficult to find through Google on the internet: <http://whater.eu/>

The home page consists of an introductory text to the project, a news section, picture of the day, interesting links, and a search tool. The subpages of the WHaTeR project website include:

- About WHaTeR
- Work Packages
- Partners
- Resources
- Links

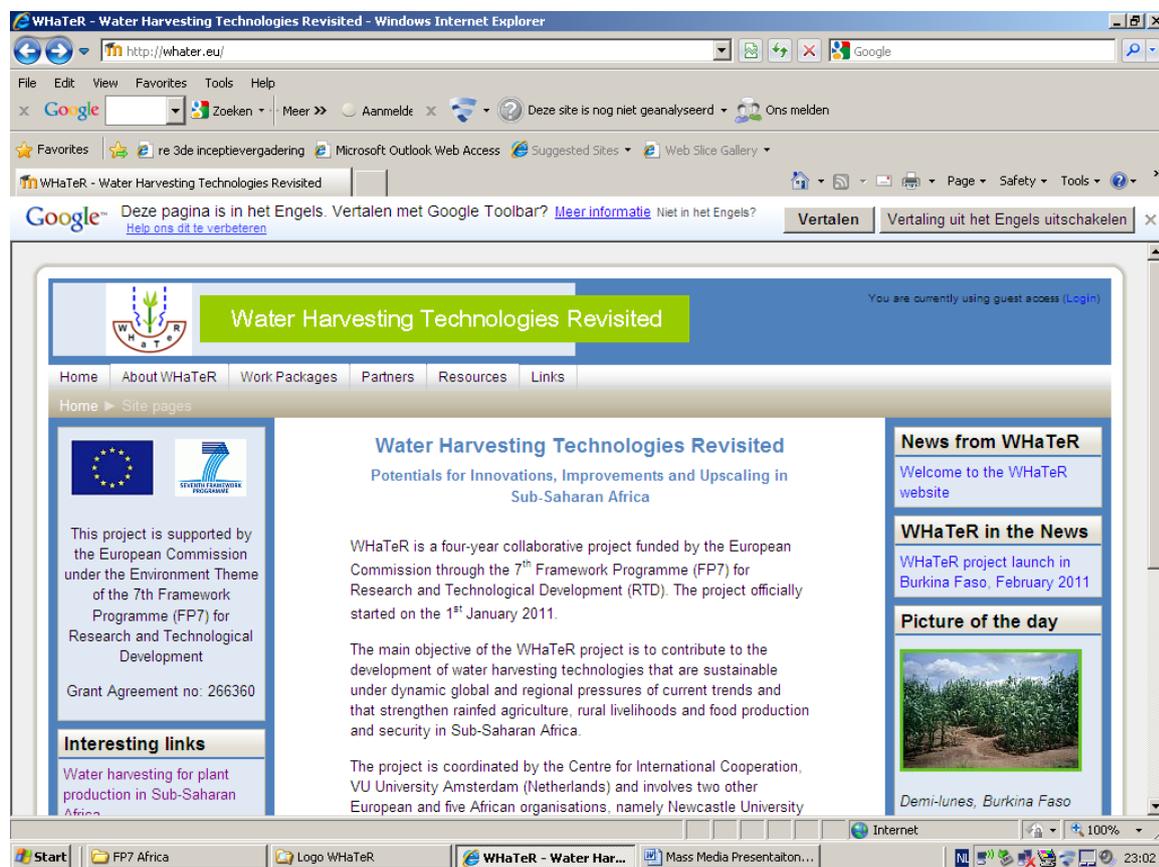


Fig. 2: Screenshot of the WHaTeR project website



3. EXTERNAL COMMUNICATION AND DISSEMINATION

3.1 Objectives of external communication and dissemination

This chapter addresses the communication and dissemination of the foreground to the outside world, i.e. to partners outside the consortium, local and supra-local stakeholders including policy makers, the academic community at conferences and seminars, using different mass media tools such as TV, radio, and newspapers.

3.2 Output to be communicated and disseminated

The foreground to be communicated and disseminated includes research, technology and development results, the outcome of stakeholder workshops, insights, guidance documents and scientific papers.

3.3 General communication and dissemination strategy

The foreground of the WHaTeR project will be communicated with, and disseminated to, different target groups and, hence, the messages to be delivered will vary and so the approaches to be used. The strategy of the WHaTeR project is therefore to provide for a variety of communication and dissemination activities and associated products ensuring that each of the target groups will be reached in one way or another (see Annex 2b). Project progress and outputs will be captured, documented, and then communicated and disseminated to relevant stakeholders through various communication and collaboration tools including publications, workshops and international conferences and symposia. Whereas there are myriad platforms, gadgets or avenues of communication that can be used to relay messages and data for predetermined target destinations, the WHaTeR project will ensure that the modes of communication will be in forms that are comprehensible to each target group, and related to the objectives.

Another strategy of the WHaTeR project is the maintenance of two focal communication and dissemination points, one at the VUA mainly targeting the EU and another one at SearNet mainly targeting Africa.

3.4 Target groups and stakeholders in Africa and EU

Communication and dissemination shall be between the WHaTeR consortium of partner organizations and their respective target groups that include policy makers, local communities, staff of other EU and non EU partner projects, NGOs, academia, etc. in both Africa and the EU. Given the background of call within the framework of which this project has been developed, i.e., the Africa Call, it is self-evident that the focus of the WHaTeR project will be on communication and dissemination with stakeholders in Africa.

3.4.1 The role of the SearNet network

The Southern and Eastern Africa Rainwater Network (SearNet) is hosted by the World Agroforestry Centre (ICRAF) in Nairobi, Kenya. The programme focuses on evaluation, documentation and dissemination of viable WHTs and approaches practiced in 18 countries within Eastern and Southern Africa and South Asia. SearNet will play an important role in disseminating results of the WHaTeR programme to key stakeholders that include communities, academia and researchers, governments, and development agencies using various communication methods among which include; two websites



(www.sear.net.org and www.rainwaterharvesting.org); the quarterly SearNet Briefs newsletter; the annual SearNet conferences and other international forums such as Stockholm World Water Week and the African Water week; policy seminar with politicians; printed handbooks and manuals. The network includes 12 registered rainwater associations as nodes for sharing knowledge and experiences in WHTs.

Conferences provide an opportunity for WHaTeR to showcase what it is doing, the relevance of the programme to Africa and how technocrats and policy makers can benefit from progress information on WHTs. The forums can also be used to draw relevant positions and comments mainly from various governmental and international agencies. SearNet convenes annual conferences, which may be pertinent for WHaTeR to participate in. The other forums of relevance for WHaTeR include amongst others the Stockholm World Water Week, the Africa Water Week.

3.4.2 Added value of a joint European-African approach

The development of appropriate WHTs for strengthening rainfed agriculture in Africa is an area in which the role of the African partners in local stakeholder engagement is self-evident. Their involvement will ensure alignment with African priorities, in terms of project objectives to be addressed and deliverables to be produced. In addition it will advance interaction with African stakeholders, facilitate access to relevant regional and local development and policy networks, which will benefit the uptake and up scaling of WHTs and reinforce the expected impacts of the project. It will likewise ensure better coherence between EU and African policy recommendations. The African partners and associated stakeholders will further be crucial in drawing expertise and experiences in local water management technologies, local (farmer) innovation, rainfed agriculture, hydrological and other environmental potentials and constraints.

The contribution from the European partners is in the form of linkages to extensive international and EU-related scientific, development and policy networks, providing “external” knowledge to both African partners and EU stakeholders and drawing lessons from relevant experiences and good practice elsewhere in the tropics. The extensive geographic experience of the European members combines with the local and indigenous knowledge of the African members to formulate “hybrid” WHT knowledge. The RTD activities and project outputs could not be delivered by any single partner, or by solely European partners or solely African partners, nor could such a one-sided effort draw upon such a diversity of technical know-how, farmer capacity building methods and modelling expertise which the WHaTeR project will need in order to deliver the integrated results in the form of guidelines and criteria for WHT implementation and uptake and associated policy briefs.

3.5 Communication and dissemination activities

3.5.1 General

In total 39 public reports (excluding this one, the website and visual presentations) will be generated in various forms and disseminated during the project. In addition, the following communication and dissemination activities will be conducted: the organization of two WHaTeR PMO/RTD workshops (20-30 participants), at least three Advisory Team (physical) meetings with representatives of partner projects, eight multi-stakeholder workshops (invited 20-30 participants), and one international synthesis conference (up to 50 participants). Other communication and dissemination products include two cds (visual presentations if possible to be made available through youtube) with integrated video materials derived from WHT development and stakeholder consultations in the four case study countries, and required numbers of flagship brochures or flyers, posters, T-shirts and caps. For a detailed list of contractual deliverables to be submitted to the EC, see WT2 in Annex 1 (Description of Work) to the Grant Agreement.



3.5.2 Communication and dissemination through involvement of local stakeholders

A total of eight WHaTeR multi-stakeholder workshops will be organized, two in each of the four case study countries, with one at the end of the first project phase (in month 13, January 2012, immediately after the revisit studies of Work Package 2) and another one just before the international synthesis conference during the final phase of the project (in month 36, December 2013). The purpose of the multi-stakeholder workshops is multiple:

- sharing of information and exchange of knowledge on WHTs
- gather information on RTD needs
- gathering of inputs and feedback to the planning of RTD activities and to the outcome of these activities,
- gathering of inputs and feedback to forms (e.g., guidelines) in which the project results will be communicated and disseminated
- sharing ideas and gathering of inputs and feedback on WHT policies

The stakeholders to be included in the workshops will be from different sectors and backgrounds, including representatives of GOs, NGOs, POs, private sector, local experts, and farmers' associations.

3.5.3 Communication and dissemination through sharing and involving partner projects

Efforts will be made to link up with EU (e.g., WAHARA, CA2AFRICA) and non-EU partner projects (e.g., Africa Regreening Initiative), organize (if feasible in terms of timing, location and funds available) joint meetings, workshop activities and/or side events at international conferences (see also 3.4.1), and invite the WAHARA project director to become member of the RTD-AT. The synthesis conference will be one of the venues targeted for organizing such a joint event. Announcements will be made through the WATER website, the websites of partner projects and those of the partner organizations of the WHaTeR consortium to stakeholder of all relevant projects associated in these networks.

3.5.4 Communication and dissemination through sharing with policy makers

Specific communication and dissemination to policy makers will be through meetings with relevant policy makers from the revisit and case study countries in Africa and the EC (in particular from DG Environment, DGs dealing with Advancing African Agriculture and EU Strategy for Africa). Policy makers (of different administrative levels depending on type of activity) will be invited for the eight multi-stakeholder workshops, the synthesis conference and, where possible, lunch or other informal meetings.

Policy makers will be invited for participation in the RTD-Advisory Team, to visit the WHaTeR website and to sign up for the fact sheets, peer-reviewed papers, scientific publications, and policy briefs.

3.6 Communication and dissemination products

3.6.1 WHaTeR public website

A project website for external communication and dissemination purposes has been developed, as discussed in section 2.4.2 (see screenshot in Fig.2).



3.6.2 Flagship brochures, flyers and posters

In order to increase the visibility of the WHaTeR project, brochures, flyers and posters will be produced to inform the general public about project activities and invite selected target groups for attending multi-stakeholder workshops and conferences.

3.6.3 E-newsletter

Electronic newsletters do not require printing and posting and thus are cost-effective. If they are not made heavy with large images, the e-newsletters can be circulated widely. WHaTeR will need to generate a group list of all partners and stakeholders for circulation purposes.

3.6.4 Multi-stakeholder workshop reports

Eight multi-stakeholder workshops shall be organised, two in each case study country, i.e., Burkina Faso, Ethiopia, South Africa and Tanzania, as explained in section 3.5.2. The results and outcome of these workshops will be summarized in multi-stakeholder proceeding reports made available to the general public through the WHaTeR website.

3.6.5 Fact sheets, RTD reports & guidelines, book and peer-reviewed papers

Progress in WHT research, development and technology will be summarized in the form of ten fact sheets for Work Packages 3 – 12, made available to the general public. The final results and recommendations will be documented in ten RTD synthesis reports, two publishable WHT revisit and synthesis books, and at least six peer-reviewed papers in journals.

The WHaTeR project will benefit a lot in its conduct of revisit studies from the immense work that has already been done by WOCAT following the compilation of data on WHTs and related approaches. Selected WHTs shall also be summarized and relayed in the factsheets.

3.6.6 Policy briefs

Crucial project results of each of the ten core packages will be summarized and translated into policy recommendations for communication and distribution among policy makers and ensuring contribution to regional (livelihood) development and land use planning.

3.6.7 Press releases

Major milestone events will be described in the form of press releases to be sent out through mass media and internet channels, sharing project insights, views, major outcomes and policy recommendations.

3.6.8 Videos

The Southern and Eastern Africa Rainwater Network, in collaboration with VUA shall liaise with the University of Kwa Zulu Natal, Sokoine University of Agriculture, INERA and Arba Minch University in



the production of audiovisual materials such as 2 sets of videos / films (one on RTD of water harvesting technologies and one on stakeholders consultation and participation in WHT activities and workshops). For wider outreach, copies of these shall be converted to youtube-enabled versions for policy makers in Europe and Africa, national and local authorities, public and private investors as well as potential partners and the general public. This will culminate in increased project visibility, raised awareness amongst users, motivated investors / funding authorities and influenced policy makers.

3.6.9 T-shirts, caps

Promotional materials such as T-shirts, pens, umbrellas, bags, caps, hats or calendars shall be produced and issued to stakeholders and beneficiaries in order to enhance the profile of the WHaTeR project. Whenever possible, these materials shall have short powerful messages for the end users.



REFERENCES

EC Guide to Intellectual Property Rules for FP7 projects, Version 3.



Project funded by the European Commission under the 7th Framework Programme



ANNEX 1 Special Clause 29

ACCESS RIGHTS TO FOREGROUND FOR POLICY PURPOSES AND TRANSFER OF OWNERSHIP OF FOREGROUND (specific to environment research)

1. The *project* should ensure that protocols and plans for data collection and storage are in line with the Data Policy of the European Union.
2. The European Union Institutions and Bodies shall enjoy access rights to foreground for the purpose of developing, implementing and monitoring environmental policies. Such access rights shall be granted by the beneficiary concerned on a royalty-free basis.
3. Where foreground will no longer be used by the beneficiary nor transferred, the beneficiary concerned will inform the Commission. In such case, the Commission may request the transfer of ownership of such foreground to the European Union. Such transfer shall be made free of charge and without restrictions on use and dissemination.



ANNEX 2 Communication and dissemination plan

a) Internal

Communication & dissemination activities and associated products	Responsible partner organisation	Target groups	Purpose	Month	Work Package	Budget €
Organization of Exec Board and RTD Advisory Team meetings	VUA	WHaTeR partner organizations	Consortium management, discussion of RTD results & PMO matters, planning / adjustment of activities, sharing knowledge, assurance of quality	1, 11, 25, 42	WP1	n.s.
Compilation of proceedings kick off and methodology workshops, and project evaluation	VUA	WHaTeR partner organizations, programme officers of EC (general public thru website)	Inform target groups on project management & coordination, methodology and final achievements	2, 13, 48	WP1	80,000 for 2 workshops; 7,500 for review meeting
Compilation of quarterly activity reports (incl. financial overviews and plans)	All (coordinated by VUA)	WHaTeR partner organizations	Monitoring of project progress (deliverables, finances); identification of constraints	Every quarter	WP1, WP3-12	n.s.
Sending project information through regular email	All	WHaTeR partner organizations	Sharing and exchanges knowledge, planning activities, specific urgent requests	All	All	n.s.
Design of project logo	VUA	Internal and external groups	Increased project visibility	1*	WP1	n.s.
Compilation and use of WHaTeR website with moodle software platform	VUA (compilation), all partners (use and contribute)	WHaTeR partner organizations, RTD Advisory Team members, EC FP7 Programme Officer	Sharing knowledge and experience, discussion & planning of RTD, dissemination and PMO activities	1*	WP1	5000
Organization of webex, video, phone or skype conference meetings	SEARNET (host), VUA (chair)	Exec Board, RTD Advisory Team, partner projects, policy makers	Various (planning, discussion of RTD results & PMO matters, policy briefs, ect.)	As need arises	WP1	n.s.



b) External

Communication & dissemination activities and associated products	Responsible partner organisation	Target groups	Expected Impact	Month	Work Package	Budget €
Compilation and use of a public website	VUA (compilation), all partners (use and contribute), SearNet constructs <i>local website</i>	General public, NGOs, GOs, politicians, public funding authorities, private sector, research community	Increased project visibility, shared and exchanged knowledge and experience	4*	WP1	Part of 5,000 under a) above
Production and distribution of flagship brochures , case history sheets, posters** for distribution in target countries	SEARNET (design); VUA, UKZN, SUA, AMU INERA (adjust to local product & distribute)	Policy makers in Europe and Africa, national and local authorities, investors, partners, in network, general public	Target groups informed about project objectives and activities and upcoming events	12*	WP14 (with WP9-12)	11,550
Production of periodic project e-newsletters	VUA (lead), all partners contribute	NGOs, GOs, POs, research community, private sector, other	Shared and exchanged knowledge/experience on results, upcoming events	Yearly	WP1	n.s.
Organization of multi- stakeholder workshops and associated reports	SEARNET (lead) with UKZN, SUA, AMU, INERA	NGOs, GOs, POs, private sector	Gathered inputs and feedback on research approach, results and policy briefs	13*, 36*	WP14 (with WP9-12)	80,000 (local); 40,000 (synthesis)
Organization of meeting(s) with policy makers and DG staff in Brussels	VUA	EC policy makers, DG financial, legal and RTD ENV staff	Target groups consulted, informed, and ideas exchanged	As need arises	WP1	6,000
Compilation and distribution of fact sheets	VUA, UKZN, UNEW, SUA, SRC, INERA, SEARNET, AMU	General public, research community, NGOs, GOs, POs	Target groups informed about project activities and progress	24*	WP3-12	n.s.
Compilation of RTD synthesis reports, guidelines and hand-books	VUA, UKZN, UNEW, SUA, SRC, INERA, SEARNET, AMU	Research community, NGOs, GOs, POs	Target groups informed about project outcome / recommendations; increase in number of farmers using WHTs	42*	WP3-12, WP14	n.s.
Publication production for peer-reviewed journals and books	VUA, UKZN, UNEW, SRC, SUA, INERA, SEARNET, AMU	Research community, Academe / scientists, NGOs	Informed research community about project results	36*	WP4-8, WP2, WP13	9,000 (to cover open access)



b) continued....

Communication & dissemination activities and associated products	Responsible partner organisation	Target groups	Expected Impact	Month	Work Package	Budget €
Policy briefs and recommendations	SEARNET with contribution of all	(Inter)National and local policy makers in Africa,EU	Informed policy makers using recommend. for policy design	44*	WP9 -12, WP14	n.s.
Production of press releases on workshops' outcome, other milestones	SEARNET (lead), VUA, UKZN, SUA, INERA, ET*	General public, politicians via media mailing list	Raised awareness, motivated policy makers e.g. to reallocate funding	Varies	WP1	n.s.
Production of audiovisuals (video, CD) about improved WHTs and WHT stakeholders in four case study countries	SEARNET and VUA (lead) in cooperation with UKZN, SUA, INERA, ET*	Policy makers in Europe and Africa, national and local authorities, public / private investors, potential partners, general public	Increased project visibility, raised awareness among potential WHT technology users, motivated investors and funding authorities, influenced policy makers	24*, 36*	WP14 (thru WP9-12)	Part of RTD budget in WP 9-12
Distribution of T-shirts, caps and other items with WHaTeR logo	SEARNET (lead)	General public, POs, NGOs, GOs, private sector	Increased visibility and identification of project	1, 12, 36, 42	WP14	Part of 11,550 in row 2 and RTD budgets in WP 3, 9-12
Use of, and connection to, WHT and other relevant networks	SEARNET (lead) and all other partners	NGOs, GOs, POs, research community, private sector, other	Shared and exchanged of knowledge and experience	through out	WP3, WP14	n.s.

* distribution and use of item after its production will take place throughout rest of project duration; n.s.: not specified



ANNEX 3 Shortlisted RTD Advisory Team members

Name (M/F)	Organisation/ Position	Competence area(s)	Contact Details
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Olufunke Cofie (F)	CGIAR Challenge Program on Water and Food (CPWF) Volta Basin Leader Website: www.waterandfood.org	Science and policy	Mailing address: Volta Basin Authority (VBA), 10 P.O.Box 13621 Ouaga 10, Ouagadougou, Burkina Faso Office: +226 50376067 Mobile: +226 74101790 Fax: +226 50376486 Email: O.COFIE@CGIAR.ORG



Name (M/F)	Organisation/ Position	Competence area(s)	Contact Details
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Martin Bikienga (M)	Permanent Interstate Committee for Drought Control in the Sahel (CILSS) Deputy Executive Secretary Website: www.cilss.bf	Policy	Mailing address: 03 BP 7049 Ouagadougou 03 Office: +226 50 37 41 25/26 Fax: +226 50 37 41 32 Email: Email (general): cilss.se@cilss.bf
Jean Albergel (M)	Institut de Recherche pour le Développement (IRD) IRD representative in East Africa Website: www.ird.fr	Science (hydrology)	Mailing address: IRD Kenya C/o ICRAF P O Box 30677-00100 - Nairobi, KENYA Office: + 254 (20) 722 47 58 Mobile: + 254 720 957 877 Fax: + 254 (20) 722 40 01 Email: J.albergel@cgiar.org
Other candidates:			
Bancy Mbura Mati	Jomo Kenyatta University of Agriculture and Technology (JKUAT) Professor of Soil & Water Engineering	Science	
Nuhu Hatibu (M)	Kilimo Trust Chief Executive Officer	Science and policy	

