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MARS PROJECT

Managing Aquatic
ecosystems and
water Resources
under multiple Stress

Milestone 17: Task 8.1. MARS Communication and dissemination strategy

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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Non-technical summary

The main objective of MARS communication and dissemination is to provide clear answers to major stakeholders on how to manage water bodies exposed to multiple pressures. To close the gap between science and policy and avoid information overload, the MARS dissemination strategy aims to combine target groups, suitable products and arenas for dialogue / communication.

The key stakeholders are river basin managers (particularly in the 16 case study catchments), National Environment Agencies responsible for WFD implementation, WFD-CIS groups and MAES freshwater group, DG Environment and EEA.

The main communication and dissemination tasks are:

Task 8.2: Advice to river basin managers: A simple guidance will be produced in dialogue with managers, using web-tools (MARS-Apps) to link the most commonly occurring pressure combinations to the most suitable ecological status and service indicators and to the most relevant measures. A tailored workshop was organised in April 2016 in Vienna to meet national and regional river basin managers. Further exchange will continue with workshops for local river basin managers in dialogue with WP4, WP6 and WP7 in autumn 2016/spring 2017 as well as during the final conference.

Task 8.3: Interactions with WFD-CIS groups and MAES: Operational inputs will be given to Ecostat, Groundwater, Floods and MAES freshwater group, attending their meetings and checking/adjusting MARS outputs to their needs and according to their feedback, wherever possible.

Task 8.4: Inputs to WFD review: Discussion paper, policy briefs and final guidance or paper will be produced focusing on how to strengthen the current WFD in terms of handling multiple pressures. This work will happen in close dialogue with DG Environment, other EU projects and WFD-CIS groups.

Task 8.5: Cross-cutting communication: Development and maintenance of external web-site, continuous updating the Freshwater Blog, production of policy briefs and fact sheets with user-friendly maps and figures, interviews with key scientists and stakeholders, video-clips and Freshwater Information Platform giving easy access to MARS-Apps (Tools).

MARS advisory board with key stakeholders will provide guidance on research activities in relation to stakeholder's requirements in order to improve the adoption of MARS results for river basin management.

Links to other related or complementary EU projects (primarily GLOBAQUA, and SOLUTIONS, but also building on outputs from REFORM and OpenNESS,) and EEA products will be established.

A set of performance indicators is defined to evaluate achievements of the dissemination and communication activities. These will be used for annual updates of this dissemination strategy.

Templates for MARS deliverables and presentations are available at the MARS intranet under the WP1 folder, and should be used by all partners. Acknowledgement of EU funding must be included in all deliverables, publications and presentations.

1. Introduction and background

This strategy for communication and dissemination defines the overarching communication objectives of MARS, sets out a guide on how to promote the project among stakeholders, engage the target audience and maximize the uptake of project results. The strategy will be continuously updated and refined throughout the project's lifespan, to account for developments and findings. The current version has been updated in May 2016.

MARS is a four-year large research project launched in February 2014 that will support managers and policy makers in the practical implementation of the European Union Water Framework Directive 2000/60/EC (WFD) and of related legislation and of the Blueprint to Safeguard Europe's Water Resources. The impacts of multiple pressures on aquatic ecosystems and their services are poorly understood and the extent to which these impacts can be effectively reversed or mitigated lacks scientific rigor. MARS will conduct new research and synthesize existing knowledge concerning effects and management of multiple pressures in surface water and groundwater bodies. MARS results will underpin advice to the 3rd RMBP cycle and the revision of the WFD; and will develop new integrated tools for diagnosing and predicting multiple pressures in water resource management.

The MARS consortium is comprised of 19 research institutes with expertise in ecology, hydrology, modelling and environmental assessment, as well as five water boards and environment agencies. MARS will engage with ongoing and finalized European initiatives addressing related topics, thus acting as an integrating project. Work will be organized at the scales of water bodies, river basins and Europe; at each scale there is a direct link to water managers and decision makers.

Goals of MARS are (1) to provide a framework for improving the success of mitigation and restoration measures for water bodies exposed to multiple pressures and (2) to assess more effectively the state, future scenarios and ecosystem services of rivers, lakes and connected groundwater systems, as well as transitional waters.

The present communication and dissemination strategy is structured as follows:

Section 2 sets out the key objectives of the strategy

Section 3 describes the key target groups

Section 4 provides guidance on the key communication and dissemination tools

Section 5 presents an overview of the main communication and dissemination tasks and activities (work plan)

Sub-Sections outline the work-plans for each of the four main tasks:

- Task 8.2 Guiding principles on how to address multiple pressures in River Basin Management

- Task 8.3 Interactions with WFD-CIS groups and MAES
- Task 8.4 Input to WFD revision
- Task 8.5 Cross-cutting communication

Section 6 presents the schedule of the major dissemination and communication activities

Section 7 discusses the role of the MARS advisory board

Section 8 shows the links to other projects and activities

Section 9 lists key proxy indicators for measuring the success of communication and dissemination

Section 10 gives a brief guideline on the Visual Identity of the project.

2. Dissemination and communication objectives

The dissemination strategy of MARS follows the rules laid down in the document “Communicating EU research & innovation”:

(http://ec.europa.eu/research/socialsciences/pdf/communicating-research_en.pdf), the recommendations given in the ROADMAP for uptake of EU Water Research in Policy and Industry (SPI Water Cluster 2012) and the CIS-SPI Activity report 2010 to 2012 (European Commission and ONEMA 2013).

The main objective of MARS communication and dissemination is to provide clear answers to major stakeholders on how to manage water bodies exposed to multiple pressures. To close the gap between science and policy and avoid information overload, the MARS dissemination strategy aims to combine target groups, suitable products and arenas for dialogue / communication.

MARS’s communication objectives are to:

- disseminate and support the uptake of project outputs to selected relevant communities (river basin authorities/water managers, especially at the MARS case study sites), national environment agencies, policy makers at EU, national and local scale through the Common Implementation Strategy of the WFD;
- engage directly with practitioners and relevant stakeholders in the development of the applications and tools delivered by the project;
- provide policy-relevant documentation and to advise policy makers and practitioners on cost-effective, sustainable measures to improve the status of rivers, lakes, connected groundwater bodies and transitional waters exposed to multiple pressures;
- provide timely inputs to the WFD revision process through targeted interactions with the relevant WFD-CIS groups, based on a compilation of recommendations from a broad scientific audience as well as from the science-policy dialogue;

- increase visibility and awareness of issues associated with the management of aquatic ecosystems exposed to multiple pressures.

3. Target groups

To facilitate swift implementation and uptake of project results, stakeholders will play an active role throughout the project in evaluating and assessing the “fitness for purpose” of the project results and deliverables. The consortium has both scientific and applied partners, who represent parts of the stakeholder community, reaching out to a wide network of end-users and stakeholders across Europe. Stakeholders will be involved and informed throughout the project lifespan through interactive workshops and dissemination activities.

The target audience consists of the groups of stakeholders that will benefit from the results of the project. The communication strategy will maximize transfer and uptake of useful results and other outputs within each group forming the target audience.

The following have been selected as the **principal target audiences** of MARS, for which specific content and events will be provided with the aim of consultation/participation:

- River basin managers responsible for WFD implementation:
 - National level: Ministries and Environment Agencies coordinating across River Basin Districts in each country, responsible for national guidelines and reporting
 - Regional level: River Basin District managers, coordinating across local river basins within their RBD, responsible for compiling and updating the River Basin Management Plans for their RBD.
 - Local level: River Basin managers responsible for practical WFD implementation including monitoring and assessments of pressures, status and elaboration of programmes of measures (PoM)
 - River basin managers in the 16 case-study catchments (WP4)
 - River basin managers elsewhere
 - NGOs & local river trusts
 - WFD professionals (scientists and experts supporting river basin managers at various levels)
 - International river commissions (e.g. ICPDR for the Danube basin etc.)
- European policy level:
 - DG-Environment, incl. their WFD Consultancies (e.g. WRc, COWI)
 - EEA and its topic centre: ETC-ICM
 - WFD-CIS groups, incl. Strategic Coordination Group
 - MAES freshwater group (Working group on Mapping and Assessment of Ecosystems and their Services), linked to the EU Biodiversity 2020 strategy
 - European Centre for River Restoration

The following countries are represented in MARS by individual partners: Austria, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Netherlands, Norway, Portugal, Romania, Slovenia, Spain, Turkey and United Kingdom.

It is expected that dissemination at the national and regional levels will be more intensive in these countries than other countries not represented in MARS, although efforts will be made to disseminate outputs through additional existing networks. The wider audience will be targeted via applied partners, such as ICPDR or observers, such as Living Rivers Foundation and other NGOs.

Dissemination in MARS case studies

WP4 of MARS is investigating the effects of multiple pressures in 16 “flagship” river basins (case studies) throughout Europe. Within WP4, each of the case studies involves local and regional water managers, who are the main target group. Most of these river basins are already well documented and known in the direct vicinity, but they can also act as “best practice examples” and encourage water boards elsewhere for implementing ambitious measures in the third RBMPs.

The target is at least one major dissemination event per case study, i.e. a local or combined regional workshop. On this event, both the authorities responsible for the river basin and MARS scientists will be present. While the water managers will give presentations about practical implementation (including their experiences with convincing land owners and other sector stakeholders), the scientists will give targeted information and present tools that can be used to support the 3rd RBMPs. Water managers will also be asked about the usefulness of MARS tools in answering questions related to practical implementation needs. Moreover, feedback from local authorities will be considered for the MARS final guidance report.

At the MARS mid-term meeting and final conferences, a broader overview of these best practice examples throughout Europe are briefly presented to stimulate discussions within the European community of river basin management.

Besides the above mentioned principal target audiences, **additional target groups** will be indirectly integrated in the dissemination process and informed through publicly accessible channels such as the project newsletters, the blog and the wiki (Task 7.1):

- European institutions:
 - DG Research
- Additional River basin management stakeholders:
 - Consultants and private sector companies, commissioned by authorities to work on river basin management

- Sectoral stakeholders active in the following sectors: agriculture, hydropower, water supply and wastewater treatment, navigation, tourism /recreation and fisheries
- Environmental NGOs, charities and voluntary organisations
- Academic institutions, researchers and students:
 - Scientists in MARS
 - Scientists in other related EU projects
 - Students (PhD and higher, as well as undergraduate and master level)
- General public
 - Media
 - LinkedIn groups (e.g. river restoration, fish migration)
 - Twitter

4. Means of communication and dissemination

This section provides guidance on the communication and dissemination tools that will be used in MARS. In addition to the tools presented below, MARS will make use of the existing communication instruments of its partners. The latter include websites, newsletters and social media to which partners participate. This will enhance MARS's outreach among the stakeholders.

The main means of communication and dissemination that will be used in MARS are specified for the principal target stakeholders at the various levels, as well as for the additional target groups:

- All levels:
 - Policy briefs summarising key results will be produced and disseminated to the principal stakeholders throughout the project, concerning effects and management of multiple stressors, including online tools (e.g. WISE-RTD, wiki)
- River basin level:
 - Tailored seminars for river basin managers in the 16 case-studies advising the 3rd RBMP cycle on how to diagnose and mitigate multiple pressures, facilitating the actions of the Blueprint (organised by WP4 in dialogue with Tasks 2.4 /6.4 /7.3 /8.2).
 - Guiding principles on how to address multiple pressures in River Basin Management
- EU and national policy level:
 - Joint stakeholder workshop for national and regional river basin managers and experts (this was organized in Vienna in April 2016)
 - Presentation and discussion of MARS plans, progress, results and tools at EU-level workshops, ensuring timely inputs to WFD-CIS groups and to the Nature and Biodiversity-CIF (Common Implementation Framework) working group MAES (DG ENV workshops, WFD-CIS-workshops, MAES workshops)

- Dialogue with DG ENV and EEA on WFD revision with focus on linking ecosystem services to agreed ecological status indicators, incl. water quantity and optimising measures to ensure good water status
- Overview of national stakeholders with interest for MARS plans and products will be collated at the start of the project
- Additional target groups (see section 3 above):
 - Wiki
 - Blog
 - Fact sheets with maps and figures summarising main results
 - Scientific conferences: a list of relevant scientific conferences will be collated.

MARS will also exchange the communication strategy with other relevant EU projects, e.g. REFORM, OpenNESS, GLOBAQUA and SOLUTIONS, to facilitate the planning and implementation of joint communication efforts towards common target audiences.

5. Main communication and dissemination tasks and activities

The main communication and dissemination tasks are given in figure 1 below.

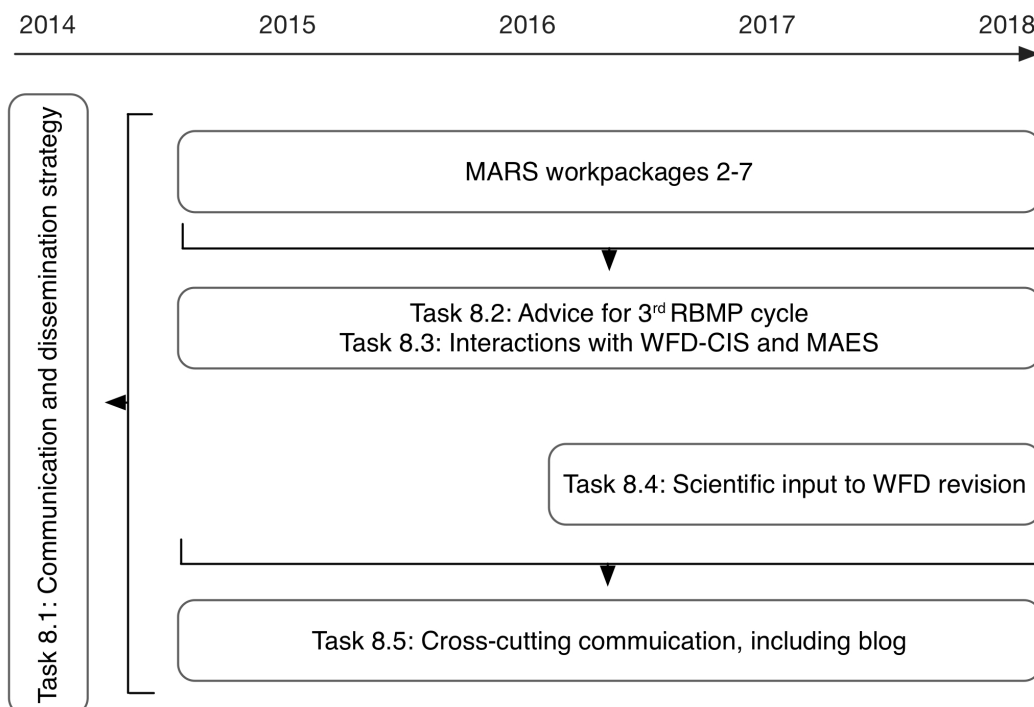


Figure 1. Main communication and dissemination tasks in MARS.

The main activities and work-plans in each task are given in the following sections.

Task 8.2. Advice to river basin managers:

The main activities of this task are:

- Tailored workshop with river basin managers at regional and national levels in Vienna in April 2016 to disseminate preliminary results from all WPs, to receive feedback from the stakeholders and discuss how to further streamline the MARS outputs and tools to meet needs for the 3rd cycle of RBMPs.
- MARS Apps workshop with local/ regional river basin managers to discuss draft tools, as a follow up of the Vienna workshop, either in autumn 2016 or spring 2017 (back to back with an ECOSTAT meeting).
- Guiding principles on how to address multiple pressures in River Basin Management on how to deal with multiple pressures in the 3rd cycle RBMPs, based on outputs from the Vienna workshop and other interventions with stakeholders. The guidance may be linked as an annex to an existing CIS-guidance (IMPRESS) to maximize use by river basin managers (tbd).
- MARS final conference, presenting the guidance and the MARS-Apps

These activities will be organized according to the workplan in Table 1.

Table 1. Work-plan for task 8.2. Advice to River Basin Managers.

Work item	Partners, persons	Outcome	Delivery date
Workshop with river basin managers in Vienna co-organised by the ICPDR and BMLFUW (but open to all European countries)	BOKU , Rafaela Schinegger , Stefan Schmutz, NIVA: Anne Lyche Solheim, UDE: Sebastian Birk, Daniel Hering, Christian Feld AZTI, DELTARES, FVB-IGB, IZVRS-UL, NERC, NTUA, SYKE, APA, EA, NARW	Aim: Discuss preliminary results and plans for tools, outline of guidance (see below) How: World café method Who: National and regional river basin managers Outcomes: Minutes from meeting, Blog entries, pod-cast with interviews, presentations and photos of event	Month 27 (April 2016, minutes)
MARS Apps workshop with local/ regional river basin managers to discuss draft tools, as a follow up of the Vienna workshop	DELTARES: Ellis Penning, Harm Duel BOKU: Rafaela Schinegger (if time resources are available) IGB-Fvb: Markus Venohr UDE: Christian	Invitation Questionnaire Questionnaire summary Workshop event Workshop minutes	Autumn 2016 (or spring 2017, tbd)

	Feld		
Guidance for river basin managers	BOKU (Rafaela Schinegger) UDE, AZTI, DELTARES, FVB-IGB, IZVRS-UL, NERC, NIVA, NTUA, SYKE, APA, BMLFUW, EA, NARW	Guidance should be based on Feedback from RBMs at the Vienna workshop, and other relevant exchange events. What info do they need? How to link ecosystem services to ecological status? How to link ecological status with PoMs? Need for tools? Links to WP7 MARS Apps and Freshwater Information Platform (FIP). Aim at publishing the guidance as a new Annex to the WFD-CIS IMPRESS guidance to ensure efficient uptake among river basin managers. D8.2 Final guidance	April, 2016 (outline) Month 34 (Nov 2016, Draft version) Month 40 (May 2017, Final version)

Task 8.3 Interactions with the WFD-CIS groups and MAES:

The main activities of this task are:

- Assessing links between MARS activities and the work programmes of the most relevant WFD-CIS groups: ECOSTAT, Groundwater, Floods, and the freshwater group of MAES
- Attending selected workshops of these WFD-CIS groups) and the freshwater group of MAES to present and discuss MARS plans and results relevant for their activities, emphasizing how MARS outputs may be useful.
- Provide inputs to relevant WFD-CIS and MAES documents.

Table 2 shows the MARS partners responsible for contact with the most relevant WFD-CIS working groups (Figure 2) and MAES. The work-plan for the activities to be conducted in this task is outlined in table 3.

Table 2. MARS partners responsible for contact with the relevant WFD-CIS working groups and MAES

Working group	Partner name	Responsible person
ECOSTAT	JRC/NIVA	JRC: Ana Cristina Cardoso , Nuria Cid, Sandra Poikane, Wouter van de Bund NIVA: Anne Lyche Solheim
Groundwater	NERC , DELTARES CHMI	NERC: Rob Ward , DELTARES: Hans Peter Broers, CHMI: Vit Kodes
Floods	UL	UL: Lidija Globevnik
MAES	JRC	Ana-Cristina Cardoso

Table 3. Work-plan for task 8.3. Interactions with WFD-CIS groups.

Work item	Partners and persons	Outcome	Delivery date
Check chairs, work programme and meeting plans for each of the relevant working groups	See table above	Document showing links between MARS activities and WFD-CIS group activities	June 2014, updated in spring 2016
Meeting DG ENV	UDE (Daniel Hering, Sebastian Birk)	Minutes with overview of most relevant topics of interest for the MARS/CIS-group interface, specified for each CIS-group	March 2014, repeated in 2017, in connection with MARS final conference
Identify potential MARS contributions to WFD-CIS group documents in preparation	JRC, Ana Cristina, Nuria Cid NIVA: Anne Lyche Solheim NERC-CEH: Rob Ward UL: Lidija Globevnik	List of relevant MARS deliverables in relation to policies implementation activities	June 2014, continuous
Inputs to 'guidance' documents, (e.g. output from 8.2)	JRC: Ana-Cristina, Nuria Cid BOKU: Rafaela Schinegger	MS 20: Inputs to WFD CIS and MAES related documents	Continuous, but latest Month 46 (Nov. 2017)

CIS Organisation 2016-2018

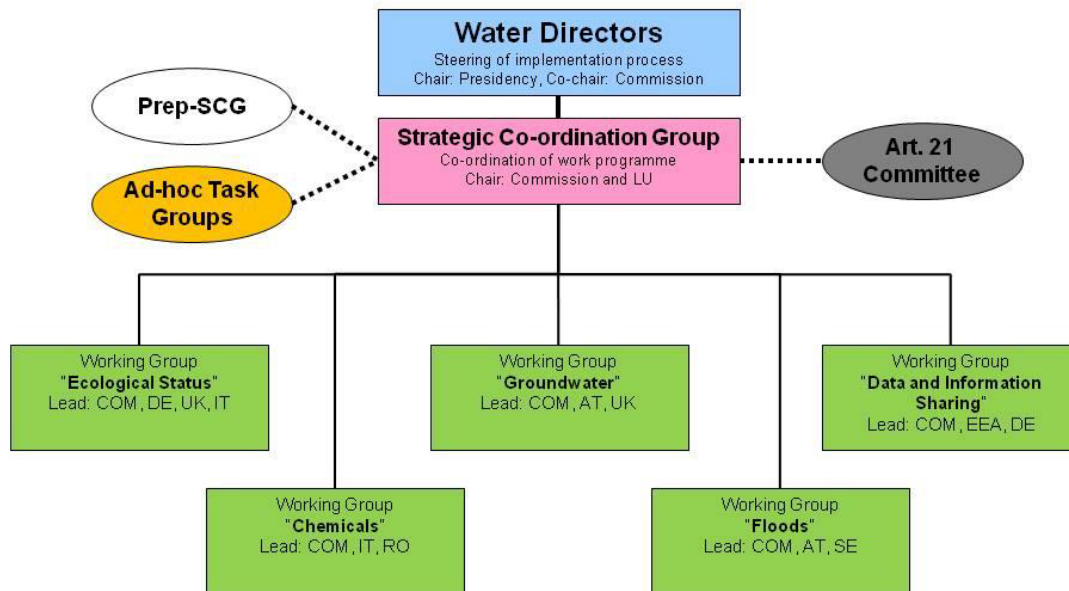


Figure 2. WFD-CIS Working group structure agreed for the years 2016 to 2018.

Task 8.4 Inputs to WFD review:

The main activities of this task are:

- Discussion paper in the first 12 months of the project based on brainstorming among MARS partners (Hering et al. 2014, STOTEN)
- Policy briefs, focusing on how to strengthen the WFD, based on results from MARS, as well as previous EU projects and national experiences with implementation (best practice application of the OOA, links between ecological status and ecosystem services, integration of aspects of climate change, water scarcity, floods, MFSD)
- E-conference with MARS scientists, external WFD experts, WFD officials at European and national level (in spring/summer 2017, tbd)
 - Topics and detailed plans can be found in the minutes from the MARS mid-term meeting in Fulda in March 2016
- Final paper summarising recommendations on how to strengthen the WFD and facilitate its implementation (Del.8.3/Milestone 19, Month 43 (Aug 2017))

MARS will consider the outcomes of REFORM (HyMo/E-flows) and will make joint efforts with OpenNess (Ecosystem services), GLOBAQUA (Water scarcity) and SOLUTIONS (chemi-

cal status) to get a more integrated approach to the review process. All steps addressing potential inputs will be considered as to whether and how the inputs could be taken on board through the CIS process.

Table 4 below outlines the work-plan for the activities of task 8.4.

Table 4. Work-plan for task 8.4. Input to WFD revision.

Work item	Partners and persons	Outcome	Delivery date
Discussion paper, incl. inputs from MARS partners	UDE: Daniel Hering and Sebastian Birk NERC: Laurence Carvalho and Rob Ward JRC: Ana Cristina Cardoso and Nuria Cid NIVA: Anne Lyche Solheim DELTAES: Tom Buijse and Harm Duel NTUA: Yiannis Panagopoulos IRSTEA: Christine Argillier	Discussion paper	2014
E-conference with other key projects and scientists	NERC: Laurence Carvalho and many others UDE: Sebastian Birk and many others	Key messages (input to policy briefs and review paper)	Spring 2017 (tbd)
Synthesis paper on WFD review, on how to strengthen and facilitate its implementation, focusing on multiple stressors	NERC: Laurence Carvalho and many others	MS19 Guidance document D8.3 Synthesis paper	Month 43, (aug. 2017, MS19) Month 44 (sept. 2017, D8.3)

Task 8.5 Cross-cutting communication:

The main activities of the MARS cross-cutting communication task are:

- External web-site development
- Freshwater blog
- Fact sheets visualising key results in user-friendly maps and figures
- Interviews/podcasts with key scientists and key stakeholders
- Policy briefs targeting different stakeholder groups (extracts from synthesis papers will be included, see below)

- Video-clips highlighting multiple stressors aspects and why good status is vital, as well as tutorials on how to apply the MARS Apps
- Synthesis papers on the following topics were planned at the MARS mid-term meeting in Fulda:
 - Multiple pressures and river basin management
 - Ecosystem services
 - Surface-groundwater interactions
 - WFD and agriculture
 - WFD and Floods Directive
- Major MARS events:
 - Mid-term all partners meeting in Fulda, Germany in March 2016
 - Final conference in Brussels (tbd) in November 2017

The activities are organized according to the workplan in Table 5.

Further details for each of these activities are outlined in the minutes from the MARS mid-term meeting in Fulda in March 2016.

Table 5. Work-plan for task 8.5. Cross-cutting communication.

Work item	Partners and persons	Outcome	Delivery date
External web-site: Design and improve web-site based on feedback at kick-off	UDE: Joerg Strackbein , Daniel Hering, Sebastian Birk NIVA: Anne Lyche Solheim	MS18: External web-site with user-friendly interface	March 2014
Freshwater Blog	UDE: Rob St.John , Joerg Strackbein, Sebastian Birk BOKU: Astrid Schmidt-Kloiber	Freshwater Blog	March 2014, continuous updates
Interviews	UDE: Rob St.John Christian Feld , Joerg Strackbein	interviews available on external web-site	Start March 2014
Policy briefs incl. key messages	UDE: Christian Feld , Sebastian Birk	D8.1. Policy briefs	Months 24 (D8.1), 36, 48
Fact sheets with key MARS results, see ideas for visualization above	UDE: Christian Feld , Sebastian Birk	D8.4. Fact sheets with good illustrations,	Months 18 , 26, 48
Videoclips showing what multiple stressors are, and their impacts, contrasting	UDE: Rob St.John Christian Feld , Sebastian Birk NIVA: Anne Lyche Solheim	Three videoclips: 1. What is multiple stressors	1. Month 18

good and poor ecological status and tutorials on how to apply the MARS Apps		2. Why is good ecological status important 3. Video tutorials on how to apply the MARS Apps	2. Month 31 3. Month 41
Mid-term all partner meeting incl selected stakeholders and related project coordinators	UDE: Sebastian Birk, Daniel Hering, NIVA: Anne Lyche Solheim	Minutes and presentations available on web-site	Month 25 (March 2016)
Planning of final conference,	UDE: Daniel Hering, Sebastian Birk NIVA: Anne Lyche Solheim EMU: Tiina Nõges and Peeter Nõges DELTARES: Harm Duel and Tom Buijse	first circular second circular MS21: Final conference circular	Month 36 Month 40 Month 46 (Nov. 2017)

6. Timing of the dissemination and communication activities

Table 6 below summarizes the schedule of key communication and dissemination activities throughout the lifetime of MARS. This schedule will be regularly updated, bearing the development of the project in mind.

Table 6. Schedule of the key communication and dissemination activities

Year	2014				2015				2016				2017				2018
Key activity	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I
Task 8.1 Diss and comm strategy		June								June							
Task 8.2 Guidance for managers																	
Workshop for river basin managers										Apr							
Guidance document													May				
Task 8.3 WFD-CIS meetings																	
ECOSTAT, FLOODS, GROUNDWATER		Apr							Mar	Apr		Oct		Apr		Oct	
Task 8.4 Inputs to WFD review																	
eConference													May				
Paper/guidance on WFD revision														Sep			
Task 8.5 Cross-cutting comm.																	
Web-site	Mar	Continuous updating throughout the project cycle															
Blog		May	Continuously adding new blog items throughout the project cycle														
Interviews	Feb								Mar								Nov
Fact sheets						Jul			Mar								Jan
Policy briefs									Jan				Jan				Jan
Videos							Oct			Aug			June				
Kick-off workshop	Feb																
Mid-term meeting									Mar								
Final conference																Nov	

7. Role of MARS Advisory board

The Advisory Board is the main external advisory body and consists of independent persons representing international and national stakeholders or stakeholder organisations including river basin managers.

The Advisory Board will provide knowledge and experience from practical and policy points of view and will position the results of the project in the context of integrated river basin management. It will also provide guidance on the direction of the research activities in relation to stakeholder requirements.

The Advisory Board and the MARS partners will connect MARS to other ongoing projects and activities in order to tune, compliment, and support each other's work. Concrete examples are e.g. national or regional stakeholder workshops, relevant WFD CIS groups and EEA activities, and the European Centre for River Restoration (ECRR). In addition the Advisory Board will announce MARS in relevant bodies and support the dissemination of its outcome.

The Advisory Board will be invited to attend the annual task leader meetings, as well as the major mid-term and final conferences to give feedback and recommendations to improve the realization of MARS and the adoption of its results. As part of the agenda there will be a joint meeting of the Advisory Board and the MARS Project Board.

8. Links to other projects and activities

MARS will establish coordination with the following ongoing projects and activities, which are relevant to the objectives of MARS:

- EU applied research projects GLOBAQUA, OpenNESS, SOLUTIONS, REFORM, AQUACROSS: MARS will collaborate with these projects to exchange knowledge and expertise to transfer this jointly to a wide range of European policy areas and end-users and to receive feedback how the output is best suitable for application. Especially, it is planned to coordinate major MARS events with GLOBAQUA and SOLUTIONS events, and establish cross-links on the web tools, policy briefs and fact sheets. The coordinators of these two projects attended the MARS mid-term meeting in Fulda in March 2016 and provided ideas for policy briefs. It was agreed that there will be a joint GLOBAQUA and MARS WP4 event in March 2017 and a common meeting of the three projects back-to-back with the MARS final conference
- EEA products, e.g. the EEA Water 2012 report on the 1st RBMP results, the EEA Water 2017 report on the 2nd RBMPs (if available in time for MARS) and the Freshwater Ecosystem Assessment from 2015: MARS will use the key outcomes of these assessments to guide the selection of multiple pressure combinations and integration of indicators for status assessment of water bodies aggregated in broad European types of rivers and lakes.

This list is neither limited nor exhaustive. In due course new linkages with other relevant projects and activities may be established.

9. Success measures of dissemination and communication

It is important to set some performance indicators for the success of MARS's communication & dissemination strategy in order to know if it is achieving its aims.

For certain activities, indicators will be measured centrally by NIVA (responsible for communication and dissemination) and UDE (project coordinator).

A summary of the indicators to be monitored is shown in Table 7.

In addition, all partners should use the web-portal to list every relevant dissemination activity where MARS is presented or where MARS takes part in the organisation. The coordinator UDE will inform all partners how to record these activities.

The communication and dissemination strategy of MARS should be revised annually in order to evaluate achievements of previous years and agree on the key elements of communication and dissemination in the years to follow.

Table 7: Success indicators for the MARS communication & dissemination strategy

Activity	Success indicator
Web-site, incl. Blog and Freshwater Information Platform	Average nr. visitors /month, Level of satisfaction with the web-site, blog and FIP
Stakeholder workshops with local river basin managers (WP4)	No. of workshops organized (when, where) No. and type of attendees (academics, user communities, decision makers...), Photos/videos of the event, Coverage of main topics,
Major stakeholder workshop with national and regional river basin managers	Feedback received from participants on feedback sheets/slips handed out at MARS events covering: - The appropriateness of dissemination means - Readiness for use
Final conference	- Potential use of project outputs
Guidance for river basin managers	Guidance outline/draft available and distributed to key stakeholders, Feedback received from target group on usefulness of guidance Final guidance available and distributed to key stakeholders
WFD-CIS workshops and interactions	No. of workshops attended, no. of MARS presentations given, No. of WFD-CIS group representatives attending MARS meetings No. of WFD-CIS guidance documents using MARS inputs

Fact sheets and policy briefs	No. of fact sheets and policy briefs produced No. of stakeholders receiving the fact sheets and policy briefs Feedback received from target groups on usefulness of guidance
Inputs to WFD review and links to other water policies	Discussion paper and final paper published No. of meetings with DG Env and other stakeholders discussing the WFD review
Interviews of MARS partners (magazines, newspaper, radio, TV)	Name of newspaper, journal, magazine Name of radio or television channel Interview date; Person interviewed
Publications (scientific articles)	No. of publications submitted and accepted No. of papers produced that were presented at external scientific conferences

10. Visual identity

Project logo and colours

The distinctive logo developed for the MARS project is given below.



Templates

- A “slide presentation template” (in MS PowerPoint format) has been designed to incorporate the logo. All internal and external presentations of MARS work will use this MS Powerpoint template.
- In addition, a report template (in Word format) has been produced in March 2014, to be used for all MARS deliverables. Each deliverable of MARS should have a maximum 2-page management summary written in jargon-free language (fit for dissemination to the

general public and policy makers). This communication and dissemination strategy has been written using the deliverables template.

The templates are available at the MARS intranet under the WP1 folder.

11. Acknowledgement of EU funding

All dissemination activities and publications in MARS (including project reports, peer-reviewed scientific publications, articles in magazines etc) should include the following statement (from GA annex. II.30.4):

“This work is part of the MARS project (Managing Aquatic ecosystems and water Resources under multiple Stress) funded under the 7th EU Framework Programme, Theme 6 (Environment including Climate Change), Contract No.: 603378 (<http://www.mars-project.eu>).”

When displayed in association with the MARS logo and partner logos, the European emblem should also be given appropriate prominence (see front page of this document).

References

European Commission and ONEMA 2013. Science–policy interface in support of the water framework directive — CIS-SPI Activity report 2010–12. Luxembourg Publications Office of the European Union ISBN 978-92-79-25181-8, doi: 10.2777/35629: 92 pp.

SPI Water cluster 2012. Roadmap for uptake of EU Water Research in policy and industry. Jointly produced by the 3 European funded projects, Step-Wise, Stream, WaterDiss.2: 16 pp. <http://www.hydroscan.be/uploads/b117.pdf>