

WP C Communication - Awareness plan

This document is a preparation for each case-study and is meant to plan the events and materials needed to support T1 and PES implementation.

WHAT IS THE AWARENESS PROGRAMME:

The awareness plan has to be built in each pilot site depending on local contexts/needs/targets to inform-aware-convince, to promote behavioural change, principally in the sellers (land managers and farmers). It consists of a change methodology and resources to support the change management programme **detailing the plan of activities to be undertaken in each catchment area.**

The issues are: involving the sellers, changes in land management practices, adopt appropriate land management interventions....

2 types of events to include:

- **Market-making events** (1 per case-study): designed to raise awareness of the PES opportunities and promote the benefit of involvement including the impact on water courses and begin to engage buyers, sellers and brokers in the creation of the PES markets. Workshop (half day events) or other events.
- **Adoption activities:** to ensure that as many sellers and buyers as possible take an active part in the catchment PES schemes as possible. 1 to 1 meetings, contracting meetings, intervention advice sessions, peer group mentoring sessions to come to commercial agreement.
- These activities are supported by **promotional materials and resources.**

You can use your Gantt Chart to detail your activities. This awareness programme will help each case-study to monitor its activities and events to organise and for the communications to anticipates your needs and the promotion of your activities. A document gathering the 6 case-studies' programmes is due for Dec. 2018 within WP Communication. SMGBO is supporting the design of the programmes.

Example:

Activity	Targets / Objectives	Date / time period	Promotional materials / resources needed
<i>Public morning during project workshop</i>	<i>Elected representatives, farmers, businesses... Inform of the project, open the discussion on the case-study, meet and involve stakeholders...</i>	<i>June 2018</i>	<i>Invitation, agendas, press releases, leaflets, posters, advertisement on radios or in newspapers, press conference...</i>
<i>Implementation of surveys</i>	<i>Elected representatives, farmers Data acquisition on the costs of PES</i>	<i>May-dec 2018</i>	<i>Letter to farmers. Letters to townhalls.</i>
<i>Meeting with farmers to co-design/present the PES schemes...</i>	<i>Farmers Meet and involve stakeholders, design PES...</i>	<i>July-dec 2018</i>	<i>Invitations</i>
<i>Implementation of curatives actions</i>	<i>General public, tourists... Inform on actions and meaning</i>	<i>Summer 2018</i>	<i>Posters, leaflets</i>

CASE-STUDY: Cover Crops (Portsmouth Water)

MARKET-MARKING EVENTS:

Activity	Targets / Objectives	Date / time period	Promotional materials / resources needed
<i>Presentation of CPES at the Woodland Creation for Clean water Workshop</i>	<i>Inform local farmers, conservation groups and NGOs about the project, discuss opportunities for including woodland creation in PES</i>	<i>21/03/2018</i>	<i>Power point template slides</i>
<i>Meeting with farmers within the catchment to view the Cover Crops pilot and discuss a possible PES scheme</i>	<i>Inform local farmers about the project, open the discussion on the case-study. Obtain feedback on how the PES scheme could work.</i>	<i>Meeting held with South Downs Farmers Group (SDFG) 6/2/19.</i>	<i>Leaflets about the Interreg project. Summary of results to date.</i>
<i>Meeting with farmers to view Cover Crops pilot and discuss results so far.</i>	<i>Dissemination of results of PW's Cover Crop Pilot (and cover crop trials in general) in order to encourage uptake of a PW scheme.</i>	<i>October 2019</i>	<i>Trial results and Pilot results summary.</i>
<i>Meeting with farmers to discuss results of Cover Crop pilots 1 and 2.</i>	<i>Presentation of results.</i>	<i>February 2020</i>	<i>Pilot results.</i>

ADOPTION ACTIVITY:

Activity	Targets / Objectives (nb, types of participants)	Date / time period	Promotional materials / resources needed
<i>Workshop in conjunction with Southern Water and South Downs National Park Authority</i>	<i>Encourage farmers in the catchment with suitable crop rotations to adopt the use of cover crops. Invite arable farmers in the catchment and agronomists advising them.</i>	<i>September-December 2019</i>	<i>Invitations Leaflets about the project Summary report of trial findings and economic analysis or results.</i>
<i>Meeting with C Hedley and SDFG</i>	<i>Presenting PES options to farmers.</i>	<i>June 2019</i>	<i>Details of schemes to be offered.</i>
<i>Portsmouth Water website</i>	<i>Advertise scheme and inform potential participants</i>	<i>2019-2020</i>	<i>CPES logos</i>
<i>Farm visits</i>	<i>One-to-one farm visits by advisor to agree farm management options to reduce nitrate leaching</i>	<i>2019-2021</i>	<i>Letter &/or calls to farmers, farmers representatives / groups, landowners.</i>
<i>Monitoring and scheme evaluation</i>	<i>Disseminate water quality etc monitoring results to participating farmers and involve them in discussions</i>	<i>2020-2021</i>	<i>Power point template slides, CPES logos, Summary report of monitoring results</i>