

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:**MARKET-MARKING EVENTS:**

Activity	Targets / Objectives	Date / time period	Promotional materials / resources needed
<i>Ex: public morning during project workshop, presentation to local entrepreneurs, meeting with farmers to co-design/present the PES schemes...</i>	<i>Elected representatives, farmers, businesses... Inform of the project, open the discussion on the case-study, meet and involve stakeholders...</i>		<i>Invitation, agendas, press releases, leaflets, posters, advertisement on radios or in newspapers, press conference...</i>
Séminaire de Fontainebleau	Elus locaux, agriculteurs, services de l'Etat, gouvernement, Commission européenne, collectivités, Agences de l'eau, etc. Table-ronde sur les enjeux de la protection de la ressource, en particulier en relation avec l'agriculture. Présentation de la démarche d'Eau de Paris de construction d'un accompagnement adéquat et d'un système d'aides agricoles (PSE)	Mai 2018	<i>Invitation, agendas, press releases, leaflets, posters, advertisement on radios or in newspapers, press conference...</i>
Journée présentation acteurs locaux INTERREG Normandie	Voir descriptif SHC	Sept. 2018	Idem
Séminaire national de presentation ??	Présentation stratégique du projet et de ses enjeux aux acteurs nationaux	Octobre 2018	

ADOPTION ACTIVITY:

Activity	Targets / Objectives (nb, types of participants)	Date / time period	Promotional materials / resources needed
Elaboration du projet technique à partir des expérimentations MAEC, AB menées sur les AAC pilotes depuis 30 ans	Interne EDP	Fin 2017 – début 2018	
1ère Commission Expert agricole	Agence de l'eau, agriculteurs, chambres d'agriculture, acteurs de la recherche (INRA)... Présenter le projet technique (le PSE) et recueillir les avis de la commission d'expert pour affiner le dispositif afin qu'il soit le plus adapté possible	27 mars 2018	
2e Commission Expert agricole	Idem	28 janvier 2019	
Comités techniques agricoles 11 réunions à ce jour	Agriculteurs volontaires sur chaque aire d'alimentation de captages Présenter le projet technique (le PSE) et recueillir les avis des 'sellers' sur sa	Début des comités : fin 2017 – début 2018	

	faisabilité technico-économique pour affiner le dispositif afin qu'il soit le plus adapté possible		
Animation agricole sur les AAC	Encourager, diffuser, expérimenter, former les agriculteurs aux pratiques agricoles durables	Toute la période	
Démarche d'économie expérimentale avec les agriculteurs	Tester une nouvelle méthode de définition du PSE via des jeux économiques Comparer les résultats des deux approches Une vingtaine de participants (agriculteurs), dont des exploitants encore non engagés dans la démarche d'animation.	Avril-mai 2019	