

## 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:

<b>Activity</b>	<b>Targets / Objectives</b>	<b>Date / time period</b>	<b>Promotional materials / resources needed</b>
<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: Lac au Duc, SMGBO

### MARKET-MARKING EVENTS:

Activity	Targets / Objectives	Date / time period	Promotional materials / resources needed
Local population and local stakeholders awareness	Local media Develop awareness among local population and local elected representatives about the implementation of the CPES INTERREG project in the Lac au Duc area. Present the objectives and calendar of the project. Give information about the strategies followed to design and implement PES on the lake catchment. Give information about curative actions that will be deployed on the lake in the framework of the project.	Nov 8, 2017	Invitation, agendas, press releases
Local stakeholders involvement	Agricultural chamber representatives, elected representatives, members of environmental associations, fishing associations, hunting associations, etc... Give information about, and discuss with participants the strategies followed in the project, both in term of design and implementation of PES on the lake catchment, and deployment of curative actions directly on the lake.	Feb 23, 2018	Invitation, agendas, oral presentation, press releases, website article
Local population awareness (Broceliande Sport Nature festival)	Local population Take the opportunity of the Broceliande Sport Nature festival to inform local Ploërmel population on the aims of the INTERREG CPES project, with a focus on the curative actions planned on the Lac au Duc	May 19, 2018	Invitation, agendas, posters, press releases, website article
Local stakeholders awareness and sharing of experience/methods with other case studies of the INTERREG CPES project (Ploërmel INTERREG CPES meeting)	Elected representatives, farmer representatives, farmers, environmental association members, partners of the INTERREG CPES project Inform participants about the project. Open the discussion on the Lac au Duc case study. Involve local stakeholders in the project.	June 6-7, 2018	Invitation, agendas, oral presentation, press releases, leaflets, posters, video, website article
Awareness of regional authorities and regional farmer organizations. Discussion/sharing of information on PES design and implementation methods	Regional council of Brittany representatives, farmer representatives, research teams involved in the design and implementation of PES in Brittany, representatives of French administration in charge of agriculture and environmental issues. Develop awareness about the objectives of the CPES INTERREG project in general and of the Lac au Duc case study in particular.	Oct 2, 2018	Agendas, oral presentation, report, website article
National authorities and national organizations awareness	Representatives of the French ministries of agriculture and environment.	Oct 17, 2018	Invitation, agendas, oral presentation, press

	<p>Representatives of the Loire-Bretagne and Seine-Normandie Water Agencies.</p> <p>Give information and develop awareness about the CPES INTERREG project in general and of the Lac au Duc case study in particular. Discuss the strategies followed in the project with respect to other projects developed in France. Discuss and share the economic and legal issues raised by PES at French and European levels.</p>		<p>releases, leaflets, posters, website article</p>
<p>Sharing of experience/methods with other case studies of the INTERREG CPES project (Evreux INTERREG CPES meeting)</p>	<p>Elected representatives, framer's organization, farmers, environmental association members, partners of the INTERREG CPES project</p> <p>Present the state of advancement of the Lac au Duc case study. Confront ideas and methodologies promoted in the INTERREG CPES project with framer willingness to enter a PES mechanism. Discuss and share information with other INTERREG CPES partners.</p>	<p>Dec 5-6, 2018</p>	<p>Invitation, agendas, oral presentation, press releases, leaflets, posters, video, website article</p>
<p>Discussion/sharing of methods with other research teams involved in the design and implementation of PES in Brittany</p>	<p>Regional council of Brittany representatives, farmer representatives, research teams involved in the design and implementation of PES in Brittany, representatives of French administration in charge of agriculture and environmental issues.</p> <p>Present results of costs and benefits evaluation surveys performed on the Lac au Duc catchments. Discuss methods and results, in relation to other PSE initiatives developed in Brittany.</p>	<p>Mars 5, 2019</p>	<p>Agendas, oral presentation, report, website article</p>
<p>Local population awareness to sanitary issues posed by the poor ecological status of the Lake au Duc (GreenWeek labeled event)</p>	<p>Population of Ploërmel city and surrounding municipalities; members of local environmental associations; representatives of local authorities. More than 200 participants expected.</p> <p>Give information on the ecological and sanitary issues raised the poor quality of the Lac au Duc water, with an emphasis on the problems caused by the blue algae (cyanobacteria) blooms that regularly affect the lake. Review the ecology of cyanobacteria and the causes of their development. Review the actions deployed in Brittany and elsewhere in the world to improve the quality of lake waters and reduce or remove cyanobacteria blooms. Discuss with the local population of the actions that could be deploy on the Lac au Duc and of their costs and benefits.</p>	<p>June 7, 2019</p>	<p>Invitation, agendas, conference, press releases, leaflets, posters, website article, social media communication</p>

**ADOPTION ACTIVITIES:**

<b>Activity</b>	<b>Targets / Objectives (nb, types of participants)</b>	<b>Date / time period</b>	<b>Promotional materials / resources needed</b>
Planification of curative actions on Lac au Duc	Local elected representatives; managers of the lake's water activities; representatives of health authorities (15 participants); representatives of the water producing company Eau du Morbihan Inform local stakeholders and local authorities of the principle of the H2O2 injection in the bathing area. Inform authorities about the rules to implement during the injection periods as regards bathing activities. Inform local authorities about the monitoring program which will be set up to evaluate the effect of the injections on cyanobacteria blooms and on the sanitary quality of bathing waters.	June 6 & 11, 2018	Invitation, agendas, oral presentation, website article
Implementation of curative actions on Lac au Duc and monitoring of their effects on the sanitary quality of the lake waters	Lake management authorities and responsible for nautical activities on the lake; Lake users (bathing). More than 50 participants. Recover a lake water of good sanitary status in the bathing area of the lake during the summer period by reducing the amount of cyanobacteria. Take the opportunity of H2O2 injections to evaluate the costs of curative treatments of lake water, and thereby the potential willingness of lake users to buy environmental services to catchment farmers.	July – Aug 2018	Posters, oral presentation, press releases, website article
Surveys to farmers	Farmers of the catchment (52 participants) Evaluate the costs and benefits of permanent cover crops and hedgerow implementations against phosphorus losses	June 2018 to Feb 2019	Invitation, questionnaires, website article
Curative action report	Local elected representatives; managers of the lake's water activities; representatives of health authorities (15 participants); representatives of the water producing company Eau du Morbihan. Inform all the structures and stakeholders concerned by curative actions on the lake of the results of the summer 2018 campaign of H2O2 application. Discuss the possibility to launch a second campaign during the summer 2019.	Oct 30, 2018	Invitation, oral presentation, report
Meeting with national and regional farmer unions and regional and national agricultural cooperatives	Representatives of national and regional farmer unions. Representatives of national farmer cooperatives (15 participants). Discussion on the ability to involve national and regional farmer organisations in the Lac	April 5, 2019	Oral presentation, Website article

	<p>au Duc case study. Discussion about the economic and legal issues rised by PSE and on how to solve those issues. Discussions about the way to guarantee and achieve the principle of conditionality which is a basic principle of PSE approaches. Discussion about how to legally and financially cover the risk of farmers in case on non-achievement of this principle</p>		
<p>Meeting with Lac au Duc catchment farmers</p>	<p>Farmers of the catchment (52 participants expected); representatives of local farmer organizations; local elected representatives. Inclusive meeting focused on diffuse phosphorus emission evaluation on the Lac au Duc catchment and on the ways and costs of reducing these emissions. Presentation to the farmers of the results of the surveys to quantify the costs and benefits of permanent cover crops and hedgerow implementations against phosphorus losses (evaluation of their willingness to receive payment to adopt best management practices regarding phosphorus emissions). Presentation to farmers of the PES approach and how to co-build the approach with them.</p>	<p>June 11, 2019</p>	<p>Invitations, oral presentation, website article</p>