

## 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:** Tremblay-Omonville, SERPN

**MARKET-MARKING EVENTS:**

<b>Activity</b>	<b>Targets / Objectives</b>	<b>Date / time period</b>	<b>Promotional materials / resources needed</b>
Public session during project workshop	Elected representatives, farmers, businesses... Inform about the project, open the discussion on the local case-studies, involve local stakeholders.	Dec 2018	Invitation, agendas, press releases, leaflets, posters, video
General public involvement	General public Event to develop awareness among the general public about water issues and farming issues, with an approach of co-responsibility and environment benefits of agriculture	2019 ?	Invitations, TV and radio broadcasts and/or advertisement, newspaper articles, catchment video projection

**ADOPTION ACTIVITY:**

<b>Activity</b>	<b>Targets / Objectives (nb, types of participants)</b>	<b>Date / time period</b>	<b>Promotional materials / resources needed</b>
Surveys on ability to pay from the users of water	Clients of the SERPN Clients will answer on whether they would prefer a curative or preventive action for water quality. Results will be used as ground of the thinking on socioeconomic impacts and design on PES	May _ July 2018	Posters, letters to townhalls
Surveys to farmers	Farmers of the catchment Evaluate the costs and benefits of cover crops against nitrate losses		
Meetings with farmers on PES design	Farmers of the catchment (formed group) Use experimental economics as an approach to the design of PES and to understand if the compensatory economic value is a significant for the farmer or if it has a crowding out effect on their voluntary action for water protection. Determine the farmers' behaviours facing the risks.	June 2018	Invitations, website article
Meeting with farmers on the construction of the auction system	Farmers of the catchment The goal is to involve more participants among the farmers of the catchments	? 2019	Invitations, articles on newspapers, letters to farmers and advisors, TV and radio broadcasts and/or advertisement.