

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
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
Meeting with members of Rother Valley Farmers Group at Hardham Water Works	Build Trust and understanding, promote and co-design the scheme	Feb 2019	Invitation, agendas, press releases, leaflets, posters, video
Wider stakeholder and General public involvement C5.1	Exhibition and workshop event at the South Downs centre for local and regional stakeholders, catchment users and farmers	Autumn 2019	Invitation, agendas, press releases, leaflets, posters, video, banners
Meeting With Rother Valley Farmers Group	To share evidence and initial work with ecosystem service sellers (National Trust) and to explore interest and opportunities for wider roll out.	Autumn 2019	Invitation, agenda's, banners

ADOPTION ACTIVITY:

Activity	Targets / Objectives (nb, types of participants)	Date / time period	Promotional materials / resources needed
Meeting with farmers on mitigation measures		Summer 2019	Invitation, agendas, press releases, leaflets, posters, video
Southern Water's catchment water quality monitoring		Ongoing and continual	NA
Initial meeting with ecosystem service sellers (National trust)	Discuss PES scheme implementation approach and mitigation measures	17 th April 2019	Proposal document
Following up meeting with National Trust	Discuss detail of mitigation measures and payments. Discuss communications	May/June 2019	Measure specifications and detailed geographical plan