

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: WRT Roadford

MARKET-MARKING EVENTS:

Activity	Targets / Objectives	Date / time period	Promotional materials / resources needed
Project workshop & presentations across sectors (farmers & farming groups, NGOs, MP, Defra, Water Co., etc, Private Sector)	Highlighting the importance of soils in catchment management for future resilience, links & introduction of CPES project, involving stakeholders in the development.	June 2018	Invitation, agenda, press releases, communications via online platforms and social media.
Farmer workshop	A practical farm-based session to introduce and explain potential of natural process interventions and soil health to farmers, as a marketable PES.	April/May 2019	Invitation, agenda, local press releases, communications via existing agricultural contacts and farmer representatives, poster
Devon and Cornwall Soils Alliance Launch	National event to get National Environment Agency to look at role of regulator and advisor under PES	June 2019	Agenda, sign in sheets and local press releases
PES potential Buyer development group meeting	Private sector contacts (Food & Drink or wider Agricultural produce Industry) Business Board meetings	June 2018 Oct 2018 Jan 2019 April 2019 (~ Quarterly)	Invitation, agenda, group press releases, social media communications. Further wider press releases in due course.

ADOPTION ACTIVITY:

Activity	Targets / Objectives (Nb. types of participants)	Date / time period	Promotional materials / resources needed
Introduction of CPES at Woodland event to potential regional stakeholders	Introduce CPES project and ambitions at WRT Woodland event to stakeholders representing regional interests for land ownership & land management, public private & third sectors.	Jan 2019	Leaflets, website content
Farmer visits, one-to-one engagement in key target area via Farm Advisor.	WRT Advisor engagement in catchment area to explain project aims, build interest and explain ambitions/options for involvement. Also, to ground-truth data and update understanding of environmental conditions to identify key targets.	March/April 2019 onwards	Letter &/or calls to farmers, farmers representatives / groups, landowners.
Surveys, sampling and monitoring	To establish environmental conditions pre and post intervention, to support and quantify change. Completed by Farm Advisor working with farmers in catchment and sharing information.	From April 2019	Letter &/or calls to farmers, farmer representatives / groups, posters or leaflets

Tamar Catchment Based Approach (CaBA) meetings	To introduce and disseminate CPES to stakeholders in the wider Tamar catchment to build awareness and further potential buyers. Promotion via other CaBA networks nationally.	Ongoing	Invitation, presentation, posters or leaflets, website content
Developing ideas re; Trading Mechanisms	Meetings with EA (Defra) to discuss options for trialling trading platform mechanisms under CPES pilots	Jan 2019 ongoing	Invitation, agenda, website content
Feedback workshops to illustrate activity and discuss delivery	Follow up workshop with farmers / sellers and buyers to facilitate discussion of CPES, actions to date and direction of change. Aim to repeat at project end.	Jan 2020 Jan 2021	Invitation, agenda, letters/calls to attendees, presentations, posters, social media & website content

CASE-STUDY: WRT South Devon (Kingsbridge- Salcombe Estuary, Slapton & Gara)

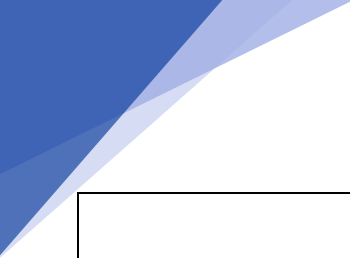
MARKET-MARKING EVENTS:

Activity	Targets / Objectives	Date / time period	Promotional materials / resources needed
Farmer workshop with CSF highlighting soil and water protection	Introduction of CPES to farmer contacts in catchment via linkage with other Agricultural initiatives.	Feb 2019	Leaflets, website content, social media
Stakeholder inclusion at session for CPES Partner workshop	To invite local representatives from the Farming, Tourism/Recreation and other local Business (eg. Food & Drink sectors etc) to a public session of the CPES Partners event. To explain aims and ambitions, invite discuss and broaden opportunities for buyers & sellers.	June 2019	Invitation, agenda, press releases, communications via online platforms and social media. Articles in local press, Industry publications or Associations, leaflets

ADOPTION ACTIVITY:

Activity	Targets / Objectives (Nb. types of participants)	Date / time period	Promotional materials / resources needed
Attending and contributing to Catchment Sensitive Farming (CSF) & National Farmers Union (NFU) meetings, CSF workshops	Introduce CPES project to active Agricultural sector representatives in target area for awareness and to link into networks.	Dec 2018 Oct 2018 Dec 2018 Feb 2019	Letters / calls to stakeholders, website content, presentations
Meeting and events to link with Environmental volunteers and Field Study Centre (FSC) Scientific Review event	Meetings with Field Studies Centre managers to promote and link monitoring activity with their volunteers. To host a joint farmer workshop with CSF. To assist with local dissemination and promotion of CPES at the FSC annual Scientific review event to a wider audience.	Sept 2018 Feb 2019 Nov 2019	Letters / calls to stakeholders, website content, presentations, social media

Farmer meetings one to one (Gara)	WRT Advisor engagement in catchment area to explain project aims, build interest and explain ambitions/options for involvement. Also, to ground-truth data and update understanding of environmental conditions to identify key targets.	Mar/April 2019 onward	Letter &/or calls to farmers, farmers representatives / groups, landowners.
Promoting volunteer involvement for water quality monitoring;	Encouraging and promoting awareness for volunteers to undertake water quality monitoring alongside farmers directly, to jointly illustrate current status. Contributes to longer term dataset to underline issues in catchment. Citizen Science Investigations (CSI) and farmers monitoring; Farmer Owned River Data scheme (FORDs) developed & hosted by WRT.	Oct 2018 Dec 2018 Mar 2019 - ongoing	Website, Social media, posters, local press, letters/calls to farmers and farmers representatives
CSF and Environment Agency (EA) meetings to develop farmer engagement options alongside CPES	Working with EA and CSF officers to develop a small grant application to operate in the Gara catchment for small scale farm interventions for water quality improvements. This will provide direct opportunity to engage farmers and discuss CPES options also.	Oct 2018 Nov 2018 Dec 2018 Jan 2019 - ongoing	Website, social media, letters/calls to farmers and farmer groups, leaflets, local press
Promotion & engagement with local Tourism Industry representatives to promote and disseminate CPES	To raise awareness of CPES with the recreation & tourism sector locally, to illustrate water quality issues and demonstrate intervention options for support and involvement. Seeking new buyers for PES schemes and potentially linking to other environmental initiatives for suitable contacts via networking.	Mar 2019 onwards	Website, social media, posters, local press and Industry sector publications, leaflets or posters
Surveys, sampling and monitoring	To establish environmental conditions pre and post intervention, to support and quantify change. Completed by Farm Advisor working with farmers in catchment and sharing information.	From April 2019	Letter &/or calls to farmers, farmer representatives / groups, posters or leaflets
South Devon Catchment Based Approach (CaBA) meetings	To introduce and disseminate CPES to stakeholders in the wider South Devon catchment Partnership area to build awareness and further	Ongoing	Invitation, presentation, posters or leaflets, website content



	potential buyers. Promotion via other CaBA networks nationally.		
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