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ABSTRACT

This report presents the evaluation of stakeholders' expectations on for distributing the results of the ESPREssO project. During the 1st Stakeholder Forum in Bonn on 4th May 2017, stakeholders were asked to report on their needs and expectations regarding the dissemination of results and outcomes of the ESPREssO project. The present report constitutes the findings of a standardized survey among the stakeholders which has been conducted during the Stakeholder Forum. While in general, the requirements of the stakeholder are coherent with the current dissemination procedure and strategy, minor adjustments that result from stakeholders` feedback will be considered in the due course of the project`s dissemination activities. This particularly involves a higher frequency of online communication.

Keywords: communication, strategy, publications

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1   INTRODUCTION AND PROJECT OVERVIEW

The project "Enhancing Synergies for Disaster Prevention in the European Union" (short "ESPREssO") aims at contributing to a new strategic vision to approach disaster risk reduction (DRR) and climate change adaptation (CCA), thereby opening new frontiers for research and policy making. To achieve this goal, the project's structure is built upon the central role of three main challenges to be addressed in order to propose ways to mitigate differences, to identify gaps, and to overcome the boundaries among three main challenges:

- Challenge 1: To propose ways to create more coherent national and European approaches to DRR, CCA and resilience strengthening;
- Challenge 2: To enhance risk management capabilities by bridging the gap between science and legal/policy issues at local and national levels in six European countries;
- Challenge 3: To address the issue of efficient management of trans-boundary crises.

In order to achieve this objective and to address the cross-boundary and interdisciplinary approach of the project, it is important that the progress, activities, outcomes and deliverables of the project are disseminated effectively and in a timely fashion, not only to the project beneficiaries, but particularly to wider stakeholder groups who are interested in one of the three challenges. This report establishes a link between the project`s Work Packages (WPs) 1 on stakeholder engagement and analysis and 5 on the dissemination of the project`s results.

The stakeholder engagement plan (Deliverable 1.1) developed within WP1 outlines the stakeholder engagement process and explores ways to engage with stakeholders, identifying ways of eliciting needs, perspectives and opinions of these stakeholders. WP5 "Dissemination and guidelines" has a key role in developing and disseminating the final products of ESPREssO. Under WP5, the ESPREssO Guidelines for the three challenges of the project, as well as the Vision Paper on future research activities in natural hazards will be produced. The dissemination and communication strategy which has been developed

and outlined in Deliverable 5.2 aims to disseminate the ESPREssO results and guidelines considering the diversity of stakeholders and communities to be served with appropriate information and guidelines, thus taking into account the cross-boundary and interdisciplinary approach of the project.

This report evaluates the dissemination strategy which was presented in the report *D 5.2 - ESPREssO Dissemination and communication strategy* and reflects which tools and means have been implemented successfully and which further steps have to be taken in order to meet stakeholders` information needs as expressed during the 1st Stakeholder Forum. An on-site survey was undertaken to evaluate the needs and requirements of stakeholders and to adapt and modify the further dissemination strategy. The results display a clear picture and demonstrate the needs and expectations of stakeholders regarding means and frequency in receiving information about news and outcomes of the ESPREssO project.

2   STAKEHOLDERS' INFORMATION REQUIREMENTS

2.1   IDENTIFYING STAKEHOLDERS' INFORMATION REQUIREMENTS

During the stakeholder engagement process (s. annex, fig. 4), a desktop research was carried out to identify stakeholders from different disciplines and sectors that are relevant to the ESPREssO project. As a result, a database with further information on the stakeholders has been compiled including *type of stakeholders* (e.g. policy, private sector, research), *area of expertise* (DRR, CCA or both), *scope* (global, national, regional). Twenty stakeholders accepted the invitation to participate in the 1st Stakeholder Forum which took place on 4th May 2017 in Bonn, Germany. During this event, the stakeholders were asked to state their opinions on dissemination requirements. To gather this information, an interactive polling tool (Turning Point Technology) was used during presentations and workshops. This tool allows to display the results in real-time and to evaluate results on the spot. The outcomes of have then been further evaluated in order adapt the existing dissemination strategy to stakeholders` dissemination needs if necessary. During the survey, members of the ESPREssO' consortium have been asked to participate at the survey. The statistics

presented here, display the results excluding the members of the ESPREssO' consortium in order to present the opinions of the stakeholders only (n=14).

2.2   RESULTS OF THE ON-SITE POLL

2.2.1   Interests of stakeholders

The thematic interests of the stakeholders are among the most important points for dissemination activities as it will determine whether stakeholders perceive ESPREssO results as useful for their work. Also, their thematic preferences will be reflected in their attendance at the upcoming Think Tanks (which are divided according to the three challenges of ESPREssO: Climate Change Adaptation and Disaster Risk Reduction, Science-Policy Interface and Transboundary Crisis Management) and the preparation of these events.

According to the survey, the majority (43%) of stakeholders is interested in topics related to Challenge 1: the integration of CCA and DRR; 36% of the stakeholders are interested in topics related to the science-policy interface as presented in Challenge 2. Only 7% of the stakeholders are interested in issues related to transboundary management of disasters (see Figure 1). With most of the stakeholders being interested in *Climate Change Adaptation and Disaster Risk Reduction* and the minority interested in *Transboundary Management* it can be presumed that a) more efforts in stressing the need for coherent approaches to managing disasters affecting transboundary regions are needed and b) that the project has not yet addressed the relevant stakeholders working on transboundary issues. Therefore, more stakeholders which are affiliated with organizations, institutions etc. dealing with the issues of managing transboundary disasters need to be engaged. The strong interest of stakeholders in Climate Change Adaptation and Disaster Risk Reduction emphasizes the need for information related to these two areas.
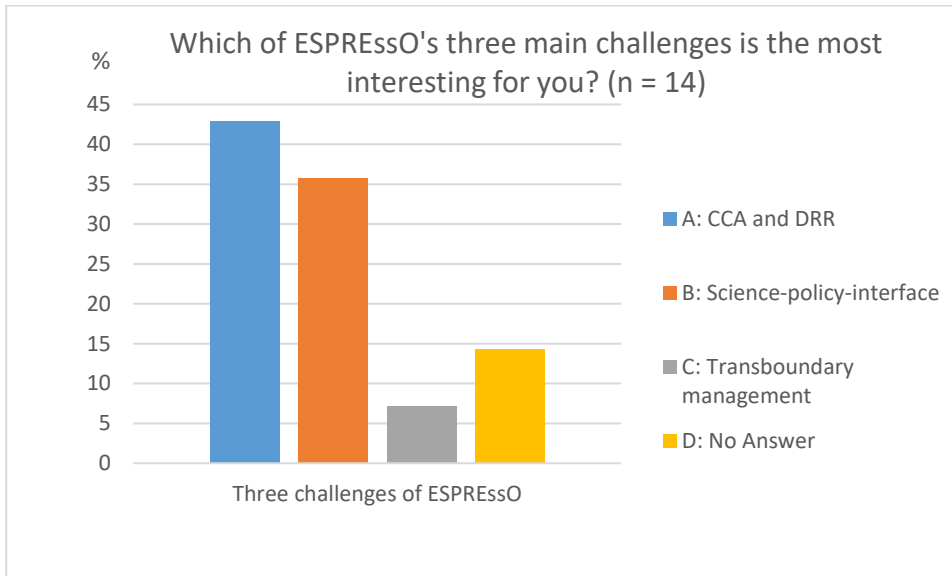
Figure 1: [Q1]: Which of ESPREssO's three challenges is most interesting for you?

2.2.2 Preferred information on project results

The preferred type of information of the ESPREssO project is important as it determines the project`s way forward in processing and distributing information. Figure 2 displays the preferred type of information according to stakeholders. 36% of the stakeholders wish to receive general information on the ESPREssO project. 21% of the stakeholders require technical information and policy guidance.

Although general information is the preferred type of information, the need for policy guidance and technical information should not be neglected. This might be reflected in the composition of the stakeholders, who attended the Stakeholder Forum and who are, as outlined in Chapter 2.2.1, mainly dealing with issues related to CCA and DRR.
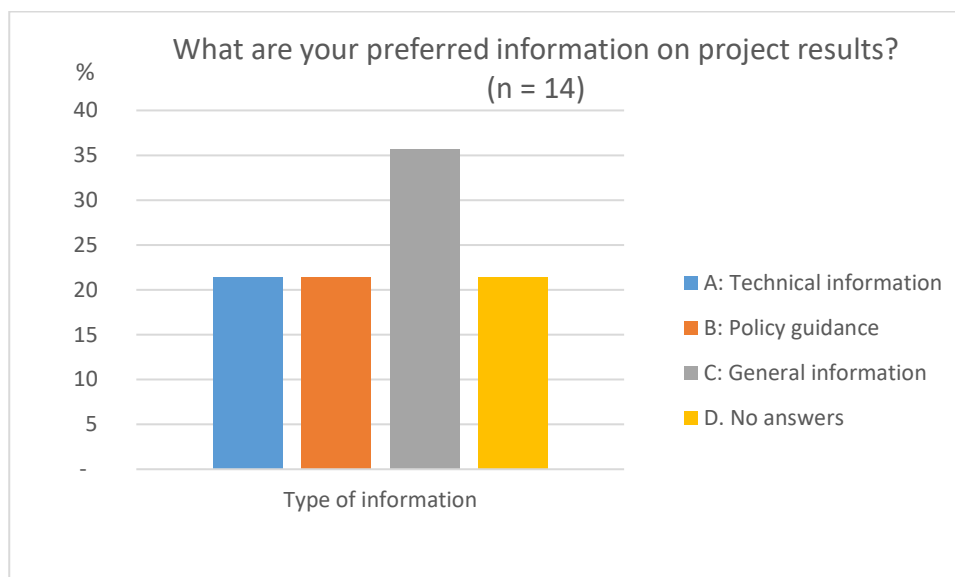
Figure 2: [Q2]: What is your preferred type of information on project results?

2.2.3 The format of the dissemination of information

Insights into the desired format of dissemination material are important to enhance the effectiveness of communication. It also increases the probability that the information on outcomes and results of the ESPREssO project will be perceived and appreciated by stakeholders. Stakeholders were asked to provide feedback on the desired format and were able to choose up to four options. Table 1 displays the results of the format of the dissemination of the outcomes of the ESPREssO project. The majority voted for the distribution of the information in reports, followed by scientific publications and newsletters.

Table 1: [Q3]: What format do you prefer the dissemination to be in? (n = 14)

	Reports	Scientific publications	Newsletters	Bulletins	Policy briefs	Videos	Social media	Other
Count	8	6	5	4	4	4	3	2
% of the voters	57	43	36	29	29	29	21	14
Rank	1	2	3	4	4	4	7	8

2.2.4 Preferred online channels of the stakeholders

This section deals with stakeholders` preferred online communication channels. Online communication via e-mails, electronic newsletters and social media (to name a few) constitutes a means to distribute information effectively at low costs and wide outreach. Stakeholders were asked to choose between e-mail, project website, newsletter, blog, YouTube, Facebook and other online channels. The stakeholders were able to submit up to four options to indicate their preferences. The results were then evaluated and ranked.

Table 2: [Q4]: Through what online channels do you prefer to get information? (n=14)

	Mailing list/e-mail	Project Website	Newsletter	Blog	YouTube/webinars	Facebook	Other	Twitter	No preference
Count	12	8	5	3	3	2	2	0	0
% of the voters	86	51	36	21	21	14	14	-	-
Rank	1	2	3	4	4	6	6	-	-

The preferred online communication channels to receive information are e-mails, the project website and newsletters (Table 2). This corresponds to the communication channels that are currently being used by the project team to disseminate information as laid out in the dissemination and communication strategy (Fisker Kilberg, M. et al., (2017)).

2.2.5 Frequency of the dissemination of information

The preferred frequency of the dissemination is important as it guarantees that stakeholders are not overwhelmed with information or receive too little information as in both cases stakeholders might lose interest. The majority of stakeholders (43%) prefers to receive information about the ESPREssO project once a month, while 36% of the stakeholders prefer information every three months (table 3).

Table 3: [Q5]: How frequently would you like to receive information? (n = 14)

	More often than once a month	Once a month	Every three months	Every six months	Every nine months	Once at the end of the project	Not voted
Count	0	6	5	0	0	0	3
%	-	43	36	-	-	-	21

The requirement for receiving information once a month indicates a strong interest on the parts of the stakeholders as they wish to be kept informed on a regular basis.

2.2.6 Interim summary of polling results

The survey among the participating stakeholders has revealed interesting information about stakeholders` requirements concerning the dissemination of results and outcomes. Overall, the survey among participating stakeholders serves as in indicator for the requirements as rather than a solid elicitation. Table 4 summarizes the main stakeholder preferences.

Table 4: Overview over stakeholders' dissemination requirements.

Overview over the dissemination requirements of stakeholders as retrieved during the Stakeholder Forum	
Interest of stakeholders	Climate Change Adaptation and Disaster Risk Reduction
Preferred type of information	General information
Preferred format of information distribution	Reports, scientific publications and newsletter
Preferred online channels for information dissemination	E-mails, the project website and through newsletters
Preferred frequency of information	Once a month

2.3   INDIVIDUAL OPINIONS EXPRESSED THROUGH FEEDBACK FORM

During the Stakeholder Forum, feedback forms (s. annex for example feedback form) were distributed allowing to state personal suggestions, comments and opinions on further topics

and talks relating to the ESPREssO project in general and the 1st Stakeholder Forum as well as the preferred topic (according to the three challenges) of the Think Tanks.

While the more general answers will be covered in Deliverable 1.1, the answers regarding stakeholders` preference of the Think Tanks are presented here:

Table 5: Preferred Think Tanks of stakeholders (SH) according to the feedback forms

Topic of Think Tank	Votes of stakeholder (SH), (1=first choice)					
	SH 1	SH 2	SH 3	SH 4	SH 5	SH 6
CCA and DRR	1	2	3	3	3	1
Science/Policy Interface	2	1	2	1	1	2
Transboundary Crisis	3	3	1	2	2	3

This table display the majority of stakeholder, who filled in this form, being interested in Think Tank dealing with science/policy interface.

3 EXISTING DISSEMINATION TOOLS

3.1 PROJECT WEBSITE: HTTP://WWW.ESPRESSOPROJECT.EU/

The project website has been developed to inform about ESPREssO's activities and outcomes and is online since 22nd June 2016. Between its launch and 22nd May 2017, the website was visited 32,288 times with an average of 96 visits per day. Since then, the website has been constantly informing about news, events and activities relating to ESPREssO project. The website is particular useful for policy and decision makers and the general public as stated in Deliverable 5.2 (Fisker Kileberg, M., at al., (2017)).

3.2   PROJECT NEWSLETTER

The newsletter, which is on rank three of the desired dissemination formats (see Tab. 1), serves as a mean to distribute general information and to inform the stakeholders not only about upcoming steps and tasks, but also about major findings and outcomes of meetings and workshops – both of ESPREssO and related projects and institutions. The newsletter is distributed twice a year. It is sent to the ESPREssO stakeholders and to the consortium partners` wider networks. This frequency will be kept although stakeholders asked for more frequent information about the project. To address the demanded frequency of dissemination, social media will be used as a tool for a wide and low cost outreach.

3.3   REPORTS/DELIVERABLES/SCIENTIFIC PUBLICATIONS

As the majority of stakeholders require reports, scientific publications and newsletters (see Tab. 1) these formats need to be considered. Within the ESPREssO project, reports (Deliverables) are provided for and will be published throughout the timeframe of the project to inform about the results and outcomes of the project. The final outcomes, the guidelines and the vision paper, will also be distributed to the stakeholders in the form of a report and associated scientific publications.

3.4   SOCIAL MEDIA

Social media is becoming more and more important for distributing information. Facebook, Twitter and YouTube are easily accessible and allow to disseminate videos and to interlink other interesting information as well as to address the users directly. Therefore, Facebook and Twitter accounts have been established by the ESPREssO project team as well as a YouTube channel. Through these, news, videos and interviews (such as the ones that were conducted during the 1st Stakeholder Forum in May) are being distributed.

The Facebook site (https://www.facebook.com/ESPREssOH2020/) provides general information and videos regarding the project and its activities; it also provides interlinkages

to other relevant pages (e.g. EU Climate Action, World Economic Forum) on Facebook as well as to websites relating to ESPREssO's challenges (e.g. http://sustainability.ku.dk; http://changingdisasters.ku.dk).

The Twitter account is regularly fed by UCPH and can be accessed here: https://twitter.com/ESPREssO_H2020. The account is online since 21st June 2016. Since then, 188 Tweets were generated and shared and 73 Twitter users are following the page. The Twitter account is being used to share information not only about activities, conferences and outcomes relevant for the three ESPREssO challenges, but also about news, updates and innovations on more general topics such as sustainability, environment and Sendai Framework. Twitter provides a good opportunity to keep users up to date and to provide real time information e.g. during the attendance of conferences, meetings and workshops.

The YouTube channel (accessible here: https://www.youtube.com/channel/UCSXk2-lkuOr8mYMsH14MGdQ) provides the opportunity to upload videos as a means for distributing graphic and vivid information material. The interviews which has been conducted during the 1st Stakeholder Forum are being currently uploaded on YouTube, the project's website and to Facebook. The interviewees are: Daniela di Bucci (Seismic and Volcanic Risk Office, National Department of Civil Protection, Italy), Mário Pulquério (Coordinator of the HORIZON 2020 project PLACARD, Foundation of the Faculty of Science of the University of Lisboa, Portugal), Kristian Cedervall Lauta (Chairman, Copenhagen Center for Disaster Research, Denmark), Jakob Rhyner (Director of the United Nations University Institute of Environmental Risks and Human Security, Germany), Sukaina Bharwani (Senior Research Fellow, Member of PLACARD Stockholm Environment Institute, UK).

4 ADAPTATING ESPRESSO`S DISSEMINATION STRATEGY

When comparing ESPREssO`s dissemination strategy and the resulting dissemination activities that have been carried out so far with stakeholders' requirements as described in chapter 2, it is assumed that stakeholders` needs have been adequately met in general. However, considering that the preparatory phase of the project is just coming to an end, the

number of results that the project will generate will increase substantially in the coming months (especially following the upcoming Think Tank meetings). For the dissemination of those results, stakeholders' requirements of dissemination as described in this report will be considered to maximize the impact. It should be considered to increase the frequency of e-mail communication since most stakeholders stated that they would prefer to receive information once a month. General information about the project (as desired by stakeholders) such as current activities (e.g. which steps are currently conducted? What are further steps planned? How can you get involved? How do these activities contribute to ESPREssO`s general objectives?) in the format of a monthly bulletin could be distributed to stakeholders and other interested colleagues and persons. This will also help in keeping stakeholders interested and informed about the project and especially about those activities that require stakeholders` participation. Publishing policy briefs along with the final outcome of the ESPREssO project (i.e. the guideline and the vision paper) will help to support decision makers and policy makers in their work. Finally, the stakeholders seemed to attach high priority to the production and dissemination of scientific publications. The two rounds of reports produced under D2.1 and D2.2 offers good possibility for such publications, and accordingly the WP leader will, in cooperation with of WP2 leader, develop this further.

When looking at the preferred type of information, the majority of stakeholders present at the 1st Stakeholder Forum in Bonn are affiliated to organisations and institutions dealing with CCA and DRR. For the further engagement of the stakeholders within WP1, a balance should be established regarding the distribution of stakeholders among the three ESPREssO challenges by engaging further actors from the fields of science-policy interface and transboundary crises management.
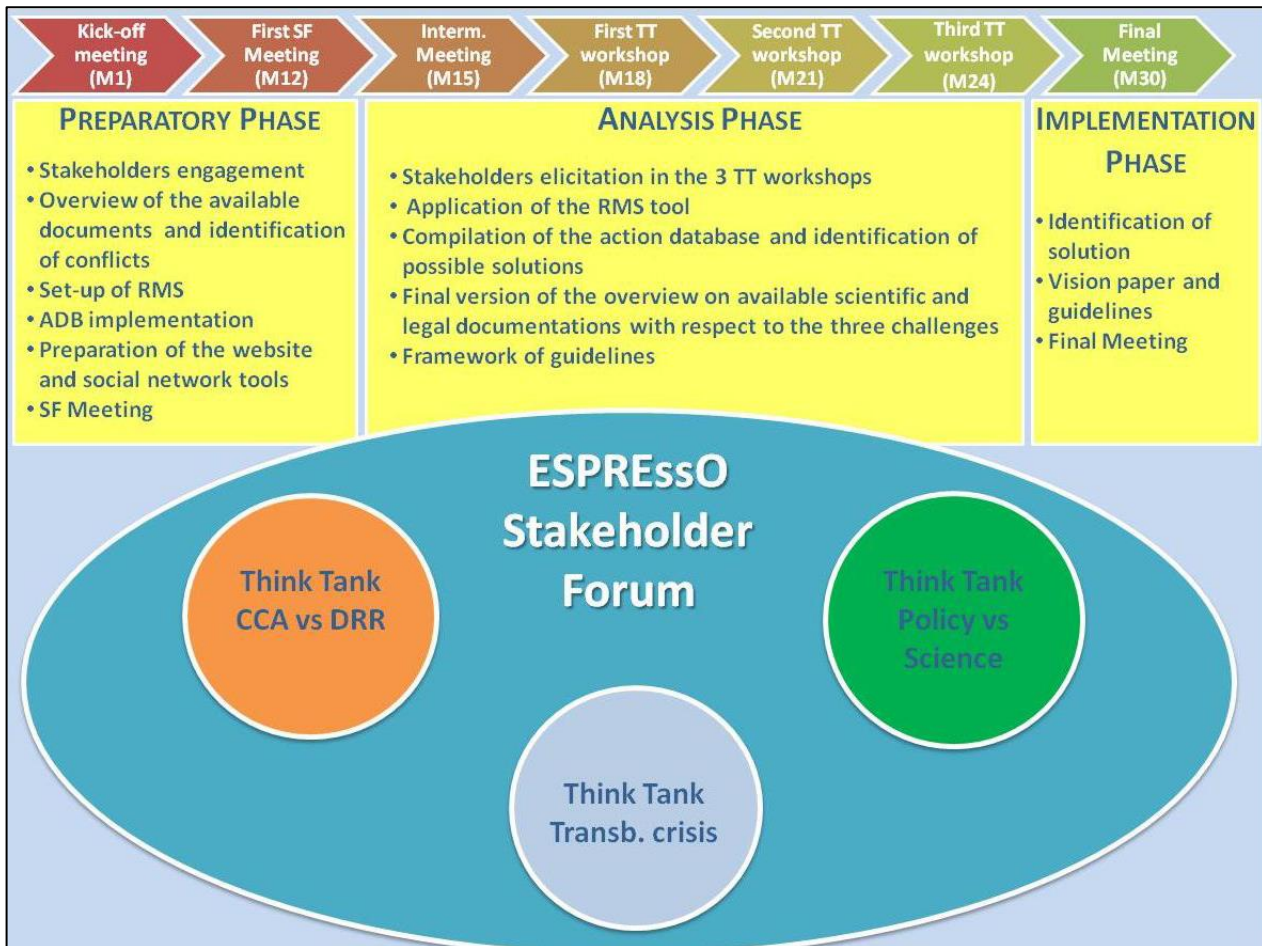
ANNEX

Figure 3: Timeframe of ESPREssO' activities

1st Stakeholder Forum
Bonn, 4th of May 2017

ESPREssO Feedback Form

Thank you for attending today's event. We very much welcome your thoughts and comments as stakeholders, so that we can improve our future events. Please take a minute to complete the following, and leave behind on delegate tables, or you may scan and send to: laura.booth@usys.ethz.ch

Name (optional)..

Organisation (optional) ....

How would you rate the following in today's programme: 1 (poor) - 5 (excellent)

	Score (1-5)	Comments
Audience Interactivity		
Relevance of presentations		
Venue and catering		
Conference Structure		
Workshops		

What suggestions/ comments for future topics and talks would you like to make?

....

....

....

Would you like to be included for attending one of our Think Tanks later in the project timeline?
If so, please indicate your preference in order 1,2,3 (1 being your first choice).

Topic	Date/ Location	Preference
CCA and DRR	October 2017, Bonn, Germany	
Transboundary crises	January 2018, Zurich, Switzerland	

Figure 4: ESPREssO Feedback Form

REFERENCES

Fisker Kilberg, M. et al. (2017): ESPREssO Dissemination and communication strategy, accessible here: http://www.espressoproject.eu/images/deliverables/ESPREssO_D5.2.pdf