

# Plan for outreach, dissemination and engagement of potential users

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# 1. Introduction

This report is a deliverable of the research project “Knowledge transfer for climate adaptation ([KNOW2ADAPT](#))”. The objective of this research is:

*To produce generalizable insights on the outcomes as well as the combination(s) of condition(s) that lead to the outcomes of European cooperation projects with a focus on climate change adaptation in the water sector by systemically comparing the process, outcomes and impacts of these projects from a multi-level learning perspective.*

This report presents the outreach, dissemination and engagement plan of the research<sup>1</sup>. The main reason for preparing such a plan is that we intend to produce knowledge that is relevant to science, policy and practice. To achieve this, the engagement of potential users (e.g. persons who experience the addressed problem) is of crucial importance (Van de Ven, 2007). Productive interactions with users (e.g. funders, policymakers, decision-makers, practitioners and boundary workers) can help to produce knowledge that is not only scientifically robust, but also socially relevant. This increases the chance that research results are used outside academia and inform decisions or actions (Groot, Hollaender, & Swart, 2014). Besides that user engagement can stimulate the dissemination and uptake of knowledge, it may also support research implementation. For example, users can advise on the selection of cases and provide access to case study data. Within this context, we plan to regularly interact about the proposed research, not only with other scientists but also with persons outside academia (e.g. persons with access to data or who experience the problem).

The outline of this report is the following. Chapter 2 outlines the programmes that are focused upon in this research and their evaluation practices (what is being done by whom and how) and also explains what this research potentially adds to existing evaluations. Chapter 3 describes how, within the context of this research, outreach and dissemination to various science-policy-practice communities and society at large will be achieved. The report contains two annexes. Annex A presents a list with names and contact details of advisory committee members (potential users of the research results) who will be consulted and informed about the research. Annex B presents interview questions that will guide discussions with users so that we acquire an improved understanding of: In what context (work and decisions) would these users use the research results? In what kind of knowledge (type, form, time-frame) would they be interested?

**NOTE: Names and contact details of potential advisors have been removed from this online version to protect their privacy.**

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<sup>1</sup> For general information about the research project, please have a look at the inception report: (Vinke-de Kruijf, 2015)

## 2. European programmes and evaluation practices

This chapter introduces European cooperation programmes (INTERREG and FP7) and their evaluation practices in the last programming period of the European Commission (2007-2013). We expect that the findings are of particular relevance to persons who implement, manage or evaluate projects that are similar to the case studies. Within this context, Annex A provides a list of persons who could benefit from the research results and provide advice and therefore will be actively engaged. Annex B contains an interview guidance with questions that may be used when inquiring general information about relevant programmes and their evaluation practices.

### European cooperation on climate change adaptation and water

The international transfer of knowledge about climate change adaptation and water is central in various European projects. Most notably in the previous programming period (2007-2013) are the various INTERREG programmes and the FP 7 Environment programme. INTERREG projects are supported through the European Territorial Cohesion objective. This objective is part of the EU cohesion policy and encourages regions and cities from different EU Member States to work together and learn from each other through joint programmes, projects and networks. The Territorial Cohesion objectives is achieved through INTERREG programmes for transboundary cooperation (strand A, 53 programmes, 6042 projects), transnational cooperation (strand B, 13 programmes, 1229 projects) and interregional cooperation (strand C, 1 programme and 3 networking programmes, 1575 projects). In total, almost 9000 project have been funded in the last programme period. The project database, which contains 67% of the implemented projects, shows that about 400 projects focused on climate change and biodiversity. Of these projects, about 60 projects concentrated on climate adaptation<sup>2</sup>.

International collaboration and knowledge transfer has played an important role in the 7<sup>th</sup> Framework Programme for research, development and innovation (FP7). In the last programming period, the programme supported a wide range of collaborative projects (implemented by partners of different European countries), including projects in the area of environment (including climate change). The FP7 database contains 6351 collaborative projects (2174 are actually completed) of which 327 projects (106 completed) concern the environment. From the collaborative FP7 environment projects 36 projects are related to adaptation, floods or droughts (completed between 2010 and end of 2014). About half of these projects are considered relevant for this research (some projects just started, others are focused on areas outside Europe or not oriented towards climate adaptation and water)<sup>3</sup>.

Knowledge about the conditions that influence learning about climate adaptation and water is likely to be relevant to persons involved in the implementation, monitoring and evaluation of European cooperation projects. For the new programming period, these are persons involved in INTERREG programmes, the Horizon 2020 programmes for Research and Innovation (replacing the Research Framework programmes) and the LIFE+ programme. Horizon 2020 is a new financing scheme focusing on strengthening scientific excellence, fostering industrial leadership and tackling societal challenges. LIFE+ co-finances innovative environmental schemes and biodiversity projects in European member states. Other potential users include national policymakers. A recent study shows that they emphasize the need for 'best practices' and yet expect that best practices from other European countries may not be applicable to their own context (Hanger, Pfenninger, Dreyfus, & Patt, 2013). Also to bridging and boundary organizations, who may help identifying and filtering best practices so that they indeed become useful to policymakers and practitioners, the research results may be of added value.

<sup>2</sup> KEEP database <http://www.territorialcooperation.eu/>

<sup>3</sup> <http://cordis.europa.eu/search/index.cfm?fuseaction=proj.advSearch> (Accessed: 7 April 2014)

## INTERREG programme actors and evaluation practices

An important user group are the actors involved in the implementation, monitoring or evaluation of the above-mentioned INTERREG programmes and projects (see Figure 1). At the project level, the lead partner and the project partners form the project team that delivers transnational actions and outputs. The project team typically consists of a wide range of partners, including representatives of public authorities, non-profit organisations or research institutes (Valkering, Beumer, de Kraker, & Ruelle, 2013). Every project is managed by a lead partner organization, who is responsible for submitting the project application and its implementation. Participating partners can be diverse organizations. The Guidance Notes of the Northwest Europe programme reads: “Participating partners can be national, regional and local authorities including sector departments and related public agencies, transnational bodies, universities, research and development agencies, and non-profit organisations. Under certain conditions, private profit making organisations can participate” (INTERREG IVB NWE, 2013, p. 12).

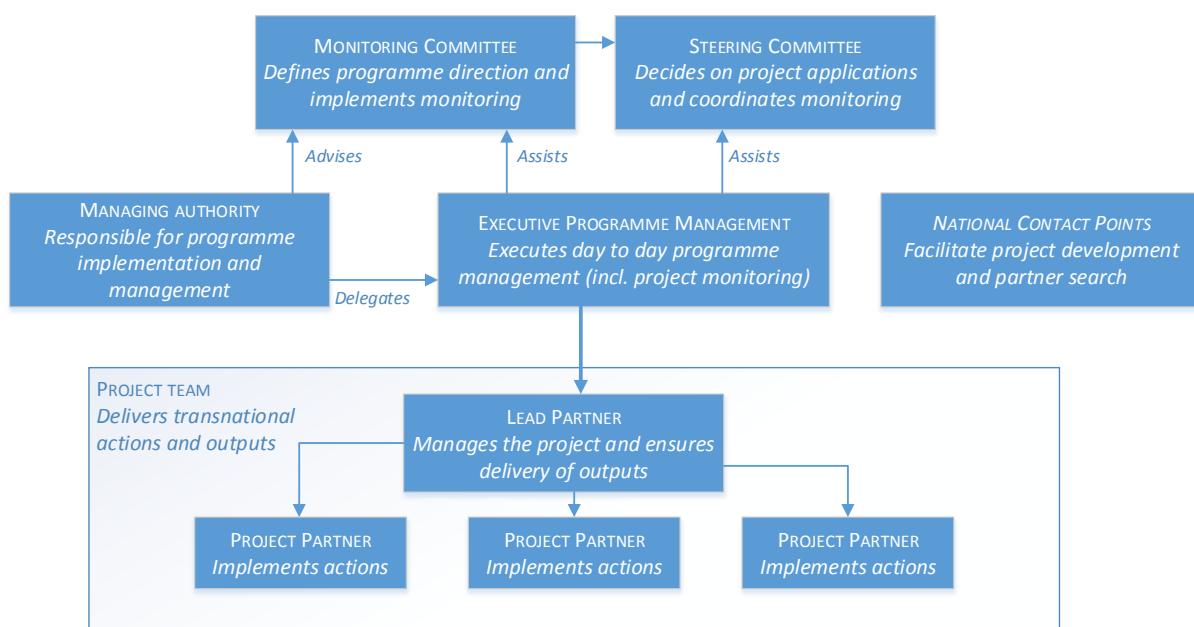


Figure 1 – Key actors in the implementation and monitoring of INTERREG programmes and projects (any agency for certifying, contracting or auditing is not included). Figure derived from the organisation structure of the INTERREG IVB programme for Northwest Europe (adapted from Northwest Europe Programme Organization, [www.nweurope.eu](http://www.nweurope.eu), accessed on 24 March 2014)

Programmes are generally managed by national, regional or local authorities (or by another public, private or joint cross-border body). Examples of Managing authorities are:

- Region Nord-Pas-de-Calais (most Northern region of France): responsible for one cross-border, one transnational and the entire interregional programme)
- Province of Antwerp (Belgium): responsible for the Dutch-Flemish cross-border programme
- The Greece ETC Management Authority (under the Ministry of Development, Competitiveness and Shipping): responsible for five cross-border programmes and also represents Greece in various transnational programmes and in the interregional programme.

Management Authorities can delegate day-to-day programme management to an intermediate secretariat or contact point. This executive organization maintains contacts with project lead partners. In case of transboundary projects, management tasks are usually carried out by a Joint Technical Secretariat. The management of cross-border programmes is sometimes divided among several Regional Programme Management. The interregional strand has a one Joint Technical Secretariat, which operates through four Information Points (located in four different countries).

Every programme also has a Monitoring Committee and a Steering Committee. The Monitoring Committee supervises the effectiveness and quality of the programme. The Steering Committee selects projects and monitors their implementation. Both committees are made up of representatives of national and regional authorities of participating countries. In addition, every programme has National Contact Points in the participating countries. These Contact Points provide assistance to potential project partners.

The exchange of information and best practices across various INTERREG programmes is facilitated by INTERACT. INTERACT works through five regional offices. It provides support to the various organizations that are involved in the implementation and management of INTERREG programmes. Its areas of expertise include: programme management, communication, financial management and knowledge management and capitalization.

In addition to the above-mentioned organizations, consultants and independent experts contribute to the development, implementation, monitoring and evaluation of programmes and projects. For every programme, ex ante and ongoing evaluations are carried out by experts or bodies (internal or external) who are functionally independent from the implementing authorities (EC 1083/2006). Evaluations often build upon operational information (including quantitative information about project outputs and results) that is collected for monitoring purposes. Monitoring in INTERREG programmes aims at assessing progress towards objectives, the use of resources and the achievement of results and impacts (INTERACT Programme, 2009).

To support programmes in their ongoing evaluation processes, INTERACT (supported by external experts) has developed a practical handbook (i.e. providing answers to what, who and how questions) (INTERACT Programme, 2009). As for the 2007-2013 programming period, the handbook reads that ex ante evaluations verified whether a programme was in line with EU requirements and relevant and assessed the programmes' expected effectiveness, efficiency and durability. Most of them were completed in 2006 or 2007. Programmes were flexible as regards to timing, design and contents of their ongoing evaluation. Ongoing evaluations could take the form of a mid-term evaluation or could be done at another point in time. Its focus could be on strategic or operational aspects or both. Ex ante and ongoing evaluations are compulsory for every INTERREG programme whereas an ex post evaluation is only compulsory for the evaluation of all programmes (to be completed by December 2015). (INTERACT Programme, 2009). The flexibility of these evaluation requirements is reflected in the evaluation reports that have recently been published. Within the context of its Thematic Capitalisation Programme of INTERREG IVC, external experts conducted an in-depth study on exchange of experience processes (INTERREG IVC, 2013). As part of its ongoing evaluation process, the Interreg IVB North Sea Region Programme commissioned various studies, including one on the added value of transnational cooperation (Jürgensen & Klose, 2013). Towards the end of the programming period, the Managing Authority of the INTERREG IVB Baltic Sea programme commissioned a strategic evaluation to analyse its project portfolio with regard to achieved results and produced outputs (Ramböll, 2014). Each of these reports provides information that is potentially useful to this research.

Specialized consultancies and other external experts are not only involved in evaluation activities, they also sometimes support the implementation of projects. Examples of such organizations are:

- Euro Institut: French-German organization that aims to improve cross-border cooperation through training and consultancy
- ERAC consultancy: advises and supports organizations in the programme and project development, implementation, monitoring and evaluation

## FP7-Environment programme actors and evaluation practices

Those who are involved in the implementation, management, monitoring and evaluation of FP7 projects form another group of users that are relevant to this research. Like INTERREG projects, collaborative projects in FP7 Environment are implemented by a consortium of at least three partners of three different countries with a lead partner being responsible for the overall process. The majority of the FP7-Environment participants are – as in other FP7 programmes – higher education institutes and research organizations whereas the participation of private organizations and public bodies is much lower. Most of these participants (79%) represent EU countries with 50% of the financial support going to ‘old’ member states (Germany, United Kingdom, Netherlands, France and Italy) (Amanatidou, Schmidt, Kemp, Nilsson, & Ricci, 2011).

As explained in the previous section, the implementation of INTERREG projects is overseen by a wide range of executive programme management bodies. This does not apply to FP7 programmes; they are implemented under the Directorate General (DG) for Research (and Innovation)<sup>4</sup> (in cooperation with other DGs such as the Joint Research Centre, Europe’s in-house science service). In the case of FP7-Environment, programme management is under the responsibility of the Environment Directorate. Lead partners of a project are in direct contact with a project officer that provides the linkage between the project and the European Commission, e.g. by monitoring progress and answering questions.

Within the DG Research, there is a separate Unit for ‘Evaluation’ that is responsible for the development of an evaluation and monitoring strategy, the organization and evaluation and monitoring activities and the supervision of all evaluation activities in the DG. Every year, this unit produces a Monitoring Report concerning the implementation of the Framework Programme (cf. European Commission, 2013). In addition, since 2012, the unit prepares an annual report on all programme evaluation activities. According to this report, a total of fifteen evaluation studies, including two focusing on FP7 Environment, and six reports with evaluative information were published in 2011. Most of the evaluation studies were ex post studies, with only four studies being interim studies and only one being an ex ante study (European Commission, 2012). In 2013, nineteen evaluation studies were completed of which twelve were ex post evaluations and seven interim evaluations (European Commission, 2014). Of these studies, the Ex-Ante Impact Assessment of the Environment theme that was prepared by a group of six independent experts turned out being most relevant to this research (Amanatidou et al., 2011). Other reports that provide information that is relevant to this research include the generic FP7 interim report, which was produced by another group of independent experts (Annerberg et al., 2010) and various country-specific reports on participation in and impacts of FP6 and FP7 in Denmark (Technopolis, 2010), Norway (Godø et al., 2009) and the United Kingdom (Simmonds, Stroyan, Brown, & Horvath, 2010).

On the basis of the presented information, we expect that the following actors are likely to have an interest in the results of KNOW2ADAPT:

- Project participants and project officers responsible for implementing and managing FP7-Environment project (in particular the ones that are or have been involved in projects focusing on climate change adaptation and water).

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<sup>4</sup> As of 1 January 2011, DG Research became DG Research and Innovation to reflect the increased emphasis on Innovation, see: <http://wbc-inco.net/object/organisation/9282> (Accessed 26 February 2015). Furthermore, as of 1 January 2015, the DG Research and Innovation has an entirely new organization chart with three deputy Director-Generals, each of them being responsible for different themes (i.e. Policy and Management, Innovation and ERA, and Research Programmes) and overseeing multiple departments. For more information, see: <http://ec.europa.eu/research/index.cfm?pg=contacts> (Accessed: 26 February 2015)

- Persons involved in evaluation and monitoring activities. This includes individuals who are or have been involved in independent expert groups, organizations (e.g. Technopolis) and persons working at the Evaluation Unit of DG Research and Innovation.

## Conclusion: what is the added value of KNOW2ADAPT?

The European Commission puts a strong emphasis on evaluation with the evaluation of existing policy frameworks being an important input for the design of new initiatives. This research adds to existing evaluations in several ways. Firstly, existing evaluations only compare projects implemented with the support of the same programme. In this research, cases are selected from diverse programmes (various INTERREG programmes and FP7-Environment) on the basis of their thematic focus (i.e. climate change adaptation). Secondly, evaluations often rely on quantitative data from existing monitoring systems are surveys and qualitative data of a couple of in-depth case studies. This research takes another approach: it systematically compares an intermediate number of cases using qualitative comparative analysis as research approach and method. Thirdly, most evaluations focus on the achievement of results and impacts and derive their indicators from existing policies and programme objectives. This research rather focuses on learning with potentially relevant conditions, outcomes and impacts being derived from a wide range of literature streams.

### 3. Outreach and dissemination

This chapter introduces to whom and how we intend to communicate and disseminate experiences and findings of KNOW2ADAPT (apart from the potential users and advisors that are listed in Annex A). In this chapter, we particularly explain which actors and networks work on one of the research topics and how we plan to reach them through publications, presentations and networking activities. We distinguish between persons working on the topics of: (1) climate change adaptation; (2) water governance and resource management; (3) policy transfer and learning; and (4) qualitative comparative analysis. We then explain how we plan to raise the awareness (about the research theme) of students and the scientific community at large. In addition to the communication means and actions that are elaborated below, we make use of general communication means, such as, the USF website (which already provides an [English](#) and [German](#) introduction of KNOW2ADAPT) and, if appropriate, LinkedIn discussion groups and Twitter.

#### Climate change adaptation

Climate change adaptation is an emerging topic, which attracts the attention of an increasing number of scientists, policymakers and practitioners. At the European level, numerous collaborative projects were funded over the past few years. Key players at the European level are the [European Commission for Climate Action](#) (which developed the European Adaptation Strategy) and the [European Environment Agency](#) (maintains and manages the European [Climate Adaptation Platform](#), Climate-ADAPT). Organizations or initiatives that play an important role in connecting various actors include: think tanks (e.g. Ecologic), boundary organizations (e.g. the Stockholm Environment Institute), research networking programmes (e.g. Circle-2), INTERREG clustering initiatives (e.g. SIC-ADAPT and C3Alps) and joint research programmes (e.g. JPI Climate). Moreover, programmes and organizations are being established at the global and national level to enhance the exchange of best practices and the development of scientific knowledge about climate change adaptation. We are either in contact with persons who are working in these organizations or we follow them via websites, newsletters and/or Twitter. Examples of these organizations are:

- [United Nations Framework Convention on Climate Change](#) (receiving national update reports from various countries)
- UNEP global initiative [Programme of Research on Climate Change Vulnerability, Impacts and Adaptation](#) (PROVIA)
- Research Initiative of the International Council for Science [Future Earth](#).
- Dutch [Knowledge for Climate](#) programme, co-financed by the Ministry of Infrastructure and the Environment
- United Kingdom [UKCIP](#) programme “Supporting society in adapting to climate change”
- German [KOMPASS](#) “Competence Centre on Climate Impacts and Adaptation” of the Environmental Protection Agency (*Umwelt Bundesamt*)

Conferences related to climate adaptation are organized on a regular basis. Conference attendance, discussions and presentations will be used to learn about new developments, to interact with and to disseminate KNOW2ADAPT among the above-mentioned organizations and other scientists. We particularly look for conferences that stimulate interactions across scientists, policy-makers and practitioners who are working on or interested in climate change adaptation. Conferences of interest include:

- Final conference of Circle-2 project “[Adaptation Frontiers on European Climate Change Adaptation: Research and Practice](#)” (Lisbon, 10-12 March 2014). Presentation provided about transnational learning for drought adaptation.
- International conference “[Deltas in times of climate change II: Opportunities for people, science, cities and business](#)” (Rotterdam, 24-26 September 2014). Abstract submitted about governance aspects of climate change adaptation (participation cancelled).

- [Dresden Nexus Conference](#) (25-27 March, 2015), organization of two sessions on the governance of climate change adaptation.
- [European Climate Change Adaptation Conference](#) (Copenhagen, 12-14 May 2015). Two abstracts submitted (one on evaluation, one on knowledge transfer potential).

Publications in scientific journals as well as magazines that are oriented towards policymakers and practitioners are another means of disseminating the research among persons with an interest in climate adaptation. Relevant scientific journals are Global Environmental Change, Regional Environmental Change, Mitigation and Adaptation Strategies for Global Change and Climate Policy. A journal that is oriented towards practitioners is the Dutch [Change Magazine](#). Also, we attended a TEDx Event on the [climate, active, cities](#) (Zwolle, 28<sup>th</sup> of February 2015).

## Water resources management and governance

A wide variety of scientists, policymakers and practitioners works on water resources management and/or water governance. Interesting for the dissemination of KNOW2ADAPT are networks that focus on water governance, climate adaptation or international collaboration. In the Netherlands, this includes the [Water Governance Centre](#) (strengthening the role of water governance inside and outside the Netherlands), the [Netherlands Water Partnership](#) (promoting the Dutch water sector internationally), [STOWA](#) (organization of the water authorities for applied research) and [EUREGIO](#) (German-Dutch cross-border collaboration). Each of these organizations has a newsletter that could be used for dissemination of research findings.

Given our focus on knowledge transfer, international and supranational organizations working on water management are of particular interest. To enlarge our network and to disseminate our research findings, we plan to participate in international conferences and workshops with an interdisciplinary scope. In addition, we will make use of networks of the host, including the Global water System Project (GWSP, a platform that shapes scientific discourse and aims to create awareness for important water-related issues among scientists and policy makers) and The Integrated Assessment Society (TIAS, promoting integrated assessment). Currently, we are involved or consider becoming involved in the following activities and/or organizations:

- Conference of the Global Water System Project “[Sustainability in the Water-Energy-Food Nexus. Synergies and Tradeoffs: Governance and Tools at various Scales](#)” (19-20 May 2014, Bonn, Germany). Provided a presentation on transnational learning and tradeoffs in freshwater supply.
- Apply for membership of the [Young Scientific Programme Committee](#) of the World Water Week in 2015.
- European Water Partnership (currently runs a [project](#) on water and climate adaptation)
- [World Water Forum](#) (South Korea, 12-17 April, 2015) with sessions organized by the OECD water governance initiative
- A proposal has been prepared and submitted to the Volkswagen foundation for the co-organization of an USF-TIAS Summer School on “Concepts, frameworks and methods for the comparative analysis of water governance” (planned for August 2015, proposal for financing submitted in November 2014).
- A proposal has been prepared and submitted to the Volkswagen foundation for the co-organization of a Volkswagen Herrenhäuser conference on “Securing water and food in a changing world” (in collaboration between USF, TIAS and IIASA, submitted in February 2015).

A wide range of scientific journals focuses on the human dimension of water/environment. Journals that are particularly relevant include: Ecology & Society, Environmental Science & Policy, Environmental Policy & Governance, Water Policy and Environment & Planning C- Government and Policy. Dutch magazines that are oriented towards practitioners include: Water Governance, Vakblad H2O, Het Waterschap and RO magazine (oriented towards spatial planning). Also the news website

[Waterforum](#) provides an interesting platform to disseminate research findings. Relevant international communication channels include: the magazine of the [International Commission for the Protection of the Danube River](#), the electronic journal of the [European Water Association](#) and the newsletter of [TIAS](#).

## Policy transfer and learning (including European cooperation projects)

Policy transfer and learning has been studied widely by scientists with a background in organization sciences and public administration. While we draw from organization sciences studies, we primarily aim to contribute to the literature that focuses on policy transfer and learning. To get a better understanding and overview of the scientific community that is working on policy transfer and learning, we met with two researchers at the Technical University of Delft (Martin de Jong and Dominic Stead, January 2014) who published extensively on the topic. Because of these conversations, our attention was drawn to several scholars that specifically published on learning through INTERREG programmes (particularly in relation to spatial planning). We established or try to establish contacts with some of these scholars to learn from their experiences (particular relevant are studies by Kai Böhme, Claire Colomb and Verena Hachmann). In addition, our attention was drawn to the following conferences, which provide an interesting platform to present research that is related to policy transfer and learning:

- The annual conference of the [International Research Society for Public Management](#) (9-11 April 2014, Ottawa, Canada)
- The annual [ECPR General Conference](#) of the European Consortium for Political Research (3-6 September 2014, Glasgow). Abstract submitted and accepted (participation cancelled).
- [Policy & Politics Conference](#) (16-17 September 2014, Bristol). Abstracts before 31 May 2014 (no relevant session in 2014).

Relevant scientific journals that include publications on policy transfer include: Journal of European public policy, European Planning Studies, Policy Studies, Public Administration Review, Political studies review, Political Studies, Planning Practice & Research and Environmental Policy & Governance. Practitioners and policy makers that are interested to learn about international collaboration and knowledge transfer could be reached via: the digital INTERREG magazine [Deutschland-Nederland](#) or via government-oriented magazines, such as Binnenlands Bestuur.

## Qualitative Comparative Analysis (QCA)

As QCA is a research method, this community primarily consists of scientists who employ the method in their research. QCA is a relatively new method that is used by a small number of enthusiastic scientists. These scientists exchange best practices and new developments via a worldwide network called [COMPASSS](#) (Comparative methods for systemic cross-case analysis). We subscribed to the newsletter of this network to stay informed about relevant events and new publications (working papers, books and scientific papers).

In addition, we attended the ECPR Winter School course “Advanced Issues in Set-Theoretic Methods” (Vienna, 17-21 February 2014). The course was taught by (Carsten Schneider) who recently co-authored a highly relevant book on the topic. We specifically exchanged information with a researcher from Leuven Catholic University who applies QCA for policy evaluation and a researcher from the Humboldt University in Berlin who applies QCA to the economics of climate adaptation. Via these contacts, we became aware that recently various articles were published on the use of QCA in evaluation research. The biannual conference of the [European Evaluation Society](#) (Dublin, 1-3 October 2014) could provide an interesting platform to highlight the use of QCA in evaluation research.

QCA related publications can be found in an increasing number of scientific journals, including: Evaluation, Public Administration, Environmental Policy & Governance and the International Journal of Project Management.

## Students and the scientific community at large

Students are mentioned here as a separate group since they can be reached easily via supervision and teaching activities. In addition, activities are being undertaken to reach out to the scientific community at large. The following actions were executed and/or planned:

- Guest lectures at the University of Osnabrück and possible at other Universities
- Supervision of BSc or MSc students on topics related to KNOW2ADAPT
- Exchanges with PhD candidates, including providing ideas for postdoc proposals, and member of PhD committees.
- Co-organization of a Summer School, see section on water governance (targeted at PhD and postdocs).

Outreach to other researchers can also be achieved via Marie Curie Events or through a publication in the magazine "[research\\*eu results](#)" or in one of the "[research\\*eu focus](#)" magazines. Also, we were invited at a "Junior meets Senior" event (Bremen, 16-17 October 2014) to provide juniors with information about the Marie Curie funding possibilities. Unfortunately we had to cancel our participation.

## General public

To raise the general public's awareness about science is an important aspect of Marie Curie actions. Within the context of this research, we intend to raise awareness about:

- Climate change adaptation and its impacts on water management
- Europe's role in research, policy transfer and climate change adaptation

Existing contacts and on-going activities of the host and the researcher are used to achieve this objective. Recently, we were involved in the preparation of the Herrenhäuser conference proposal "Securing water and food in a changing world". This proposal includes a public session with the title: "Water and food for all? What consumers should know and can do". The session aims to involve the general public (consumers) in order to raise their awareness and to provide them with action perspectives. Other opportunities may arise, for example, within the context of World Water Day (20 March). In the Netherlands, there is a programme (Human Capital Water) that aims, among others, at making school students enthusiastic for water management. The host has good experiences with the joint organization of an 'action day'. Together with a regional stakeholder platform on water and agriculture, they informed the public on water issues and challenges coming from EU policies.

## Conclusion: outreach and dissemination to whom and how?

This chapter aimed to provide an overview of the kind of persons and groups or persons to which we could communicate and disseminate our research findings. Among them are four 'communities of practice' (i.e. persons who share a common interest in a particular theme): (1) climate change adaptation; (2) water governance and resource management; (3) policy transfer and learning; and (4) qualitative comparative analysis. For each these groups, we identified (professional) magazines, scientific journals and events that may be employed to stay informed and to inform others. In addition, we identified multiple venues through which we could inform students, scientists and the general public at large about our research.

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## Annex A - List of advisory committee members

To enhance the production of knowledge that is relevant to other scientists as well as to policy and practice, we identified persons that are interested in the research topic and could provide advice. We plan to invite the listed persons for two web-based meetings. In the first one, they will be informed about the results of the literature review and the pilot case study and asked for advice regarding potential case studies and data collection (mid 2015). In the second meeting, they will be informed about the results of all case studies and asked for advice regarding the formulation of conclusions and recommendations (end 2015). In addition, some of the listed persons have been or will be interviewed separately to obtain information or advice concerning the questions that are listed in Annex B or another specific theme or topic.

Names and contact details of potential advisors have been removed from this online version to protect their privacy.

# Annex B - Interview guidance for experts and potential users

## Background

Within the context of a Marie Curie fellowship, I am executing a small research project at the University of Osnabrück concerning learning in European cooperation projects (INTERREG and FP7) that are oriented towards climate change adaptation. In this research, I aim to provide a better understanding of the conditions that contribute to learning. Within this context, I focus on the learning by participants as well as the uptake and use of 'lessons learned' by relevant organizations, networks or communities to improve policies or practices. To answer these questions I plan to compare the processes and outcomes of various European cooperation projects that focus on water and climate adaptation.

Currently, I am in the process of designing my research (i.e. what cases to select and how to collect data). My ambition is to produce knowledge that is not only relevant to the scientific community but also to policy and practice. Within this context, I would like to consult you about current evaluation practices, successful projects, potential case studies and the potential added value of the research.

## Introduction

- Could you describe your involvement in the implementation and/or evaluation of INTERREG programmes and/or projects?
- What programme/project? For how long?

## Existing evaluations

Could you describe on the basis of your experiences:

- What impact evaluations are done? How often and by whom?
- What topics are considered? (project/cluster/programme level, thematic priorities)
- How is data collected for these evaluations? What are the main methodological challenges of these evaluations?
- What can be concluded from these evaluations regarding the impact of various projects?

## Characteristics of successful projects

On the basis of existing evaluations and your own experience

- When would you call a project successful?
- What process factors help to deliver a successful project?
- Could you provide an example of a successful project?

## Case study selection and data collection

- Do you know about a project that I could use as a case study?
- Do you have recommendations as for how to select cases and to collect data?

## Needs assessment

The focus of my research is on how transnational learning (as potentially occurs in INTERREG projects) contributes to climate change adaptation? For this, I analyse impacts of transnational projects that are focusing on water and adaptation.

- How could you potentially use the results of the research?

To be relevant and useful for you:

- What aspects to be included in this comparative analysis?
- In what form should the outcomes be presented?