

REINVENT – PROJECT NR 730053

# Dissemination and communication strategy

---

Deliverable 7.1

2017-05-31



# Introduction

---

REINVENT is designed to strengthen the quality and relevance of scientific contributions to the development of policies and pathways for decarbonisation in paper, steel, plastics and meat/dairy sectors. These sectors have not been subject to stringent climate policy so far, and mitigation options as well as policy and strategies are relatively unexplored. The aim of REINVENT is to contribute to necessary research on the topic, as well as disseminate and communicate information about it to various audiences.

This document outlines the Dissemination and Communication Strategy (DACS) of REINVENT. It aims to assist in decisions around what kind and form of information is provided for which target audience and how dissemination and communication are conducted.

## Target groups

---

Throughout its duration REINVENT will be engaging with three key target groups: 1) scientific community, 2) businesses and sector associations and 3) policy and governance stakeholders.

### **1) Scientific community**

REINVENT will contribute new insights into existing research, via a literature review, creation of an open access data set and analysis of innovations in each sector. These insights will also have educational purposes, being integrated into teaching and teaching literature at different academic levels.

**How:** The wider research community will be engaged with through regular scientific channels (journals, conferences, international scientific assessments, workshops, etc.). Networks include Earth System Governance (the International Project Office of which is placed at ULUND), Sustainability Transitions Research Network (STRN), International Studies Association (ISA), European Council for an Energy Efficient Economy (ECEEE), Annual Meeting of American Geographers (AAG) and others.

### **2) Businesses and sector associations**

Developed in close dialogue with these stakeholders, REINVENT will keep the industry informed on its findings and has a key role of informing practitioners about the decarbonisation innovations available and ways forward for them to be realised.

**How:** Regular meetings (whether online or physical) with small groups of our partners is our preferred approach. Each partner will have a personal contact point within REINVENT. The co-design workshops in WP4 will involve all REINVENT partners as well as a wider circle of stakeholders. In other parts of REINVENT, our partners will be individually invited to contribute in parts that are interesting and relevant to them. The consultation of the partners will be done in strong coordination with the entire REINVENT team. The relationships with partners will be built and are expected to strengthen as the project progresses.

REINVENT's strategy to engage the business sector includes disseminating results through sectoral channels (e.g. exhibitions, conferences, trade journals), and communicating personally with key individuals rather than engaging in mass-communication. Reaching out through business journals and conferences is particularly important for reaching a wider audience in the respective sectors.

Through the in-depth case study work (WP3), experts and stakeholders from the different value chain stages in the sectors will be included with face-to-face interviews and also comprehensive discussions (e.g. round table discussions and workshops). Furthermore, there will be a direct exchange with relevant stakeholders (e.g. from trade unions, associations, municipal authorities, civil society).

### **3) Policy and governance stakeholders**

With policy strategies in researched sectors being relatively unexplored, the results of REINVENT will have policy implications for decarbonising the four sectors in focus at local, national and European policy levels, as well as transnational governance.

**How:** For policy and governance stakeholders, we will make personal contacts to discuss issues and preferences, but also to get more information on where issues stand in the policy cycles of different areas and countries. This is necessary for tying in with ongoing policy processes and for making relevant contributions. All participants are regularly engaged in policy processes and active in the science and decision-making interface.

We will also contribute actively in public policy processes, e.g., formal EU consultations linked to white papers and directives, and corresponding processes at the national level. In WP5 we will engage policy and governance stakeholders both at the EU and the broader UN context, and within key companies and trade associations. In previous work we have established contacts with UN agencies and civil society organisations related to the Sustainable Development Goals (SDGs), which will be used in this project to disseminate the impacts and conclusions, and engage in international policy development. Furthermore, the results will be included in ongoing development of

key climate models around the world to improve integrated assessment tools for deep decarbonisation and contribute to developing methods to model the impacts of the synergies among SDGs in the models.

## Routes to deliver impacts

---

The four primary routes to deliver impacts in REINVENT are: (1) raising awareness; (2) building capacity; (3) replication; and (4) sustaining change.

We will regularly monitor each of these routes to ensure that they are reaching the target audiences outlined above.

### 1) Raising awareness

To **raise awareness among industry partners and stakeholders** it is important to reach out through established channels and take the advantage of the advisory board and partner networks. Since REINVENT will have something interesting to say about pathways to decarbonisation, we predict that there will be strong demand for this new knowledge and understanding. Near-zero emissions is a newly realised challenge for the future of the four sectors and companies are just beginning to assess options, develop roadmaps and consider policy implications and potential strategies. REINVENT results can support such processes.

To **raise awareness among policy-makers**, it is important to understand that they are often quite occupied with muddling through in ongoing policy processes and dealing with near-term problems (e.g., rescuing a policy which is challenged by the EC on the ground of state-aid rules or influencing sustainability criteria for biofuels so not to disadvantage certain actors). For effective dissemination among public policy makers REINVENT will therefore seek to align research and results to relevant ongoing debates.

In other cases, e.g., with the Swedish commission working on long-term goals, a roadmap for Sweden, and a climate policy framework REINVENT results can be exploited directly in different parts of the process. Pathways to decarbonisation of industry and agriculture under the new climate policy architecture of the Paris Agreement will be an important policy topic in EU and Member States in the coming years. REINVENT will also disseminate internationally through, for example, the Low Carbon Society Research Network (LCS-Rnet) which was established in 2008 on the initiative of the G8

Environment Ministers' Meeting (with Wuppertal Institute and UKERC as national nodes).

## 2) Capacity building

REINVENT will produce a range of different outputs intended to build the capacity to understand and act on low carbon transitions in these 'hard to reach' sectors. Key to REINVENT are processes of co-design and co-learning. To achieve this, at least **eleven workshops** will be arranged by WP 1, 3, 4, and 6 in the participant countries. Furthermore, REINVENT build tools (D2.1 Database of Innovations for Carbonisation), provide overview of technological options (D4.1), develop scenarios (D4.2) and write recommendations for different audiences. The **Decarbonisation Pathways Portal** (D6.3) is an easy accessible one-stop shop for these tools and measures, where different companies, municipalities, sector-organisations, and regional-boards can try the tools and adapt them to their specific contexts. REINVENTS long-standing sector expertise allow us to tailor the Portal to different audiences. Through the **route to capacity building**, REINVENT can be expected to have a large impact on future strategies, policies and ultimately emission reductions, through its work around co-design and mutual learning.

## 3) Replication

The **replication route** is about enabling more innovation in the sectors. REINVENT is designed to account for the multiplicity of innovations for decarbonisation that are emerging from within particular sectors at different stages of the value chain. The mapping (WP2) and in-depth case study work (WP3) represent two methodological approaches underpinning this **route to impact**. To make this material useful, we create 'best practice' notes for industry (Task 6.6). These notes will be developed in dialogue with REINVENTs partners and with other industry organisations to assess the potential of different types of innovations that we have found. To enable the innovations for decarbonisations to be replicated, REINVENT will produce a **Handbook of Decarbonisation Innovation** for carbon-intensive sectors (D6.6). The Handbook will, for example, enable actors in these sectors to find information about new sources of finance (e.g. green bonds) and the different types of technical and social innovation that can be tried. The Handbook also contains information about how to assess the impacts and implications of these interventions (Developed in WP5).

## 4) Sustaining change

The **sustaining change route** is about making sure that a low carbon transition is sustained, and not reversed. In this route, **the co-design aspects of the REINVENT work**

**programme are central.** REINVENT co-produces a novel approach to evaluate a low carbon transition (D6.6). REINVENT has, furthermore, chosen to partner with some major stakeholders and organisations (e.g. IKEA) that by their volume and presence are able to define what is the new normal (e.g. fossil-free plastics). Together with our Partners, REINVENT facilitate smaller group meetings in the organisation to explore how the findings can be used, and what the wider implications for the business are (we do the same with policy). REINVENT will achieve this through with the Partner organisations and through networks provided by the advisory board.

## Dissemination & communication activities

---

### **1) *Identification and list of contact information***

A list of REINVENT target audience (Scientific- and academic audience, local, national, European and international policy-makers, Businesses sector associations and civil society, Transition practitioners, students etc.) and their meeting forums, public-specific- and scientific-media, news channels and journalists, teachers etc., will be made and up-dated throughout the program. The list will contain contact information on individual and organisational level and organised in major groups; Scientific- Political- Commercial- and Public Groups and Countries.

### **2) *Self-monitoring of impact activities***

These include participant feedback from events, evaluation of the content available on the website, social media access and streaming and post-project follow up interviews and survey with stakeholders and Advisory Board.

### **3) *Translation and designed information***

The target groups have very different levels of background knowledge and all information has to be adjusted in a way that optimises the impact on specific target groups. For this purpose, we may translate some material to the languages of the participant institutions, Swedish, German and Dutch.

### **4) *Website and web-presence***

A REINVENT specific website has been set up and will be continuously updated: <http://reinvent-project.eu>. The website will collect all public information that is produced in REINVENT. REINVENT will work actively to get the website link displayed at interesting external sites and short mails will be sent out to selected target groups to inform about

interesting updates. The website will also contain basic information about REINVENT participants, organisation and work including specific presentations on work done in each work package. A professionally written policy brief about REINVENT and its main results will be published on both the website and distributed to the media. A number of relevant links to other websites and actively used social media will also be displayed.

### **5) *Scientific publications***

REINVENT will deliver peer-reviewed publications (published articles, book chapters, conference proceedings) targeted to special journals and scientific conferences on the topic. The REINVENT budget covers fees for publication rights of scientific papers that will be displayed on the REINVENT website (and elsewhere) along with public reports.

### **6) *Other specific activities***

A conference will be arranged at the end of the program (M48), with the final program meeting on the day before. The conference will be co-designed together with the Partners and the Advisory Board and tie into contemporary key discussions and policy developments to maximise its impact. The specific place and theme of the conference will be discussed at the annual program meeting and be decided at the project executive board meeting.

One ready-made power point presentation will be available in English for all REINVENT participants to use at conferences official meetings (Deliverable 7.8). The presentations will contain basic information about the project and the participants.

## Participants' responsibilities

---

**Work Package (WP) leaders** are responsible for disseminating the outcomes of respective WPs. They are assumed to be coordinators of relevant dissemination and communication, together with the **project coordinator (PC)**, unless someone else has been explicitly appointed. The following WP leaders have been appointed:

Harriet Bulkeley (WP1 at UDUR), Teis Hansen (WP2 at ULUND), Katja Pietzner (WP3 at WI), Detlef Van Vuuren (WP4 at PBL), Agni Kalfagianni (WP5 at UUTRECHT), Johannes Stripple (WP6 at ULUND), Lars J Nilsson (WP7 and WP8 at ULUND).

The leader of WP7 is responsible for the presentation templates and keeping them updated. However, scientific posters and presentations will also be produced by other participants of REINVENT

Project participants and respective WP leaders are to adapt the language and communication accordingly depending on stakeholders engaged with.

**Project coordinator** (Lars J Nilsson) and **project coordinator assistant** (Ekaterina Chertkovskaya) are to be kept informed on any dissemination activities of REINVENT.

## Alignment with other documentation

---

**DACS** outlined in this document is aligned with other documentation of REINVENT, in particular, the **Data Management Plan (DMP)** and the **Internal Communication Plan (ICP)**. The latter two should be considered as part of DACS.

**DMP** covers a lot of information within the DACS, including: the handling of research data during and after the project; what data will be collected, processed or generated; what methodology and standards will be applied; whether data will be shared/made open access; how and how data will be curated and preserved.

**ICP** internal communication issues is the key document outlining administrative management and reporting procedures, and ensuring high quality of research undertaken in the project.

## Keeping DACS up-to-date

---

DACS is open for amendments as the project progresses, to leave scope for improvement of dissemination and communication processes.

It may also be updated to be in line with DMP and ICP.

The current DACS may be further elaborated to cater for the different stakeholders and contexts engaged with by REINVENT.