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# OBRA

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<b>Dissemination Level</b>	
<b>PU</b>	<b>Public</b> <span style="float: right;"><b>PU</b></span>
<b>RE</b>	restricted to a group specified by the partners of the OBRA project
<b>CO</b>	confidential, only for partners of the OBRA project

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® - [D4.5](#).

Dissemination level: [PU](#)

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## 1. INTRODUCTION

Dissemination is a crucial point for any project in order to make it visible and spread its results. A comprehensive and well-structured plan providing a clear understanding of the target groups and the actions needed to approach them is essential. Therefore, the most appropriate channels for disseminating project results to interested parties should be used to present the project and inform these parties actively, both during and after the end of the project.

In this report, the activities already undertaken within the project and the planned dissemination activities, designed to spread the results of OBRA widely during all stages of the project, are described.

OBRA's strategy for using and disseminating knowledge is based on the following key objectives:

- To disseminate the project via the public web portal;
- To further interaction among the partners and interested parties through the intranet;
- To spread validated concepts, methodologies and tools used within the field of radioactive waste governance throughout the European Union and beyond (especially in the new EU Member States);
- To approach new regions and new potential stakeholders;
- To facilitate the exchange of knowledge and experience among experts, universities and local stakeholders at all levels;
- To attract interest from the different stakeholders involved in radioactive waste management in the feasibility of creating an observatory for long-term governance on radioactive waste management.

In order for the project to be successful it is vital that the results achieved by the OBRA partners are promoted in the countries that are involved in the project, reaching both the general public and decision makers. Being the topics explored by OBRA it is expected that the results and the recommendations that will be produced during the life time of the project will be available to anybody who is interested in long term governance.

## **2. OBRA'S GOALS AND OBJECTIVES**

OBRA is a Co-ordination Action project under the EURATOM Sixth Framework Programme of the European Union. This 2-year project OBRA will assess the feasibility of creating an Observatory for long-term governance on radioactive waste management in Europe and will thus contribute (i) to provide access to all stakeholders to the knowledge generated by successive EU research programmes both in scientific and social sciences fields; (ii) to promote the most appropriate forms of interaction between them; and (iii) to feed back into best practice for how results from research, training and development in radioactive waste management and disposal are formulated and how their dissemination to local and regional communities is managed.

The key objectives of OBRA are: (1) to establish a European networking platform between universities, implementers, stakeholders and civil society in general, (2) to develop a model of a European Observatory for long-term governance, (3) to test the efficiency of a pilot training package as a mechanism for the transfer and dissemination of knowledge to local and regional stakeholders and (4) to make recommendations on how the model of the Observatory could be implemented

## **3. RESPONSIBILITIES FOR THE DISSEMINATION ACTIVITY**

The dissemination activities within the OBRA project are carried out as part of Work Package 4 'Knowledge management and assessment'. The main objective of this WP is the dissemination of knowledge at different levels, giving special emphasis to the science-public interface and the dissemination of results outside the consortium.

Enviros acts as WP4 leader while the partners involved in OBRA work closely with Enviros in order to provide inputs for all the dissemination activities, therefore playing an important role in disseminating information.

#### **4. TARGET AUDIENCES**

The aim of this section is to identify and describe the potential target groups for the OBRA project. These target groups are not only the final recipients of the project results, but also contribute to the whole validation process.

OBRA's Strategy for using and disseminating the knowledge has the aim to target actors beyond the research community in order to spread awareness of the project itself and its implications. Therefore, the management and dissemination of knowledge is conducted at two levels:

- a) Internal, including contractors and research projects linked to the project, like ARGONA and CIP;
- b) External, including all those interested organisations not directly participating in the project.

According to the project aims and scope, the dissemination strategy will target the following major groups that are described below:

STAKEHOLDERS	DESCRIPTION	DISSEMINATION OBJECTIVES
<b>Scientific community</b>	The research scientific community both from the natural and social sciences fields are addressed in the project in order to promote knowledge sharing and interaction between them and address research questions made by stakeholder groups and the general public on technical and scientific knowledge generated by successive EU research programmes.	<ul style="list-style-type: none"> <li>- To inform the research community about the aim, the objectives, the scope and ambition of the Coordination Action OBRA as a joint European research initiative;</li> <li>- To promote and facilitate the dissemination of specialised scientific-technical information on the project and results generated by the project;</li> <li>- To increase visibility of OBRA in the scientific -technical community,</li> <li>- To call attention to the role of Community-supported research in the field of governance of high level radioactive waste.</li> </ul>
<b>Decision-makers at national and local levels (national waste management organisations and local authorities)</b>	OBRA will contribute to establishing a long-term governance model and will therefore generate results and information that are relevant and useful to support and analyse decision-making processes on radioactive waste management.	<ul style="list-style-type: none"> <li>- To provide information in an accessible and understandable form on the objectives, results and achievements of OBRA to support decision-making at local level;</li> <li>- To share experiences and approaches to long-term governance on radioactive waste management in different European countries;</li> <li>- To provide guidance on how to access the information available regarding radioactive waste management from the research undertaken in the field of social and natural sciences</li> </ul>
<b>European Commission</b>	The European Commission aims at improving governance of radioactive waste at the European level	<ul style="list-style-type: none"> <li>- To support networking in Europe in order to improve decisions related to the governance of radioactive waste at the European level.</li> </ul>

<b>Regulatory bodies and technical safety organisations</b>	They have responsibility for an independent regulatory function with regard to safety, the protection of human health and the environment.	<ul style="list-style-type: none"> <li>- To improve communication channels between these bodies and the rest of stakeholders in order to increase transparency and information regarding different aspects of radioactive waste management.</li> </ul>
<b>Electrical Utilities</b>	In order to build up trust, electrical utilities are making a major effort to satisfy their consumer's demands for information.	<ul style="list-style-type: none"> <li>- To offer guidance on the provision of information to the general public necessary to achieve this objective.</li> </ul>
<b>General public</b>	The general public may have access to information, knowledge and expertise in order to be better informed and involved in the decision making progress.	<ul style="list-style-type: none"> <li>- The provision of basic communication materials that can be used to communicate the objectives, scope and content of OBRA;</li> <li>- To inform them about the different approaches as well as the European dimension of long-term governance on radioactive waste management;</li> <li>- To provide guidance in order to facilitate access to the information available regarding radioactive waste management.</li> </ul>
<b>EURATOM FP6 funded projects</b>	Links with other FP6 projects within the EURATOM programme focusing on governance issues, such as CIP and ARGONA, but also on technical issues, such as FUNMIG, NF-PRO, SAPIERR-2 and PAMINA in order to provide a harmonised and common European approach to governance of spent fuel and high level radioactive waste.	<ul style="list-style-type: none"> <li>- To develop common initiatives or materials and avoid overlapping of research activities on radioactive waste management;</li> <li>- To facilitate communication between technical and social projects on radioactive waste management in order to increase scientific and public awareness on radioactive waste.</li> </ul>

An added-value of this strategy is to transfer the objective and results of the project to the stakeholders involved in radioactive waste management and assess together the feasibility of creating a European Observatory on long-term governance on radioactive waste management.

## **5. DISSEMINATION ACTIVITIES**

The proposed exploitation strategies are intended not only to transfer the project results to all interested parties and to facilitate the exchange of information with the core groups of stakeholders and users, but also generate a much wider discussion and ensure that OBRA's activities have a more lasting impact.

The whole project dissemination plan is based upon a number of activities which are the following:

### **5.1 WEB SITE**

The public section of the OBRA web site is available at [www.obraproject.eu](http://www.obraproject.eu) and is maintained by Enviros. The website was created at the beginning of the project (March 2007) and it is now up and running.

The OBRA web site represents the main vehicle in raising awareness of the project inside the consortium and the OBRA target groups. It includes the project description and provides access to public deliverables, links to the partners and related projects websites. It also provides information on the events related to the project.

Enviros is responsible for updating the website and partners are prompted to provide any relevant information which contributes to the development of the project.

### **5.2 INTRANET**

An intranet, available from the web page or from, <http://cobweb.businesscollaborator.com> has been also created and is used by the OBRA partners to exchange documents and communicate. Access has also been provided to participants to the first creative workshop of OBRA, except the management information.

The Web and the intranet site together with the mailing lists, documents and communication rules constitute the communication infrastructure of the OBRA consortium.

### 5.3 VIRTUAL FORUM

A virtual forum has been set for on-line discussions and is hosted on the project's intranet. The virtual forum addresses a wide audience including all target groups, given the tremendous reach that the Internet provides.

In this way, OBRA tries to involve as many participants (and perspectives) as possible, and to draw them into an open discussion in a structured way about assessing the feasibility of creating a European Observatory on radioactive waste management. The structure and content of the virtual forum is oriented towards discussing the results obtained so far as well as on proposals and strategies to further develop the project.

### 5.4 OBRA LEAFLET AND POSTER

The project is briefly described in a leaflet and a poster which has been available on the public area of the OBRA web site for free use and dissemination. Both have been compiled to serve as a tool for the dissemination of the project objectives, its status and project results at external events.

### 5.5 NEWSLETTER

A joint Newsletter between OBRA, CIP and ARGONA will be produced every 3 to 4 months following the contents, progress and results of the projects. It will also report in detail about news items, events, etc. The first issue is planned to be released in April 2007 and will be distributed on-line through the common web portal as well as from the web portal from each particular project.

The ARGONA coordinator is responsible for organising the edition of the newsletter. The other project coordinators should provide him with the content related to each of the projects.

## 5.6 PROJECT PRESENTATION

The OBRA project presentation has been produced and it can be used by all the partners involved in the project to disseminate the project objectives and its expected results.

The presentation aims at providing an easy information source by summarizing the general contents of the project and at attracting the interest of any person interested in participating in the project or willing to gain knowledge in governance of radioactive waste.

The project presentation can be downloaded from the web page ( [www.obraproject.eu](http://www.obraproject.eu)) for free use and distribution.

## 5.7 CONFERENCES

Another way to make the project known is to ensure that OBRA is presented at events where possible target audiences attend. OBRA partners will make sure to distribute material such as flyers and posters at those events and when possible, make presentations. All partners will keep track of the events they attend.

An inventory of all the events, where the outcomes of OBRA will be presented and has been made. An indicative list is provided below:

- The GMF seminar “Local level and energy policies” held in October 11 2006 in Brussels.
- The FUNMIG second annual workshop held in November 21-23 2006 in Stockholm.
- ICEM: The 11<sup>th</sup> International Conference on Environmental Remediation and Radioactive Waste Management that will be held in September 2-6, 2007 in Bruges, Belgium
- VALDOR: Values in decisions on risk that will take place in Stockholm in May 19-22, 2008.
- EC Euradwaste Conference that will take place in Luxembourg in October 26-31, 2008.

## 5.8 OBRA’S INTERNAL KICK-OFF MEETING

The internal kick-off meeting of OBRA was held on the 31<sup>st</sup> of January 2007 in Eurajoki (Finland). The meeting was attended by all the contractors and the European Commission project officer. The purpose of the meeting was to discuss the objectives and development of OBRA by reviewing the implementation of the work plan. Furthermore, administrative, management and financial issues were also discussed.

## 5.9 OBRA'S CREATIVE WORKSHOP

OBRA's Creative Workshop was held on 1<sup>st</sup> and 2<sup>nd</sup> February 2007 in Eurajoki (Finland). The workshop aimed at bringing stakeholders together in order to help identify a model for an Observatory for Long Term Governance on Radioactive Waste Management in Europe by discussing the scope, vision and mission of the observatory as well as the development of a strategic roadmap. An initial guidance on the topics that the Observatory should address and on how to structure communication and knowledge transfer was also discussed.

The creative workshop also provided the different stakeholders with an opportunity to interact with each other and learn about the efforts made towards achieving better governance on radioactive waste in Europe. Therefore, the creative workshop was attended by all contractors and was extended to other representatives of stakeholder partners for the project NIB- HEEP (Nuclear Installations in the Baltic Sea Region- Combining Human Health with Environmental Energy and Political Security). Around 40 people from 14 different countries attended the workshop in representation of 29 different organisations.

## 5.10 SEMINAR TO TRIAL THE TRAINING AND COMMUNICATION INTERACTIVE PACKAGE

A two to three-day training seminar is planned to be held in the UK in order to trial the training and communication interactive package drawn up in WP3.

These courses are intended for local stakeholders and students in the field with both a scientific-technical and social sciences background. It is expected that the seminar may comprise workshop sessions, dynamic working group activities, lectures, etc. At the end of the seminar a report will be produced on the lessons learned. This report will feed into the final report.

## 5.11 OBRA'S INTERNAL MEETING

The forthcoming OBRA'S Internal Meeting will be organized in Prague on the 1<sup>st</sup> and 2<sup>nd</sup> of October 2007 where members of the project consortium are expected to participate. It aims to review and discuss the achievements made to date by each Work Package and work on the model definition of the training course to be held in the UK.

The conclusions from the results obtained from the MSc Thesis will be presented.

## 5.12 FINAL MEETING

A Final Project Meeting will be organised in Barcelona in September 2008 in order to disseminate the results to a wide audience. This will be a two-day event during which the key results and recommendations drawn from the technical work will be presented.

A large number of members of the European waste management community will be invited to attend, with particular emphasis on the target groups described beforehand. The relevant announcements and material (programme, registration form etc.) will be available from the project website.

## 6. DISSEMINATION OF RESULTS

This section provides a description of the project results achieved so far to be disseminated to the relevant parties so that they can use them as a supportive tool to further develop the project.

The results provided so far in the project are in the form of deliverables and are summarised in the following table which relates the various dissemination activities to their dissemination level and indicating the intended outcome, which is to attract, inform and/or involve target groups.

<b>Deliverable</b>	<b>Deliverable title</b>	<b>Dissemination level</b>	<b>Intended outcome</b>
<b>D1.1.</b>	Descriptive overview of governance models	PU	Involve
<b>D1.2</b>	Performance indicators	CO	Involve
<b>D2.1.</b>	Working document on long-term mission, objectives and strategy of OBRA including scope, content and approaches for access to information and expertise	PU	Inform
<b>D4.2.</b>	Communication Action Plan	PU	Inform
<b>D4.6.</b>	Project presentation	PU	Attract/Inform
<b>D4.7.</b>	General poster	PU	Attract/Inform
<b>D4.10.</b>	Brochure / flyer	PU	Attract /Inform
<b>D4.5.</b>	Report on raising public participation and awareness	PU	Inform
<b>D4.3.</b>	Strategy for using and disseminating knowledge	PU	Inform
<b>D4.1.</b>	OBRA website	PU	Attract/Inform
<b>D5.1</b>	Reports concerned with the management of the project. - Activity report - Interim management report.	RE	Involve

The dissemination level is indicated using one of the following codes:

**PU** = Public

**PP** = Restricted to other programme participants (including the Commission Services).

**RE** = Restricted to a group specified by the consortium (including the Commission Services).

**CO** = Confidential, only for members of the consortium (including the Commission Services).