



# Individuals in Context: Supportive Environments for Sustainable Living

## Feedback and dissemination strategy

WP 6 – Dissemination and project-policy interface

Task 6.1 – Feedback and dissemination strategy

THEME FP7 – ENV. 2010.4.2.3-1: Foresight to enhance  
behavioural and societal changes enabling the transition  
towards sustainable paths in Europe.

Grant Agreement number: 265191



# Table of Contents

<b>1</b>	<b>Executive summary: Instructions for partners.....</b>	<b>1</b>
1.1	Purpose of this document.....	1
1.2	Project dissemination tools - overview.....	1
1.3	Reporting events .....	2
1.4	Supplying contacts and information for the newsletter .....	2
1.5	Reporting print and online dissemination activities.....	2
<b>2</b>	<b>Project summary.....</b>	<b>3</b>
<b>3</b>	<b>About this document.....</b>	<b>3</b>
<b>4</b>	<b>Project target groups.....</b>	<b>4</b>
4.1	Engaging with the local level.....	6
4.2	Engaging with the research community.....	7
<b>5</b>	<b>Project dissemination tools .....</b>	<b>8</b>
5.1	Project events .....	9
5.1.1	Local Government Reality Check Fora.....	9
5.1.2	European Expert Workshops .....	10
5.1.3	Final Conference .....	10
5.2	Participation in key local sustainability events.....	11
5.3	Print and online dissemination tools .....	17
5.3.1	Project leaflet .....	18
5.3.2	Project website.....	18
5.3.3	Project newsletter.....	19
5.3.4	Case studies on food and energy consumption .....	20
5.3.5	Policy briefs.....	20

<b>6</b>	<b>Using the right dissemination channels .....</b>	<b>21</b>
<b>7</b>	<b>Project visual identity.....</b>	<b>22</b>
<b>7.1</b>	<b>Project templates and logo .....</b>	<b>24</b>
<b>8</b>	<b>Reporting dissemination activities.....</b>	<b>25</b>
<b>9</b>	<b>Dissemination timeframe .....</b>	<b>26</b>
<b>10</b>	<b>Annex A. Dissemination template .....</b>	<b>27</b>

# I Executive summary: Instructions for partners

## I.1 Purpose of this document

The purpose of this document is to present our approach in terms of dissemination. In particular, it provides an overview of dissemination tools available to the partners, describes division of tasks among partners and clarifies responsibilities related to reporting and documentation.

Since dissemination is a central activity of the project, integral part of its design and evaluation criterion for its success, all partners should actively contribute to dissemination activities. To this end, this document aims to provide us all with a common direction and understanding.

## I.2 Project dissemination tools - overview

Dissemination tool	Partners responsible
<b>Project events</b>	
<b>Local Government Reality Check Fora</b>	<p><b>ICLEI:</b> recruitment of participants, invitation and registration process, logistics (with support from the local partner, if applicable), facilitation, reporting</p> <p><b>DRIFT/UFZ/SERI:</b> programme input, presentation of pilot projects</p> <p><b>Ecologic:</b> programme coordination</p>
<b>European Expert Workshops</b>	<b>ULB:</b> recruitment of participants, programme development, facilitation, reporting
<b>Final Conference</b>	<p><b>ICLEI:</b> programme coordination, recruitment of participants, invitation and registration process, facilitation, reporting</p> <p><b>Ecologic:</b> logistics coordination (with support from the local partner, if applicable), programme input</p> <p><b>all partners:</b> programme input, support in recruiting participants</p>
<b>Participation in external events</b>	
<b>Presentations, dissemination of information materials</b>	<b>all partners</b> (see section 5.2 for instructions)
<b>Print and online dissemination tools</b>	
<b>Project leaflet</b>	<b>Ecologic:</b> layout and content development
<b>Project website</b>	<b>Ecologic:</b> design and content development, regular updates and

	maintenance
	all partners: input if necessary (e.g. pilot project descriptions)
<b>Project newsletter</b>	<b>ICLEI:</b> layout, compiling and updating the distribution list, e-mail distribution, coordination of inputs from partners <b>all partners:</b> providing contacts and content in the format specified by ICLEI
<b>Case studies on food and energy consumption</b>	<b>ULB, Ecologic, UFZ:</b> content, layout (based on template to be agreed upon) <b>ICLEI:</b> dissemination via website and other channels
<b>Policy briefs</b>	<b>Ecologic:</b> Production and coordination, dissemination to EU <b>ICLEI:</b> Contribution and dissemination to local governments

---

### 1.3 Reporting events

All events in which the project has been mentioned or presented should be recorded in the dissemination template provided by Ecologic to each of the partners (see Annex A).

The template will specify the name, date, location, size and type of the events, provide a short description of the InContext presence (e.g. leaflets distributed, presentation) and, if possible, the contact details of participants who expressed interest in the project.

### 1.4 Supplying contacts and information for the newsletter

All partners will be asked to submit contact details to be added to the newsletter distribution list and forward any new contacts on a regular basis.

The partners should provide the information and images to be published in the newsletter. The text items should be no longer than 1000 characters, photos should be of good quality and with rights to use (source mentioned when appropriate). ICLEI will circulate in advance the outline of every issue and ask for partners' contributions, to be provided in the format specified.

### 1.5 Reporting print and online dissemination activities

All print and online dissemination activities (e.g. publishing a newsbit on the website or article in the newsletter) should be recorded in the dissemination template provided by Ecologic to each of the partners (see Annex A).

The template will specify the date of the dissemination activity and channel used (e.g. address of the website, name of the newsletter), as well as the approx. number of people reached. When possible, the partners are asked to attach copies of newsletters or media articles, screenshots of websites etc.

## 2 Project summary

The InContext project (Individuals in Context: Supportive Environments for Sustainable Living) will contribute to a better understanding of how to bridge the gap between awareness and action for sustainable development, with a focus on individual and community level.

In order to achieve this, the project will first develop a theoretical framework addressing the interplay between internal (agent-based) and external (structural) contexts of individual and collective behavior. The methodological guidelines, co-developed with the theoretical framework, will then provide the basis for the implementation of three pilot projects on the community level, drawing on the transition management approach, as well as the elaboration of four case studies on alternative practices in the food and energy domain.

The project will conclude with the formulation of policy recommendations outlining potential pathways to sustainable development at community level, addressed to local, national and supranational level.

## 3 About this document

The purpose of this document is to outline the dissemination strategy for the project and define responsibilities of each partner in terms of its implementation. The document will focus on engaging with those working on and for the local level, as the buy-in of this target group is crucial for the success of the project. Instead of simply delivering ready-made solutions to be used for advancing sustainability at the local level, the consortium wishes to involve the representatives of European local governments as co-producers of these solutions, participating actively in the project activities. Dissemination activities will therefore take place throughout the whole project, not just at the end.

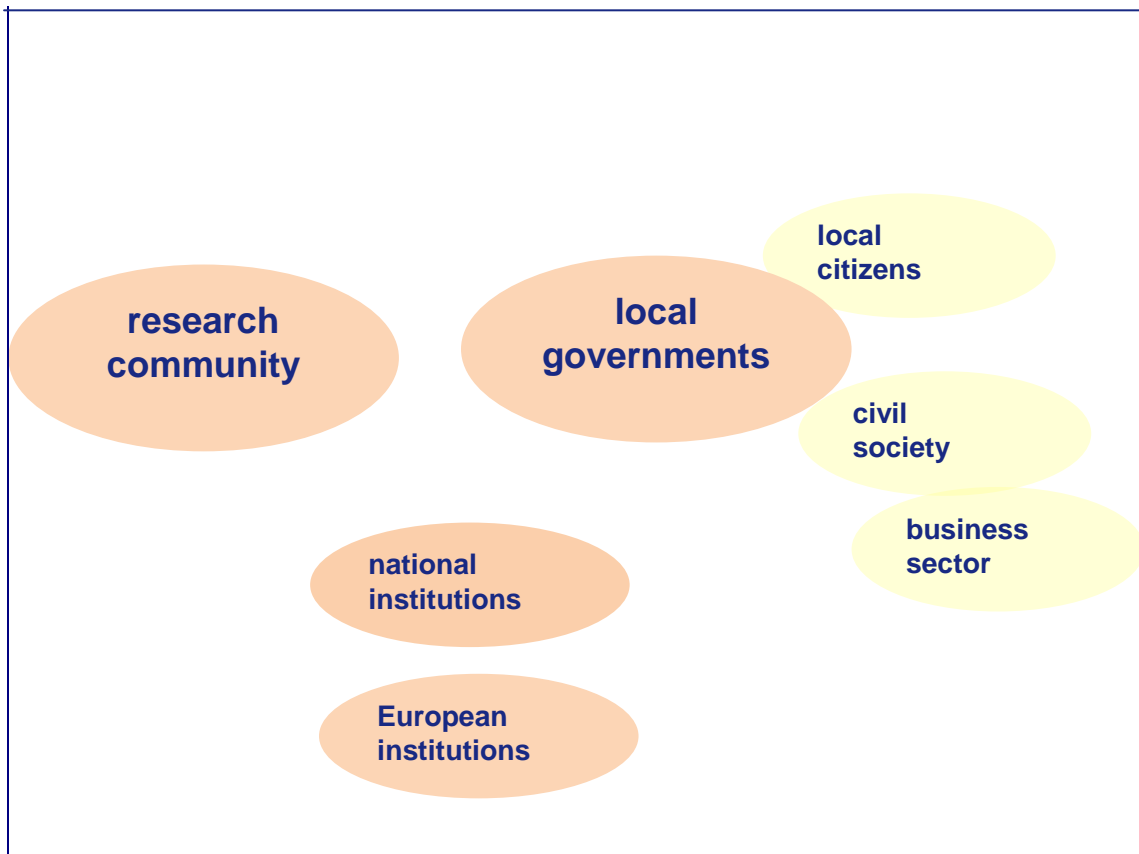
The general outline of the dissemination strategy was first presented to the partners in the workshop in Rotterdam, in February 2011, and it is imperative that all partners continue to play an active part in the formulation of this strategy (through online communication). The final document will be presented to the partners in the next project meeting, scheduled for November 2011. In this way, it is to strengthen a sense of project ownership among the partners and ensure maximum impact of the results developed by the project. The document is intended for internal use of the Project Consortium and will be uploaded to Basecamp. The document may be further revised in the course of the project, in order to better respond to project objectives and expectations of all stakeholder groups.

## 4 Project target groups

The project dissemination activities will target mainly the following groups:

- representatives of local governments from across Europe
- researchers in the field of local sustainability, sustainable consumption, transitions environmental psychology
- policy-makers on European and national level responsible for sustainability policies directed at the local level

Figure 1. InContext target groups



**Local governments** are a key stakeholder of the project, co-creators and recipients of project results and recommendations. ICLEI, as a local government association, will serve as a link to this target group. Project activities will involve mostly local administration employees dealing with sustainable development and social dialogue and representatives of local government associations who can act as multipliers, sharing the results of the project with local governments in their countries. Their role is of particular importance since for many local governments national associations represent a link between them and the international scene – they follow developments on the European and international level and channel them to their members, adapted to the local context and often translated to the local language.

The project team is working based on the following assumptions that underpin this dissemination strategy and will be further verified during the project:

- methodology offered by InContext can be applied in municipalities regardless of their size (as reflected by the choice of pilot communities) and character (urban/rural), communication and dissemination activities should therefore be as inclusive as possible
- those local governments who already have some experience in using participatory governance methods (e.g. went through the Local Agenda 21 process) may find InContext results more interesting and easier to apply in practice, since this experience is more commonly found in Western and Northern European local governments, particular efforts will be made to reach them (e.g. reality check workshop including a training module or location of the final conference)
- many local governments, particularly those with advanced sustainability programmes, complain about low interest of citizens in the local sustainability process, the communication should therefore frame InContext methodology as a new approach to public participation and working with the local community (especially as the term “transition” is often understood as synonymous with the Transition Towns movement which can lead to confusion)
- local governments find it increasingly difficult to keep up with the increasing number of European schemes for local sustainability (e.g. Covenant of Mayors, European Green Capital, Reference Framework for Sustainable Cities), the communication should focus on how InContext methodology can complement other processes taking place in the city, not create a parallel one
- local governments have limited resources in terms of staff and funding so their involvement in the project should be centred around personal interaction during key events (reality check workshops and project final conference), with funds available for reimbursement

**National and European policy makers** responsible for policies directed at the local level, in particular in the field of sustainable development, constitute an important target group. However, contrary to local governments, national and European actors will not participate actively in the project. The communication activities will be focused on sharing the recommendations developed within the project and feeding them into the relevant policy processes. On the national level the project will target representatives of national government and other public sector institutions responsible for policies directed at the local level. On the European level the project will target the relevant Directorates General of the European Commission (DG Regio, DG Environment, DG Research), members of European Parliament, as well as other institutions shaping the debate on the European level (thinktanks and consultancies, media).

The project team is working based on the following assumptions that underpin this dissemination strategy and will be further verified during the project:

- the results produced by the project will be relevant to discussions on the European level, particularly in the field of sustainable consumption and promoting sustainable lifestyles, public participation and community-led development, knowledge brokerage and social innovation therefore the project consortium will strive to participate and feed into events and policy processes related to these themes
- the recommendations produced by the project can be digested only if embedded in the broader advocacy process, instead of being a one-off, standalone document, to achieve this the project consortium will collaborate with other projects working on similar issues, striving to reach a common understanding of changes needed
- the project has a pioneering and explorative character, researching and piloting small-scale innovative solutions, at this early stage the goal is rather to increase awareness of these processes among the policy-makers, quell their fears and raise interest, not to implement concrete changes in existing policies



**Researchers** in relevant networks are a highly relevant target group for the scientific dissemination of the outcomes of the InContext project. Relevant networks in sustainable consumption and local sustainability include the SERI network, SCORAI, the Society for Ecological Economics, the European Roundtable for Sustainable Consumption & Production, the Sustainability Transitions Research Network, the Sustainable Development Research Society, the recent Sustainable Consumption Research and Action Initiative (SCORAI), relevant national research networks and related FP 7 projects like the Low Carbon at Work <http://www.locaw-fp7.com> and the CRISP (Creating Innovative Sustainability Pathways) project (<http://www.crisp-futures.eu>).

The project will reach the representatives of each of the target groups, thanks to the networks and contacts already established by the project partners, and by presenting results at relevant conferences and workshops. We are in particular looking forward to organizing workshops and conference sessions with related FP7 projects funded in the same call and look for further opportunities for joint dissemination and possibly publications (see 4.2 for further information).

**Table 1. Reaching the representatives of project target groups**

Target group	Relevant networks and channels
<b>Local governments</b>	ICLEI European members, agenda+ Local Sustainability Leaders Network <sup>1</sup> , Informed Cities Initiative <sup>2</sup> , national local government associations
<b>Researchers</b>	SERI members, Sustainability Transitions Research Network <sup>3</sup> , Environment and Society Research Network of European Sociological Association, European Roundtable of Sustainable Consumption & Production, Sustainable Development Research Society, related FP7 projects, relevant national research networks, Sustainable Consumption Research and Action Initiative (SCORAI)
<b>National policy-makers</b>	European Roundtable for Local Sustainability <sup>4</sup> , European events
<b>European policy-makers</b>	European events, ESDN network

The project results will also be relevant for local citizens, civil society and the business sector (presented in light yellow in Fig.1). However, except for the case of three pilot communities, these groups will be reached mainly indirectly, through the representatives of local governments.

## 4.1 Engaging with the local level

**Bringing results down to the local level is one of the main success criteria for projects addressing local sustainability.** However, the communication between researchers and local policy-

<sup>1</sup> <http://agendaplus.iclei-europe.org/>

<sup>2</sup> <http://informed-cities.iclei-europe.org>

<sup>3</sup> <http://www.transitionsnetwork.org/>

<sup>4</sup> <http://roundtable.localsustainability.eu>

makers remains a big challenge. Cities and researchers speak different languages, have different interests and work with different timelines.

With this in mind, the InContext project consortium brings together renowned research institutions (most of them with a history of cooperation with the local level), with an international local government network, to act as a knowledge broker. ICLEI – Local Governments for Sustainability, with its 1100+ members worldwide and over 200 in Europe, offers an in-depth understanding of the circumstances in which local governments work, as well as a number of established communication channels.

The dissemination strategy for the InContext project benefits from the experience of the Informed Cities Initiative<sup>5</sup>, a platform bringing together local governments and researchers in order to bridge the gap between research and policy-making for sustainable development at and for the local level.

## 4.2 Engaging with the research community

Whereas dissemination among the target group of local governments will mainly be organized by ICLEI, with contribution from all other partners, scientific dissemination will be the responsibility of each of the academic partners.

In addition to conference and workshop contributions by each academic partner, there will be joint contributions of the academic partners. Moreover, collaboration opportunities for joint sessions and workshops with relevant colleagues outside the project in particular with academic partners of related FP7 projects will be pursued.

FP 7 projects where options for closer collaboration have been discussed are the “LCAW - Low Carbon at Work: Modeling Agents and Organizations to achieve Transition to a Low Carbon Europe”: and CRISP – Creating Innovative Sustainability Pathways. Options under discussion are to hold a (1) joint final event, (2) a joint conference session in 2013 or (3) a 1-2 days exchange workshop in September-October 2013. Whereas all options are still under discussion, a joint final event may be difficult to realize due to the different timeframes of the projects. All options would provide for profound exchange and comparative discussion on the three projects, in order to learn about best-practices and experiences.

Another related project, funded under the SSH theme called SPREAD, ([www.sustainable-lifestyles.eu](http://www.sustainable-lifestyles.eu)), has furthermore expressed interest in joining exchange and collaboration too at the joint session in Bregenz. Collaboration efforts are still at early stages.

On general guidelines regarding publication procedures, reporting and open access, please refer to section 6 in the Management Guidelines.<sup>6</sup>

---

<sup>5</sup> The Informed Cities initiative is funded by the 7<sup>th</sup> Framework Program of the European Union under the name PRIMUS – Policies and Research for an Integrated Management of Urban Sustainability ([www.iclei-europe.org/informed-cities](http://www.iclei-europe.org/informed-cities)).

<sup>6</sup> [https://incontext-fp7.basecampHQ.com/projects/5894744/file/76328199/InContext\\_Management%20Guidelines\\_22.3.2011.pdf](https://incontext-fp7.basecampHQ.com/projects/5894744/file/76328199/InContext_Management%20Guidelines_22.3.2011.pdf)

## 5 Project dissemination tools

The project will employ a wide variety of dissemination tools to reach those working at and for the local level, with a focus on direct face-to-face communication during Local Government Reality Check Fora, the final conference and other European sustainability events.

The table below presents a short overview of the tools available and highlights the responsibilities of partners in terms of their implementation.

Dissemination tool	Overview	Partners responsible
<b>Project events</b>		
<b>Local Government Reality Check Fora</b>	3 meetings of approx. 20 people each presenting the results of pilot projects to the representatives of local governments	<b>ICLEI:</b> recruitment of participants, invitation and registration process, logistics (with support from the local partner, if applicable), facilitation, reporting <b>DRIFT/UFZ/SERI:</b> programme input, presentation of pilot projects <b>Ecologic:</b> programme coordination
<b>European Expert Workshops</b>	Meetings of European researchers working on sustainable consumption, in the domains of food and energy	<b>ULB:</b> recruitment of participants, programme development, facilitation, reporting
<b>Final Conference</b>	A conference of approx. 100 people, gathering researchers and policy-makers from the local, national and European level, presenting the final results and recommendations of the project	<b>ICLEI:</b> programme coordination, recruitment of participants, invitation and registration process, , facilitation, reporting <b>Ecologic:</b> logistics coordination (with support from the local partner, if applicable), programme input <b>all partners:</b> programme input, support in recruiting participants
<b>Participation in external events</b>		
<b>Presentations, side events, special sessions, dissemination of information materials</b>	To be organized several times during the project, using the opportunities available	<b>all partners</b> (see section 5.2 for instructions)

## Print and online dissemination tools

<b>Project leaflet</b>	A short leaflet presenting key information about the project	<b>Ecologic:</b> layout and content development
<b>Project website</b>	A simple website presenting key information about the project, including results produced	<b>Ecologic:</b> design and content development, regular updates and maintenance
<b>Project newsletter</b>	3 issues of project newsletter, addressed to representatives of local governments	<b>ICLEI:</b> layout, compiling and updating the distribution list, e-mail distribution, coordination of inputs from partners <b>all partners:</b> providing contacts and content in the format specified by ICLEI
<b>Case studies on food and energy consumption</b>	4 case studies presenting alternative practices in food and energy consumption domains	<b>ULB, Ecologic, UFZ:</b> content, layout (based on template to be agreed upon) <b>ICLEI:</b> dissemination via website and other channels
<b>Policy briefs</b>	2 briefs with policy recommendations developed by the project, targeted at the local and European level	<b>Ecologic:</b> Production and coordination, dissemination to EU <b>ICLEI:</b> Contribution and dissemination to local governments

## 5.1 Project events

Three types of external events will be held throughout the project to maximize the involvement of the key stakeholders on the European, national and local level, encouraging personal interaction, dialogue and experience sharing. All project events will follow green meeting guidelines<sup>7</sup>.

### 5.1.1 Local Government Reality Check Fora

The purpose of the Local Government Reality Check Fora is to present to the representatives of the European local governments the results of three pilot projects and discuss, with the participation of those involved in the pilot study, the lessons learned and relevance of this approach for other communities. In the sense of two-way communication, these results will be used to complement project results.

<sup>7</sup> <http://itc.iclei.org/index.php?id=greening>

In order to facilitate an open dialogue and exchange of experience, the Fora will be organized as relatively small, highly interactive events.

Each of the three Fora will bring together at least 15 representatives of European local governments and other organizations working at the local level and at least 5 researchers.

At least one of the three Fora will be organized in the pilot project location, to give the participants an opportunity to meet key actors involved in the pilot project and better understand the local context. However, with all pilot projects located in Northern Europe, the consortium has decided to organize the remaining events in different parts of Europe (South and East) to attract a broader and more diverse group of participants. Each of the Fora will therefore have a regional focus, making it easier for the participants to relate the discussions to their local context.

To ensure relevance and local ownership, the Fora will be organized in cooperation with local hosts, preferably national or regional local governments associations or other institutions working closely with local governments.

Following each of the Fora a short report will be produced that will inform the synthesis report and policy recommendations to be developed by the InContext project.

### 5.1.2 European Expert Workshops

The purpose of the European Expert Workshops is to discuss the results obtained from the analysis of the drivers and barriers to sustainable pathways regarding food and energy consumption with leading European researchers working on alternative sustainable consumption patterns.

These workshops pursue a double agenda. On the one hand, to inscribe the observations and analyses performed under Incontext's WP3 in existing similar analyses developed by fellow scholars, and to provide a common, shared interpretation of our case study analyses. On the other hand, to generate the core of a future network of scholars working with comparable approaches when analyzing consumption practices. Currently a very limited series of more or less formalized networks on research questions such as those addressed by WP3 (or Incontext) exist over Europe. Among these, for instance, the SCORE-network developed under the FP6-program. Incontext provides the means to pursue or revive a specific part of the networking activities which existed under past projects.

The extent of these workshops, as well as their number, will be re-evaluated after the case studies of WP3 have been conducted. It might well be, for instance, that it will be possible to conduct the workshops on a more general level and not to separate the workshops according to their domains of consumption (food/energy). In order remain workable, and fruitful in terms of created interactions and depth of analyses, the participants to the workshops will be limited to 20 people recruited on the basis of a call for interest among scholars working on consumption issues. Participants are meant to participate actively to the workshops, and submit their own "work" for discussion."

### 5.1.3 Final Conference

The final conference ("Come InContext"), to be held in Autumn 2013, will form InContext's dissemination climax for disseminating the results of the project. The event will gather at least 100 participants, bringing together European local government representatives and researchers active in the field of local sustainability, transition management, sustainable consumption and environmental psychology, as well as policy-makers from national and supranational levels responsible for sustainable development on the local level.

The main purpose of the conference is to showcase successful examples of how transition management techniques, enriched with the individual perspective, can lead to more sustainable communities. Based on concrete examples and additional information collected during the Local Government Reality Check Fora, the conference will highlight the importance of addressing the internal context of individual behaviours in promoting sustainable development and provide practical guidance in this regard.

The conference will be held as part of the Informed Cities Fora series, an attractive and well-established series of events bringing together researchers and local policy-makers.

## 5.2 Participation in key local sustainability events

In order to maximize the impact of the project, the InContext consortium will be present at the main local sustainability events, taking place in Europe during the course of the project. Taking into account the need to reach local governments representatives, the following events have been identified as key:

**Table 2. Key local sustainability events**

Event	Date/location	Relevance for InContext
<b>European Green Week 2011</b> “Resource Efficiency – using less, living better”	24-27 May 2011, Brussels (Belgium)	Introduce the project and network during the biggest environmental policy event in Europe (3500+ visitors)
<b>ICLEI European Convention 2011</b> “Cities in Europe 2020 – Enhance Sustainability Now!”	12-14 Sept 2011, Brussels (Belgium)	Raise awareness of the project and its planned results amongst 200+ local governments, national and European policy-makers
<b>Regional Open Days 2011</b> “Investing in Europe’s Future: Regions and cities delivering smart, sustainable and inclusive growth”	10-13 Oct 2011, Brussels (Belgium)	Introduce the project and network during the biggest European regional policy event (6000+ visitors)
<b>Informed Cities Forum 2011</b>	25-26 October 2011, Naples (Italy)	Raise awareness of the project and its planned results amongst 100+ local governments and local sustainability researchers

<b>Sustainable Consumption – Towards Action and Impact</b>	6-8 November 2011, Hamburg (Germany)	Introduce the project and its preliminary results amongst leading researchers working on sustainable consumption
<b>United Nations Conference on Sustainable Development Rio+20</b>	June 2012, Rio de Janeiro (Brazil)	Promote InContext approach in the debates leading up to this key global event on sustainable development
<b>7<sup>th</sup> European Sustainable Cities and Towns Conference</b>	tbc, 2013	Launch InContext policy recommendations during the key European event on local sustainability

---

This list is not exhaustive and will be updated every six months. Before each of these events ICLEI will contact the InContext consortium to determine how and by whom the project can be represented.

### **Update on dissemination activities (September 2012)**

The project consortium has decided not to participate in all of the above mentioned events, as the project activities were still in early stages. With over 150 participants coming from European local governments and research institutions, the Informed Cities Forum 2011 has been selected as a good platform for introducing the project to the local government community. The InContext information stand was placed in the conference venue to raise awareness of the project among of the key target groups.

Despite earlier considerations, the project partners have considered not to participate officially in the Rio+20 Conference. Several of the project partners (including ICLEI and DRIFT) were present there due to their other responsibilities and were promoting the InContext approach informally as well as formally, e.g. DRIFT presented the transition arena approach in ICLEI World Congress in Belo Horizonte, Brazil). This conference was ideal opportunity to reach a relevant target group of InContext as it is regarded as the most important gathering of local government leaders in the run-up to the Rio+20 Conference.

In addition, the first period of the project has seen various efforts in terms of dissemination to the academic community. The papers produced within the project have been presented at 15 large international events, including such prestigious meeting as the European Society for Ecological Economic 2011 Conference (Special Session on Making Transitions Happen: The interaction and co-evolution of internal and external factors influencing human behavior), International Sustainability Transitions 2011 Conference (Special Session on Urban and Regional Transitions: Implications for Governance).

The following table lists selected events at which information about InContext were distributed:

No.	Type of activities	Main Leader	Title	Date	Place
1	Presentation	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands; TU-Delft, Technische Universiteit Delft	"Combining backcasting and transition management in the community arena: a participatory design tool for sustainable communities and consumption"; At: NCCR	30. 5-1.6.2012	Göteborg
2	Flyer	UFZ-Helmholtz Centre for Environmental Research	Distribution of InContext Flyer; At: International Symposium: The Governance of Adaptation; Host:	22 - 23.03.2012	Amsterdam
3	Presentation	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands	InContext approach, focusing on WP4 pilot project in Carnisse ("The Community Arena: Application of transition governance in local communities"); at: TDO Appetizer session of TU Delft	21.02.2012	Delft
4	Presentation	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands	Presentation Derk Lorbach ICLEI Urban sustainability seminar Host: ICLEI	14.09.2011	Brussels
5	Presentation	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands	Presentation Derk Lorbach Backcasting and TM seminar Host: Technische Universiteit Delft	14.11.2011	Delft
6	Presentation	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands	Presentation Derk Lorbach Environmental Evaluator Network Conference Host: HIVA-K.U.Leuven	10.02.2012	Leuven
7	Presentation	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands	Presentation Derk Lorbach Veerkracht [Resilience] workshop Host: VeerkrachtCarnisse	01.02.2012	Rotterdam
8	Presentation	UFZ-Helmholtz Centre for Environmental Research	"Defining and measuring sustainable behaviour in the transition arenas: How normative shall our stance in the transition arenas be? "	02.02.2011	Rotterdam
9	Presentation	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands	Presentation Derk Lorbach Future cities conference	02.03.2012	Tokyo, Japan
10	Presentation	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands	Presentation Derk Lorbach Monash Sustainability Centre seminar Host: Monash Sustainability Centre	08.03.2012	Melbourne, Australia



11	Presentation	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands	Presentation Derk Lorbach PLUK Academy lecture Host: PLUK Academy	02.04.2012	Rotterdam, The Netherlands
12	Presentation	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands	Presentation Derk Lorbach Pioneers into Practice Crucible Host: Pioneers into practice programme	13.11.2011	Brussels
13	Presentation	DRIFT Erasmus University Rotterdam, The Netherlands; UFZ-Helmholtz Centre for Environmental Research; SERI Sustainable Europe Research Institute, Austria; TU-Delft	"The Community Arena: Application of transition governance in local communities"; At: 15th European Roundtable on Sustainable Consumption and Production; Host: Austrian Institute of Ecology	02-04.05.2012	Bregenz, Austria
14	Presentation	TU-Delft, Technische Universiteit Delft; Ecologic-Institut für internationale und europäische Umweltpolitik gGmbH; Ricardo Garcia Mira, University of La Corunja Walter Wehrmeyr, University of Surrey	"Pathways session Joint session of three related EU-funded projects InContext, LCAW, CRISP"; At: 15th European Roundtable on Sustainable Consumption and Production; Host: Austrian Institute of Ecology	02-04.05.2012	Bregenz, Austria
15	Presentation	UFZ-Helmholtz Centre for Environmental Research	"Including pro-social motivations for lifestyle changes A psychologically enriched capability approach"; At: 15th European Roundtable on Sustainable Consumption and Production; Host: Austrian Institute of Ecology	02-04.05.2012	Bregenz, Austria
16	Presentation	ULB - Université Libre de Bruxelles	"Exploring the added value of quasi-ethnographic case studies on the emergence and up-scaling of grassroots innovations"; At: 15th European Roundtable on Sustainable Consumption and Production; Host: Austrian Institute of Ecology	02-04.05.2012	Bregenz, Austria
17	Publication	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands; UFZ-Helmholtz Centre for Environmental Research ; SERI Sustainable Europe Research Institute, Austria; TU-Delft, Technische Universiteit Delft	15th European Roundtable on Sustainable Consumption and Production; Host: Austrian Institute of Ecology	02.05.2012	Bregenz, Austria

18	Publication	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands	Sustainability Transition Research Network Newsletter	March 2011	Online newsletter
19	Presentation	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands; TU-Delft, Technische Universiteit Delft	Presentation of conference paper titled: The Community Arena: Application of transition governance in local communities ; At:nd international conference Sustainability Transitions, IST 2011 conference; Host: STRN network, LUDCUS, Circle	13.06.2011 - 15.06.2011	Lund, Sweden
20	Flyer	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands; TU-Delft, Technische Universiteit Delft	Distributing InContext flyer; At: 2nd international conference Sustainability Transitions, IST 2011 conference; Host: STRN network, LUDCUS, Circle	13.06.2011 - 15.06.2011	Lund, Sweden
21	Publication	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands; TU-Delft, Technische Universiteit Delft	Conference paper titled: The Community Arena: Application of transition governance in local communities ; At:nd international conference Sustainability Transitions, IST 2011 conference; Host: STRN network, LUDCUS, Circle	13.06.2011 - 15.06.2011	Lund, Sweden
22	Article published in the popular press	UFZ-Helmholtz Centre for Environmental Research	Article title: "Impulse, die die Stadt lebendiger machen" in Hessische/Niedersächsische Allgemeine	27.01.2012	Online publication; <a href="http://www.hna.de/nachrichten/kreis-kassel/wolfhagen/impulse-stadt-lebendiger-machen-1579277.html">http://www.hna.de/nachrichten/kreis-kassel/wolfhagen/impulse-stadt-lebendiger-machen-1579277.html</a>
23	Presentation	Institute for Agriculture and Rural Environment, Polish Academy of Sciences, Poznań, PL; Piotr Matczak	"Change yourself to change the world? Values change and sustainable development"; At: European Sociological Association 10th Conference, Host: University of Geneva	08.09.2011	Geneva
24	Presentation	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands	"New developments in transition studies beyond visions and innovations"; Host: Technical University Delft, Master Industrial Ecology, part of "sustainable innovation & social change"	23.05.2011	Delft, The Netherlands

25	Presentation	Dutch Research Institute for Transitions (DRIFT) Erasmus University Rotterdam, The Netherlands	"New developments in transition studies beyond visions and innovation"; At: Consensus Research Seminar Brussels; Host: University of Brussels, CONSENTUSUS project	27.04.2011	Brussels
26	Presentation	Ecologic Institut	WELL-BEING 2011: International Conference Exploring the Multi-dimensions of Well-being; Host: Birmingham City University and the Royal Institute of British Architects (RIBA)	18.07.2011	Birmingham, UK
27	Flyer	UFZ-Helmholtz Centre for Environmental Research	"Sozialwissenschaftliche Forschung in der ökologischen Krise: Perspektiven einer Politischen Ökologie"; Host: Austrian Research Center for International Development	14 - 16.06.2011	Vienna
28	Presentation	Ecologic-Institut für internationale und europäische Umweltpolitik gGmbH	Lecture on InContext/Behavioural change for the Duke University Course on Environmental Policy in Europe "European integration and environmental policy in the context of transatlantic relations."; Host: Ecologic Institut Berlin	08.12.2011	Berlin
29	Publication	UFZ-Helmholtz Centre for Environmental Research	Schäpke, N., Rauschmayer, F., 2012. Foundations for a common approach. Berlin, Ecologic, Deliverables of the EU-Project InContext, 45pp., <a href="http://www.incontext-fp7.eu/download">http://www.incontext-fp7.eu/download</a>	08.03.2012	Berlin
30	Presenation	UFZ-Helmholtz Centre for Environmental Research	Introduction to an InContext related special session including 5 presentations at the bi-annual conference of the ESEE: "New ideas on action research design: linking internal and external factors in transitions towards sustainable behaviour."; At: 9th Biennial Conference of the European Society for Ecological Economics (ESEE); Host: ESEE European society for ecological economics	14.06.2011	Istanbul

31	Presentation	UFZ-Helmholtz Centre for Environmental Research; SERI Sustainable Europe Research Institute, Austria	"Transition towards sustainable development: Which tensions emerge? How do deal with them?"; At: 9th Biennial Conference of the European Society for Ecological Economics (ESEE); Host: ESEE European society for ecological economics	14.06.2011	Istanbul
32	Presentation	UFZ-Helmholtz Centre for Environmental Research; SERI Sustainable Europe Research Institute, Austria	„ Making transition happen: the interaction and co-evolution of internal and external factors influencing human behaviour“; At: 9th Biennial Conference of the European Society for Ecological Economics (ESEE); Host: ESEE European society for ecological economics	14.06.2011	Istanbul
33	Presentation	UFZ-Helmholtz Centre for Environmental Research	"Towards intrinsic sustainability empowerment “; At: Conference on Sustainable Consumption; Host: German Minister for Research	08.11.2011	Hamburg
38	Presentation	UFZ-Helmholtz Centre for Environmental Research	The four perspectives used within InContext; At: InContext project meeting	24.11.2011	Brussels
39	Presentation	UFZ-Helmholtz Centre for Environmental Research	Towards a theoretical framework for InContext Transforming non-intentional unsustainable practices to intentionally sustainable behaviour; At: InContext project meeting	24.11.2011	Brussels

### Box I. Events: Instructions for partners

All events in which the project has been mentioned or presented will be recorded in the dissemination template provided by Ecologic to each of the partners. The template will specify the name, date, location, size and type of the events, provide a short description of the InContext presence (e.g. leaflets distributed, presentation) and, if possible, the contact details of participants who expressed interest in the project.

## 5.3 Print and online dissemination tools

With resource efficiency in mind, the project will focus on online dissemination. All project dissemination tools will be available in electronic format, while hard copies of dissemination tools will be carefully selected.

Since research and local government audiences have different needs and interests when it comes to communicating project results, most of the products will be targeted for one of these groups.

The following dissemination tools will be produced and used during the course of the project:

### 5.3.1 Project leaflet

The project leaflet will contain basic information on the project and its planned results, as well as short information about the consortium. Designed in a clear, simple manner, the leaflet will be targeted mainly at the research audience.

The project leaflet should be used when presenting InContext in public events, conferences or meetings. The project leaflet can be downloaded on basecamp<sup>8</sup> and Ecologic will provide printed versions of the leaflet on demand.

### 5.3.2 Project website

The project website will be the first point of reference for people interested in the project, presenting in a concise manner all relevant information and contacts. It will be updated regularly to reflect the development of the project.

Currently, the website contains general information about the project, the partners, and the pilot projects. Throughout the project, further information will be put on the website upon agreement with the partners, such as results of the case studies, events and workshops related to the project, etc.

The website has undergone some updates. The Advisory Board has been subdivided into “Advisory Board” and “Corresponding Members” in order to distinguish the affiliated with the more active members. Personnel changes have been updated.

The next round of major updates is due at the end of September 2012. Ecologic Institute will then implement the changes as have been agreed in the Finkenstein meeting. In order to provide our latest research results and more substantial information to the public, as well as make our website more interactive. Several changes are up to discussion:

1) The Pilot Projects in Carnisse, Rotterdam (Netherlands), Worlfhagen, Hesse (Germany) and Finkenstein, Carinthia (Austria) have brought up new insights which will be provided by the respective project leaders and uploaded in September 2012.

2) The Pilot Projects and the Case Studies build the corner stone of the empirical research of InContext. A presentation of the Case Studies, currently not presented on the homepage, will be available to the public in September 2012. All four case studies

Case Study 1: Community-Supported Agriculture project, Austria

Case Study 2: 100% Renewable Energy Community, Wolfhagen, Germany

Case Study 3: Urban Agriculture through sustainable neighbourhood operations in Anderlecht

Case Study 4: Veggie Thursday: from Gent to Brussels, and beyond...

will be presented on the homepage.

---

<sup>8</sup> <https://incontext-fp7.basecampHQ.com/projects/5886987/file/74395052/InContext%20Flyer%20v19jan2011.pdf>.

3) To further improve the communication within the InContext team all submitted deliverables have been uploaded on an internal part of the homepage. It is currently discussed within InContext which deliverables shall also be available to the public via the “Download”-section.

4) Apart from providing more comprehensive information and most deliverables; the InContext team is developing ideas to share the information in a more attractive way – ideas include to restructure the access to information (i.e. by providing the deliverables also directly where the respective project is presented) and by redesigning the download section in a more inviting way.

Additional ideas include to present short interviews with pilot project participants and how the experience of participating in the pilots has changed their lives and/or a constantly changing newssection that provides "Did you know already..." information from the case studies, pilot projects and the guide that we are going to produce in WP5.

The link to InContext website: <http://www.incontext-fp7.eu/home>

### 5.3.3 Project newsletter

The project newsletter will be addressed to local governments and researchers working on local sustainability. The newsletter will make use of the existing format, developed by the Informed Cities Initiative and adapted to InContext needs (project logo, funding information and partners prominently displayed). This will allow the project to benefit from the established brand, associated with knowledge brokerage and local sustainable development.

As specified in the proposal, the newsletter will be published three times during the course of the project. To maximize project impact, all three issues will be published in the second half of the project, when the results are ready for dissemination. However, to ensure continuous project promotion, InContext news will be distributed via the regular Informed Cities Update<sup>9</sup>, published every six months.

InContext updates have been featured in the following issues of the Informed Cities Update:

- Issue 3/December 2010 (available [here](#))
- Issue 5/December 2011 (available [here](#))
- Issue 6/April 2012 (available [here](#))

The newsletter will be available in English, downloadable from the project website and distributed via e-mail (HTML e-newsletter) using a dedicated distribution list with 2000+ contacts. The initial distribution list will be compiled based on the contacts provided by partners (including the Informed Cities Initiative database) and regularly extended, e.g. following the events. The newsletter subscription form will also be placed on the website.

#### **Box 2. Newsletter: Instructions for partners**

All partners will be asked to submit contact details to be added to the newsletter distribution list and forward any new contacts on a regular basis. The updates and images to be published in the newsletter will be provided by InContext partners. The text items should be no longer than 1000 characters, photos should be of good quality and with rights to use (source mentioned when appropriate). ICLEI will circulate in advance the outline of every issue and ask for partners'

---

<sup>9</sup> The newsletter of Informed Cities Initiative

contributions, to be provided in the format specified.

### 5.3.4 Case studies on food and energy consumption

On the basis of research done in the WP3 (Studying potentially sustainable pathways in Europe: case studies), four short case studies will be developed to showcase successful practices in the field of food and energy consumption. To attract the interest of the local government audience, the case studies will be prepared using a dedicated template<sup>10</sup>, focusing on their potential for replication.

### 5.3.5 Policy briefs

The project will produce two policy briefs on how to engage individuals and collectives on sustainable paths, addressed respectively to local and European policy-makers. The policy recommendations will constitute an important deliverable of the project. We will therefore ensure their wide and well-targeted dissemination.

Since the policy briefs will be ready only in mid-2013 and the policy landscape can change considerably during the course of the project, the consortium will discuss this issue in detail during the synthesis and policy recommendations meetings, planned for month 24 and month 30.

Depending on availability of additional funding, the policy brief for local policy-makers could be further developed into the manual on understanding and supporting transition processes towards sustainability at the local level. ICLEI and other interested partners will explore funding possibilities in this regard.

---

<sup>10</sup> E.g. adapted ICLEI case study format (<http://www.iclei.org/index.php?id=11546>)

## 6 Using the right dissemination channels

Whenever possible, the information about the project will be fed into already existing, well-established and trusted channels to make sure it reaches the right people. This approach allows for overcoming the usual difficulties related to project-based activities, building instead long-term relationships with people and institutions concerned.

In addition to the project website and project newsletter, featuring more in-depth information, the following channels will be used for disseminating key updates regarding InContext activities and results:

- partners' websites (e.g. ICLEI Europe website with over 50.000 hits each month, SERI website, DRIFT website)
- partners' newsletters and publications (e.g. ICLEI Connections, a quarterly print newsletter with 1.500 subscribers in 60 countries worldwide, ICLEI in Europe monthly e-newsletter with 2.500 subscribers, SERI Infomail with 1.400 subscribers)
- social media (Facebook, Twitter, LinkedIn)
- scientific conferences and journals
- other available channels (e.g. local media in the case of pilot projects)

The external channels listed above will be used mainly to distribute invitations to project events, announce project results (e.g. policy briefs) and provide updates from pilot projects. However, in case of recruitment of participants for project events, additional targeted effort will be needed to reach appropriate people, e.g. via personalized mailings or telephone.

### **Box 3. Print and online dissemination: Instructions for partners**

All print and online dissemination activities (e.g. publishing a newsbit on the website or article in the newsletter) will be recorded in the dissemination template provided by Ecologic to each of the partners. The template will specify the date of the dissemination activity and channel used (e.g. address of the website, name of the newsletter), as well as the approx. number of people reached. When possible, the partners are asked to attach copies of newsletters or media articles, screenshots of websites etc.



## 7 Project visual identity

The project design is based on visual identity developed exclusively for the project which includes the project logo, a dedicated website design and templates to be used for project documents and publications. The logo and templates can be downloaded from Basecamp (see below). All products developed by the project will be in line with project design.

The following principles should be applied in all dissemination activities:

### 1. Use of InContext logo:



### 2. Acknowledgement of EU funding:



In addition, **publications** will include the following acknowledgment:

*The research leading to these results has received funding from the European Union FP7 ENV.2010.4.2.3-1 grant agreement n° 265191.*

### 3. Disclaimers:

#### a. For reports:

*“The contents of this publication are the sole responsibility of <name of the author/contractor/implementing partner> and can in no way be taken to reflect the views of the European Union.”*

#### b. For Publications:

*“This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of <name of the author/contractor/implementing partner/international organisation> and can in no way be taken to reflect the views of the European Union.”*

c. For Newsletters and websites:

*“The views expressed in this publication do not necessarily reflect the views of the European Commission.”*

**4. Please provide contact details, including:**

Project coordinators: Anneke von Raggamby [anneke.raggamby@ecologic.eu](mailto:anneke.raggamby@ecologic.eu),  
Ralph Piotrowski [ralph.piotrowski@ecologic.eu](mailto:ralph.piotrowski@ecologic.eu)

Relevant contact details of disseminating partners.

**5. Acknowledgement of partners**

Please acknowledge project partners when possible, or refer to the project website. When acknowledging partners, the following names and logos can be used:

**Partners Names**

[Ecologic Institute](#)

[Drift – Dutch Research Institute for Transitions](#)

[ICLEI – Local Governments for Sustainability](#)

[Institute for Agriculture and Forest Environment of the Polish Academy of Sciences](#)

[SERI - Sustainable Europe Research Institute](#)

[TU-Delft – Delft University of Technology](#)

[UFZ – Helmholtz-Zentrum für Umweltforschung](#)

[ULB – L'Université libre de Bruxelles](#)

**Partners Logos:**



## 7.1 Project templates and logo

Attached are the following links to useful templates and for the logo:

- The template for power point presentations:  
[https://incontext-fp7.basecamphq.com/projects/5886987/file/70709071/Template\\_InContext%20Powerpoint%20presentation.ppt](https://incontext-fp7.basecamphq.com/projects/5886987/file/70709071/Template_InContext%20Powerpoint%20presentation.ppt)
- The template for deliverables (and other documents):  
<https://incontext-fp7.basecamphq.com/projects/5894744/file/74526428/Deliverable%20template.doc>
- The project logo:  
<https://incontext-fp7.basecamphq.com/projects/5894744/file/69121349/Logo%20InContext.jpg>
- The template for reporting dissemination activities:  
<https://incontext-fp7.basecamphq.com/F77724246>

## 8 Reporting dissemination activities

Part of our obligations is to report to the Commission on all dissemination of the foreground material of the project. This reporting includes:

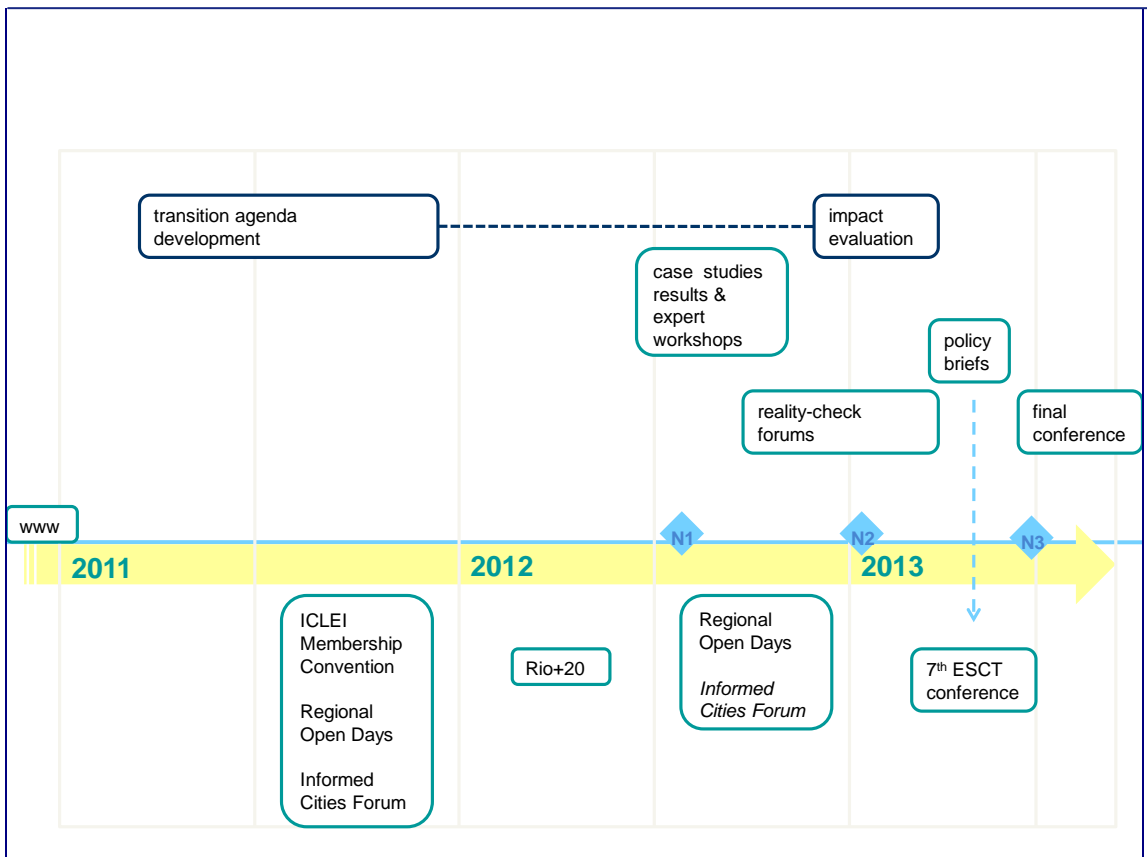
- Preparing a plan for all dissemination activities (this deliverable)
- Reporting on publications in scientific journals (the latest two month after publication)
- Intermediate and final reports, compiling all dissemination activities

Thus, it is important that all dissemination activities (events, website pages, newsletters, articles in scientific journals, etc.) are reported to Ecologic via Basecamp using the dissemination template (see Annex A). In addition, it is important that partners keep record of their dissemination activities, for the intermediate and final reports.

## 9 Dissemination timeframe

The figure below presents a tentative timeframe of project activities and related dissemination opportunities. Marked in dark blue are the pilot projects, the most interesting part of the project from the perspective of the local government audience. Marked in green, above the timeline, are the project dissemination tools, including both events and print/online dissemination tools. The newsletters (N1-N3) have been already shifted to the second half of the project, as described in the section 5.3.3. Placed below the timeline are the key local sustainability events in Europe that might provide good dissemination opportunities (see section 5.2 for more details).

Figure 2. InContext dissemination timeframe



## 10 Annex A. Dissemination template<sup>11</sup>

1. Document Type (tick relevant option):

**Printed and digital Documents**

**Event**

**Article**

2. Title of document/event/article:

3. Authors/Speakers:

4. Date of publication/event: dd/mm/yyyy

5. Place of publication/event:

6. Publisher/event host:

7. Link to the document/event website (if available):

http://

8. Target group:

8.1. Approximate number of people reached:

8.2. Type of target audience (policymakers, researchers, etc):

➤ ***Please attach a digital copy of the document / dissemination materials distributed at the event / published article***

---

### **Additional requirements (ignore if irrelevant)**

9. **For events:** please provide a short description of the event (type of event [workshop, conference], central theme, etc.):

10. **For articles:** please provide the following information:

10.1. Full reference to the article

10.2. Open access (tick relevant option):

The Journal allows immediate open access

The Journal allows open access within 6 month after publication

The Journal does not allow open access

10.3. Full Abstract:

---

<sup>11</sup> The useable template can be downloaded as a separate document on Basecamp (<https://incontext-fp7.basecamphq.com/F77724246> )

