



Communication and dissemination plan

Deliverable 7.1

BASMATI

Baltic Sea Maritime Spatial Planning
for Sustainable Ecosystem Services



BONUS BASMATI

Communication and dissemination plan

September 2017

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This report is a publicly accessible deliverable of the BONUS BASMATI project. The present work has been carried out within the project 'Baltic Sea Maritime Spatial Planning for Sustainable Ecosystem Services (BONUS BASMATI)', which has received funding from BONUS (art. 185), funded jointly by the EU, Innovation Fund Denmark, Swedish Research Council Formas, Academy of Finland, Latvian Ministry of Education and Science and Forschungszentrum Jülich GmbH (Germany).

This report may be cited as:

Erkkilä-Välimäki A., Luhtala H. and Tolvanen H. BONUS BASMATI Communication and dissemination plan, BONUS BASMATI deliverable 7.1, September 2017, www.bonusbasmati.eu

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BONUS BASMATI project in short

BONUS call 2015:

Blue Baltic

Project coordinator:

Henning Sten Hansen, Aalborg University, Denmark

Project partners:

Aalborg University, Denmark (AAU)

Aarhus University, Denmark (AU)

Finnish Geospatial Research Institute, Finland (FGI)

Latvian Institute of Aquatic Ecology, Latvia (LIAE)

Leibniz Institute for Baltic Sea Research Warnemünde, Germany (IOW)

Nordregio, Sweden (Nordregio)

University of Turku, Finland (UTU)

Duration:

3 years, 7/2017 – 6/2020

Key theme addressed:

Theme 4.3 Maritime spatial planning from local to Baltic Sea region scale

Subthemes:

Theme 2.3 Integrated approaches to coastal management and Theme 4.1 Governance structures, policy performance and policy instruments

https://www.bonusportal.org/projects/blue_baltic_2017-2020

1 Internal communication

1.1 Objectives and rationale

The interlinked structure of the BONUS BASMATI project requires effective internal communication. A continuous information flow between the work packages is crucial for the planned results to be realised.

Internal communication aims to support the implementation of the work packages and tasks as well as to increase transparency and awareness of the progress of the project as a whole. It underpins the overall objectives of BONUS BASMATI which inherently include the high level of interaction and information sharing among all internal and external parties (see 1 BONUS BASMATI PROJECT in short).

1.2 Project management structure and reporting

The project involves seven partner organisations from five countries. AAU, as a project coordinator, is responsible for project management. UTU is responsible for communication and dissemination. All project partners are involved in communication and dissemination activities.

The project management ensures the appropriate monitoring and integration of the project components using the milestone tool, and by arranging bi-annual project meetings where project progress and expected information flow in the following period will be outlined. The project management will see that the project work is organized and followed up according to an implementation plan, which will be discussed and agreed upon at the kick-off meeting.

The project management produces annual reports on the project progress, as well as the final scientific report, based on the input from the consortium partners. The coordinator ensures the communication with the BONUS secretariat throughout the project. In terms of quality assessment, an external reference group consisting of representatives of the authorities supplemented with two scientific experts will be summoned on a yearly basis in connection with project meetings.

The official reporting to the BONUS programme includes the submission of the deliverables addressed in the description of the work document. In addition to the submission of the deliverables through the official platform, reports will be published in the project website whenever applicable. The annual reporting of the project progress will be based on scientific and financial reports by the project coordinator.

1.3 Project meetings

The project management coordinates the project activities through management group meetings. Management group meetings will be organized in connection with biannual project meetings (see Table 1 in the chapter 3.4.1 Major events and training). These meetings assure the integration across WPs and tasks. Coordination between project meetings will take place as ad-hoc Skype meetings or teleconferences within the management group or with specific partners as necessary.

Communication with the BONUS programme is promoted by inviting programme representatives to advisory panel and end-user meetings. The project will also maintain communication with planning and management authorities in each project partner state. Possibilities to organise mutual seminars or stakeholder workshops together with other BONUS projects are actively explored. Organising a

shared final seminar would save the resources of the projects, but especially cut the time and effort of the stakeholders who would otherwise be invited to several separate project meetings.

The composition and modus operandi of the management group and advisory board are listed in OneDrive (see next chapter).

1.4 Internal communication within the consortium

Communication within the consortium is designed for maximum fluency, exploiting common tools, and without additional efforts. Internal communication utilises Skype and video meetings as well as an on-line document exchange platform (Microsoft OneDrive). E-mail is used in daily communication between project partners. Physical meetings concerning the planning and implementation of the project tasks are an important part of internal communication and management of the project.

E-mail and OneDrive together eliminate the need for an internal website, and guarantee effortless internal communication. The project partners and researchers will also follow and feed the social media channels of the BONUS BASMATI project. OneDrive folders include e.g. the following material:

- Administrative and project documents such as Grant Agreement and Consortium Agreement, minutes and other relevant documents from management meetings.
- The working documents, drafts and final reports of each work package, task and deliverable.
- Material from the project meetings e.g., presentations, material produced during the meetings, press releases.
- The publications of the BONUS BASMATI project.
- Literature concerning the topic of the BONUS BASMATI project.
- PowerPoint presentations and other presentation material for common use by project partners, as well as different document and poster templates.
- Material from Basmati external events and other external events.

2 External communications and dissemination of results

2.1 Objectives and rationale

Communication and dissemination are at the heart of the BONUS BASMATI activities. External dissemination is aimed at a broad range of people, institutions and organisations for whom BONUS BASMATI results are of interest from the academic and implementation points of view.

The dissemination and communication activities support the project's research activities for maximum impact by reaching the right people, in the right way, and at the right time. The aim of the communication and dissemination activities is to:

- to raise awareness about the BONUS BASMATI project and results
- to provide information on the project development and results for all interested parties in comprehensible and easy format
- to reinforce the engagement with stakeholders and other projects.

All countries around the Baltic Sea will be directly or indirectly involved in the BONUS BASMATI project through cooperation in the case studies. Representatives from all Baltic Sea countries will be invited to the major events of the project. The stakeholders and representatives from the case study areas will be involved throughout the whole project period. The main aim of the strong stakeholder involvement in case areas is to bring science and practical planning and policy development together, and to promote the use of the BONUS BASMATI outcomes among end-users.

The project creates a prototype for a decision support system for Maritime Spatial Planning. This system incorporates the various elements of analysis, stakeholder involvement, policy-making, implementation, monitoring and evaluation. All these activities require multi-level, multi-stakeholder and cross-sector interaction facilitated by meetings. The prototype system created during the project, Baltic Explorer, will be built on state-of-the-art information and communication technologies. It provides an innovative communication platform for the professional stakeholders and facilitates the interaction and collaboration between various user communities during the project period and beyond. Baltic Explorer will be hosted under the EU domain in the address: balticexplorer.eu.

2.1.1 Principles of communication and visual identity

A summarized and clear communication is focused, acknowledging that stakeholders, policy makers, and managers must continuously digest vast amounts of information. In general, visual presentations play a central role. Visualisations, such as maps, videos and infographics are utilised. Additional communication means are, for example, webinars, games, and mobile applications. During the project period, it is expected that new tools for communication will be developed and addressed accordingly. New openings will be announced in the project website and social media channels.

The visual identity of the BONUS BASMATI project complies with the requirements of the BONUS programme and the contents of the project. The project logo reflects the aim to develop integrated and innovative solutions for maritime spatial planning and spatial decision support systems in order to promote interactive multi-level, multi-stakeholder and cross-sector governance.

2.1.2 Partners' responsibilities

All the BONUS BASMATI partners are involved in and responsible for the dissemination activities and the production of the communication material (see 3.2 Communication material). Each partner has project resources allocated for these tasks accordingly.

The project management will support and monitor the implementation of the dissemination and communication activities. The coordinator will oversee that the website includes news and results from the consortium partners for information to the BONUS program, other research projects, stakeholders and the general public.

Project partners produce the contents of the communication and dissemination material during the progress of the project as part of the implementation of the project tasks. The communication material (texts, videos, maps, infographics etc.) concern mainly the progress of the project and the results achieved.

The project management and the leaders of the work packages and tasks are responsible for the planning and production of the material. Communication material is updated on the social media channels by the project partners. The communication material for the website is maintained by UTU.

The visual appearance of the BONUS BASMATI project is uniform in the layout of the website as well as the templates of the newsletter, brochures, roll-ups, posters and PowerPoint presentations. All project partners contribute the production of the newsletters and brochure by providing contents about the project progress, events and results (incl. midterm results). The project partners are responsible for translating the brochure describing the results of the project into their native languages, and for disseminating it to the national stakeholders and to the general public.

2.2 Communication material

2.2.1 Website: objectives and functions

The website provides all relevant information, such as news and results of the BONUS BASMATI project to the BONUS program, other research projects, stakeholders, and the general public.

The BONUS BASMATI website will be hosted under the EU domain in the address: bonusbasmati.eu. The website functions both in browsers and mobile devices (produced by WordPress). On the main page, the project is shortly introduced and new updates are visible. The sub-pages contain:

- project presentations and videos,
- information on the case studies,
- calls to project events (e.g. stakeholder and end-user meetings, PhD courses),
- deliverables and publications and
- partner information and contact information.

UTU is responsible for the technical maintenance of the website. However, the website content is created by all BONUS BASMATI partners (see also 3.1.2 Partners' responsibilities). Partners upload the produced material first to OneDrive or send it directly to UTU, and UTU will update the website accordingly. The website will remain available at least seven years after the end of the project.

2.2.2 Communication material

At the beginning of the project, the BONUS BASMATI will publish a brochure and a project roll-up in order to shortly describe the project outline for the target groups and general audience.

Newsletters are published to announce project progress, events and results. Minimum of three newsletters are published (.pdf) during the project period.

At the end of the project, a brochure illustrating the project activities and its main findings is prepared in all five national languages and in English.

During the project, the researchers of BONUS BASMATI may participate in scientific conferences and other suitable occasions and present the project and its results.

Videos and other presentations will be available on the BONUS BASMATI YouTube channel. These can be, for example, short introductions or video clips about the topics, tasks and results of the project, produced by all project members. Guidance for making video clips is available for internal use in OneDrive.

Newsletters and brochures will be distributed by e-mail to key stakeholders. All material will be uploaded or linked to the BONUS BASMATI website. Their publication is notified through the project's social media channels.

Most of the communication material is available in electronic form on the project website and through the social media channels. However, there will be some printed material for specific needs, such as roll-ups for the events and posters for conferences. The organizer of each event is responsible for the printing.

The organizer of each major BONUS BASMATI event will issue a press release in their native language, as well as its translation in English. The latter will be available on the BONUS BASMATI website. The event organizers coordinate media relations in order to gain the interest of the public media, for example by arranging press conferences (see 3.4.2 Communication and dissemination activities in the BONUS BASMATI events).

2.2.3 Social media presence: Twitter, LinkedIn and YouTube

Social media such as LinkedIn, Twitter and YouTube are increasingly important as tools for communicating research news. The LinkedIn group and Twitter account of the BONUS BASMATI project facilitate discussion with other scientists and stakeholders. Moreover, these social media channels provide information for the general public.

All project partners of the BONUS BASMATI will contribute to the YouTube channel, by producing, for example, vlogs, short interviews, or visual guidance to the results of the BONUS BASMATI project, or by uploading PowerPoint presentations etc. The YouTube material is mainly in English, but may be produced also in local languages if necessary. At the end of the project, videos presenting the use of the developed Baltic Explorer are published.

All project partners will update the BONUS BASMATI Twitter and LinkedIn feeds: events and news linked to the project as well as the progress and results of the BONUS BASMATI. The visual identities of the social media channels comply with the website as far as possible.

BONUS BASMATI policies and guidance for Twitter, LinkedIn and YouTube are available for internal use in OneDrive.

2.3 Target Groups

Stakeholder and public participation are at the heart of maritime spatial planning. Stakeholder knowledge is crucial for identifying the current and future trends at a specific location, and for contributing to its development. The BONUS BASMATI project aims to develop new frameworks, tools and platforms for stakeholder involvement, and to facilitate the use of the Baltic Explorer decision support tool by stakeholders in the case studies.

2.3.1 Stakeholders and end-users

The relevant target groups of the BONUS BASMATI are professionals of the maritime spatial planning, such as planners, policy makers, NGO's, sector interest organisations. They are the key stakeholders and end-users of the BONUS BASMATI project and Baltic Explorer. They are involved in the project through the stakeholder meetings.

The main end-users of the BONUS BASMATI results are local, regional, and national authorities in those institutional settings, where maritime spatial planning is conducted. This includes spatial and maritime planners aiming at utilising the resources in the Baltic Sea without compromising the environment. Also, trans-national organisations like VASAB and HELCOM are considered belonging to the end-user community, by addressing maritime spatial planning from local to the Baltic Sea Region scale. Among others, stakeholders are economic actors who have or plan to initiate activities that use and affect the space available in the Baltic Sea, or those citizens who

enjoy recreational opportunities at the sea or in the coastal zone. It is the authorities that manage marine nature conservation policies or cultural institutions and authorities addressing marine archaeological sites. Through the multi-channel Spatial Decision Support System, they can be involved both through in situ planning experiments and interactively through the web. A tentative list of the main end-users identified by each project partner country is presented in Annex A.

The project will carry out three case studies:

- Valuation of alternative sea use options in the light of designating MPAs in Latvian territorial and EEZ waters, covering both the open Baltic Sea coast and the Gulf of Riga.
- Fishery and aquaculture in the southern Baltic Sea
- Maritime transport and tourism at the pan-Baltic scale.

Operation in a transnational context is emphasized, and hence, all countries around the Baltic Sea will be directly or indirectly involved in the BONUS BASMATI project through cooperation in the case studies. The case studies will be defined in more detail during the first project period.

The first version of the Baltic Explorer tool will be available after the second project year and they will be used in the case areas in the third project year. The Baltic Explorer will be tested there to provide feedback for developing the second version of the Baltic Explorer by the end of the project. The stakeholders and representatives from the case study areas will be involved in the development throughout the whole project period. The main aim of the strong stakeholder involvement in the case areas is to bring science and practical planning and policy development together, and to ensure the usability of the BONUS BASMATI outcome among end-users.

2.3.2 Scientific community

The scientific community will be addressed through publications in peer reviewed journals with appropriate scope. 'Open Access' journals are favoured whenever applicable. A special issue of the Maritime Spatial Planning of the Nordregio News (former Nordregio Journal) will be produced during the last six months of the project to facilitate the dissemination of results to the spatial planning community in the Baltic Sea Region.

The BONUS BASMATI project and its results are presented also at international scientific conferences, for example, the Baltic Sea Science Congress 2019 and the Baltic MSP Forum. Scientific results will be promoted also through social media channels.

At the end of the project period, a scientific final report will be published, accompanied with a synthesis summarizing the scientific findings for the general public. Both reports will be in English.

2.3.3 General public

Project information, progress, and results will be delivered to the general public through the project website and social media channels. Furthermore, the project and its results are presented in brochures and newsletters. The main language in the project and its dissemination is English, but selected communication material, such as the final brochures presenting the project results, will be delivered also in local languages (see 3.2.2 Communication material).

The most important scientific results will be communicated to public media, such as newspapers, radio, and television in order to promote a larger spread of the new knowledge. During the major events of BONUS BASMATI, press conferences are arranged to announce the progress and results of the project. Press conferences are also beneficial to disseminate the project information in native languages. The project coordinator, task leaders, and the organizers of the events plan the media events and contents of the presentations and press releases with the help of the communication officers of their home organizations. After the press conferences, the press releases and

presentation material are disseminated using the communication facilities of the partner organizations as well as the project website and social media channels.

2.4 Events

2.4.1 Major events and training

The BONUS BASMATI project includes a number of support activities and events which serve also the dissemination and communication of the project (see Table 1). Some closely scheduled events may be combined if there are benefits for the arrangements and objectives of the project. Moreover, discussion with the other relevant, on-going BONUS projects will be facilitated. Possibilities to cluster stakeholder events with other projects in order to achieve synergies are explored.

The BONUS BASMATI project will provide new theories and knowledge about MSP and spatial decision support systems using multi-criteria evaluation in the marine environment. These topics are addressed also in the research-based training courses organised by the project. The first PhD course on spatial decision-support systems is arranged by Aalborg University and IOW during the second project year. The second PhD course on MSP will be arranged in the third project year by the University of Turku. The contents of the courses will be generic enough to attract a broader audience within the fields of MSP and spatial decision-support systems. The examples and experiences utilised in the courses will be based on the Baltic Sea Region.

The end-user workshops in the case areas are organised during the third project year. The aim is to transfer knowledge to the various end-user communities, which will be identified during the first project year. Training courses on Maritime Spatial Planning and the use of the Baltic Explorer will be organised for spatial planners and decision-makers in the case areas. The trainings are practically oriented, and free of charge in order to be attractive for a wider range of practitioners. Although the focus of the training courses is directed to the stakeholders involved in the case studies, the aim is to open the courses to other interested groups as well.

A final scientific seminar at the end of the project provides a platform to disseminate and discuss a synthesis of knowledge across the BONUS BASMATI project, and with other BONUS projects. Synergies with other BONUS projects will be sought in organising the event.

Table 1

Planned project meetings and other events of the BONUS BASMATI.

BONUS BASMATI events	Arranged (by)
Kick-off meeting	September 2017
PhD course 1 (AAU and IOW)	August 2018
PhD course 2 (UTU)	December 2019
Project meetings and partner workshops	Biannually
Final seminar	June 2020

2.4.2 Communication and dissemination activities in the BONUS BASMATI events

The project partners will organize several events during the project. The event organizers are responsible for the following tasks concerning the communication and dissemination activities:

- The first short announcement/call and possible general invitation of the event are published as early as possible. Dates, overall objectives, target groups, speakers &

presentations, and the draft of the event programme are planned with the BONUS BASMATI coordinator. The announcement & call should be published in the project websites, Twitter account, and LinkedIn group as well as through other communication channels used by the project partners. When feasible, native languages may be used.

- The lists of the invitees are collected and planned with the help of the project partners, regarding the objectives and target groups of the event in question. Invitations are sent by e-mail along with the first announcement & call. To increase the awareness of the project, the invitations include a short description of the project or BONUS BASMATI brochure as well as links to the project website and social media channels.
- Media briefings will be arranged in major project events. In addition, the major events of the project are excellent occasions to shoot short video interviews with the BONUS BASMATI researchers about the project progress and results. The organizer of the event is responsible for the practical arrangements of the video shootings (see 3.2.3 Social media presence: Twitter, LinkedIn and YouTube).
- The press releases, images, videos, and other material (e.g. presentations) related to the events are added on the BONUS BASMATI website. The social media channels of BONUS BASMATI are actively utilised in sharing the information and material of the events.

2.5 Summary of the dissemination actions

The following table summarizes the communication and dissemination activities focused on the target groups of the BONUS BASMATI project. Most of the activities cover several target groups.

WHAT	WHERE & WHEN	By WHOM with which tools & means	To WHOM	With what impact
Website	EU domain: bonusbasmati.eu. Project period 3 yrs. + 7 yrs. afterwards Maintained and updated during the project period	UTU responsible for the maintenance of the website Shows the newest Twitter, LinkedIn and YouTube feeds of BONUS BASMATI	All the stakeholders Scientific community General public	Increased awareness of the project, its progress and results Promotion of the events and new publications of BONUS BASMATI
Social media presence	Active participation in: - Twitter - LinkedIn - YouTube (incl. videos and presentations)	All the project researchers contribute feeding Twitter, LinkedIn and YouTube Tweets, YouTube videos and presentations	End-users and other stakeholders Scientific community General public	Keeping interested people constantly updated about project progress Promotion of the events and new publications etc. of BONUS BASMATI Increased awareness of the project, its progress and results
Newsletters	Annually published Minimum of three letters during the project period	All the project partners contribute Flyer in .pdf-format By e-mail to key stake-holders Uploaded to BONUS BASMATI website Feed to Twitter, LinkedIn and YouTube	Key stakeholders, especially end-users (see Annex A: List of end-user groups) Stakeholders Scientific community General public	Increased awareness of the project, its progress and results Updated information about the status of the project

WHAT	WHERE & WHEN	By WHOM with which tools & means	To WHOM	With what impact
Brochures, roll-ups	During the first 6 months, a brochure and roll-up presenting the project In the last months of the project, brochures presenting project results in English and in national languages	AAU and UTU, all the partners contribute (especially concerning project results and translation of the brochures) Flyer in .pdf-format Uploaded to BONUS BASMATI website Feed to Twitter, LinkedIn and YouTube Printed brochures and rollups by project partners to major BONUS BASMATI events	The participants of the major events and press conferences End-users and other stakeholders Scientific community General public	Increased awareness of the project, its progress and results
Conference presentations and posters	The major events of the BONUS BASMATI project Other suitable events During the project period	Project researchers present the project and its results Presentations and posters are uploaded to BONUS BASMATI website Links to material via Twitter and LinkedIn Printed posters on display during the major events of the BONUS BASMATI	Participants of the events Material uploaded to BONUS BASMATI website: stakeholders, end-users and general public	Shared knowledge about MSP Increased awareness of the project, its progress and results
Media coverage	Press conferences and press releases from major events and results of BONUS BASMATI (see Table 1 in chapter 3.4.1 Major events and training)	Event organisers, project coordinator	Public media & journalists	Information about the project to general public and those who are not actively seeking information themselves
Stakeholder meetings	Connected to some of the major events of BONUS BASMATI e.g., kick-off meeting and final seminar (see Table 1 in chapter 3.4.1 Major events and training)	Event organisers, project coordinator	Stakeholders & end-users Public media & journalists	Shared knowledge about MSP and issues related to it Increased awareness of the project, its progress and results
End-user workshops	In the case areas during the third year of the project	Project management, leaders and partners responsible for the case studies and the development of the Baltic Explorer	Key stakeholders, especially end-users (see Annex A: List of end-user groups)	Introduce to and test the use of Baltic Explorer with the end-users
PhD courses	In Denmark by August 2018 In Finland by December 2019	2018 by AAU and IOW 2019 by UTU	Students Scientific community	Education on MSP issues in the Baltic Sea region, results of the project and tools developed by the project
Final seminar	June 2020	AAU, all the project partners	Scientific community Key stakeholders	Presenting the results of the BONUS BASMATI

3 Data management and intellectual property rights

The BONUS BASMATI project aims to maximise the access to data and knowledge produced by the project. All data produced by BONUS BASMATI will be accompanied by metadata describing the data to the required level of detail. By principle, all results produced by BONUS BASMATI will be freely available for other researchers as well as for the general public in accordance with the Aarhus Convention of June 1998 and EU Directive on Access to environmental information of January 2003. However, some BONUS BASMATI data will be derived from databases with access limitations and accordingly imposed restrictions for transfer to others without written permissions from the original data owner. Concerning publishing the research results, we aim as far as possible to utilise Open Access Journals, and other publishing channels with free access.

After the completion of the project, the source code of the Baltic Explorer will be uploaded to GitHub and opened for the global programming / user community for further development. The source codes will have either GNU, GPL, or LGPL license. The most suitable license will be decided during the project period. Opening the source codes will facilitate the optimum reuse of the development efforts in the BONUS BASMATI project to a wider audience.

4 Monitoring the communication and dissemination activities

The effectiveness of the internal and external communication activities will be monitored by collecting the following information:

- visits on the BONUS BASMATI website
- the statistics of the BONUS BASMATI LinkedIn group
- the statistics of the BONUS BASMATI Twitter account
- the presentation of the BONUS BASMATI in scientific conferences and other occasions
- participation in the major events of the project
- the qualitative evaluation of the major events by participants
 - The organizers of major BONUS BASMATI events will evaluate the success of the event regarding the success of dissemination activities. Questions regarding the success of the event can be surveyed, for example, during the event by feedback forms, by polling, or afterwards by e-mail (simultaneously as the material is sent to the participants). The organizers will summarize the results and disseminate them to project partners. In addition to the evaluation of the communication activities, the results may be helpful in defining the key issues of the external communication and stakeholder participation regarding the tools and systems developed during the BONUS BASMATI project. The questions vary depending on the nature of the event, but they should cover the following issues: the evaluation of how the event goals were reached, the evaluation of the programme content and the issues that were learnt / clarified / remained unclear, as well as the evaluation of the possibilities to network and interact among participants, and the evaluation of the overall arrangements of the event.

