

## **Synthesis of the discussion about WP7: Outreach and dissemination**

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The overall and the three specific objectives of the WP5 were presented:

- Task 7.1: Outreach
- Task 7.2: Dissemination

The principles upon which the activities of this WP will be developed were presented and discussed during the kick-off meeting:

- ✓ Identify the target groups (e.g. students, educators, citizens, stakeholders, environmental managers, policy-makers, administrators, etc.)
- ✓ Develop a detailed plan with all the efforts and deliverables expected
- ✓ Use an oversimplified language, understandable by any member of the public at large
- ✓ Deliver messages to the large societal masses by various major players in the communication media
- ✓ Messages should be provocative and the Consortium needs to react to the reactions of the societal groups involved or interested in the activities of the project
- ✓ Link CIGESMED to the everyday practices of all the interested parties
- ✓ Campaigns and open days and show cases
- ✓ Events and activities, for a massive impact to the public at large such as: (i) Press-Conferences; (ii) Short TV spots and trailers; (iii) Radio airing; (iv) Newspaper articles; (v) Promotion through Web2.0 media, such as scientific blogs, videos on highly visible platforms (i.e. YouTube); (vi) Advertisement on other biodiversity mailing lists and forums; (vii) An RSS feeds as another dissemination medium; (viii) Web site of the project with a dedicated page and an e-Forum or blog on the dissemination activities
- ✓ The activities agreed upon for the first six months of the project include: (a) The kick-off meeting discussions; (b) The entire plan of activities; (c) The setting up of the implementation phase
- ✓ The WP7 is also similar to WP5 in terms of their impact to the broader societal groups. Except for the “*multiplier effect*” and for the follow-up activities and the CIGESMED-after plan, this WP brings another source of impact: the interaction with the audiences to be involved in the various activities