

SNOWMAN NETWORK

Knowledge for sustainable soils



**Knowledge dissemination plan and
specific requirements for Call projects**

Snowman communication strategy

Target groups:

- Funding organisations
- Researchers
- Knowledge users

Message

Network of national funding organisations providing funding platform for soil and groundwater bridging the gap between knowledge demand and supply





Snowman dissemination plan

- Dissemination of:
 - New results from projects
 - Existing knowledge

- Goal

Stimulate use of available knowledge



Snowman dissemination plan

Availability

Make knowledge available for users

Accessible

Make knowledge more accessible for target groups

Embedding

Embedding knowledge into "common knowledge". Ex guidelines, protocols, education or policy





Snowman projects - dissemination

Important that Snowman projects work strategically with communication and dissemination and make plans!

Snowman terms and conditions (annex to the contracts)

Presentations of plans for:

- Internal communication
- Communication during the project
- Dissemination of results
 - Strategy
 - Target groups
 - Channels
 - Action planned
 - Budget and other resources



Meetings

- SETAC, Seville, 23 – 27 May
- Sustainable remediation, Ghent,
6-8 June + 19-21 Octobre
- Nordrocks, Copenhagen, 15-16 sept 2010
- Consoil, Salzburg, 22-24 September





Final report

Snowman have a template!





Snowman website

www.snowmannetwork.com

Input from projects:

- Information of ongoing projects
- Fact sheets of reports