



Knowledge dissemination

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Goals for the Network

- SNOWMAN network wants **to develop** and **share** relevant knowledge for the sustainable use of soil and groundwater.

Knowledge development

- For the knowledge development SNOWMAN has a **research program** that in being executed in calls for projects.





Knowledge dissemination

- For the knowledge dissemination SNOWMAN has a **dissemination plan**



Dissemination goal

To stimulate the **use** of results

- New results from SNOWMAN projects
- Existing knowledge





Stimulate the use

Availability

Make knowledge available for users

Accessible

Make knowledge more accessible for target groups

Embedding

New knowledge should become "common knowledge".

Ex guidelines, protocols, education or policy





Know your stakeholders

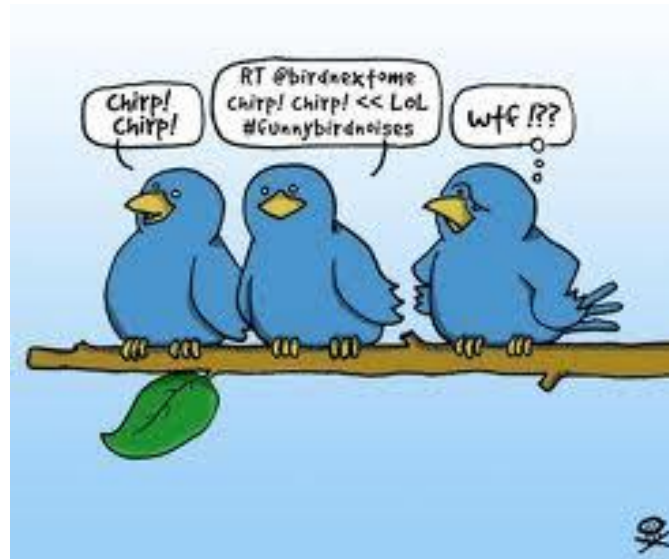
- Limit the number of stakeholders
- Understand their daily practise and need for knowledge





Know your stakeholders

- Speak the same professional language



Know your stakeholders

- Choose tools / channels of communication that fits the stakeholder





Steps towards the goal

- Booklet MNA
- Workshop like MNA
- MNA Webinar Q1 2012
- SNOWMAN landscape
- Information on www.snowmannetwork.com
- Presentations at conferences, both international as national





Dissemination plan project results

- SNOWMAN terms and conditions (annex to the contracts)
- Stakeholder involvement!



Questions?

Vragen?



Domande?

Fragen?

Întrebări?

Spørgsmål?



Questions?

Frågor?

Preguntas?

Spørsmål?

Thank you for your attention

