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Deliverable 17: Press release report

February 2017

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Implementing the Water Framework Directive to temporary rivers: tools for the assessment of their ecological status
LIFE13 ENV/ES/000341

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Abstract

The present document describes the key actions developed to promote public awareness and social dissemination concerning the European project LIFE Trivers and the scope and impact achieved on the different communication campaigns during the last 12 months.

The main elements of the communication strategy were the dissemination of a paper published in the *Journal of the Total Environment* and the third stakeholder meeting. Both communications actions were based on two press releases scheduled September 2016 and February 2017. The communication strategy was based on large distribution among the mass media (press, television, radio) and communication-based services, like websites, mailing lists, social networks, etc. Press outreach was led by the Communication Unit of the University of Barcelona (UB) together with the Institute of Environmental Assessment and Water Research (IDAEA-CSIC), the Catalan Water Agency (ACA) and the Júcar Hydrographic Confederation (CHJ), project partner institutions.

In addition, other initiatives aimed at different public targets have continued such as regular updating of the LIFE TRivers webpage, the iAqua blog and social media.

1. Introduction

This deliverable reflects the dissemination activities done from February 2016 to February 2017. The main aim was to stimulate the interest of the general public in temporary rivers and also updating the stakeholders and the scientific community about relevant activities carried out in the project.

The Communication Unit of the University of Barcelona is in charge of project communication and dissemination actions, which have been developed together with the Institute of Environmental Assessment and Water Research (IDAEA-CSIC), the Catalan Water Agency (ACA), project partner institutions.

The University of Barcelona is the principal centre of university research at the state level and an outstanding participant in promoting university research and issuing scientific advances to the mass media. University of Barcelona researchers usually write articles on press scientific sections and they are often interviewed on TV and radio programmes. The Communication Unit of the University of Barcelona elaborates pieces of news, reports, interviews and other types of informative materials that are distributed among the media (print, broadcast and Internet).

The website of the University is an excellent communication tool and a flexible channel of communication with journalists and society. In addition, in order to attract press coverage and encourage public engagement with science, the Communication Unit publishes pieces of news on the following portals:

- ALPHAGALILEO

AlphaGalileo is an independent source of breaking research news that provides the world's media with research news releases, event information, book reviews, etc., in every field of knowledge (science, medicine, social sciences, humanities, arts, applied science and business).

Website: http://www.alphagalileo.es/

- INFORMATION AND SCIENTIFIC NEWS SERVICE (SINC)

The Information and Scientific News Service (SINC) is the first state public agency specialised in science, technology and innovation information in Spanish.

Website: http://www.agenciasinc.es/

- THE CATALAN ASSOCIATION FOR SCIENCE COMMUNICATION (ACCC)

The Catalan Association for Science Communications (ACCC) is a non-profit organization that gathers scientific communicators, journalists specialized in science, scientists, science communicators and publishers who share an interest in disseminating scientific information and scientific knowledge in the media.

Website: http://www.accc.cat

2. LIFE Trivers: coverage in local and international media

Two press releases were the basic elements of the of the press communication strategy. The first one was scheduled September 2016 and its aim was the dissemination of a paper published in the journal Science of The Total Environment. The aim of the second press release was ensure effective media coverage of the third stakeholder meeting of the project that took place on 25-26 January 2017 in Zaragoza.

2.1. Press release: Science of The Total Environment

The article ‘Validating alternative methodologies to estimate the regime of temporary rivers when flow data are unavailable,’ was published in the journal Science of The Total Environment on September 2016. This paper was signed by the Life TRivers researchers Francesc Gallart, Pilar Llorens and Jérôme Latron, from the Institute of Environmental

Assessment and Water Research (IDAEA-CSIC), Núria Cid, Maria Rieradevall and Narcís Prat, from the Research Group Freshwater Ecology and Management (FEM) of the University of Barcelona (UB). The aim of the study was the development of effective methods to collect information on the water regime of temporary rivers in a context where flow data is absent.

In order to disseminate this research, a news article was published on 21 September 2016 on the website of the University of Barcelona in Catalan, Spanish and English. This piece of news was consulted by 343 people at the University of Barcelona website. Project partners also published the piece of information on their websites. In addition, the press release was sent to print, broadcast and Internet media, general and specialized in environment and ecology issues (see an example in Figure 1). The piece of news was also shared through University of Barcelona, ACA and LIFE TRivers twitter accounts.

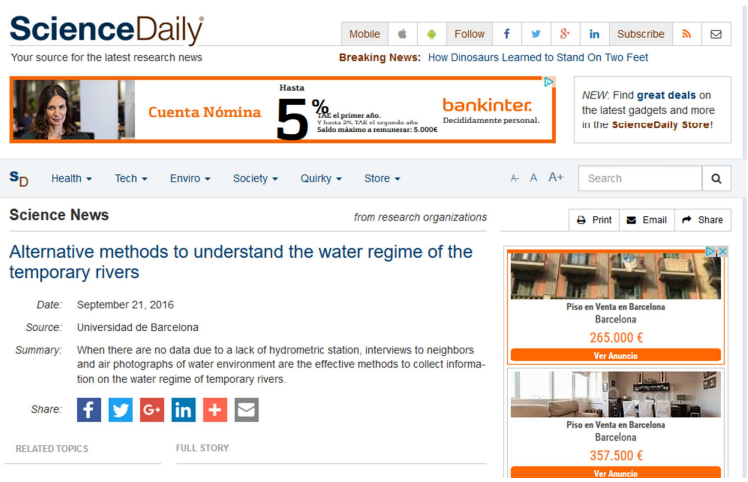


Figure 1. News published in SCIECE DAILY web.

For further information, please see the annex ***UNIVERSITY OF BARCELONA – ANNEXES FEBRUARY 2017.***

2.2. Press Release: Third Meeting

The third stakeholder meeting of the LIFE TRivers project took place 25-26 January 2017 in Zaragoza. The main aim of the meeting is for participants to use the latest version of TREHS (Temporary Rivers' Ecological and Hydrological Status) software and to solve doubts about the software. With the main goal of promoting the issues discussed at the meeting to the general public and stakeholders at large, a news article was published on 2 February 2016 on the website of the University of Barcelona in Catalan, Spanish and English.

This piece of news was consulted by 286 people at the University of Barcelona website. Project partners also published the piece of information on their websites. In addition, a press release was sent to print, broadcast and Internet media, general and specialized in environment and ecology issues (see an example in Figure 1). The piece of news was also shared through University of Barcelona, ACA and LIFE TRivers twitter accounts (see an example in Figure 2).



LA VANGUARDIA | Vida

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CAT-MEDIOAMBIENTE RÍOS

Proyecto UE recoge propuestas ciudadanas para conservar los ríos temporales

Comparte en Facebook Comparte en Twitter 0

02/02/2017 19:52

Barcelona, 2 feb (EFE).- El proyecto europeo LIFE Trivers, que estudia la hidrología y la ecología de los ríos temporales -aquellos con un caudal muy variable- promoverá este año diversas iniciativas con el objetivo de recoger propuestas ciudadanas para preservar estos ríos.

En el marco de esta iniciativa, se organizarán diferentes talleres abiertos a la participación ciudadana para recoger las proposiciones más destacadas respecto a la conservación y a la restauración del estado ecológico de las masas de agua que se analizan: las cuencas del Júcar, las cuencas internas

Lo + Visto

La gran metedura de pata de Bertín con Poveda

El polémico 'topless' de Emma Watson que ha encendido las redes

Los españoles son

Irene Montero, la

Figure 2. News published in the LA VANGUARDIA journal.



UniversitatBarcelona @UniBarcelona · 6 feb.

.@LifeTRivers liderarà un procés per recollir les mesures prioritàries per a la conservació dels rius temporals bit.ly/2kKpq71

3 5

Figure 3. Tweet published in University of Barcelona twitter account.

For further information, please see the annex ***UNIVERSITY OF BARCELONA – ANNEXES FEBRUARY 2017.***

3. Life TRivers Twitter

In order to reach a younger but also specialized audience, the Twitter account has been also updated regularly during these past 12 months with news related to the project. In addition, the Third TRivers Stakeholders Meeting and other workshops were retransmitted via Twitter. (See an example in Figure 4).



Figure 4. Tweet published by Life TRivers twitter account.



Figure 5. Tweet published by Life TRivers twitter account.

4. Blog at iAgua

iAgua is the leading news website in Spanish of the water management sector. In November 2015, LIFE TRivers launched a blog affiliated to iAgua: http://www.iagua.es/blogs/life-trivers. The aim was to raise awareness of research about temporary rivers among a more specialized target of stakeholders: companies, management agencies, research centers, NGOs, ecological groups…

During the last 12 months, 6 posts have been posted tackling different issues such as the first meeting with COST SMIRES work groups, an interview with an international PhD student doing a research stage at Life Trivers project a report of a TRivers workshop at the Outreach workshop organized on November 15th by Els Ports Natural Park in Tortosa. (See in an exemple in Figure X).

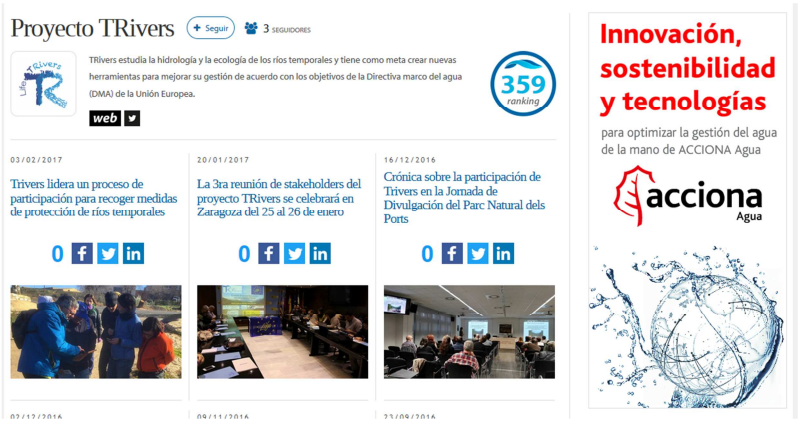


Figure 4. Main page of the Blog at iAqua.

ANNEX