

D 58 – Report on raising participation and awareness through the measures described in WP 1, 3 and 5 as well as the website

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Colophon



SIXTH FRAMEWORK PROGRAMME

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1. Introduction

The purpose of this document is to report on how the measures in certain work packages have contributed to raising participation and awareness within the AquaMoney project. In particular, this includes:

- measures in Work Package 1 – Policy Maker Demand;
- measures in Work Package 3 – Development of practical Guidelines; and the
- AquaMoney project website.

Over the past three and a half years, each of these has contributed considerably to raising the level of participation within the project.

2. Raising participation and awareness through measures in WP1

Work package 1 served to establish policy maker demand for assessment procedures of environmental and resource costs and benefits in the WFD. In this context, three distinct activities were carried out:

- Definition of environmental and resource costs and benefits in the WFD;
- Identification of the role of environmental and resource costs and benefits in the economic analysis in the WFD
- List of criteria and recommendations related to policy maker demand for practical guidelines

Among these activities, the second involved the highest degree of participation and awareness-raising.

Identification of the role of environmental and resource costs and benefits in the economic analysis in the WFD

This activity entailed a detailed survey carried out in the first half of 2007. Questionnaires were sent out to stakeholders, mostly identified by the co-ordinators of the AquaMoney case studies. In several cases, these questionnaires were supported by face-to-face interviews. A total of 41 responses were received from 15 Member States. The findings of the survey were used to shape the development of the AquaMoney guidance material. All relevant stakeholders of the AquaMoney project were addressed.

The assessment of the policy maker demand constitutes an element of participation, in this case by the policy makers themselves as the future users of the guidance and as stakeholders in the AquaMoney Project. Policy makers expect thoroughgoing and practical guidance on the ERCB assessment.

The work carried out in WP1 has not been undertaken before. Existing work is mainly general and conceptual in nature and therefore unsuitable for practical application. The work in WP1 goes beyond currently available generic information about environmental and resource costs and benefits and is an essential first step in order to be able to come up with practical and policy relevant guidelines.

This emphasises the relevance of participation in the entire research project: Ensuring participation at an early stage of the project ensures that the project outcomes are policy oriented and ready for application. The survey was sent to a wide range of stakeholders which necessarily increased the awareness of the project activities beyond the usual reach.

3. Raising participation and awareness through measures in WP3

The development of practical Guidelines for the economic valuation of environmental and resource costs and benefits in the WFD in WP3 encompassed three activities:

- Development of practical Guidelines;
- Feasibility study regarding development of a water value map for European river basins; and
- Blueprint for the set-up of the case studies in WP4.

Among these, the first activity involved the highest degree of participation and awareness-raising:

Development of practical Guidelines

The Guidelines were discussed at various instances both with the AquaMoney Advisory Board and with other experts in water valuation. This multi-stage refinement process ensured that the final Guidelines boast both a high scientific validity as well as a highly relevant content for policy makers.

4. Raising participation through the Website

As discussed in the report “Stakeholder Participation in AquaMoney” (D55), the website is a key element for participation and awareness-raising within the project.

The publicly accessible section of the website provides information about the AquaMoney project, its policy background, links to other WFD sites, informs about project related events such as the conference and offers access to project results (reports, papers, documents, presentations).

The dissemination of information through the project website includes relevant news and information not only about milestones and products, but also about relevant policy developments in the WFD implementation process, at a European level and where relevant in the Member States. To this end, the AquaMoney website contains a section with background information on the economic elements of the WFD, including links to relevant policy documents and guidance material produced under the Common Implementation Strategy (CIS) process, as well as national-level initiatives and information sources on WFD implementation. In addition, this section also links to other relevant research initiatives and projects.

Visitors to the AquaMoney.org website could register for the final international conference, the Preconference on water economics, attached to the annual 2009 EAERE conference in Amsterdam, through a link in the website’s “events” section.

The AquaMoney.org website provides valuable content for policy makers in the EU, but also beyond.

5. Summary

The measures for participation and awareness-raising in WP1, 3 and the website contributed significantly to the success of AquaMoney by ensuring that the project generates policy-oriented output and fulfils policy maker expectations.

Furthermore, the widespread use of participatory tools ensured a wide dissemination and thus awareness of the project activities far beyond the scientific community, involving policy makers and WFD practitioners.