

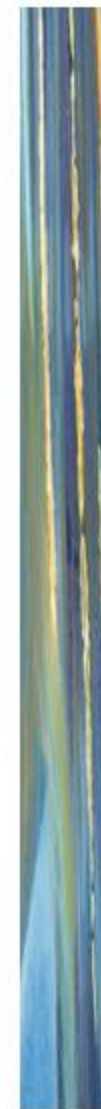
Brussels 11 June 2013

**Workshop on "Fostering innovative dialogue
between researchers and stakeholders to meet
future challenges: Land, Soil, Desertification,
Urban and Community-Based Environmental
Management"**

*European Commission - Berlaymont - Studio Video
conference (-1), Brussels*



solutions for Environmental contrasts in Coastal Areas



Armando Montanari, Rome Sapienza University

Internal communication & external dissemination the FP7 SECOA Project

List of contents

- Short description of the research project
- Internal communication
- External dissemination
- Report of SECOA dissemination activities
- Dissemination in favour of school students, teachers and families
- From static to dynamic dissemination

The SECOA logic model local – global - local

HUMAN MOBILITY AND THE SUSTAINABLE DEVELOPMENT CONFLICTS MANAGEMENT

A = ECONOMIC FACTORS

- A1. new international division of labour
- A2. employment changes due to the regional and urban restructuring
- A3. global recession
- A4. taxation rate change
- A5. income distribution

B = SOCIAL FEATURES

- B1. ageing
- B2. life course
- B3. lifestyle
- B4. modes of consumption
- B5. education and culture

C = NATURAL AND CULTURAL RESOURCES

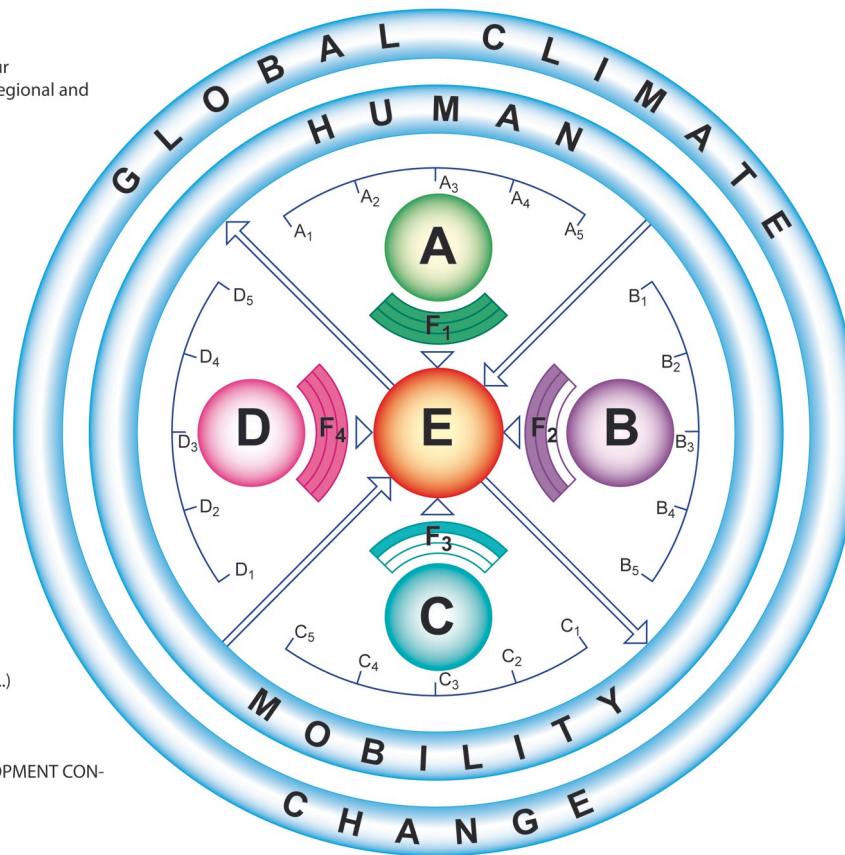
- C1. air quality
- C2. water quality
- C3. soil quality
- C4. waste management
- C5. energy efficiency
- C6. nature conservation
- C7. landscape
- C8. cultural heritage

D = SPATIAL ORGANISATION

- D1. urban structure
- D2. land use distribution
- D3. fragile areas (coastal settlements, ...)
- D4. built form
- D5. housing

E = MANAGEMENT OF SUSTAINABLE DEVELOPMENT CONFLICTS

F = INTEREST AND PRESSURE GROUPS



SECOA: the global and local dimensions of coastal areas (1)

The coast represents the three-way interface between land, sea and overlying atmosphere where global dimensions meet local priorities

SECOA builds its knowledge on data referring both to global and local dimensions, the two levels are in a relationship of cause and effect

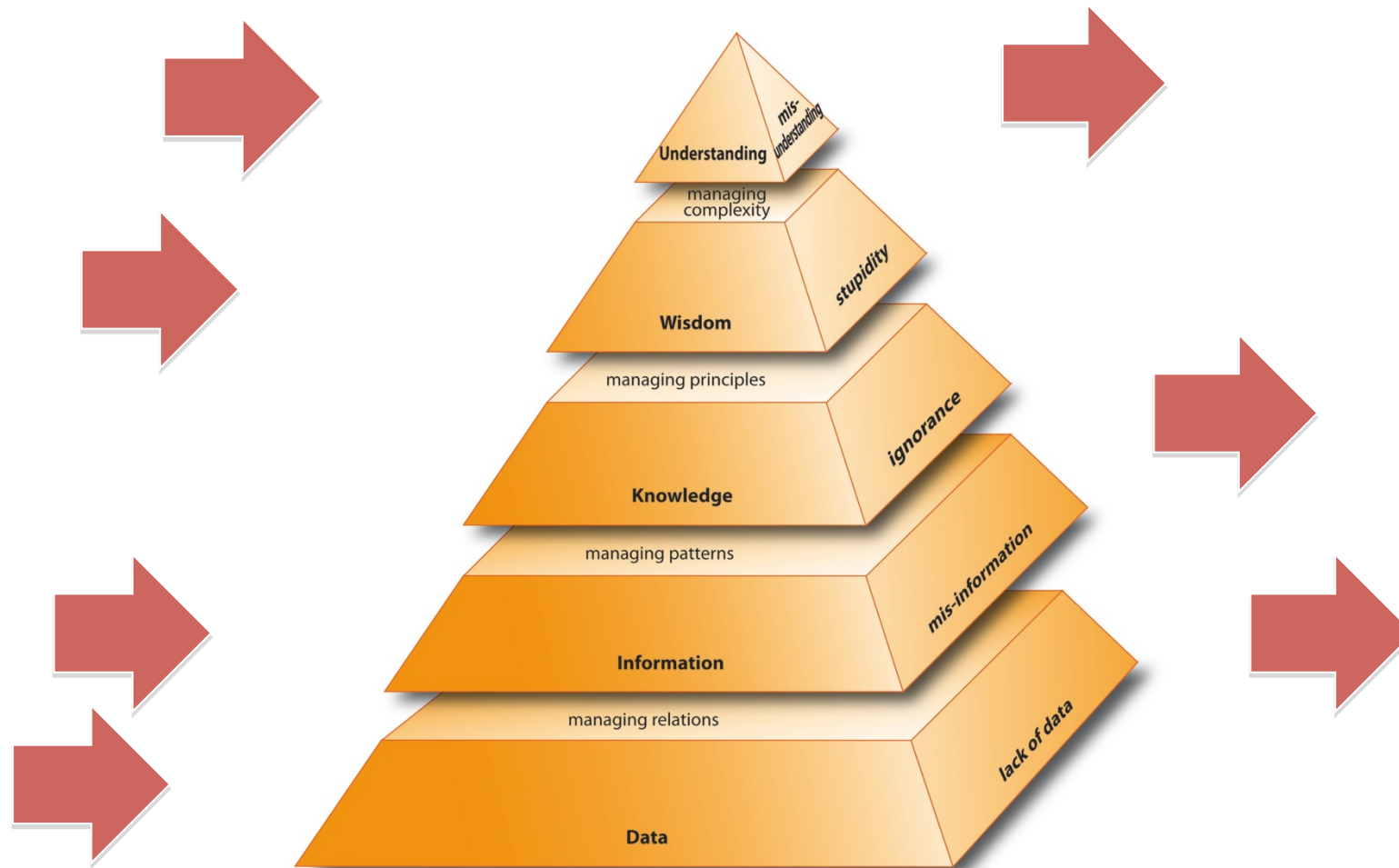
SECOA: the global and local dimension of coastal areas (2)

The characteristics of the coastal areas are the privileged point of encounter and observation of local and global phenomena

D6.2 reflects this approach: the taxonomy is the result of an approach that reflects the global and local dimensions

“SECOA revised” Ackoff Pyramid

(derived from Ackoff, 1989; Bellinger *et al.*, 2004)



Internal communication

UNDERSTANDING (Managing complexity)

WISDOM (Managing principles)

KNOWLEDGE (Managing patterns)

INFORMATION (Managing relations)

DATA

Understanding the real world

The real world = NON STRUCTURED INFORMATION

Data = DOCUMENTED INFORMATION

The interpreted real world =STRUCTURED
INFORMATION

Information consumption from stakeholders and the
public in general = KNOWLEDGE

Phenomena understanding and priorities identification
= WISDOM

Information deep understanding = UNDERSTANDING
AND PHENOMENA MANAGING

DISSEMINATION

In-information from endusers (+ stakeholders)	Consultation with end users (+ stakeholders)	Internal communication	Out-information to end users (+ stakeholders)
	+	UNDERSTANDING	+++
	+++	WISDOM	+++
		KNOWLEDGE	+++
	+++	INFORMATION	++
+++	++	DATA	

SECOA Exploitation Strategy

Main targets groups	Means	Expected output
End Users Panel	<ul style="list-style-type: none"> • Formal/informal contacts • Panel meetings, formal meetings and workshops 	<ul style="list-style-type: none"> • To review SECOA deliverables and provide data • To gather feed back on project progress and results • To assess the possibility of a direct project results take up
Other End Users and Stakeholders	<ul style="list-style-type: none"> • Formal meetings and workshops 	<ul style="list-style-type: none"> • To increase the possibility of projects results take up

SECOA dissemination strategy - 1

Main targets groups	Means
International Scientific community	<ul style="list-style-type: none">• Presentations at congresses and workshops• Publications in scientific journals and magazines• Facilitation open access to the Data Archive Legacy
European Commission	<ul style="list-style-type: none">• Selected deliverables
End Users directly involved in SECOA	<ul style="list-style-type: none">• Interactive collaboration
End Users not directly involved in SECOA and others stakeholders	<ul style="list-style-type: none">• Tailor made communication• Dedicated public workshops
Public at large	<ul style="list-style-type: none">• Articles on local newspapers• Radio and TV interviews• Public workshops• Participation to fairs• Short videos

SECOA dissemination strategy - 2

Publications Principles		
<ul style="list-style-type: none"> • All deliverables are public • To comply as much as possible with Special Clause 39 		
Level	Typology	Authorship
Level 1	Publications on local case studies mainly carried out by national teams	<ul style="list-style-type: none"> • Entirely delegated to national teams
Level 2	Publication of selected deliverables on Sapienza University Press	<ul style="list-style-type: none"> • Main authors name on the front page • National contributors the first page of each national report
Level 3	Publication of main outputs on international journals, special issues, books, etc.	<ul style="list-style-type: none"> • As per Level 2 or, if national reports not included, contributors acknowledged

SECOA End Users panel - 1

End Users Panel	Typology		
	National Authorities	Regional and Local Authorities	NGOs
Italy			
ISPRA – Istituto Superiore per la Protezione e Ricerca Ambientale	x		
Municipality of Civitavecchia		x	
Municipality of Pescara		x	
Municipality of Rome – District XIII		x	
Command Centre of the Port Authorities	x		
Belgium			
Municipality of Oostende		x	
Municipality of Brugge		x	
Flemish Government Coastal Division		x	
Ministry of the Flemish Region - Department Town and Country Planning		x	
United Kingdom			
Hampshire & Isle of Wight Wildlife Trust			x
Environment Agency	x		
Portsmouth City Council		x	
National Voice for Coastal Communities			x
Israel			
Ministry of Environmental Protection, Marine and Coastal Environment Division	x		
Ecoocean			x

SECOA End Users Panel – 2

End Users Panel	Typology		
	National Authorities	Regional and Local Authorities	NGOs
Sweden			
Älvstranden Utveckling		x	
Kungälv municipality		x	
Vellinge Municipality		x	
Gothenburg Municipality – Department of Urban Development		x	
Gothenburg Region (County Administrative Board Västra Götaland) – Water District Authority		x	
Malmö Municipality – Department of Urban Development		x	
Malmö Region (County Administrative Board Skåne) – Department of Urban Development		x	
India			
Institute of Environmental Medicine			x
Mumbai Metropolitan Region Development Authority		x	
Chennai Metropolitan Region Development Authority		x	
Vietnam			
City People Committee of Hai Phong		x	
City People Committee of Nha Trang		x	
Vietnam Administration for Seas and Islands (VASI)	x		
Portugal			
Directorate General for Maritime Policy	x		
Regional Development and Coordinating Commission of the Algarve (CCDR Algarve)		x	
Municipality of Albufeira		x	
Municipality of Funchal		x	

End Users Panel Consultation

- First End users panel meeting in Oostende in period 1 (6 representatives attended)
- Second End Users Panel meeting in Jerusalem on December 2011 (10 representatives attended)
- Third End Users Panel meeting in Mumbai on December 2012 (8 representatives attended)
- Fourth End Users panel meeting November 2013 (planned)

Involvement with End Users/ Stakeholders

- Within WP 7-8 activities:
 - ✓ 8 workshops for a first round
 - ✓ Face-to-face interviews
 - ✓ On-line questionnaire
 - ✓ Second round workshop in period 3 (2013)
- Significant number of local meetings

Publications

- **30** presentations at conferences and workshops (21 in period 1, **9 already planned for period 3**)
- **12** (2 joint) articles in scientific journals (1 in period 1, **5 already planned in period 3**)
- **9** articles on daily newspaper, magazines and on-line web sites (7 in period 1)

SECOA Open Access on-line Volumes

- 1) Handbook for Institutional Responses to Coastal Hazards - July 2012
- 2) Human Mobility in Coastal Regions: The Impact of Migration and Temporary Mobilities on Urbanization - September 2012
- 3 & 4) two volumes on environmental conflicts, January and June 2013
- 5 - 9) Four already foreseen in period 3

Organisation of Conferences and Workshops

- Initial public event launching SECOA in period 1
- SECOA mid-term international public workshop “Global climate change and human mobility in coastal areas: the SECOA Project” organized on 28th August 2012, during the 32nd International Geographical Congress (IGC) held in Cologne:
 - ✓ 14 presentations on SECOA
 - ✓ about 2,900 scientists from 90 countries registered
 - ✓ about 2,800 visitors, including about 700 students
- International conference on 17-18 June 2013 in Lisbon
- Final event in November 2013 (probably in Brussels)

WEB SITE, operative since March 2010

(1° Period 2010-2011, 2° Period 2011-2012)

	People	Visits	Direct traffic	Referring sites	Search engines	Countries
1 st Period	1,716	3,469	28%	22%	50%	82
2 nd Period	5,465	8,839	14%	14%	72%	107
Total	7,181	12,308	18%	15,67%	66,32%	124

Other dissemination activities

- **9** poster presentations (7 in period 1)
- **3** interviews (5 in period 1)
- **3** videos (in Italian and English)
- **2** capacity building events (1 in period 1):
 - ✓ Internal training course on Communication
 - ✓ Second SECOA capacity building workshop in Mumbai (about 25 students attended the even

APRE - BIG BLU, February 2012

3,000 (11-13y.)+800 (14-18y.) visitors



The atmosphere, CO2 and air pollution, elementary school in a thermal power plant area conflict



Rome BOAT MARINE & COASTAL SHOW

BIG BLU 2013



Rome BOAT MARINE & COASTAL SHOW
BIG BLU 2013 – the SECOA
Seminar



The Rome Boat, Marine and Coastal Expo

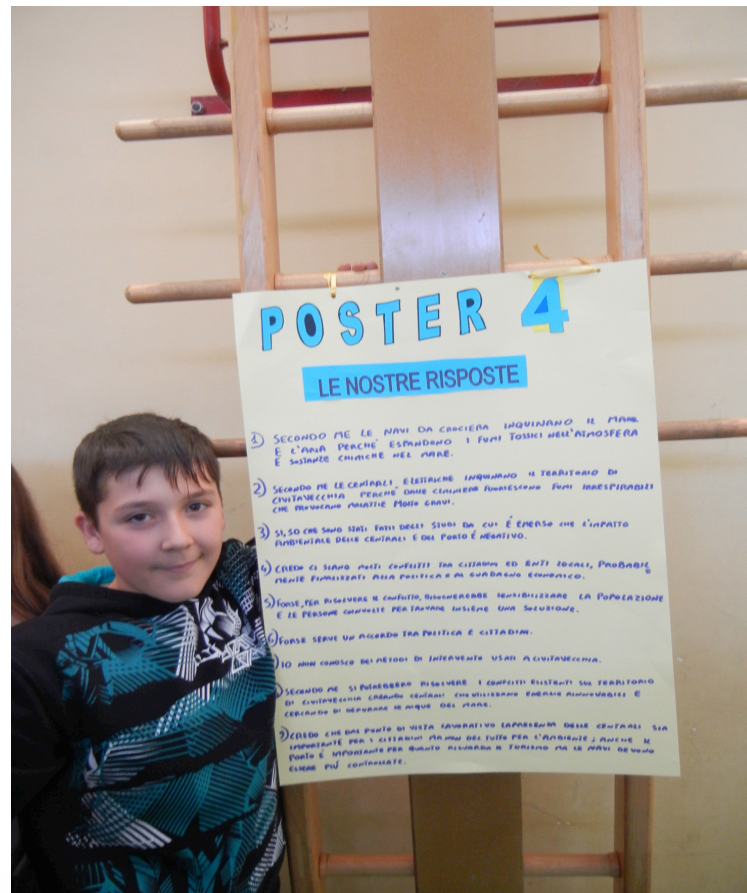
BIG BLU 2013 – the SECOA Seminar



Following the Big Blu EXPO events Civitavecchia grammar school 19.03.2013



Our (school student) answers



Ostia high school 10.04.2013



Dissemination: how to communicate?

- Radio
- Television
- Movies
- Social networks
- Infographics

Television

To communicate through an event: IL GIRO D'ITALIA (Tour of Italy) which cross the country for about a month using “sideways”.

At every stage, every day, of the GIRO Francesca Luger (ISPRA, SECOA end user) has dealt with the environment, the landscape, coastal areas and so on ... during the runner arrivals

GIRO D'ITALIA, Naples



Giro d'Italia 2013



Giro d'Italia 2013 – Francesca Lugeri – SECOA end user





Giro d'Italia – the landscape commenting by Francesca



Social networks

Social networks at environmental conflict level

- Intervening
- Participating
- Offering assistance
- Cooperation for informing and understanding

Social network at research project level

- Among researchers
- Among end users

Nicholas Carr, Is google making us “stupid”?

the ability to concentrate and think long and in-depth analysis is succumbing to the temptations of web links

the links are designed to attract our attention.

These encourage us to go in and out of a series of texts rather than devote our attention only to one of them

Web users are sincere? can we use their answers for scientific research?

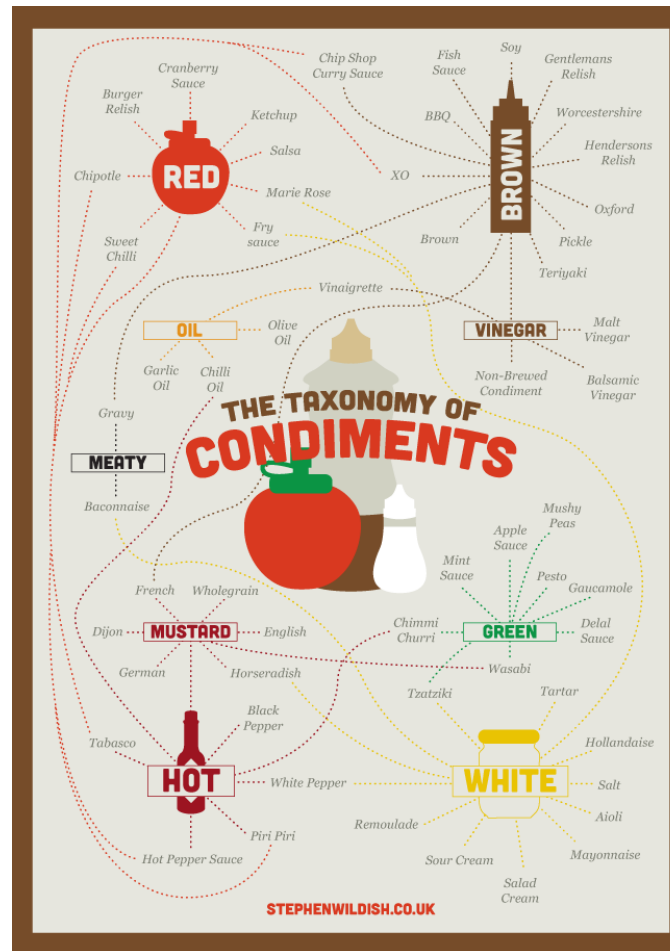
Is google making us most sincere?

users of social networks are most sincere of those who do not utilize the network?

In the research we faced the problem of having to use filters and correlative models that allow us to understand which is the “real” thinking of the participants

Infographics and data visualisation

Taxonomy of condiments

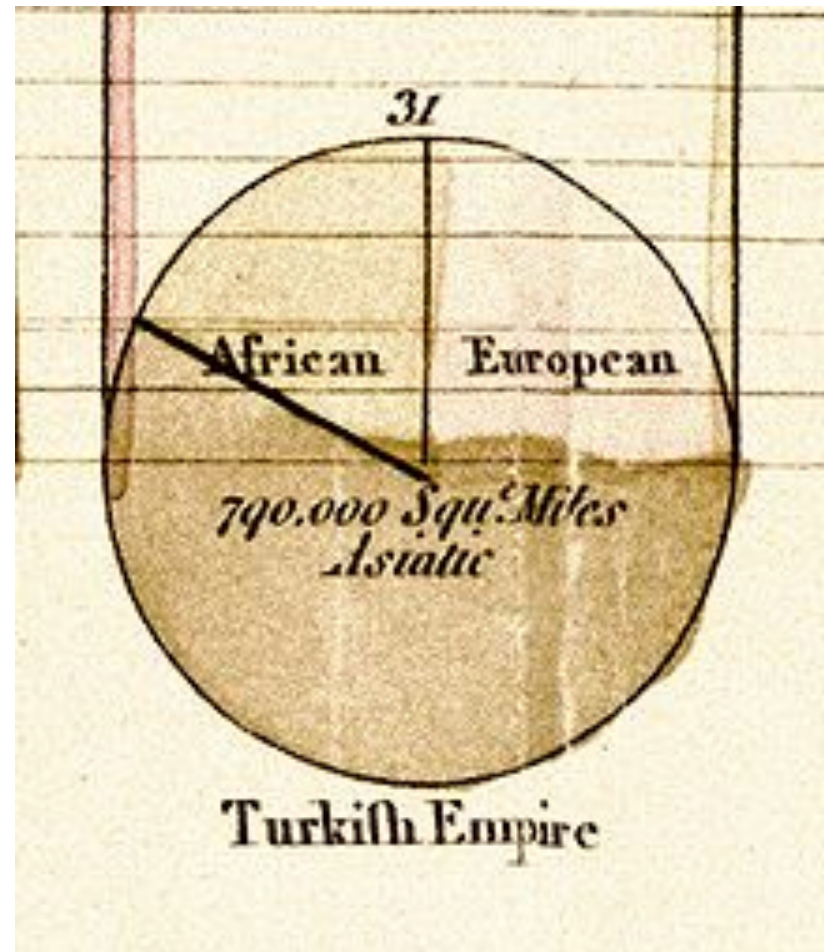


Data, – XVIII Century

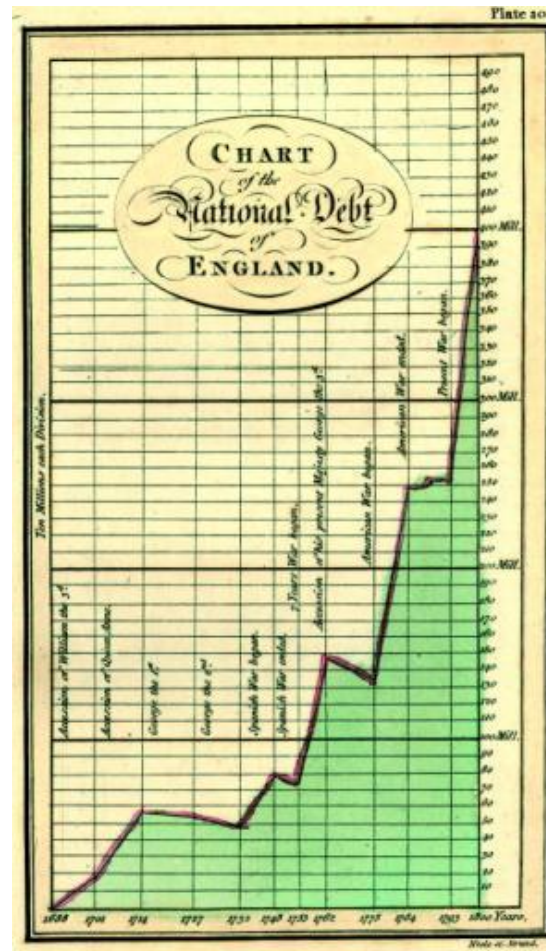
a bunch of numbers on a spreadsheet

x	y	v	z	h	k
xy	xy	vx	zx	hx	kx
xxx	yyy	vvv	zzz	hhh	kkk

William Playfair (1759 – 1823), The Commercial and political atlas (1786)



Playfair: data must be presented to a mass audience



Dissemination, from static to dynamic actions

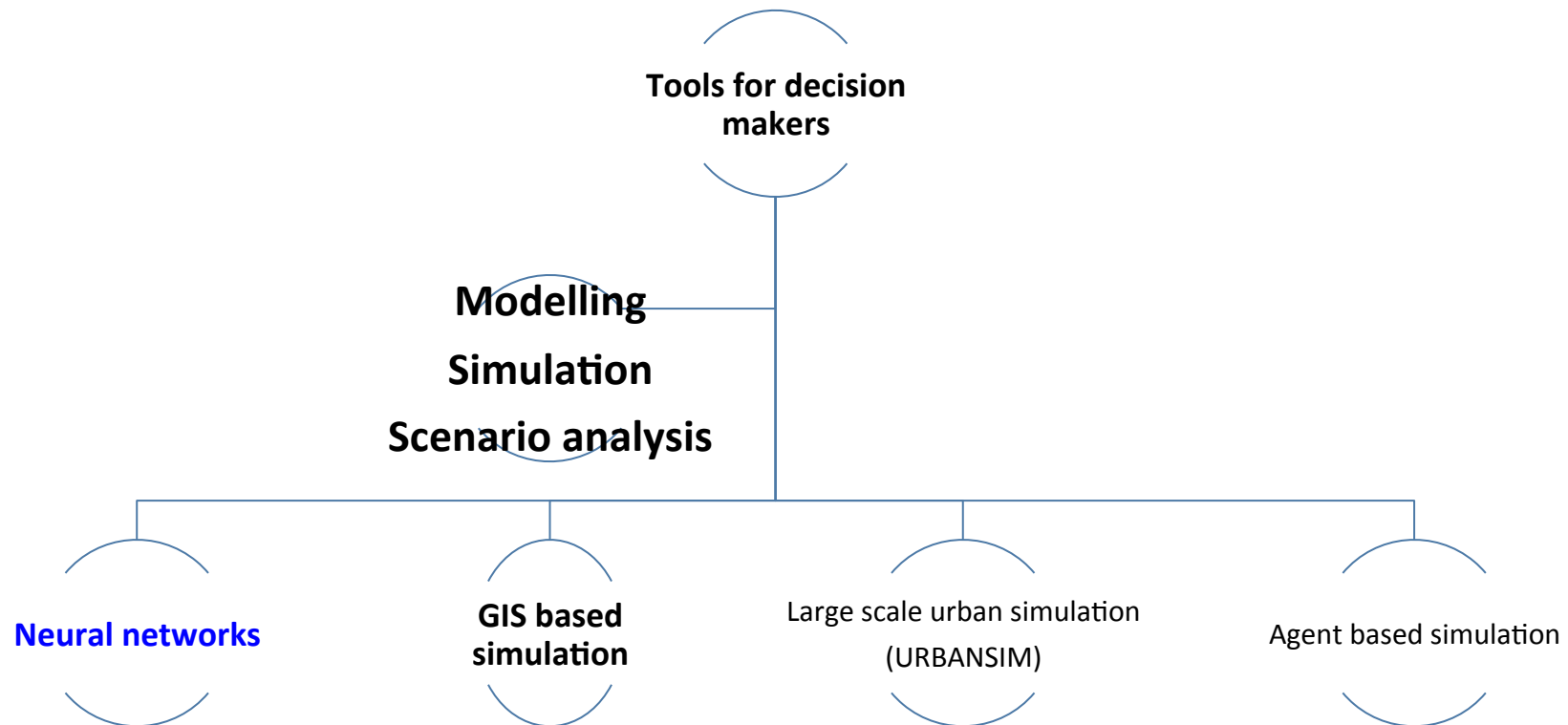
1. Use (static)
2. Draw (static)
3. Code, thinking linguistically but ignoring the target (less static)
4.
5. Dissemination as interaction (dynamic)

Dissemination: the possible future

From static to dynamic actions

From DSS (decision support systems) to SDSS
(Space DSS)

Spatial Decision Support System SDSS for Coastal Areas, source: revised draft from Jerusalem Hebrew University SECOA team



Dynamic on-line web maps

source: Hebrew University of Jerusalem, SECOA team

Potentially this tool can assist in democratizing the process of participation in decision making and enhancing public accessibility to important information.

Interactive maps

source: **Hebrew University of Jerusalem, SECOA team**

Our interactive maps present an assessment of population and assets at risk from sea-level rise and extreme coastal flooding in Israel. The maps are divided into three different categories: Socio-economic vulnerability, Population at risk, and Assets value.

Interactive generation of maps

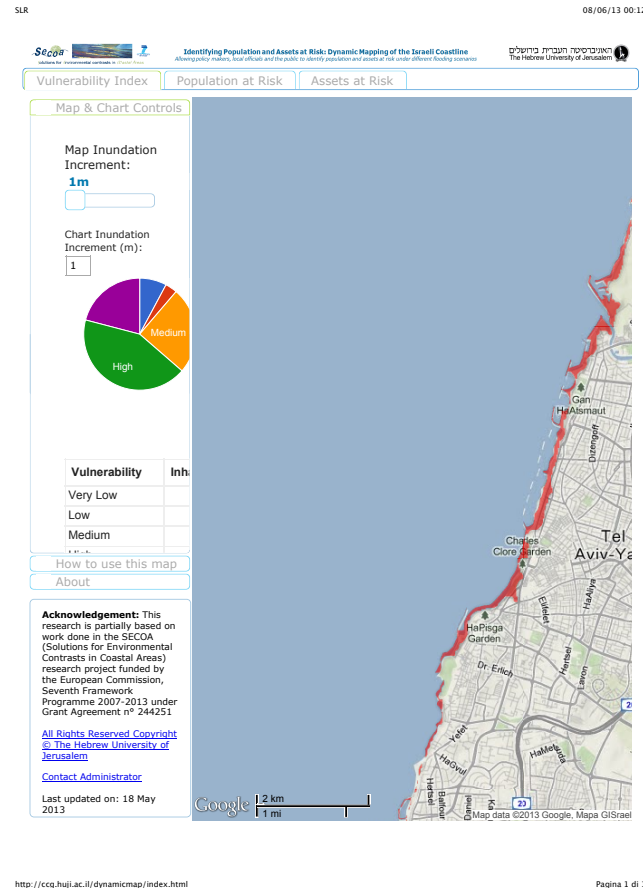
source: **Hebrew University of Jerusalem, SECOA team**

The maps enable the interactive generation of national and municipal level assessments in the form of graphs and charts by clicking on the potentially flooded areas.

test 1, please visit

<http://ccg.huji.ac.il/dynamicmap/index.html>

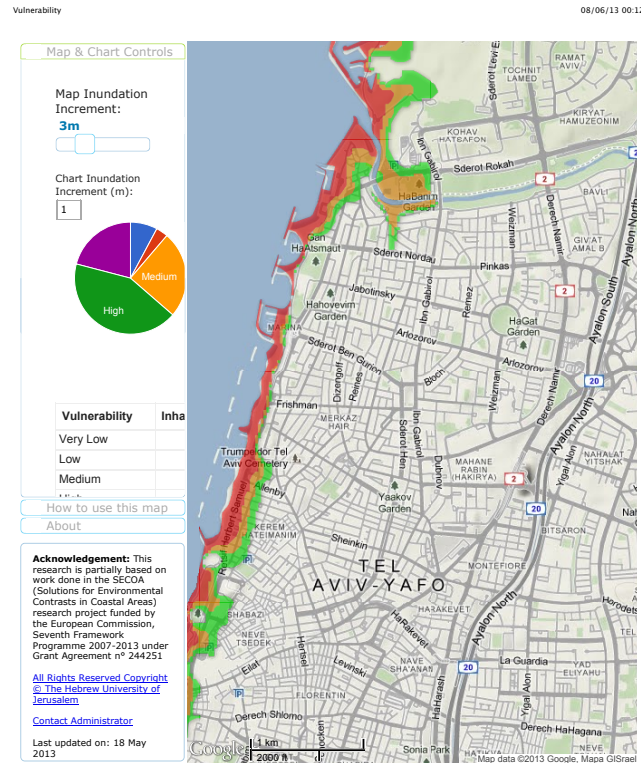
source: **Hebrew University of Jerusalem, SECOA team**



vulnerability, please visit

<http://ccg.huji.ac.il/dynamicmap/index.html>

source: **Hebrew University of Jerusalem, SECOA team**



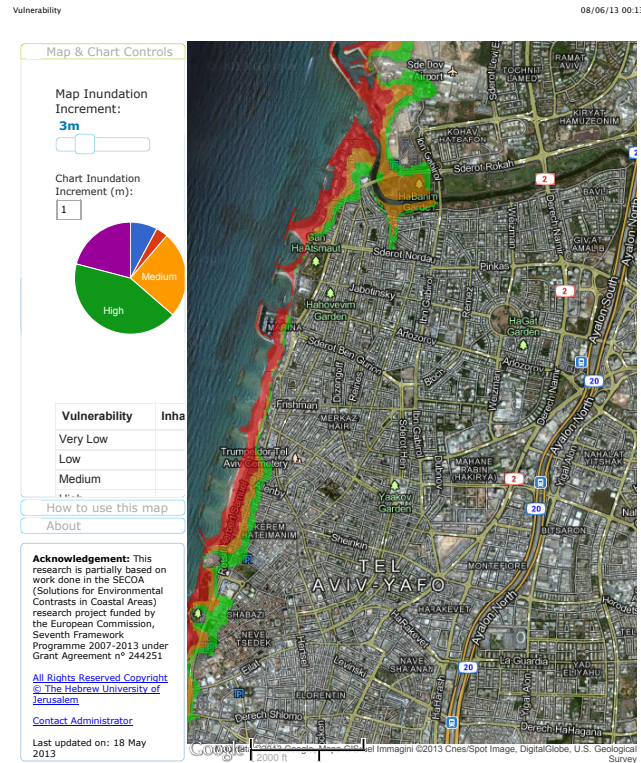
<http://ccg.huji.ac.il/dynamicmap/vulnerability.html>

Pagina 1 di 1

vulnerability satellite please visit

<http://ccg.huji.ac.il/dynamicmap/index.html>

source: **Hebrew University of Jerusalem, SECOA team**



Research vs. dissemination

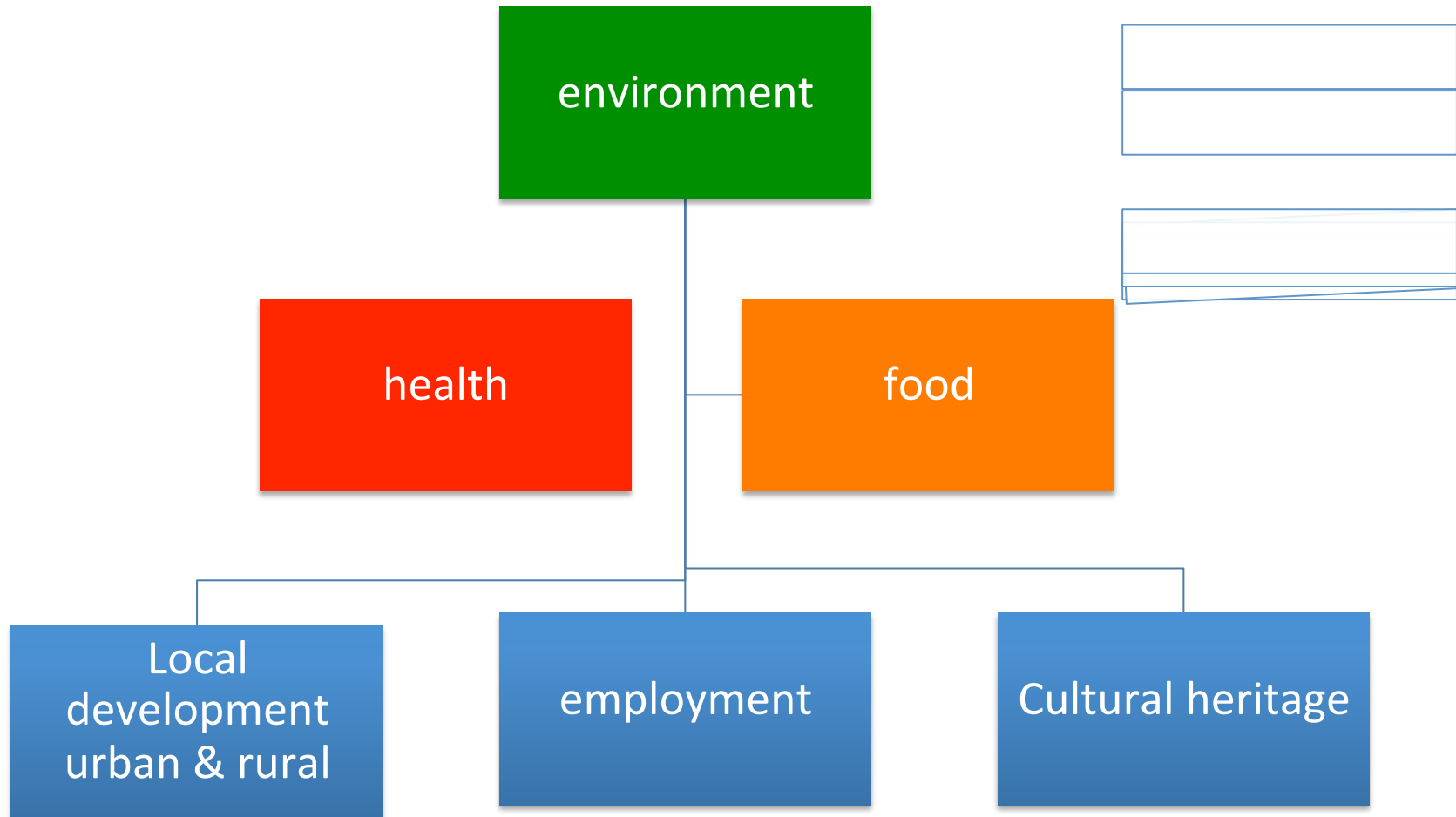
1° priority = quality of the research

2° priority = intensity of the dissemination

A good scientific research allows a better dissemination

A good dissemination doesn't promote a poor scientific research

Future issues, proposal





Thank you
For your attention

Secoa

Solutions for Environmental contrasts in Coastal Areas

www.projectsecoa.eu