

SUMMARY OF PROJECT PROGRESS IN THE EIGHTH IMPLEMENTATION PHASE

Activity 2.7 Public involvement and awareness raising activities

Brief summary of tasks and relevant indicators for the current period (January –July 2016):

Tasks	Planned Indicator	Indicator reached
Task 2.7.1: Develop a communication strategy for each basin	Number of mass-emails/volume of correspondence sent to share information on the published final draft RBMPs.	In some of the countries finalization of the RBMPs is still on-going as such this indicator will be fully met at the end of the project. <i>NOTE:</i> Issue 8 of the newsletter featured an article on the next steps, namely on the adoption process of the RBMPs in each country.
Task 2.7.2: Awareness building activities are undertaken throughout the project	Published project Newsletter “In the Flow” issue 8	Issue 8 of the newsletter has been finalized; delivery to the countries of the printed issues will be done during August 2016. Furthermore, in line with the project extension, development of a last issue of the newsletter was approved (Issue 9).
	Number of awareness materials: published brochure on RBMPs in each pilot basin in national languages;	Brochure on the final draft RBMPs is close to finalization in line with the content of the final draft RBMPs. Delivery of printed brochures to the countries is planned for September 2016.
	Number of published e-learning video in English and Russian’ (video-e-learning on physico-chemical sampling)	Development of the e-learning on physico-chemical sampling is on-going.
	Number of project website visits.	The recurring users of the website are more compared to the previous period, more people visit the site subsequently and download files. On one hand a drop down in the amount of sessions and page views could be

		observed, while on the other hand an increase in the amount of downloads.
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Within the *Task 2.7.2: Awareness building activities are undertaken throughout the project*- the activities continued to focus more on the project results rather than the project itself.

As part of this process different channels and events were used to increase visibility of the project achievements and to encourage uptake and use of project deliverables, e.g.:

- Exploring possibilities for re-submission of the already prepared article for the « INBO NEWSLETTER, published regularly by International Network of Basin Organizations;
- Preparation of the news article “Three into one - Moldova, Romania and Ukraine work together to manage the Prut River Basin”
- Submission of photo selection for the website in order to visualise better recent activities within the project.
- Disseminating project printed materials (In the Flow newsletter, Key Water Issues brochure) at different REC events.

The 8th issue of the project Newsletter, entitled “In the Flow”, was finalized; printing and delivery to the countries will be done during August 2016. The 8th issue focused on groundwater protection and related EPIRB project achievements, provided information on the draft RBMPs adoption processes in the different beneficiary countries, as well as highlights of successful pilot projects and the EPIRB project elements related to the marine environment. The newsletter will be printed in 1000 copies: 350 EN and 650 RU (100 for each beneficiary country, exception Ukraine receiving 150, having 2 pilot basins), will be sent to the Regional Project Offices for dissemination.

Development of the 9th issue of the Newsletter has also commenced and finalization is planned for September 2016.

The text as well as the design of the brochure on draft RBMPs, “layman’s report” has been prepared. Review of the files is currently on-going, after which translation to national languages will commence. Similarly to the ‘Key Water Issues’ brochure, each pilot basin will have on brochure, the transboundary basin brochures will encompass info for both countries, as such raising awareness on the transboundary aspects. The brochures are meant for the last stage of dissemination, including the after-project dissemination.

Based on the request received from the Lead Partner, development of a final leaflet has commenced. The leaflet will aim to present the success stories of the project activities in the countries. These will be project oriented country specific leaflets (6 leaflets, A5 size, 6 pages) prepared in similar style and presenting the project successes.

The project website is one of the key communication and information facility for the EPIRB project so it is important that it is user-friendly, attractive and informative. Article for the website related to international events was prepared, namely: World Water day 2016 and ICPDR Ministerial meeting and endorsement of the Danube RBMP and Flood Risk Management Plan. According to the statistical data of the project website the amount of all direct downloads increased compared to the previous period, as well as the number of returning visitors. For further details please check Annex 1.

The number of views of the so far developed videos has further increased, reaching:

1. **“Groundwater Sampling Guide – Specific to the EPIRB project” video**
 - EN : more than 1350 views + 7 Likes
 - RU: more than 330 views
2. **„Biological Sampling Guide – Specific to the EPIRB project” video**
 - EN : more than 275 views + 5 Likes
 - RU: more than 80 views + 1 Like
3. **“Hydromorphological Assessment – Specific to the EPIRB project” video**
 - EN: more than 70 views + 1 Like
 - RU: more than 55 views

The content of the video e-learning on physico-chemical sampling was developed, visual design, recording and compilation is planned for the next reporting period.

SUMMARY OF THE PROJECT PLANNING FOR THE MONTHS 54-56 OF THE PROJECT

Activity 2.7 Public involvement and awareness raising activities

Tasks	Planned Indicator
Task 2.7.1: Develop a communication strategy for each basin	Number of mass-emails/volume of correspondence sent to share information on the published final draft RBMPs (As soon as the files are available on the project website)
Task 2.7.2: Awareness building activities are undertaken throughout the project	Published project Newsletter “In the Flow” issue 9; Number of awareness materials: published brochure on RBMPs in each pilot basin in national languages; published final project leaflet. Number of published e-learning video in English and Russian’ (video-e-learning on physico-chemical sampling) Number of project website visits.

Through the CWMEs and the EPIRB project team, the respective EU Delegations in the countries will be continuously informed about the communication and visibility activities. Close cooperation, consultation

on issues relevant for the PA&PI tasks and coordination of activities in line with EU's approach is foreseen with the relevant Press and Information Officers/contact persons.

The stakeholder database will be continuously updated and amended with the relevant stakeholders for each pilot basin also in the future.

Activities	Pilot	2014						Inputs*	
		Feb	March	April	May	June	July 14	KEs, WDs	NKEs, WDs
2.7.	AM								
	AZ								
	GE								
	Dnieper								
	Prut								

RECOMMENDATIONS AND CONCLUSIONS

Contribution with a lot of information from the EPIRB team is key during the final phase of the project in order to enable valuable content for communication. The emphasis will be on releasing and communicating the final deliverables of the project as well as the success stories. Furthermore, involved parties should view the dissemination as a process that reaches beyond the lifetime of the project in order to sustain the results and to ensure that information will not be lost once the project comes to an end.

Jan 1, 2016 - Jul 15, 2016

Compare to: Jun 18, 2015 - Dec 31, 2015

Top Events

ALL » EVENT CATEGORY: Downloads

This table has been filtered to include only data where there are values for "Event Category".
This table has been filtered to include only data where there are values for "Event Action".

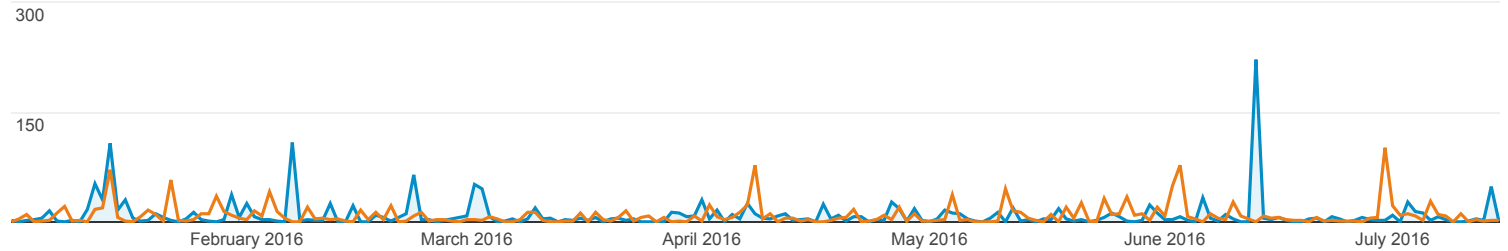
All Users
+3.90% Unique Events

Explorer

Event

Jan 1, 2016 - Jul 15, 2016: ● Total Events

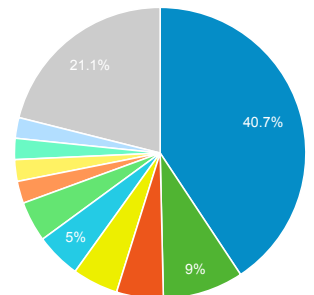
Jun 18, 2015 - Dec 31, 2015: ● Total Events



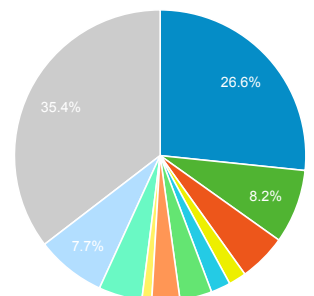
Event Action	Page Title	Total Events	Total Events	Contribution to total:
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1. PDF	Downloads Environmental Protection of International River Basins Project	5.11% 1,831 vs 1,742	5.11% 1,831 vs 1,742	
Jan 1, 2016 - Jul 15, 2016		745	40.69%	
Jun 18, 2015 - Dec 31, 2015		464	26.64%	
2. PDF	Загруженные Файлы Environmental Protection of International River Basins Project			
Jan 1, 2016 - Jul 15, 2016		164	8.96%	
Jun 18, 2015 - Dec 31, 2015		143	8.21%	
3. PDF	Environmental Protection of International River Basins Project			
Jan 1, 2016 - Jul 15, 2016		95	5.19%	
Jun 18, 2015 - Dec 31, 2015		92	5.28%	
4. PDF	E-Learning Environmental Protection of International River Basins Project			
Jan 1, 2016 - Jul 15, 2016		93	5.08%	
Jun 18, 2015 - Dec 31, 2015		34	1.95%	
5. JPG	Downloads Environmental Protection of International River Basins Project			
Jan 1, 2016 - Jul 15, 2016		92	5.02%	
Jun 18, 2015 - Dec 31, 2015		38	2.18%	

Jan 1, 2016 - Jul 15, 2016



Jun 18, 2015 - Dec 31, 2015

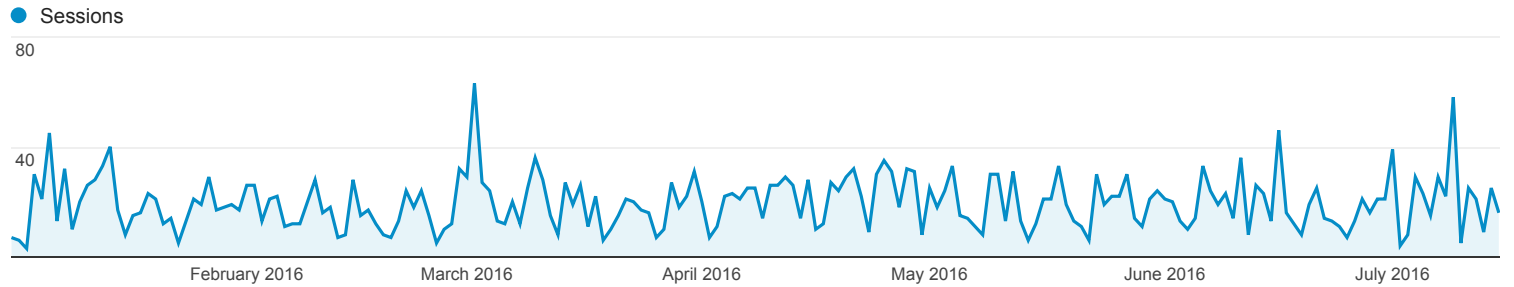


Jan 1, 2016 - Jul 15, 2016

Audience Overview

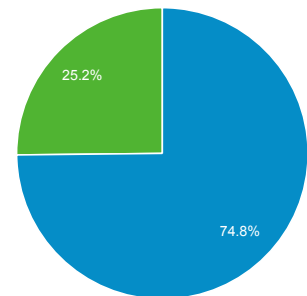
All Users
100.00% Sessions

Overview



Sessions 3,870	Users 2,957	Pageviews 9,987
Pages / Session 2.58	Avg. Session Duration 00:01:56	Bounce Rate 65.81%
% New Sessions 74.81%		

■ New Visitor ■ Returning Visitor



Country	Sessions	% Sessions
1. Ukraine	452	11.68%
2. United States	356	9.20%
3. Hungary	253	6.54%
4. China	222	5.74%
5. United Kingdom	214	5.53%
6. Russia	211	5.45%
7. Moldova	201	5.19%
8. Armenia	175	4.52%
9. Austria	175	4.52%
10. Georgia	175	4.52%