



BALANCE

Work Package 5 - Dissemination

Kick-off Meeting, Copenhagen, Denmark

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STRATEGIC FOCUS

The focus of Work Package 5 is:

- To enhance the public awareness of the marine environment of the Baltic Sea and its natural resources and natural heritage.
- To disseminate the BALANCE results.

Participants:

- Responsible partner - The Danish Forest and Nature Agency.
- All partners contribute to the dissemination of the BALANCE products through publishing papers, reports etc.
- Project Management co-ordinate overall effort.



INFORMATION & PUBLICITY

Principle:

- to increase public awareness and transparency regarding the activities of the European Union (EC Regulation No 1159/2000, demand of INTERREG IIIB)

Dissemination in BALANCE has to address:

- the general public
- the project's stakeholders and beneficiaries
- among project partners & partner organisations
- partners and stakeholders nationally & locally



PLANNED RESULTS

- Set up <http://www.balance-eu.org> Project Management.
- Two Newsletters per milestone. Project Management.
- 6-8 papers in peer reviewed journals (research institutions).
- 9+ articles in national newspapers and/or magazines available for the wider public (1+ article per participating country, all partners).
- 8+ presentations of BALANCE at international & national conferences and meetings. Project Management, all partners.
- BALANCE cruise report (front, data sheet, 2-3 pages of text, + annexes) [template needed?]



PLANNED RESULTS

- Press releases when relevant. Project management will deliver English template (all partners responsible for national press releases, coordination among national partners where relevant).
- Set up of photo gallery of Baltic marine habitats & habitat maps. Project Management, all partners supply pictures.
- A BALANCE poster. Project Management.
- All Newsletters, press releases, scientific papers, articles in magazines & presentations made available on the Web page (all deliver to Project Management).
- Link to the BALANCE web page on each partners homepage. All partners.



LOGO

The following logos has to be displayed when disseminating BALANCE:



Own institution (National)

Region IIB

PSR INTERREG
BALANCE LOGO
IIB LOGO

<http://www.balance-eu.org>
Balance@sns.dk

Text 2:

Project part-financed by the European Union
(European Regional Development Fund) within
the PSR INTERREG IIB Neighbourhood
programme



IMPLEMENTATION

- BALANCE must implement the measures set out in the “Dissemination and promotion” included in the Application Form (Project Management).
- Costs for “Dissemination and promotion” will be co-financed only if the guidelines are followed up.

Information events

- Display the European flag in meeting rooms and use the Community emblem on documents.



ACHIVEMENTS SO FAR

- The Danish Minister of the Environment and Nordic Affairs went out with a press release on BALANCE
- 2 interviews at national Danish TV in Saturday Night News (TV2- region Bornholm).
- 3 interviews in the Danish national radio (DR-Vestsjælland).
- 3 small articles in Danish national & regional papers.
- 1 notification in “Danish Sport Fishing”.
- Presented for all the Danish counties & Riga



SUMMARY

- Dissemination is an essential part of BALANCE activities
- Final beneficiaries (project partners) are obliged to indicate Community's contribution to the project in...
- ... all publications, homepages, press-releases etc.
- Use the BALANCE logo, the EU logo & BSR INTERREG III B logo.



Any questions?

Please find the logos and guidelines on
<http://www.balance-eu.org>

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