

Information about the Work Package of the Partners of the SHAKTI Project

Project Phase 1 - from 2005 to 2008

Work Package No 8	Communication and Dissemination
Coordination:	UWH
Objectives	<ul style="list-style-type: none"> • concepts for a communication and dissemination strategy • establishing a joint doctorate program • concept for dissemination via city networks
Main Interactions	all WPs
Description of Work:	
<p>In India small and medium enterprises (SMEs), NGO and local authorities also have an enormous access problem to relevant information about sustainability urbanisation. Even the local cities authorities have no possibilities to offer specific information to the target groups (SME, members of local authorities, NGO, etc.). The situation of the local business associations - like in the areas of the chambers of commerce - is not much better.</p> <p>The effectiveness of the dissemination strategy of the SHAKTI project results are important to generate a sustainable project community. The public acceptance will grow, if the target groups are convinced. Furthermore the acceptance in the target group increases if the target group (SME, members of local authorities, NGO, etc.) receives relevant and specific information. For example, an innovative Internet portal that sets out to use the simplest and most persuasive means to motivate sustainable management in those enterprises and organisations (e.g. municipalities, chambers of commerce) which have so far taken little or no interest in this aspect.</p> <p>A large variety of research has been published in the field of environmental management during the last 20 years. The problem is the conversion of this knowledge into organisations practice. Development-target of the project-portal is to reduce the information costs of those SME or municipalities enterprises, which are interested in sustainable management.</p> <p>The main emphasis of the project-community is on the knowledge field and the service and project-areas. The community started as a project-community. In the beginning, as a classical research project, is measuring the success by certain criteria focusing on timeframe and milestones. An additional feature is the use of a virtual project team (scientists, consultants, entrepreneurs). A virtual cooperation should be realized by establishing a specific editorship- and tele-cooperationssystem. These project-communities represent the preliminary stage on the way to a knowledge-community. The community is animated by the common interest of the members in the field of knowledge. The participation is voluntary. The motivation to participate is a positive cost/benefit relation." The project-community understands itself as community of interests, with the following features</p> <ul style="list-style-type: none"> - focus and emphasis on a specific interest - the ability to integrate contents and communication - the use of information, supplied by the members - the access to competing providers <p>The major task of the community-developers is the professional relations management between the individual community-members. This means that anonymous co-worker will be transformed into active community-members. In general, the development of a communication and dissemination strategy includes the following parts: i) clear definition of the target group), ii) characterisation of interests (e.g. market access,), iii) definition of communication channel (e.g. internet, TV or print media) iv) partnering v) selection and elaboration of a suitable communication and dissemination strategy vi) Developing Dissemination Tools (e.g. specific workshops for the target groups, active/passive information platforms like e-training)</p> <p>The two-years pre-phase of the project will serve to establish – together with Indian partners and decision-makers – concepts for a communication and dissemination strategy:</p> <p>Task 8.1: Analyses Identification of the communication and dissemination demand in infrastructure projects in Hyderabad; analysis of the information situation of SMEs /NGO/local governments in Hyderabad,</p> <p>Task 8.2: Evaluation of possible concepts Development of base communication and dissemination concepts; development of options for</p>	

integration of SMEs/NGO/local governments; first steps towards partnering in Indian Media Structures, Development of PR trainings.

Task 8.3: Concept for implementation

Setting-up of a more detailed concept for communication and dissemination adapted to the demands in the project as well as of a concept for the integration of the communication structures (media partners); partnering in India and Germany

Task 8.4: Joint Doctorate Program

While task forces will do the practical work on site, a Joint German/Indian Doctorate Program will make sure that scientific supervision and feedback are integrated. A Joint Doctorate Program opens the possibility to focus on specific topics in a more extensive research which is not possible to provide by the consortium. Additionally master thesis are possible, and as various institutes of the University of Karlsruhe are involved in SHAKTI some interdisciplinary projects can easily be established in this context, too.

Task 8.5: Network for dissemination

During the first phase an existing Indian City network for dissemination will be integrated. Administrative bodies and institutes from other cities e.g. Bangalore, Mumbai, Chennai and Visakhapatnam have already evinced their interest to participate and report their own experiences (see LOI's in Annex). ASCI will play a major role in the dissemination process as they have a continuous contact to city administration staff all over the country. The results will be published through the internet as well. Furthermore, having ICLEI as a consultant to the project co-ordinator, the results of the SHAKTI project will benefit from international expertise input as well as additional dissemination.

Deliverables

- concepts for a communication and dissemination strategy
- establishing a joint doctorate program
- concept for dissemination via city networks