



# OPTAIN

Optimal Strategies to Retain Water and Nutrients

## D7.3: Minutes of training event for project partners on knowledge transfer and dissemination

Authors: Sabina Bokal (GWP CEE), Jergus Semko (GWP CEE), Natacha Amorsi (OiEau)

Delivery Date: 30. June 2021

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant agreement No. 862756.



# Disclaimer

This document reflects only the author's view. The European Commission is not responsible for any use that may be made of the information it contains.

# Intellectual Property Rights

© 2021, OPTAIN Consortium

All rights reserved.

This document contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation, or both.

This document is the property of the OPTAIN Consortium members. No copying or distributing in any form or by any means is allowed without the prior written agreement of the owner of the property rights. In addition to such written permission, the source must be clearly referenced.

# Project Consortium



## Document Information

Program	EU Horizon 2020 Research and Innovation Action H2020-EU.3.2.1.1 (SFS-23-2019)
Grant agreement No.	862756
Project acronym	OPTAIN
Project full name	Optimal strategies to retain and re-use water and nutrients in small agricultural catchments across different soil-climatic regions in Europe
Start of the project	September 2020
Duration	60 months
Project coordination	Prof. Dr. Martin Volk Helmholtz-Centre for Environmental Research GmbH - UFZ <a href="http://www.optain.eu">www.optain.eu</a>
Deliverable	<b>D7.3: Minutes of training event for project partners on knowledge transfer and dissemination</b> Meeting minutes with main outcomes from two WP7 workshops
Work package	<b>WP7: Dissemination, communication, and Learning Environment</b>
Task	<b>Task 7.1: Communication and dissemination</b>
Lead beneficiary	Global Water Partnership Central and Eastern Europe
Author(s)	Sabina Bokal (GWP CEE), Jergus Semko (GWP CEE), Natacha Amorsi (OiEau)
Contributor(s)	
Quality check	Felix Witing (UFZ), Martin Volk (UFZ)
Planned delivery date	Month 10 (June 2021)
Actual delivery date	30/06/2021
Citation	Bokal, S., Semko, J. & Amorsi, N. (2021): <i>Minutes of training event for project partners on knowledge transfer and dissemination</i> . Deliverable D7.3 EU Horizon 2020 OPTAIN Project, Grant agreement No. 862756
Dissemination level*	PU

\*PU = Public; PP = Restricted to other program participants (including the Commission Services); CO = Confidential, only for members of the consortium (including the Commission Services).

## Deliverable status

Version	Date	Author(s)/Contributor(s)	Notes
1.0	16.06.2021	Sabina Bokal, Jergus Semko (GWP CEE)	First draft
2.0	18.6.2021	Sabina Bokal, Jergus Semko (GWP CEE)	Added information on the 2 <sup>nd</sup> Workshop
	21.06.2021	Felix Witing (UFZ), Martin Volk (UFZ)	Revision

2.1.	24.6.2021	Sabina Bokal, Jergus Semko (GWP CEE), Natacha Amorsi	Updated file with outcomes from the 2 <sup>nd</sup> workshop
Final	29.6.	Sabina Bokal, Jergus Semko (GWP CEE), Natacha Amorsi (OiEau), Felix Witing (UFZ), Martin Volk (UFZ)	

## Summary

A training event for project partners on knowledge transfer and dissemination was planned to be organized in connection with the 1<sup>st</sup> plenary meeting in order to:

- present and discuss the Communication and Dissemination Strategy and its implementation, using collected metrics and proposed ideas from WP7;
- focus on project key messages, target groups and how the whole partnership can support outreach, engagement and sharing information among the key stakeholders/target groups;
- ensure a well-functioning flow of information between the WP7 and project partners

After a consensus between OPTAIN partners, it was decided that instead of one training session, there will be two Communication and Dissemination Workshops. This deliverable summarizes the report from both and provides the reader with essential information about the direction that the communication of the project is currently taking.

During the 1<sup>st</sup> workshop, the partners from WP7 introduced the initial version of the Communication and Dissemination Strategy to the OPTAIN project partners. To enable an effective promotion of the OPTAIN project WP7 presented important plans and steps that will ensure an effective communication flow between all project partners and WP7. The Learning Environment was the second key topic of the workshop, mainly the introduction to the idea and launch of the roadmap to develop its strategy. The remainder of the workshop was dedicated to interactive activities to generate additional ideas revolving around the previous topics.

At the 2<sup>nd</sup> workshop, the partners were updated with ongoing communication and dissemination activities as well as tracked results of the activities so far. Two other parts of the workshop were focusing on partners' contributions towards future communication and dissemination efforts, and updates on the progress of the development of the Learning Environment application.

# Table of Contents

Summary.....	4
Abbreviations.....	6
1. Introduction.....	7
2. First Communication and Dissemination Workshop .....	7
2.1. Introduction and purpose of the workshop .....	7
2.2. Agenda & Key messages.....	8
2.2.1. Communication and Dissemination Strategy .....	8
2.2.2. Learning Environment .....	12
2.2.3. Interactive group discussions .....	13
2.3. Conclusions and next steps .....	15
3. Second Communication Workshop (WP7 Workshop) .....	17
3.1. Introduction and purpose of the workshop .....	17
3.2. Agenda & Key messages.....	17
3.2.1. Communication and Dissemination.....	17
3.2.2. Learning Environment .....	20
3.3. Conclusions and next steps .....	24

## Abbreviations

CDS	Communication and Dissemination Strategy
CS	Case Study
DAR	Dissemination Activity Report
MARG	Multi Actor Reference Group
NSWRM	Natural/Small Water Retention Measures
WP	Work Package
LE	Learning Environment
KPI	Key performance indicator

# 1. Introduction

In order to ensure streamlined and efficient external communication, stakeholder engagement and dissemination of knowledge during all phases of the project, a **Communication and Dissemination Strategy** (CDS; D. 7.2; April 2021) was developed early in the project. In its final stage of development, the OPTAIN WP7 leaders OiEau and GWP CEE, organized a **first Communication Workshop** on March 9<sup>th</sup>, 2021. It was intended that partners get familiar with the OPTAIN Communication and Dissemination Strategy as well as with the development of the Learning Environment.

During the workshop, an **OPTAIN communication team** (one person from each partner organization as a focal point) was established. Their main purpose is to ensure a well-functioning flow of information between WP7 leaders and other project partners.

As a next step, a special training on communication and knowledge transfer tailored specifically for project progress / deliverables / results and the identification of key project-wide messages was planned to be organized back-to-back with the 1<sup>st</sup> plenary meeting of the OPTAIN project (originally planned for June 2021). Due to the COVID-19 situation, the plenary meeting was postponed to September 2021. Therefore, WP7 decided to organize a **2<sup>nd</sup> Communication workshop** in June 2021 in order to establish regular “communication meetings” and work on communication and dissemination activities, and especially the development of the Learning Environment. This deliverable D7.3 presents the outcomes and reports from the two virtual Communication Workshops, which covered the content that initially was planned to be addressed during the physical training event at the 2021 plenary meeting.

## 2. First Communication and Dissemination Workshop

### 2.1. Introduction and purpose of the workshop

The OPTAIN WP7 leaders OiEAU and GWP CEE, organized a first Communication Workshop on March 9<sup>th</sup>, 2021. It was intended that partners get familiar with the OPTAIN Communication and Dissemination Strategy as well as with the development of the Learning Environment. First part of the workshop was focused on presenting both the key features of the Communication and Dissemination Strategy, and the plans in terms of the Learning Environment development. Second part of the workshop was organized in more interactive manner in order to collect feedback, ideas, recommendations from partners on how to successfully communicate and disseminate the project, and how to best shape the Learning Environment.

**Objectives of the workshop** were to present/discuss the Communication and Dissemination Strategy and to launch the Learning Environment strategy development.

#### Expected outcomes:

- Clear understanding of the CDS implementation & monitoring

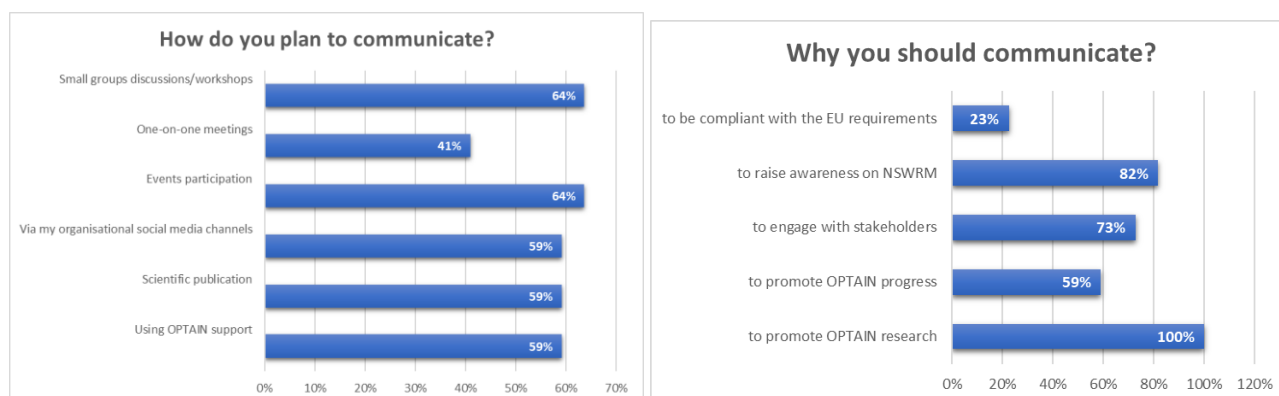
- Plan and steps for communication flow between WP7 and partners (What support does WP7 offer? What input is expected from partners?)
- Roadmap to develop the Learning Environment strategy

## 2.2. Agenda & Key messages

First workshop agenda had 4 main points to be presented and discussed:

1. Introduction
2. Communication & Dissemination Strategy presentation & Q&A
3. Learning Environment presentation & Q&A
4. Intereactive discussion: a) How to make the C&D strategy live?; b) What are the partners perceptions/expectations from the Learning Environment?

Before the workshop started, all participants were asked to open live poll and answer two quick questions. With this, we received a quick feedback from partners on their initial and genuine perception of communication.



### 2.2.1. Communication and Dissemination Strategy

Before the workshop, a draft version of the [OPTAIN Communication and Dissemination \(CDS\)](#) was sent to all participants.

The first part of the presentation was delivered by Sabina Bokal, Jergus Semko, and Natacha Amorsi on OPTAIN Communication and Dissemination Strategy: 1) WHY we are communicating in the OPTAIN project; 2) to WHOM we are communicating; 3) WHAT we are communicating (key messages), and 4) HOW we are communicating (channels and materials).

## Summary and key information from the presentation:

### 1) Visual Identity Guide

This document summarizes all the OPTAIN brand guidelines. From basic elements to strong attributes, the communications that carry our name must be aligned and support our identity. The OPTAIN Brand Guide organizes our brand messaging and imagery so you can better translate every aspect of it.

All templates such as Letterhead, Deliverable Template and Logos were explained.

Location of the documents on internal data space

Logos, Fonts, OPTAIN Schemes, Graphs, Illustrations & Icons and Visual Identity Guide under: *WPs & Tasks – WP7 – Task 7.1 – Templates and Downloadable - Logo, Font, Visual Identity*

### 2) OPTAIN Channels

- a) **Website:** Natacha Amorsi explained the structure and functionalities of the website. Comments and suggestions for improvements of the website should be sent directly to her ([n.amorsi@oieau.fr](mailto:n.amorsi@oieau.fr)). Partners were especially asked to check the information in the team section and the one related to the case studies.

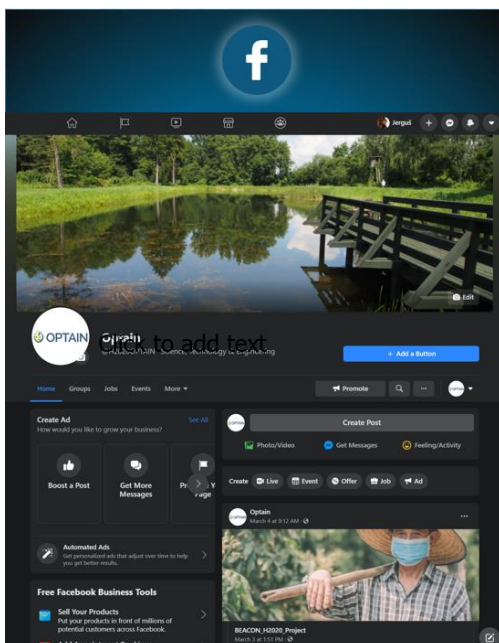


- b) **Social media channels:** Jergus Semko explained that OPTAIN uses two channels – Twitter, and Facebook. It was pointed out that without partners' contribution and

sharing, it will be difficult to keep those channels alive and provide enough information to the followers. All the participants were asked again to insert their institution's channels in the [Communication contact list](#) (which can be found on the UFZ Cloud under WP7) file, so that the communication team can tag them. A special Social Media strategy document was also created to explain both social networks that we are running, some instructions for partners how to create posts, and best practices when it comes to social media communication.

Location of the documents on internal data space

Social media strategy can be found under: *WPs & Tasks – WP7 – Task 7.1 – Communication and Dissemination Strategy*



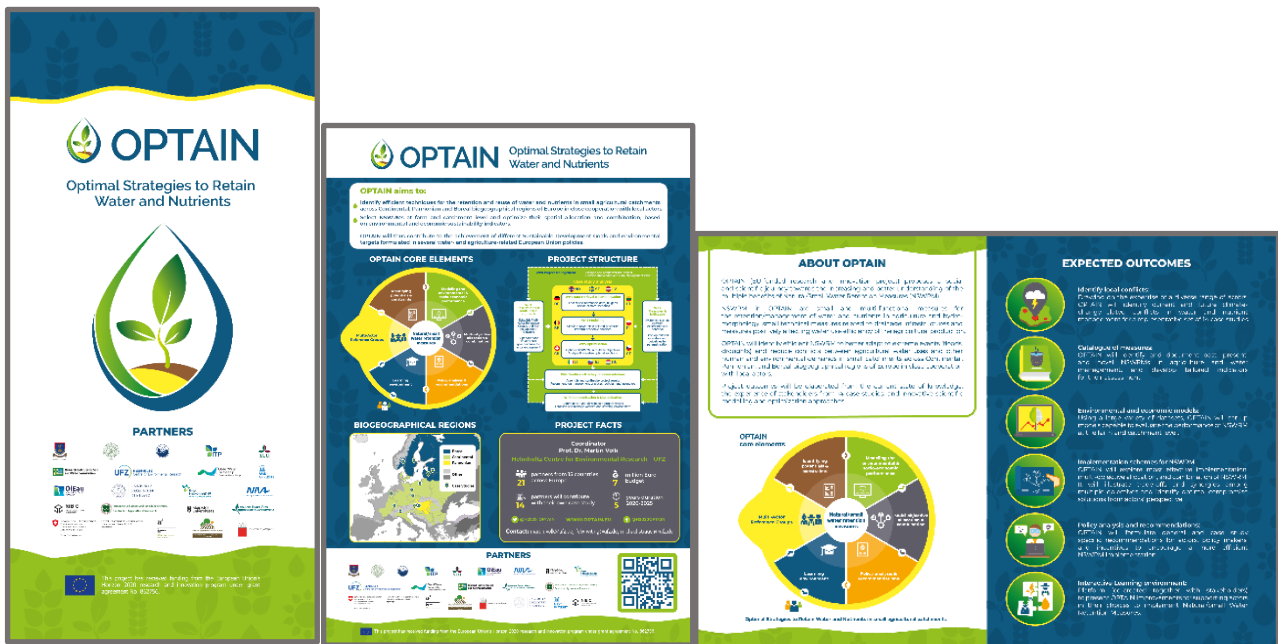
Facebook @H2020OPTAIN

Twitter @H2020\_OPTAIN

### 3) OPTAIN materials

The facilitators explained what was produced as part of the 1<sup>st</sup> OPTAIN Promo Package: General leaflet, Case Study specific leaflets, roll-up, poster, and a few slides of general presentation of the project.

All the materials are also available on [OPTAIN website](#). Case Study Leaflets can be found on website as well, in the case studies dedicated pages on <https://www.optain.eu/case-studies-and-actors-involvement/general-presentation>.



Location of the documents on internal data space

All promo materials can be found under: *WPs & Tasks – WP7 – Task 7.1 – Templates and Downloadables*,  
 Case Study specific leaflets can be found under: *WPs & Tasks – WP7 – Task 7.1 – Case*

Newsletters are also among this material. It is planned to have one newsletter every 6 months, but this depends on relevant contributions (e.g., articles, stories, etc.) from the partners' side.

You can find a short description of the OPTAIN newsletter framework, found under *WPs & Tasks – WP7 – Task 7.1 – Newsletter*

#### 4) OPTAIN Communication Team

To ensure a well-functioning flow of information between WP7 leaders and other project partners a so called “**OPTAIN Communication Team**” will be established. One person from each partner organization will be a focal point:

- sharing all the relevant information related to communication and dissemination from their partner institution;
- contribute to WP7 activities, deliverables;
- participate at quarterly meetings of the Communication team
- Regular update of the Dissemination Activity Report

#### 5) Monitoring CDS

Communication activities will be monitored according to a set of quantitative and qualitative success indicators. The evaluation of communication activities will determine a degree to which the communication objectives have been reached, and the relationship between the outcomes and the efforts made to reach the goals. This analysis will help the project to better understand drivers and barriers of a successful communication and will serve to refine the communication activities accordingly.

Monitoring of communication and dissemination activities will be performed through:

- Analysis of data from online communication channels,
- Feedback from online followers,
- Discussions with OPTAIN consortium (especially feedback from the Communication team)
- **OPTAIN Dissemination Activity Report (DAR)**

The **Dissemination Activity Report** is a simple excel document for monitoring partners dissemination activity during the whole project. Every 6 months (starting with milestone M8), WP7 co-leaders (GWP CEE) will check the report and refresh the progress of the specific KPI's (Key Performance Indicators) to make a close monitoring on dissemination efforts. Specific email reminders will be sent to all partners to complete the log before each six-month period.

It was mentioned that WP1 will collect stakeholder engagement activities in Multi-Actor Reference Groups (MARGs) through their special **WPI Log**, so partners need to be careful where they are inserting information about events (to avoid redundancy in reporting):

- if the event is related to MARGs' activities, it should be reported in the WPI log;
- if it is participation at or organization of an "external event" then this need to be reported in WP7 DAR, e.g.:
  - o participation/ presentation at a conference, workshop (not MARG workshop!), or other events
  - o participation in activities organised jointly with other H2020 project,
  - o webinars, networking activities, shared collaborations, pitches, etc.

Location of the documents on internal data space

You can find the WP7 DAR under: *WPs & Tasks – WP7 – Task 7.1 – Communication and Dissemination Strategy*

## 2.2.2. Learning Environment

The OPTAIN Learning Environment (LE) is an online platform that will first be publicly accessible in a first version in August 2022. In August 2021, its development strategy will be prepared.

### What should the LE contain?

From the Description of Activities, 5 main blocks of knowledge are already identified:

- Catalogue of NSWRM, based on the results of WPs 2, 4, and 6
- Interactive scenario exploration tools for the outputs of WP5
- Special policy related outputs (esp. related to WP6)
- Pre-selection of tools to assist training effects of the OPTAIN LE (webinars, MOOC, app, e-books, YouTube & Vimeo channels)
- Data, software, documents of OPTAIN: dedicated to scientists and experts (hydrology, modelling, more...?)

The roadmap to set the strategy by the end August 2021 combines two approaches:

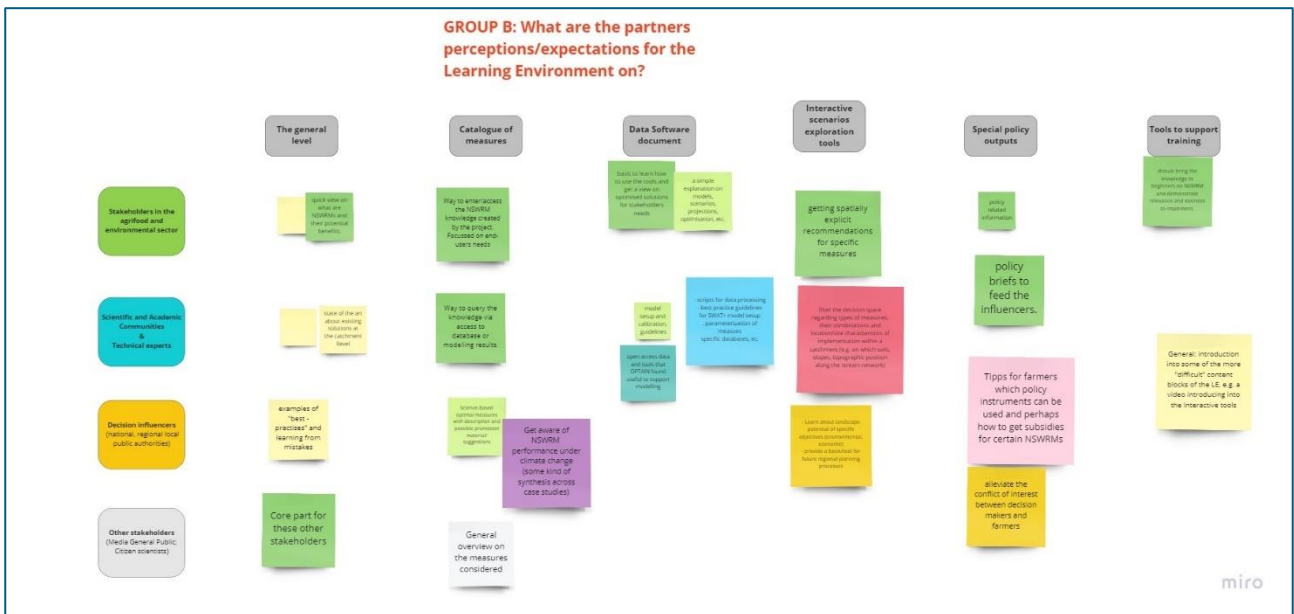
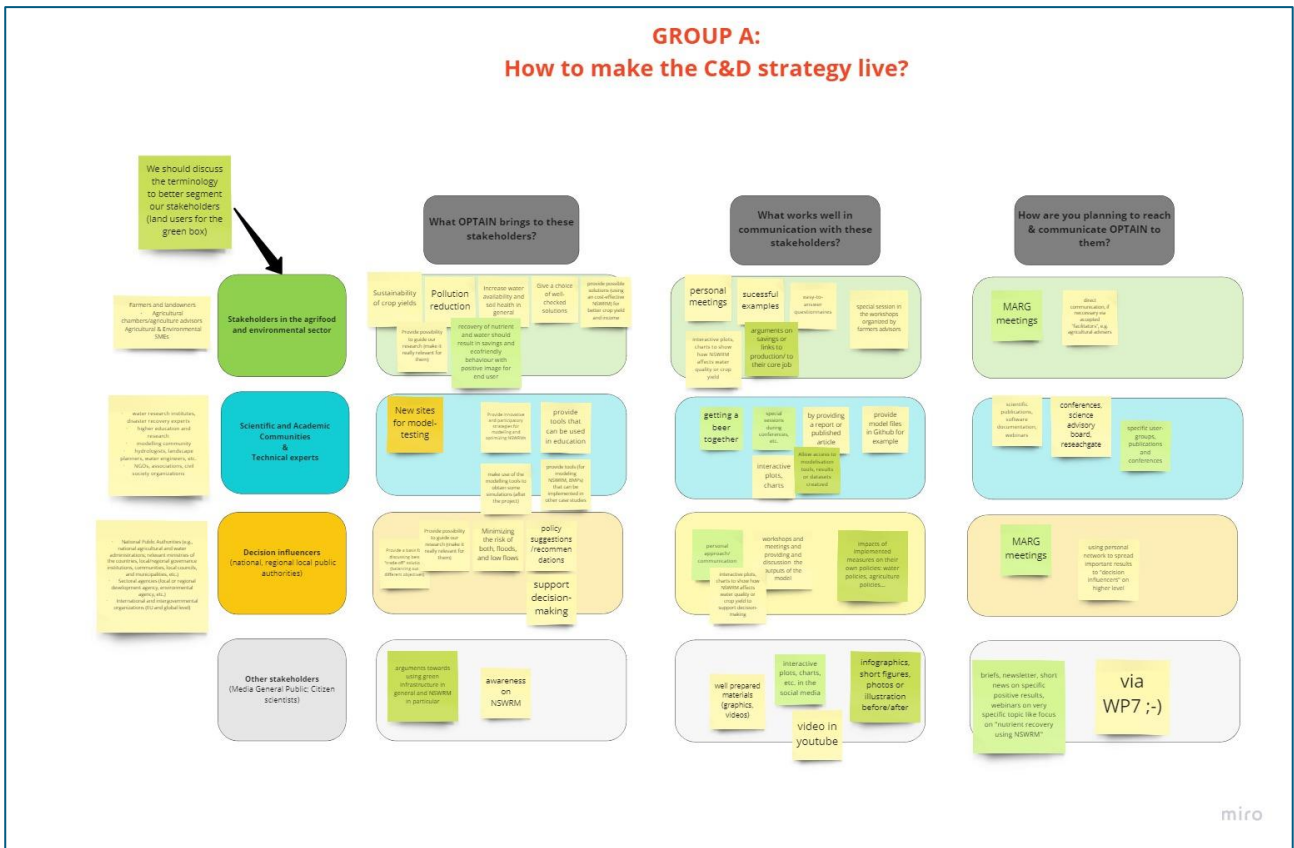
- Conduct a series of individual interviews with WP leaders. This action will also be the occasion to tackle communication and dissemination activities as well the later forthcoming exploitation development.
- Set-up working groups to deepen the main blocks of knowledge on the design, the catalogue and the explorative tools.

The overall aims are to gather partners' perception of what the Learning Environment should be (objectives, potential targeted users, content, etc.) as well as setting the different development stages.

### 2.2.3. Interactive group discussions

In the second part of the workshop, we split all participants into two groups. A set time frame of 2 x 15-minute was given to discuss two questions, summarized below.

During the discussion, participants used a 3<sup>rd</sup> party app called [MIRO board](#):



**Discussion summary of Group 1: Communication and Dissemination Strategy:**

- Discussion of the terminology of different target groups is needed to better segment our stakeholders
- From the answers collected it seems that there is a common understanding of what OPTAIN can/will bring to different stakeholder groups:
  - o In general: OPTAIN is raising awareness of NSWRM

- For policy level: supporting decision-making processes (with recommendations)
- For the scientific community: the project is offering tools for modeling and education
- For farmers and our key stakeholders on the ground: OPTAIN provides new (tested) solutions for them in order to have sustainable crop yields, to reduce pollution, etc.
- Some good communication practices were collected from the partners, when asked their perception on approaching these different target groups: from easy-to-answer questionnaires, interactive plots/charts to workshops, sessions, meetings, etc.
- Majority of partners are planning to use MARG mechanism when reaching out to stakeholders and following WP7 materials and guidance.

### Discussion summary of Group 2: Learning Environment strategy

- The group 2 did not trigger a discussion, but raised questions on planning the development of the Learning Environment as well as on how partners will be mobilized to contribute to the strategy and its development. Answers are summarized in the following chapter.

## 2.3. Conclusions and next steps

### Key messages related to the Communication and Dissemination Strategy:

- Check and follow the Communication and Dissemination Strategy
- Maintain regular communication with WP7 team through Communication Contact Point
- Update the Dissemination Activity Report regularly
- Inform WP7 team about your plans in terms of OPTAIN dissemination and communication with stakeholders
- Let WP7 know about your ideas about future communication /dissemination activities WP7 could support
- Support preparation of the OPTAIN Newsletters and regular updates of the website with the latest news

### Key messages related to the Learning Environment:

- The development strategy should be delivered in August 2021
- OiEau, together with the coordination team will propose the 5 working groups, dedicated to each block of knowledge the LE should contain
- Individual interviews to be carried by WP7 before mid-July 2021

### Next steps:

- Communication Team contacts gathered – end of March
- Communication and Dissemination Strategy with annexes finalized (D.7.2) – end of March



## 3. Second Communication Workshop (WP7 Workshop)

### 3.1. Introduction and purpose of the workshop

The OPTAIN WP7 leaders, OiEAU and GWP CEE, organized a second Communication Workshop on June 21<sup>st</sup> 2021. It was intended that partners are updated with ongoing communication and dissemination efforts and to contribute to future activities. The focus was also on developing and shaping the frame and content of the Learning Environment.

**The general objectives of the workshop** were the presentation/discussion of the progress made in terms of communication, dissemination activities and the Learning Environment as well as working together on future activities and development of the Learning Environment.

#### Main objectives of the workshop:

- Provide state of the progress on communication and dissemination
- Gather partners ideas and inputs on future promotion of the OPTAIN activities and results
- Present the preliminary results of the first series of interviews for the Learning Environment strategy development with WP leaders
- Discuss the potential end-users profiles for the Learning Environment
- Discuss a first organisation of information for the Learning Environment

### 3.2. Agenda & Key messages

- Introduction
- Communication & Dissemination Strategy (progress, plans, DAR)
- Learning Environment presentation - presentation of outcomes of the interviews with WP leaders
- Learning environment – discussion on end-users profiles and development of the LE
- Learning Environment - synthesis and way forward

#### 3.2.1. Communication and Dissemination

The Communication and Dissemination session was split into two main blocks. During the first one, GWP CEE summarized the current situation of OPTAIN communication efforts on all the channels it was using at that time.

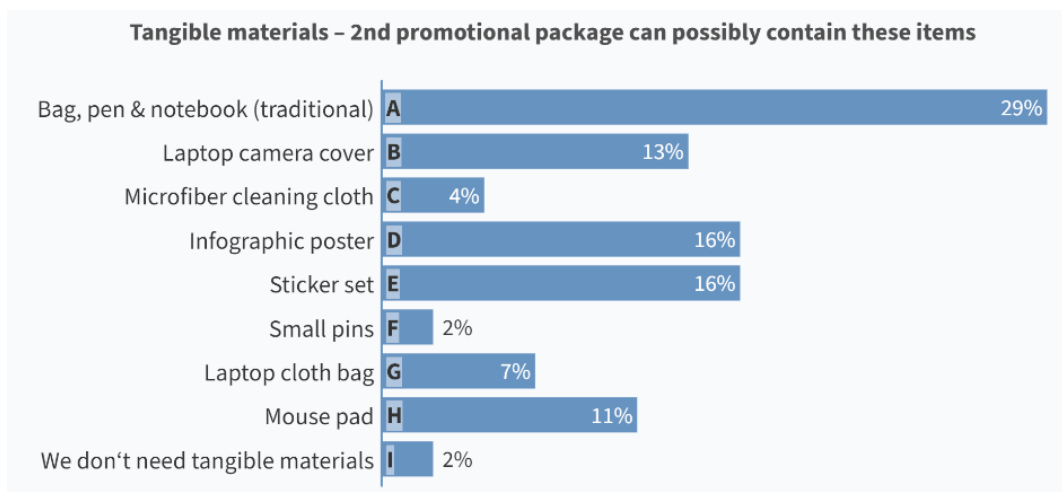
The presentation started with the KPIs from OPTAIN’s **Social Network** pages. OPTAIN has already been able to gain over 50 followers on Facebook, and over 130 followers on Twitter. The rate of engagement has shown that the audience preferred to interact most with the content that could lead them to more information about the project itself. This means that posts about the project’s publicly downloadable content and news about the project’s progress were most sought after.

For the next priority social media campaign, it is envisioned that WP7 will focus on a promotion of each project case study separately, introducing various features and planned NSWRM measures within the project’s framework.

Shifting the focus to the **1st OPTAIN Newsletter** issue, the partners were informed about very positive results in terms of reaching some of the set goals. The first issue was already sent to 123 subscribers, which surpassed the goal of the number of subscribers acquired during the first two years of the project life cycle. The newsletter was opened more than 180 times and the rate of unique clicks on newsletter’s elements was above 41%. This means that after the subscribers opened and read the newsletter, they clicked on its content and followed through to the actual news on the OPTAIN website. The metrics showed that people were mostly interested in getting to know the partners behind the project, which was expected at this phase of the project.

The next topic was the **support from WP7 to project partners**, that mainly focused on finalizing the first promotional package, and ad-hoc requirements like material translations and graphics updates in case there were some changes needed to be made. This support will continue and now focus on preparations for the upcoming second promotional package. It is envisioned that the next package will shift the focus more on A/V content. A short poll was done to find out the partners perception on what should be the content as well as what other support promotional materials should be produced. The figures below show the results of the poll.





The last block of the presentation was dedicated to the **OPTAIN website traffic**. The metrics showed a steady traffic mostly coming from European countries. However, in order to boost the number of visitors, more content is necessary to be provided by the project partners.

The finalized CDS document was presented again, including its parts and usefulness for the promotional efforts. The attention was then shifted to the **Dissemination Activity Report**, an important document to collect any promotional activities that have been done in the last report period. It was explained that partners need to update DAR regularly (at least every 6 months) to maintain the flow of promotional information for all communication channels. Another important information was to keep in mind that the DAR is dedicated to collect information on external events (organized and participated) that is not related to MARG. MARGs events and interactions are reported in WP1 Activity Log. The DAR template can be found in a WP7 folder on the UFZ cloud, as seen on the picture below.

#### Location of the documents on internal data space

You can find the WP7 DAR under: *WPs & Tasks – WP7 – Task 7.1 – Communication and Dissemination Strategy*

The last segment of the Communication and Dissemination session was held as an open **discussion about OPTAINs interaction with MARG** as well as on what content should the partners extract from their MARG workshops in order to support the communication and dissemination activities. Some partners already had their MARG workshops and agreed that unique “stories” can be extracted from them, since each Case Study area has something specific. This was also supported by the claim of Michael Strauch from UFZ, who emphasized that each Case Study area was selected based on already running local science activities which makes them even more interesting from the promotional point of view.

### 3.2.2. Learning Environment

The session on the Learning Environment started with a reminder on the main steps to deliver the first online version including its strategy development until August 2021 and the overall planning over the duration of the project. The main steps to deliver the strategy were explained in relation with the key source of information that will be used to develop the strategy (Why? For Whom? How? And when?).

As the first series of interviews with WP leaders (to gather their perception on OPTAIN outcomes and key features of the Learning Environment) was carried out during May 2021, a short summary on the feedbacks of the interviews has been presented. The following notes were used during the presentation to show the feedbacks from the interviews. The interviews were recorded and a shared visual support was used to synthesize the key points of the interviews. The details and outcomes of the interviews will be given in D7.4 Learning Environment development strategy (August 2021). Hereafter, a short synthesis of the interviews is proposed.

#### Workshop notes on the objectives of the Learning Environment

The interview started with the current state of understanding on the Learning Environment provided by the Description of Action. The pre-defined objectives of the Learning Environment are to build capacity, to provide training formats, to evaluate and explore the effectiveness of NWSRM and to allow easy access to the projects outcomes. An additional objective was added related to the networking dimension of the Learning Environment highlighting a purpose of engagement with the potential users. The propositions made during the interviews consolidate these objectives and provide illustrations that will be taken into account when developing the Learning Environment. The measures, their appropriation, the important role of the MARG with a string background of raising awareness are the main story behind the objectives.

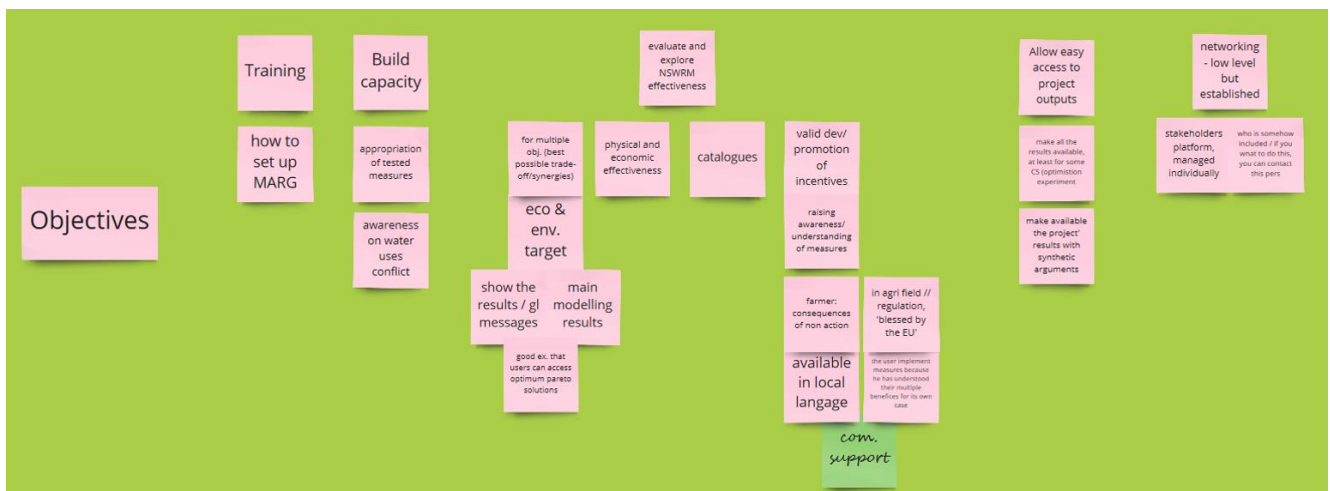


Figure 1: Description of the objectives of the Learning Environment

#### Workshop notes on the potential end-users of the Learning Environment and the type of benefits they could gain

Based on the pre-identified potential end-users of the Learning Environment highlighted in the Description of Activity, all WP leads had the opportunity to classify and detail the end-users profiles (purple notes). Furthermore, the end-users have been

related to the expected benefits they could gain from the Learning Environment (orange notes) as well as to the type of content that could be relevant for them (blue notes). The green note shows how the communication team of WP7 could provide additional help.

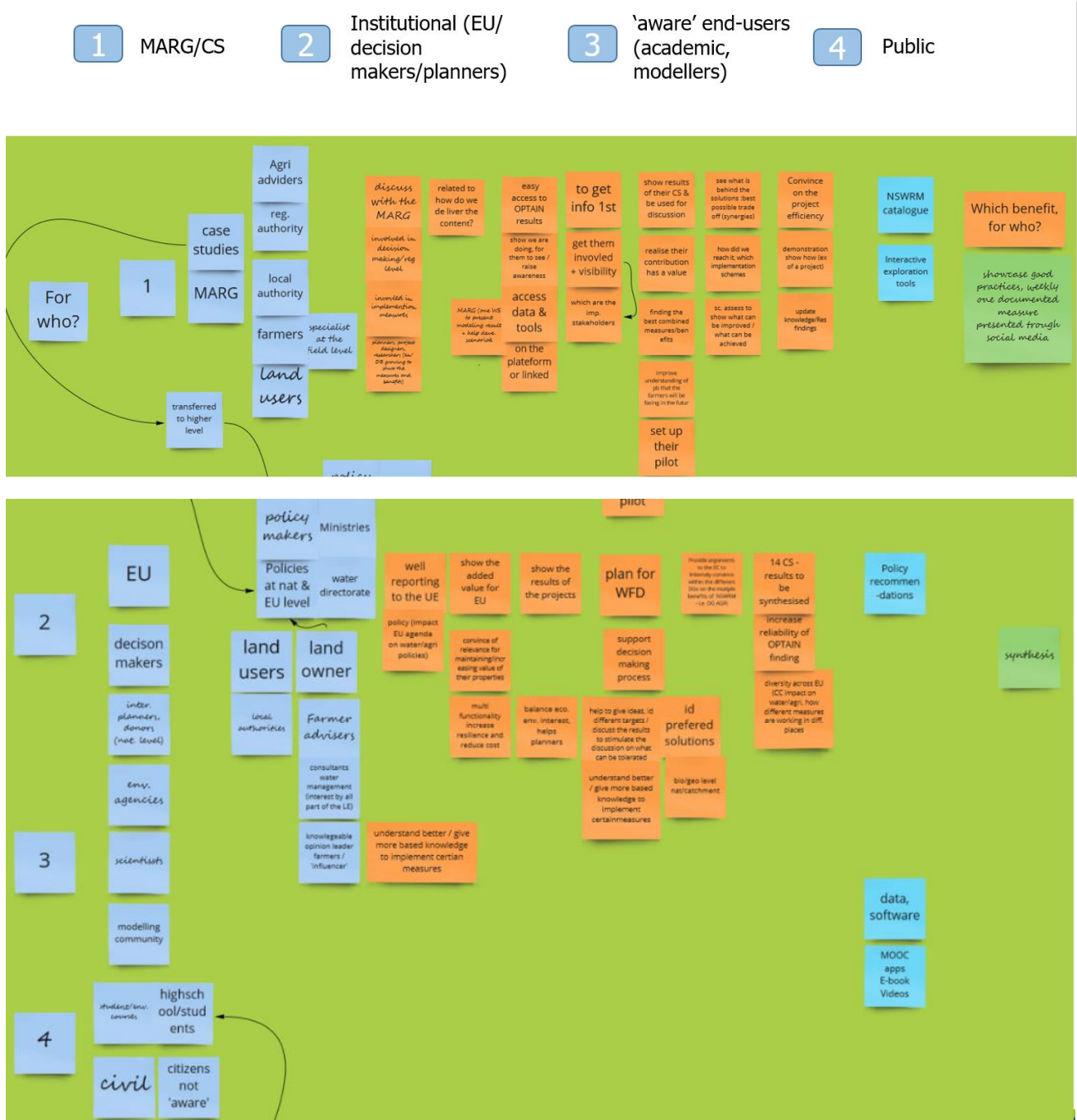


Figure 2: Description of the potential end-users of the Learning environment

Four main types of end-users are expected from the interviews' perspectives. The first category belongs to the inner targets of OPTAIN and the stakeholders involved in the MARG. The stakeholders considered are involved in water and agricultural management at the local and regional scale. The second category of end-users is related to the institutional level composed of the EU and decision makers. Then, the third category ('aware' end-users) deals with experts related to IT development and scientists. Finally, the fourth category targets the non-experts from the student to the general public.

## Workshop notes on the type of content of the Learning Environment

In addition to the five initial types of content of the Learning Environment ((i) Interactive, exploration tools, (ii) NSWRM catalogue, (iii) MOOC, apps, (iv) data & software, (v) policy



Figure 3: Description of the content of the Learning environment

recommendations), the interviews also put the emphasis on the general presentation of the pilot cases. Globally, the type of content should give easy access to the multiple dimensions of the measures from their understanding to implementation guidance with feedbacks from OPTAIN modelling experiments and through the tools that will be developed.

## Workshop notes on the potential design of the Learning Environment

Three key dimensions to design the Learning Environment were highlighted.



Figure 4: Description of the design of the Learning environment

One dimension is highlighting the need for user-friendly characteristic that should be provided by the Learning Environment. The second dimension is related to NSWRM, which should be starting entry of the Learning Environment and include a demonstration of their multiple benefits. The last dimension suggests to have direct access to the different types of knowledge that the Learning Environment will propose,

such as the general presentation of the measures, the spatial aspects and collaborative exchange.

### Workshop notes on the key development steps and issues to set the strategy

Each of the four main categories of end-users should be able to easily access the type of content they are interested in. In terms of strategy, the next steps would be to develop a first design of the Learning Environment, which will be discussed together with other project partner and then to develop a demo version based on the partners feedbacks.

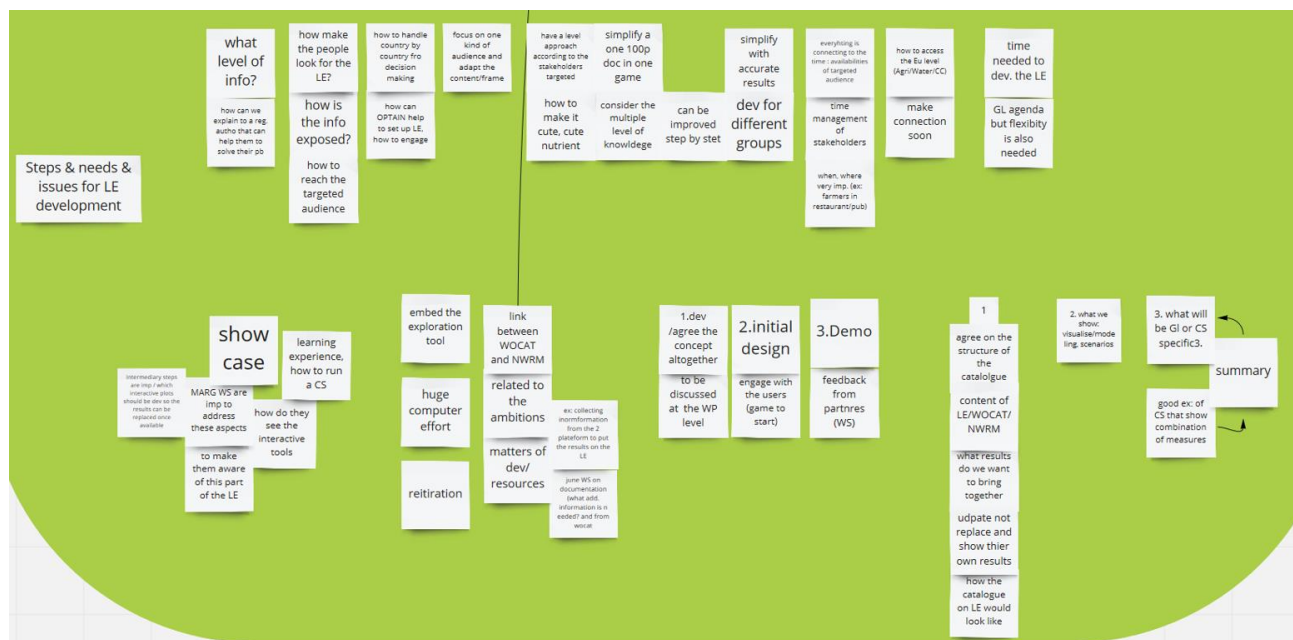


Figure 5: Description of the key development steps of the Learning environment

A general discussion was organized around two topics:

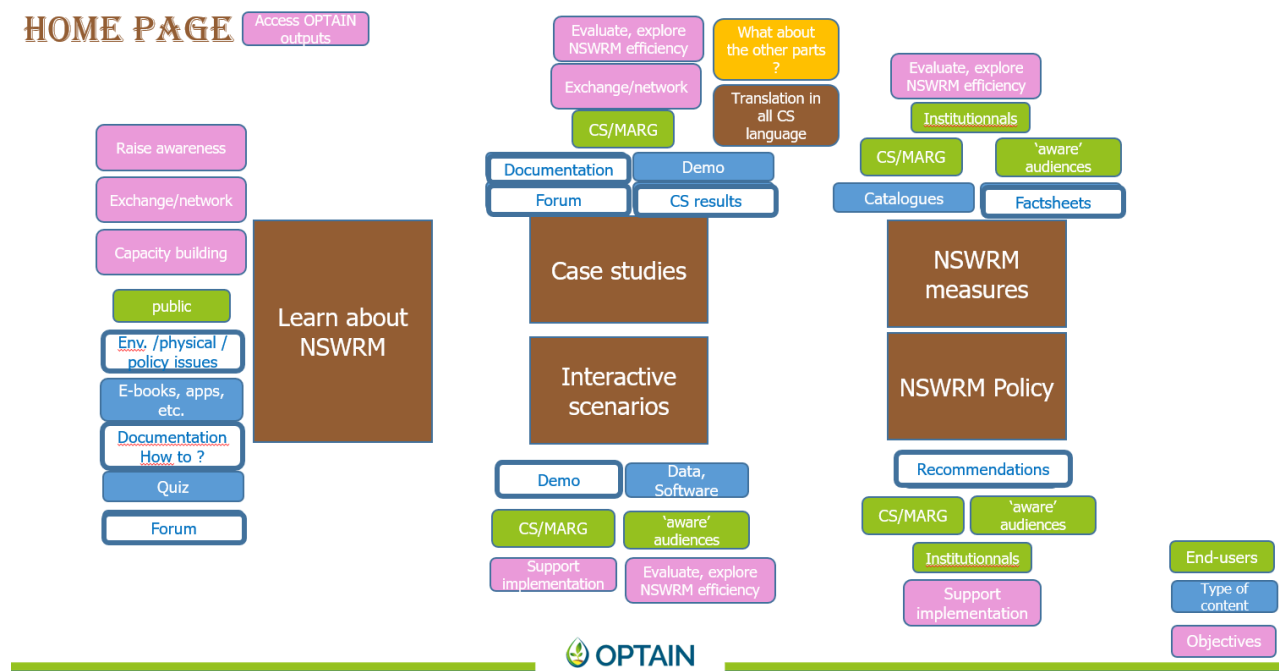
#### a) Potential end-users profiles

The aim of the discussion was to start deepening the end-users profiles by elaborating their personas. The persona is understood as a description of the main characteristics of each end-users profiles. According to the short time available during the workshop and the unusual exercise, it was proposed to open up a shared document where partners could directly propose their insights.

In addition, in order to harmonize the terminology, a synthetic exercise will be undertaken between WP7 and WP1.

#### b) First organization of the information for the Learning Environment

Based on the interviews with the WP leaders, a first simplified proposition was made on the design of the Learning Environment. One core element is to propose a multi-entries approach corresponding to the 4 main categories of potential end-users. In addition, it was highlighted to have a measure approach from its description to its implementation along with a learning and knowledge path.



## 6.3. Conclusions and next steps

### Next steps related to the Communication and Dissemination activities:

- DAR documents will be updated by the partners to report back to WP7 on their activities from the last reporting period (by the end of June).
- DAR reports and content from the OPTAIN website will be used to start developing the structure of the upcoming 2nd OPTAIN Newsletter issue, due in 10th of September.
- Based on the results of the poll, GWP CEE will now analyze the possibility of producing the chosen promotional materials.
- GWP CEE will start working on the strategy to develop desired promotional videos.
- Project partners expressed interest in local / regional issues of the newsletter. GWP CEE will investigate the option of producing the newsletter in local languages.

### Next steps related to the Learning Environment:

- OiEau will deliver the first version of the Learning Environment development strategy (D7.4) by the end of August.
- Development of detailed profiles of each category of potential end-users with the elaboration of related personas. This will be accomplished with the support of partners thanks to a collaborative work set on MIRO.
- Preparation of different options for the initial design of the Learning Environment that will be discussed during the next General Assembly.