

**BONUS RETURN**  
**Reducing Emissions by Turning Nutrients and Carbon into Benefits**  
[www.bonusreturn.com](http://www.bonusreturn.com)

**PROMOTIONAL MATERIAL**

**Deliverable No: D.1.4 – Promotional material**  
**Ref: WP 1 Task 1.5**  
**Lead participant: Stockholm Environment Institute (SEI)**  
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Dissemination level

<input checked="" type="checkbox"/>	PU	Public.
<input type="checkbox"/>	PP	Restricted to other project partners.
<input type="checkbox"/>	RE	Restricted to a group specified by the consortium.
<input type="checkbox"/>	CO	Confidential, only for members of the consortium.

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## 1 INTRODUCTION

The degradation of the Baltic Sea is an ongoing problem, despite investments in measures to reduce external inputs of pollutants and nutrients from both diffuse and point sources. Available technological and management measures to curb eutrophication and pollution flows to the sea have not been adapted adequately to the contexts in which they are being applied. Furthermore, measures are often designed based on single objectives, thereby limiting opportunities for multiple benefits.

In addition, there is a general sense that measures to address the deterioration of the Baltic ecosystem are primarily technologically-driven and lacking broader stakeholder acceptance, and the “experts” who define these measures have little engagement with industry, investors, civil society and authorities. This problem is exacerbated by governance and management taking place in sectoral silos with poor coordination across sectors.

As a result, research shows that regional institutional diversity is presently a barrier to transboundary cooperation in the Baltic Sea Region (BSR) and that actions to achieve national environmental targets can compromise environmental goals in the BSR (Powell et al. 2013). The regional dimension of environmental degradation in the BSR has historically received weaker recognition in policy development and implementation locally. However, developments in recent years suggest a new trend with growing investments in environmental protection supporting social, economic, and territorial cohesion.

The BSR is an environmentally, politically and economically significant region and like other regions globally, its rapid growth needs to be reconciled with the challenges of sustainable development in a global setting that demands unprecedented reductions in GHG emissions. This poses a truly wicked problem exacerbated by the fact many of the challenges in BSR will also magnify in a changing climate. To navigate the uncertainties and controversies associated with a transformation towards a good marine environment, BONUS RETURN will enact an innovative trans disciplinary approach for identifying and piloting systemic eco-technologies.

Focus will be on eco-technologies that generate co-benefits within other interlinked sectors and which can be adapted according to geophysical and institutional contexts. More specifically, emphasis will be given to eco-technologies that reconcile the reduction of present and future eutrophication in marine environments with the regional challenges of policy coherence, food security, energy security, and the provision of ecosystem services.

### 1.1 Project Objectives

The **overall** aim of RETURN is to improve the adaptation and adoption of eco-technologies in the BSR for maximum efficiency and increased co-benefits.

The **specific objectives** of the project can be divided into 6 categories presented below. These categories are interlinked but for purposes of providing a step-wise description, the following overview of each category proves useful. RETURN will:

#### 1) Support innovation and market uptake of eco-technologies:

- Contribute to the application and adaptation of eco-technologies in the BSR through an evidence-based review (systematic map) of the developments within this field.

- Contribute to the development of emerging eco-technologies that have the capacity to turn nutrients and carbon into benefits (e.g. bio-energy, fertilizers), by providing an encompassing framework and platform for rigorous testing and analysis.
  - Development of decision support systems for sustainable eco-technologies in the BSR.
  - Contribute to better assessment of eco-technology efficiency via integrated and participatory modelling in three catchments areas in Finland, Sweden and Poland.
  - Contribute to methodological innovation on application and adaptation of eco-technologies
- 2) Reduce knowledge gaps on policy performance, enabling/constraining factors, and costs and benefits of eco-technologies**
- Assess the broader socio-cultural drivers linked to eco-technologies from a historical perspective
  - Identify the main gaps in the policy environment constraining the implementation of emerging eco-technologies in the catchments around the Baltic Sea
  - Inform policy through science on what works where and under which conditions through an evidence-based review (systematic map and systematic reviews) of eco-technologies and the regional economic and institutional structures in which these technologies evolve.
- 3) Provide a framework for improved systematic stakeholder involvement:**
- Develop methods for improved stakeholder engagement in water management through participatory approaches in the case study areas in Sweden, Finland and Poland.
  - Enact a co-enquiry process with stakeholders into opportunities for innovations in eco-technologies capable of transforming nutrients and pollutants into benefits for multiple sectors at different scales.
  - Bring stakeholder values into eco-technology choices to demonstrate needs for adaptation to local contexts and ways for eco-technologies to efficiently contribute to local and regional developments.
  - Disseminate results and facilitate the exchange of learning experiences, first within the three catchment areas, and secondly across a larger network of municipalities in the BSR.
  - Establish new cooperative networks at case study sites and empower existing regional networks by providing information, co-organize events and engage in dialogues.
- 4) Support commercialization of eco-technologies:**
- Identify market and institutional opportunities for eco-technologies that (may) contribute to resource recovery and reuse of nutrients, micro-pollutants and micro-plastics (e.g. renewable energy).
  - Identify potential constraints and opportunities for integration and implementation of eco-technologies using economical models.
  - Facilitate the transfer of eco-technologies contributing to win-win solutions to multiple and interlinked challenges in the BSR.
  - Link producers of eco-technologies (small and medium enterprises - SMEs), to users (municipalities) by providing interactive platforms of knowledge exchange where both producers and users have access to RETURN's envisaged outputs, existing networks, and established methodologies and services.
- 5) Establish a user-driven knowledge platform and improve technology-user interface**
- Develop an open-access database that maps out existing research and implementation of eco-technologies in the BSR. This database will be intuitive, also mapped out in an interactive geographical information system (GIS) platform, and easily managed so that practitioners, scientists and policy-makers can incorporate it in their practices

- Develop methodologies that enact the scaling of a systemic mix of eco-technological interventions within the highly diverse contexts that make up the BSR and allows for a deeply interactive media of knowledge.

## 1.2 Project Structure

BONUS RETURN is structured around 6 Work Packages that will be implemented in three river basins: The Vantaanjoki river basin in Finland, the Słupia river basin in Poland, and Fyrisån river basin in Sweden.

Work Package 1: Coordination, management, communication and dissemination.

Work Package 2: Integrated Evidence-based review of eco-technologies.

Work Package 3: Sustainability Analyses.

Work Package 4: Environmental Modelling.

Work Package 5: Implementation Support for Eco-technologies.

Work Package 6: Innovative Methods in Stakeholder Engagement.

## 1.3 Deliverable context and objective

The current deliverable (D 1.4) is part of Work Package (WP1). The objectives of WP 1 are:

- 1) To ensure the smooth realization of the project, optimizing the organization and timing of activities and resources, so that both scientific and strategic project goals can be fully achieved.
- 2) To ensure effective cooperation and collaboration between WPs, partners and end users.
- 3) Ensure quality assurance of process and deliverables.
- 4) Lead and deliver on effective internal and external communications. External communication includes dissemination, outreach of project deliverables and active use of social media and liaising with traditional media.

The communication requirements of the project to be delivered by work package 1 include:

- 1) Developing a plan for external communication.
- 2) Establishing lines of communication with media.
- 3) Developing appropriate tools to ensure effective outreach with target audiences.
- 4) Communicate emerging findings and results using broadcast media, social media (Twitter), academic papers, international conferences and policy briefs addressed to the project's end-users and stakeholders, including the larger public.

## 1.4 Outline of the report

This deliverable summarizes the examples of promotional material to be produced, as well as a description of where these materials will be distributed.

The report is structured into two main sections: **Promotional material** and **Dissemination**.

## 2 PROMOTIONAL MATERIAL

To communicate effectively, relevant promotional material and content must be continuously produced and disseminated effectively to various publics. These materials can be translated into partners' local languages if deemed necessary. Examples of promotional material in the project include:

- **Info graphics/Illustrations**

Info graphics are designed to help illustrate certain complex concepts in the project. The graphics are intended to visually present information in a simple, easy-to-understand format using artistic graphic design. The project so far has two illustrations, one illustrating the Baltic Sea problem, and the other an incomplete puzzle with lots of different pieces representative of what is required to solve the Baltic Sea problem from a BONUS RETURN perspective. These illustrations are used in the project's roll-up, as well as two printed information brochures (*see appendices 1 & 4 for brochure examples*).

- **Press releases**

Press releases as a form of traditional media, will be produced throughout the project to communicate with journalists. This form of promotional material is an important gateway towards establishing a network with relevant journalists and communicators in the Baltic Sea Region.

- **Digital content**

The creation of dynamic digital content is intended to increase engagement and generate interest about the project and the project's agenda. This includes (but is not limited to):

- **Blogs:** Written by project members to provide a discussion and offer various perspectives on a specific subject. Blogs can also offer a personal view of the writer where they provide strong arguments about their opinions. These are beneficial towards providing engagement amongst interested networks and publics.
- **News/Event stories:** Updates about any news and events in the project will be provided in both written and visual form. These are posted on the project's website and promoted on social media.
- **Pictures:** Throughout project events, pictures will be taken to promote project activities such as field trips, meetings, case study site viewing, workshops, or any other project related events. These pictures will be saved on an image bank or album and used to promote the project on social media, or to complement news stories and blogs.
- **Videos:** Short video clips will be taken throughout the project for the purposes of creating dynamic digital content, as well as promoting the project using the dynamic consortium's voices. These videos are in the form of short interviews with project members answering questions and explaining various aspects in the project.

Certain events will also be streamed live and shared on social media, and the videos made available on the project website after the event. An example of this is the

project's innovation challenge which culminated with a presentation of the finalists at the Baltic Sea Future Congress on 9<sup>th</sup> March 2018.

Short video clips taken during events and meetings are beneficial to the project's film at the end of the project where a film representing the three-year project's importance, activities and results will be produced. All videos are displayed on YouTube under a BONUS RETURN playlist (*see references for YouTube playlist link*).

- **Brochures:** Brochures will be designed and printed for distribution at events as well as to external stakeholders. They are intended to provide information about the project with the purpose of communicating in a comprehensible manner to a wider and more general audience. (*See appendices 1, 2 & 4 for examples*)
- **Newsletters:** A monthly internal newsletter to communicate progress and upcoming activities will be circulated within the project consortium. A quarterly newsletter will be produced and circulated to a wider external network. The newsletter is a 'News bulletin' that updates the relevant parties on various aspects, events and progress of the project. It is also an effective way to maintain collaboration with the project's networks and partners.
- **Film:** A film will be produced to communicate key insights from the project. It will mark the culmination of the three-year project and is intended to communicate the project's journey, results and achievements.
- **Roll-ups:** Three roll-ups bearing the project's full title and acronym are printed and at least one roll-up should be displayed at all external events. Internal meetings such as the yearly annual project meetings will also have a roll-up on display.
- **Fact sheets:** Fact sheets provide useful information about the project and are to be produced at least twice a year. These are to be uploaded on the project's website in a downloadable format. (*See appendix 3 for an example*)
- **Policy briefs:** Policy briefs provide a concise summary of certain topics or aspects of the project. They are intended to communicate an idea or finding in the project with regards to issues affecting a wider audience. These are aimed at government representatives and policy makers who have the power of influence and could potentially have similar interests as those expressed in the brief. The project will produce these as frequently as is deemed necessary and made publicly available in both print and digital.
- **Reports:** Reports provide detailed information and are intended to communicate emerging findings and the progress of the project. Three periodic reports will be produced: in June 2018, June 2019 and June 2020 to communicate major results and the financial status of the project. A final scientific report will also be produced in June 2020 communicating major results achieved during the three years of the project.

### 3 DISSEMINATION

#### **BONUS RETURN WEBSITE**

The project's website: [www.bonusreturn.com](http://www.bonusreturn.com) serves as the main gateway for the presentation of the project, with access to project results and dissemination products. On this platform, project results and dissemination products such as fact sheets, case study summaries, blogs, op-eds, videos, events and presentations are shared with the project's external audience.

All project communications, reports, presentations and other documentation will be available in internal online communication platform, Trello, and relevant material for external promotion of the website will be uploaded on the BONUS RETURN website. The website is the primary source of external communication and its design focuses on three main aims: to inform, engage and promote.

Information such as news and blogs are also made available on the BONUS projects website: [www.bonusprojects.org](http://www.bonusprojects.org)

#### **SOCIAL MEDIA**

Relevant promotional material published on the website are promoted on social media through the BONUS RETURN partners' social media pages. This is done for example through sharing of information on Twitter, always using the BONUS RETURN hashtag, [#BonusReturn](https://twitter.com/BonusReturn).

Partner websites and social media pages are also used to promote the project. A YouTube playlist with all project videos is also publicly available.

### 4 REFERENCES

[BONUS RETURN YouTube playlist](#)

### 5 APPENDICES

Appendix 1: [BONUS RETURN information brochure](#)

Appendix 2: [BONUS RETURN competition brochure](#)

Appendix 3: [BONUS RETURN Fact sheet](#)

Appendix 4: [BONUS RETURN progress brochure](#)