



# COST Action 15206: Payment for Ecosystem Services Forest – Water (PESFOR-W)

## Dissemination and communication plan.

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Compiled by:  
PESFOR – W WG4



COST is supported by  
the EU Framework Programme  
Horizon 2020

**COST Association**  
Avenue Louise 149 | 1050 Brussels, Belgium  
t: +32 (0)2 533 3800 | f: +32 (0)2 533 3890  
office@cost.eu | www.cost.eu



## 1. Dissemination and communication plan

### 1.1. Summary of the Action

PESFOR-W is a European COST action (CA15206) promoting the use of novel funding mechanisms for nature-based methods for water protection and restoration involving Payments for Ecosystem Services (Forests for Waters). The action, as at July 2018, has members from 32 European countries and 7 associated countries outside Europe. Forests and woodlands provide a range of ecosystem services including water quality improvement and floods risk mitigation and groundwater recharge. Payments for Ecosystem Services (PES) are incentives where direct or indirect payments are made for land use change or management practices to increase or secure the provision of ecosystem services.

The beneficiaries of the water-related ecosystem services that forests provide are water users including the drinking water sector, the beverage industry and the general public, while the service providers are mainly land owners and other land managers. PESFOR-W aims to synthesize knowledge, provide guidance and encourage collaborative research to highlight the current and potential benefits of forest water-related PES for both water users and the farming community.

One challenge in developing guidance is the huge geographic differences across Europe, which means that successful implementation requires a sensitivity to local climatic, hydrological and cultural conditions. Measures that work in cooler forest countries such as the Scandinavian countries may not be appropriate in hotter, drier areas with fewer intact forests. Similarly, the target water-related ecosystem services vary. Schemes in northern Italy where small-scale afforestation is used to promote aquifer recharge, for example, are unlikely to be so relevant in areas with a more plentiful supply of groundwater.

Another challenge is the variety of institutional structures which exist in different European countries that affect the opportunity costs of implementing woodland measures. In some countries, for example, national regulations stipulate that forests must be maintained in



perpetuity, which means that former agricultural land cannot be reconverted to resume agricultural production. The importance of this, and other barriers will be highlighted during the COST action so as help society identify potential institutional roadblocks to the development of PES schemes and consider how these might be overcome.

PESFOR-W highlights both the challenges and opportunities associated with afforestation of agricultural land so as to ensure the delivery of water related ecosystem services. The project showcases successful early adopters, as well as identifying the institutional and societal challenges to wider uptake.

## 1.2. Background

Successful communication, dissemination and marketing of PES schemes is dependent on messages being appropriately targeted to the relevant actors. Here, we briefly explore the types of PES schemes relevant for PESFOR-W, propose a taxonomy of roles which can be played by different actors participating in PES schemes and highlight the manner in which this taxonomy may help to both evaluate existing PES schemes and promote new ones. We conceptualize a Woodlands for Water PES scheme as an instrument using incentives to enhance the delivery of goods and/or services from the environment that satisfies three criteria:

- A transfer of resources between at least 2 actors;
- A transaction **explicitly targeted at improving water-related services;**
- A **payment for actions related to trees** either:
  - primarily **for water services; or**
  - **for bundled (including water) services**

The payment can be either monetary, or non-monetary.

An example of a woodlands for water PES scheme involving bundling is a scheme designed primarily to conserve or improve biodiversity that is also expected to lead to



improvements in water quality or quantity. Water-related benefits expected under a PES scheme may be primary, secondary or diffuse.

There are four different roles played by actors in any PES action. **Promoters** advocate and promote PES actions. **Funders** commission and pay for PES actions. **Providers** are compensated to create and manage the conditions necessary for ES delivery.

**Beneficiaries** are ES recipients. In addition intermediaries may facilitate transactions between providers and beneficiaries by, for example, certifying the delivery of additional environmental benefits. One or more actor is involved in each role in a PES action, but a single actor may take on more than one role in any individual scheme.

**Table 1.** Groups identified for targeted communication, dissemination and marketing activities in the PESFOR-W workplan and their most common role in PES schemes.

Group	Promoter	Funder	Provider	Beneficiary
Land owner			X	
Society in general		X		X
Forest and agricultural sectors			X	
Water sector (including drinking water and beverage producers)	X	X		X
Other Industry (not drinking water)		X		X
NGOs	X			
State decision makers (municipal, regional, country and EU level)	X	X		
Scientific community	X			

PES promoters lobby for, legislate or otherwise promote the implementation of PES schemes. NGOs play a key role by promoting nature conservation. The scientific community also act as promoters by identifying and quantifying the degree of damage to ecosystems and the potential for remediation through PES. The drinking water sector is singled out as one industry with a special interest in PES related to source water protection.



PES may be funded either directly or indirectly. Direct funding occurs when one actor pays or otherwise compensates another for ecosystem service delivery. This is the case where state decision makers pay subsidies to land owners and land managers to change either land cover or land management. The general public is the major source of indirect funding for PES actions, either through taxation or through paying higher prices for goods and services which are supported by PES. Thus, the general public and state decision makers are both important recipients of activities designed to promote PES.

Industry can be an important funder of PES, but are often reluctant to do so, arguing that instead PES should be the responsibility of the state, not least where the ecosystem services have non-excludability and non-rival characteristics typical of public goods. There are a number of examples where industries dependent on either clean water or the perception of clean water (e.g. drinking water utilities, bottled water suppliers and breweries) have instigated PES schemes so as to ensure the ongoing delivery of clean water.

The measures necessary to achieve a change in ES delivery are carried out by providers including land owners, primarily in the forest and agricultural sectors. Monetary instruments in a PES action are targeted primarily at providers and can include both incentives and imposition of additional costs.

The general public is one key indirect beneficiary of PES actions aimed at achieving compliance with the Water Framework Directive.

## 2. Gender action plan

The PESFOR-W project will follow the recommendations outlined in [www.cost/module/download/36991](http://www.cost/module/download/36991), and UN's Sustainable Development Goal 2030 goal #5, concerning Gender Equality.

The network will put gender equality work in focus and will work specifically with the research funding situation for women with the purpose of making it easier for women to seek and obtain financing from the EU within relevant research areas.



We are aiming for an even balance both as regards gender and between senior and young researchers within PESFOR-W. Priority will be given to the underrepresented gender, if needed, to reach at least a 60/40 target. Further, we will encourage young researchers of the underrepresented gender to participate in the workshops.

Announcements etc. will have a special emphasis on involvement of the underrepresented gender. Priority will be given to the underrepresented gender, if needed, in order to assure equal gender balance.

### **Output in particular video and photos**

The project will safeguard gender equality among the actors in any films made, by the Action. This will include reference persons (researchers and communication experts) who will have a broad representation from both a gender and country perspective. This will guarantee that the deliverables from the project are equally suitable for men and women and do not exclude anyone in the audience with respect to sexual orientation or disability.

## **3. GDPR**

The use of pictures and films will follow GDPR regulation. At each meeting participants will be requested to give written consent to having any photos or videos in which they appear used by the Action for promotional or informational purposes.

## **4. Activities**

### **4.1. Social media**

*Purpose:* to inform the followers of Facebook, Research gate, Twitter etc. of the progress of the project.

Web page: <https://www.forestresearch.gov.uk/research/pesforw/>

FaceBook: <https://www.facebook.com/pesforW/>

LinkedIn: <https://www.linkedin.com/groups/8575562>





Twitter: [https://twitter.com/PESFOR\\_W](https://twitter.com/PESFOR_W)

Researchgate: <https://www.researchgate.net/project/Payments-for-Ecosystem-Services-Forests-for-Water>

**Time frame:** Throughout the whole project

**Responsible persons:** Iskra Konovska and Rik De Vreese

#### 4.2. – Skills database

*Purpose:* to identify specific skills in the PESFOR-W group. The information has been collected via a short Google form questionnaire, the link to the questionnaire will be open throughout the whole project

<https://docs.google.com/forms/d/e/1FAIpQLSevGdzVN2LCRvss8bGgMPzoH1yIBHyXNWgP2hLJOMhEU57WTQ/viewform?c=0&w=1and>. The questionnaire consists of a number of tick boxes. A publically searchable data-base will be created, including details on persons that have given their consent to having information included. There is mock up version available at: Mock up version available at: <https://awesome-table.com/-LFdPApzot9SMiOxUvU4/view>.

*Time:* finalised during 2018.

Responsible person: Lars Högbom and Rik De Vreese

#### 4.3. WEB meta database (Spatial repository) and Fact sheets

*Purpose:* to present available information concerning relevant PES schemes related to forest/woodlands and water. Based on the information available in the spatial repository, a series of relevant factsheet will be produced. The design and production of fact sheets depends on the development of the spatial repository (S.R).

Time frame: Month X, depending on output from WG1



Responsible person for the spatial repository: Rik De Vreese in collaboration with WG1, WG2 and WG3

Responsible persons for the fact sheets: Lars Högbom and Rik De Vreese

#### 4.4. Identification of stakeholder groups

*Purpose:* to tailor information from the project to the needs of specific groups we need better information on various stakeholders at both national and international levels, i.e. lobby groups in Brussels (agricultural, forestry and water sectors), NGOs etc., National groups (agencies, land owner groups, municipalities). Communication will be based on position papers, executive summaries and personal meetings depending on the target group.

Time: Throughout the project

<b>Table 2.</b> Examples of outreach aiming for various stakeholder groups	
<b>Target group</b>	<b>Type of outreach</b>
General public	Social media
Land owners	Social media, web base interactive tools including video
Forest, agricultural and water sector	Personal meetings
Decision makers	
Regional	Executive summaries, Position papers
Country	Executive summaries, Position papers
EU	Executive summaries, Position papers
Global	Executive summaries, Position papers
NGO:s	Position papers,
Scientific community	Scientific papers

A list of communication activities (oral and written) is presented in Appendix 1.

Responsible person: Lars Högbom





#### 4.5. User manual

*Purpose:* The user manual will be the main written output from the PESFOR-W action. In order to facilitate the writing and publishing we have formed an editorial group covering all working groups. At the moment the editorial group consists of: Mary Kelly-Quinn, Declan Little, Martyn Futter, Maria-Beatrice Andreucci, Rik De Vreese and Lars Högbom. By including all working groups, we will enhance internal communication. The writing will commence in early 2019. For details about planning please see Table 3.

*Deliveries time plan:*

Month 33 (Jun 2019) Chapter on W-o-W factor (WG4)

Month 39 (Dec 2019) Chapter from WG1

Month 39 (Dec 2019) Chapter from WG2

Month 39 (Dec 2019) Chapter from WG3

Month 39 (Dec 2019) Chapter 'Final case study' (WG4)

Month 42 (Mar 2020) Publish user manual

Issues to be decided:

- Format of the User manual, hard copy or a series of PDFs?
- Costs for printing etc
- Set a firm agenda
- Format, layout etc

*Responsible persons:* Lars Högbom and the 'Editorial group'





**Table 3.** Time plan for writing and final conference.

Week	Month	W-o-W factor (WG4)	Chaper WG1	Chapter WG2	Chapter WG3	Case study (WG4)	User manual	Conference	Meetings
25	Oct-18	Initiate						Start planning	Bulgaria
26	Nov-18	Writing							
27	Dec-18	Writing							
28	Jan-19	Writing							
29	Feb-19	Writing							
30	Mar-19	Writing							
31	Apr-19	Writing							
32	May-19	Finalising	Initiate	Initiate	Initiate	Initiate			Ireland?
33	Jun-19	Delivery	Writing	Writing	Writing	Writing			
34	Jul-19		Writing	Writing	Writing	Writing			
35	Aug-19		Writing	Writing	Writing	Writing			
36	Sep-19		Writing	Writing	Writing	Writing			
37	Oct-19		Writing	Writing	Writing	Writing	Initiate		TBD
38	Nov-19		Finalising	Finalising	Finalising	Finalising	Writing		
39	Dec-19		Delivery	Delivery	Delivery	Delivery	Writing		
40	Jan-20						Writing		
41	Feb-20						Writing		
42	Mar-20						Delivery		
43	Apr-20								
44	May-20								
45	Jun-20							Final Conference	TBD
46	Jul-20								
47	Aug-20								
48	Sep-20							Proceedings	





#### **4.6. STSMs - Short term scientific missions.**

The purpose of dissemination activities regarding to STSM - Short term scientific missions is to increase information on STSMs. Up to date news on open calls, priority topics, possible host institutions etc. Details of successful applicants and scientific reports from their STSMs will be made available for public as well as for COST PESFOR-W participants on the Action's website (<https://www.forestresearch.gov.uk/research/pesforw/pesfor-w-short-term-scientific-missions/completed-stsms/>).

#### **4.7. Training course**

The WG4 Training Course should be based on the user manual, ideally the 'Training course' to be arranged back to back with the final conference.

#### **4.8. Final conference**

Further discussions are needed on the target audiences and structure of the conference – including which are the key stakeholders to invite. The final conference is being planned for Copenhagen in summer 2020. Issues of how to attract required additional funding, length of the event (e.g. maximum 3 days + WG4 training course) will be decided during 2019. Potential for a separate event in Brussels for decision makers will also be considered.

#### **To be decided:**

Aim of the conference?

Target groups?

Finances?

Conference proceedings

Check with COST about using their facilities.

#### **4.9. Activities outside MoU**

##### **4.9.1. Newsletter**

Purpose: to increase internal information on the progress of PESFOR-W, upcoming events etc. Two Newsletters per year is anticipated. Further, the information in the Newsletters should also be used as a background for social media communication.



Responsible person: Lars & Iskra

## 5. List of oral and written presentation

### 5.1. Oral presentations

- Incentives for woodland creation to improve water quality: an overview of the initial findings, activities and ambitions of the PESFOR-W COST Action, IUFRO World Forestry Congress, 2017 (Gregory Valatin, Zuzana Sarvasova, Lars Högbom, Rik De Vreese, Thomas R Nisbet and Yiyang Cao).
- Cost-effectiveness of woodland measures to improve water quality: aspirations, activities and initial findings of the PESFOR-W COST Action, PROLINE-CE INTERREG project mid-term conference, 2018 (Gregory Valatin).
- Woodlands for water Payments for Ecosystem Services: an overview of initial findings, activities & ambitions of the PESFOR-W COST Action, Ecosystem Services Partnership conference, Spain, 2018 (Gregory Valatin, Thomas R Nisbet, Zuzana Sarvasova, Lars Högbom, Rik De Vreese, Paola Gatto, and Yiyang Cao).
- Assessing the cost-effectiveness of payments to woodland owners for water services, Ecosystem Services Partnership conference, Spain, 2018 (C. Accastello, : J. Abildtrup, M. B. Andreucci, B. Blagojevic, A. Chikalanov, A. El Mokaddem, J. Fiqueron, S. Garcia, M. Gonzalez-Sanchis, C. Giupponi, A. Japelj, L. Keca, D. Little, M. Lyubenova, T. Nisbet, P. Ovando, A. Paletto, C. Petucco, S. Posavec, B. Rugani, M. Termansen, G. Valatin, R. Yousefpour)
- Direct Supports of the Slovak Agricultural Paying Agency as Potential Economic Mechanisms for Encouraging Ecosystem Service Provision, Ecosystem Services Partnership conference, Spain, 2018 (Attila Tóth)
- Optimal harvesting decision paths when timber and water have an economic value, Ecosystem Services Partnership conference, Spain, 2018 (Paula Ovando, Matthias Speich)
- Forests as promoters of water ecosystem services – insights from Portugal, Ecosystem Services Partnership conference, Spain, 2018 (Claudia Carvalho-Santos, Ana Faria Lopes, Ângelo Sil, João Azevedo, João Pedro Nunes, João Pradinho Honrado)
- Payment or Ecosystem Services Forest – Water. IUFRO Forest and Water Conference, Valdivia, Chile, 2018 (Lars Högbom, Rik De Vreese, Martyn Futter, Tom Nisbet, Gregory Valatin)

### 5.2. Conferences

Special session at the IUFRO World Forestry Congress 2019 session planned on 'Forests for Water Payments for Ecosystem Services: Evidence & prospects'.



### 5.3. Written

Valatin, G. et al (2017) PESFOR-W: Improving the design and environmental effectiveness of woodlands for water Payments for Ecosystem Services, Research Ideas and Outcomes 3:e13828. DOI10.3897/rio.3.e13828, <http://riojournal.com/articles.php?id=13828>.

Lopes AF, Macdonald JL, Quinteiro P , Arroja L, Carvalho-Santos C, Cunha-e-Sa A, Dias A (in Press) Surface vs. groundwater: The effect of forest cover on the costs of drinking water. Water Resources Economics. doi.org/10.1016/j.wre.2018.06.002

### 5.4. Popular science

Valatin, G. and Nisbet, T. (2017) Towards a Woodland Water Code? Encouraging tree planting for water quality benefits, Forestry and British Timber, October, <http://www.confor.org.uk/media/246838/towards-a-woodland-water-code-oct-2017.pdf>