

CA17125: Public Value Capture of Increasing Property Values

Communication Strategy

1. Introduction

This document describes the dissemination and communication plan for the Cost Action “PuVaCa”, including the different tools, channels and means of communication that will be implemented throughout the project duration. It contains the main strategic and operative guide that shall govern the overall project dissemination and communication activities. These guidelines will help to ensure that relevant information is shared with appropriate audiences on a timely basis by the most effective means. The dissemination activities will be continuously monitored during the project. The main objective of the communication activities is to raise awareness about the project activities and disseminate information in a consistent and coherent manner about its results and maximize its impacts.

2. Stakeholders

The stakeholders involved in PuVaCa are researchers, representatives of policy and administration and NGOs.

One important COST inclusiveness objective is the participation of Inclusiveness Target Countries (ITCs) and Near Neighbour Countries (NNCs) in COST Actions. Currently 37 countries join this COST Action (34 MC Members and 3 MC Observers). Inclusive Target Countries in this group are Albania, Bosnia and Herzegovina, Bulgaria, Cyprus, Czech Republic, Croatia, Estonia, Latvia, Lithuania, Luxembourg, Malta, North Macedonia, Poland, Portugal, Romania, Slovakia, Slovenia and Turkey and Near Neighbour Countries are Belarus, Russia and Ukraine. The strategy will be helpful to attract missing ITCs (especially Hungary, Moldova, Montenegro and Serbia) to join this Action.

The Action Participants bridge separate scientific fields such as architecture, law, sociology, economics, environmental engineering, urban studies, planning and land management to achieve the required breakthrough. Furthermore, 28 Early Career Investigators are involved in the network of more than 80 scientists holding leadership positions in Working Groups, the Dissemination Board and as STSM Manager. This Action has a very good gender balance (currently 46 male and 42 female participants). In total, it is an excellent scientific network covering different scientific and geographic areas and fulfilling the COST inclusiveness policy.

On the other hand, there is a lack of political and administrative stakeholders and NGOs. It is highly important to increase the participation of these groups. This is a key objective of this strategy.

3. Communication Strategy

3.1 Website

The installed website is dedicated to provide information about the COST Action in general, on-going research, publications, meetings, workshops, conferences, STSMs, ITC Conference Grants and other activities. It is a strong dissemination tool addressing all stakeholder groups and offering easy access from anywhere in the world. The website is updated regularly by the Leader of the Website Committee. Furthermore, the website provides the logo and a template for PowerPoint presentations to increase the visual identity of dissemination material and to enable a “branding” of our COST Action.

3.2 Flyer

A flyer has been printed to be disseminated in workshops, conferences and other meetings to attract the different stakeholder groups. A digital version is available on our website.

3.3 Press release

The Action members have been encouraged to contact their press officers to check the options of public relations in their university. Several press releases have been published. On the other hand, a lot of universities included information about PuVaCa in their website.

3.4 Scientific publications

High quality scientific papers are very important to catch the attention of other scientists. After one year, already two papers have been published. However, all members will be regularly encouraged to publish papers referring to this Action and to inform the Action Chair about published papers. Publishing papers is also a relevant criterion for the selection of STSMs. Furthermore, there will be given room in WG Meetings to discuss possible new topics and groups of authors for upcoming papers.

WG 1 is currently developing a book that will be probably published in the next Grant Period. Furthermore, there will be an edited book on public value capture in Europe as outcome of this Action.

3.5 Presentations in conferences and workshops

In order to achieve the maximum exposure of the project results and to encourage the involvement of the stakeholders, the members of the Action will present PuVaCa in major relevant conferences and workshops. A number of forthcoming events have been identified and are listed in our website. This list will be continuously updated with new events as suggested by the network of actors. Important annual conferences are organized by EALD, PLPR and AESOP. Furthermore, there will be annual workshops or conferences organized by our COST Action. Flyers, roll-ups and a template for PowerPoint presentations are available to support the visibility of the Action. On the other hand, the members are encouraged to organize national workshops to disseminate the results to local stakeholders. Information about these events will be shared via the website.

3.6 Direct communication with political and administrative stakeholders

The Action already invited several political and administrative stakeholders to participate and contribute to this Action. Furthermore, we identified stakeholders to be informed in several countries. It is important to note that numerous Action members realise activities outside of their university with impact on stakeholders. For example, experts are included in the development of new legal regulations and some experts have a more or less formal connection to administrative and political entities (consultant, part-time employment). All these channels will be used to spread information, to collect feedback on our activities and to organize local events for stakeholders.

3.7 Final Action Dissemination material

Extensive material will be provided to disseminate the Action's results during its lifetime and to give recommendations to the society. Despite of the edited book on public value capture in Europe we will publish a report on strategies for the implementation of new tools of public value capture or the optimization of existing tools for the particular country.

Contacts

Action Chair

Dr. Andreas Hendricks (Adjunct Professor)
Universität der Bundeswehr München
Department of Civil Engineering and Environmental Sc.
Institute of Geodesy
Werner-Heisenberg-Weg 39
85577 Neubiberg
+49 89 60043449
Andreas.Hendricks@unibw.de

Science Communication Manager

Dr Nataša Simeunović (Assistant Professor)
The School of Finance and Accounting FINra
Mitra Trifunovića Uče 9
75000 Tuzla
Bosnia and Herzegovina
simeunovic.natasa.bn@gmail.com