

RiverCare communication strategy for reaching beyond

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1. Aiming at being effective for reaching beyond

- The inherent socio-technical complexity of river research, varieties of research disciplines, methods and end-users poses challenges for effective communication [1].
- Effectiveness is not only about usage monitoring [2] but also relies on the evaluation of the effectiveness in terms of content, process and intended outcome [3].
- Different experiences and interests in river management influence opinions of the varieties of end-users about the meaning, applicability and consequences for sustainability [4] of the implemented river interventions.
- Researchers should present results, underlying assumptions and methodological choices [5] in a clear, simple and recognizable context to the intended audience [6].
- Presented information should be useful and relevant while encouraging reflection, common understanding and learning about the problem complexity [5].

2. RiverCare studies river intervention effects to increase sustainability

- A total of 21 researchers each with a topic in geo-morphology, hydraulic engineering, ecology and environmental management study the effects of interventions such as the ones implemented in Room for the River (Figure 1).
- We target a multi-disciplinary audience (Figure 2) of researchers, representatives of government and non-government organizations interested in river management.

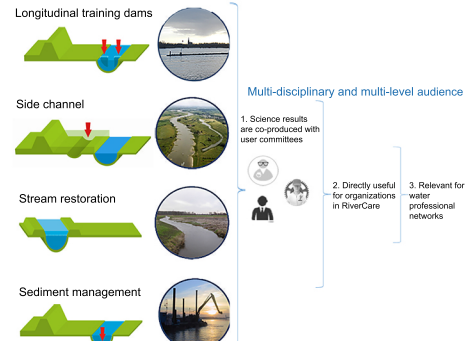


Figure 2. Riverine measures that RiverCare studies. Source: adapted from <https://www.ruimtevoordrivers.nl/english/>

3.1 Communication strategy

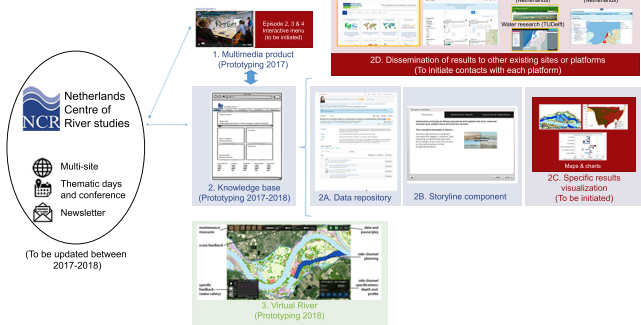


Figure 3. RiverCare communication strategy

4 User centered and participatory design

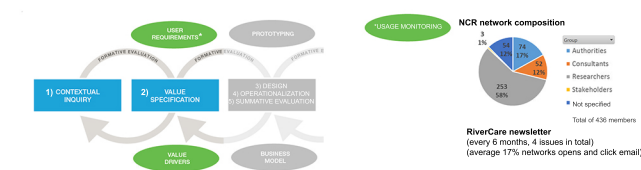


Figure 4. Framework modified from [7]. © @ @ @ @ Center for Health Research and Disease Management

Knowledge base (storyline component)



Figure 5. Storyline component design process



Figure 6. Overview of users and usage monitoring of first available channels

3.2 Channel	Audience	Challenge
1. Multimedia product: Prototyping (2017-2018)	Young water professionals	Get a first glance of the results
2. Knowledge base Prototyping (2017-2018)	Researchers	Availability of research data
2A. Data repository	Practitioners (government and non-government organizations)	Ease of understanding (link between the components)
2B. Storyline component		
2C. Specific results visualization	According to selected channels	Navigate, search overview and visualization
2D. Other existing sites of platforms		Amount and variety of users
3. Virtual River	Stakeholders for decision-making	Time and scale of river and floodplain management

5. Next steps

- May/17: Establish contacts with other dissemination platforms and coordinate the development resources for the visualization component.
- June/17: Participatory design session with RiverCare researchers for the knowledge base and Virtual River
- Nov/17: Release of the interactive menu and participatory design session of the knowledge base in the Amsterdam International Water week.

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