

# **Report on the LUCINDA kick -off meeting**

**Lisbon 18 September 2006**

**Faculdade de Ciências Sociais e Humanas**

Present were:

Brandt, Jane  
Briassoulis, Helen  
Colonna, Nicola  
Ferreira, Paulo  
García Gómez, Jorge  
Geeson, Nichola  
Goodess, Clare  
Iannetta, Massimo  
Kosmas, Costas  
Matos, Valter  
Mourao, Jorge  
Muchacho, Rute  
Neves, José  
Papanastasis, Vasilios  
Quaranta, Giovanni  
Rojo Serrano, Leopoldo  
Roxo, Maria José  
Salvia, Rosanna  
Vallejo, Ramon  
Wilson, Geoff  
Zanolla, Chiara  
Zdruli, Pandi  
Zucca, Claudio

Apologies received from:

López Bermúdez, Francisco  
Imeson, Anton  
Hill, Joaquim

## **1. Opening session - Director of UNL-FCSH**

Professor João Sàágua the Director welcomed the group to UNL-FCSH.

## **2. Project overview and objectives**

Jorge Mourao reviewed the project's overview and objectives. The presentation can be downloaded from the [Lucinda Info&Discussion Website](#).

## **3. Bureaucratic and financial issues**

**Starting date.** Jorge Mourão announced that the official start date of the project is April, 1<sup>st</sup> 2006

**Pre-financing.** Jorge Mourão said that the LUCINDA contract signed by the Commission was only received last July 18<sup>th</sup> 2006 together with a pre-financing payment of € 249.049,00, corresponding to the 1<sup>st</sup> reporting period (12 months), plus

half of the second reporting period (6 months) which corresponds to around 70% of the total project budget.

**Payments.** First payments will be made to project participants following that same proportion and according to the respective budget. It was agreed that the travel and accommodation expenses to participate in the present meeting will be reimbursed to all the people attending the meeting, upon receiving of the original receipts and signing of an expenditure form.

**Payment to Expert Authors.** Maria Roxo told that Expert Authors would have to formalize their contribution by means of a Contractual Agreement that will be prepared and sent to each author. Pandi Zdruli added that such type of contractual agreement was used in other projects and that he could send an example form.

**Flexibility of the timetable.** Geoff Wilson asked how flexible was the timetable for writing the booklets and Maria Roxo said there would be a little flexibility, but that June 2007 should probably be the final deadline for expert author to have finished their writing work for the booklets.

**Intellectual property rights.** Helen Briassoulis raised the issue of the ownership of intellectual property rights to the material produced in the project.

**ACTION: Maria** said she would investigate the matter and would report back to the group.

#### **4. Presentation of potential design templates for project deliverables**

José Neves presented a number of different potential design templates for the project deliverables and everyone was invited to comment on them. Many people congratulated the group on their work and were enthused by the ideas. A number of views were expressed, some in favour of the designs shown, some making further suggestions.

- Any plant shown in the logo should be recognisably of a Mediterranean type, possibly a shrub rather than a tree.
- The role of humans in protecting/caring for the land should be indicated in the design.
- Images of cracked soil quickly communicate the nature of the problem, but may have been overused in the past.
- The website should be also available in a "light" html version to enable those with slow connections to access it.
- Helen Briassoulis suggested using a font that made the letters of LUCINDA look cracked. The letters should be bold to express the will for action, using a brownish towards blue colour.
- José Neves remembered that the logo should be kept simple and efficient.
- Clare Godess suggested that the booklets should be A4 sized, for when they were downloaded and printed from the website.
- Rosanna Salvia suggested that in the logo for LUCINDA a colour change from yellow to green, from left to right, might convey a combating desertification message.

- Leopoldo added that the message of a problem should be passed and some dramaization could be introduced somewhere in the logo or other place. Blue should not be used.

Other suggestions:

- Designers could play more with the acronym LUCINDA
- An “artistic” shrub form inspired in the Mediterranean Maquis and Garrigue using a minimalist design could be an option
- The pictures used in the website and in the booklets and leaflets should reflect the different land uses and landscapes in the Mediterranean, from agricultural land to forest land and mountain areas.
- The pictures used should be original and of high quality, simple and with good aesthetics.
- We ought to pass an optimistic message about how Man can act to protect land resources and take care of the affected landscapes.

**ACTION: the Lusofona team** will take into account these suggestions and produce further suggestions for design templates. These will be put onto the web site for further comment.

## **5. Discussion about content templates.**

Nicky Geeson outlined some general ideas for the formats of the booklets and a description of our target readership. The presentation can be downloaded from the [Lucinda Info&Discussion Website](#).

Those ideas can be summarized in the following topics:

### **BOOKLETS**

#### **The “typical” reader of the booklets might be:**

- Well-educated, with some interest in science, but not a specialist
- Specifically interested in topics related to desertification

#### **The “typical” reader hopes to find:**

- Concise, informative text
- Good quality figures and photos that work to reinforce the text
- Indications of where to find further information
- Advice on using all the other LUCINDA products
- Informative material that can be adapted for further dissemination, to new groups of users

### **LEAFLETS**

#### **The “typical” reader of the leaflets might be:**

- Not necessarily educated beyond school

- Someone with a wide interest in improving sustainability, e.g. student
- Someone interested in protecting their long-term livelihood, e.g. farmer
- Someone looking for support for environmental decisions, e.g. in local government

**Again, the “typical” reader hopes to find:**

- Concise, informative text
- Good quality figures and photos that work well to reinforce the text
- Indications of where to find further information
- Testing the “typical” reader

Throughout LUCINDA project opportunities must be taken to test the NEEDS AND RESPONSES of potential users within the identified stakeholder groups, using:

- National Focal Points
- Peer review
- Target audiences

Nicky Geeson emphasized that **we must keep asking what people want to know about. Their needs could be slightly different to what we think.**

The summary of the ensuing discussion is as follows.

**Target readership**

The target readership for the LUCINDA's material is very diverse and includes focal points, regional and local authorities, and technicians (such as the extension services). The produced material should be adapted to different audiences. However to make matters more simple we can consider that:

- leaflets and power point presentations are written for policy makers and general readers, including farmers and students,
- booklets are written for technicians in several institutional bodies
- Web site is written for all and will include material for all potential users, including more detailed and scientific material for scientists. All products will be made available on the website.

Within the booklets it will be possible to further differentiate levels of information for example by including:

- boxes highlighting key messages and factual information,
- giving clear distinction between sections, headings and 1(one) level of sub-headings only, and
- providing reference to further reading, internet links and more specialised sources of information.

However the pages must not be too dense and fussy.

Several examples of booklets of this type were shown. Clare provided a reference to some excellent climate change booklets (These can be downloaded by clicking on [STARDEX](#) and [MICE](#)), and Pandi suggested the European Soil Atlas.

One of the primary objectives of the project is to present the scientific research results from the EU's projects, placing them in the context of desertification and giving guidelines for their application and use.

The geographical focus will be mainly on the Annex IV northern Mediterranean countries. This is because these were the areas addressed by the projects. However there can be flexibility in the use of case studies if there are suitable ones from other areas. Also where possible information from Turkey and those Annex V countries that are also Mediterranean should be included.

Each booklet should "live for him self", meaning it should be self-contained and complete, but other titles in the booklet series to be produced may be cross-referenced.

### **Content templates**

Much thought was given to the layout of the booklet contents and the preparation of text and illustrations. The main points were as follows.

- Booklets will be 16 A4 pages, plus a cover.
- From her experience, Clare suggested 300-400 words per page and a total of 5000-5500 words in total.
- Text boxes will be used to highlight key messages, facts, definitions, recommendations and case studies.
- New sections should always start on a new page
- References are not to be quoted in the text.
- Bibliography must be highly selective.
- There will be a "further reading" or "other sources of information" section listing key references, data and websites.
- All the titles in the booklet series will be listed on the back cover.
- The FAO map of desertification areas could be used as a common general map.
- If authors think it necessary, it will always be possible for them to put more detailed and specialised information on the project web site, following the same structure of the Booklet series.
- The project web site will also contain a collection of both low (for the web site) and high (for printing) resolution photos with full explanations of the location and what is shown.

The possibility of following the same general structure in each booklet was suggested with sections such as:

1. Themes/ processes/ definitions
2. Drivers/ causes/ extent of problem
3. Case examples
4. Lessons learnt and future perspectives/ recommendations
5. Further reading or information.

Some people thought that section headings should be in the form of a question. Others that, although common headings could be used, it might be better to make them specific to the subject of the booklet thereby making material easier to locate.

Maria pointed out that the purpose of the booklets was to answer the questions the target reader was likely to ask. Therefore the language of the headings and text, and

the use of text boxes, must be used to make sure readers can find the answers to those questions easily.

Clare pointed out that the booklet content should be arranged so that new sections always start on a new page. In practice this means that sometimes you don't have much text and need more figures/photos to fill the page under the heading. At other times you have too much that you would like to say on the page, but you have to leave some out. The number of levels in the headings/sub-headings hierarchy should ideally not be more than three.

**ACTION: Maria and Jorge** will circulate as soon as possible more detailed guidelines for preparing the booklet texts, taking the discussion into account and after consulting the designers.

**6. Brief presentations of extended abstracts and author's previews for the booklet series** (*presentations and outlines for extended abstract given by the people present in the meeting are available in the LUCINDA Info&Discussion website according to the different booklet series. Please visit the site by [clicking here](#)*)

Note: Not all titles were discussed. Some were presented with powerpoint, others handwritten and photocopied.

**ACTION. All authors** to submit extended abstracts to Maria as soon as possible.

**ACTION. Maria** will put the abstracts onto the project Info&Discussion website to enable people to make further comments and suggestions. Most of the comments made at the meeting have been recorded below, but it will be important to continue the discussion using the website facility.

Briassoulis A5: Public policies: responding to the challenge of combating desertification. (ppt presentation)

Ramon: will you be making comparisons between countries?

Helen: No this would be too much.

Wilson A6: European policy and desertification: evidence from the local scale. (Geoff circulated a photocopy of his outline).

Geoff: I will need to coordinate with Papanastasis, Quaranta and the forestry title. I will include links to websites for the various policies. I would also like to make recommendations for future action.

Ramon: Discussion of future perspectives could go into Section 4.

Enne A7: Regional and National Action Programmes (ppt presentation)

Wilson. We need to be clear about the use of certain terms. You are using "sub-regional" to refer to a cluster of countries, in my context, regions are within single countries. I suggest reordering the last 3 booklets, A7, A5, A6.

Vallejo B2: Fire (photocopied outline circulated)

Geoff: Could your 3<sup>rd</sup> level sections be put in boxes?

Vasilios: I am also working on grazing and fire.

Iannetta B3. Salinisation.

Massimo: We need to make a link with the indicators booklet, A2. We will consider making recommendations for saline areas and will include the issue of salinisation and climate change.

Kosmas B4: land abandonment and C2: Terraces.

Costas: I will go into the field and take photos specifically for this project.

Papanastasis C5: Mediterranean desertification landscapes: grazing lands and pastoral landscapes. (photocopied outline circulated)

Zdruli: B6 Littoralisation.

Pandi: Is littoralisation good or bad? I don't feel comfortable about the suggestion to give recommendations for action in the booklet.

Goodess B7 Climate change. (described outline)

Clare: The booklet will be based on a wider number of projects than those mentioned in the DOW, and will use the broader material given in the IPCC report next spring. A link will be made with and we will be highlighting what we do and don't know about climate change.

Vallejo and Rojo Serrano C1: Mediterranean desertification landscapes: Forests and natural landscapes. (photocopied outline circulated)

Leopoldo: The various approaches etc such as seeding and planting techniques will be included in boxes and will include case studies from other areas.

García Gómez C3: Intensive agricultural production using irrigation.

Leopoldo: this is the only booklet that looks at water directly. Are you introducing the discussion of competition for water?

Jorge: We will need to take care of overlap with Massimo and to collaborate with him.

Salvia C4: Dry agriculture (ppt presentation)

Geoff: When you evaluate the effects of new policies will it be linked to current work or new results?

Rosanna: At the moment it's a qualitative impression, and we don't always know if it is the policy that's causing the change.

Geoff: Are you treating the CAP as a driver of desertification or are you also highlighting good aspects?

Kosmas: It is important to point out the importance of good management practice in preserving soil and water and water vapour adsorption. I can provide pictures of this.

## **7. Other organisational matters**

**ACTION: Maria** to circulate revised payment distribution information to all partners and authors immediately.

**ACTION: Maria** to send payment to partners immediately.

**ACTION: Pandi** to send to Maria the contractual agreement between coordinator and expert author that he used in a past project. Maria to circulate agreement to expert authors.

**ACTION: expert authors** to sign agreement and send it to Maria as soon as possible together with details of their expenditure for this meeting and their complete bank account information.

**ACTION: Maria** to pay expert authors 70% of their fee, plus reimbursement of travel and accommodation costs as soon as possible.

**ACTION: everyone** to copy all email to Maria also to Jorge at [j.mourao@netcabo.pt](mailto:j.mourao@netcabo.pt)

End of the meeting