

ImagineAction – Project

Communication plan

Overall strategy

The project objective is to determine what kind of socio-technical imaginaries that can speed up climate action in the Swedish water sector. The purpose of external project communication is to make this knowledge useful and impactful and to create interest in our research. Rather than emphasising final knowledge products that can be "delivered" to "end users" at the closing of the project, we regard the water sector actors as co-producers of knowledge. Therefore we emphasise a high level of interaction with key actors in the Swedish water sector throughout the project lifespan, apart from sharing knowledge in relevant academic circles. The different target groups require different channels, style of communication, and language. All communication to academic groups are in English, while the communication with sector actors in Sweden predominantly will be in Swedish. The project is based in Linköping University and as such follows general university communication guidelines.



AI-image prompted by D. Nilsson

Target groups and communication channels

In broad terms we target three groups: sector actors, academia, and others.

The sector actors are involved at two different levels:

Level 1 – WSS utilities that are part of our empirical studies

Level 2 – other WSS utilities and umbrella organisations, notably Svenskt Vatten

The main mode of reaching these actors are through direct interaction, industry conferences, web and social media.

The Scoping phase resulted in selection of the following case studies (identical with Level 1 actors above): Malmö, Lund, Helsingborg, Gothenburg, Kalmar, Gotland and Västerås.

Academia is involved through:

- i. structured collaboration
- ii. professional networks
- iii. scientific publication (journal papers and conferences)

Structured collaboration was established with the Environmental Humanities Lab, KTH during fall of 2024. The purpose is to draw on and mobilise their vast network within the environmental humanities through a series of seminars/workshops.

Other key target groups involve policy-makers, other interested parties, media and the general public. These are reached through social media, web, the online guide, and optionally opinion pieces. Here it will be very important to get strong co-communicators, why collaboration with Svenskt Vatten, SMHI and other Level 2 actors is a key.

A summary of main communication channels:

- project interaction (case studies) with level 1 actors
- workshops and seminars with level 2 actors (incl sector conferences)
- LiU webpage <https://liu.se/forskning/imagineaction>
- Social media;
 - personal LinkedIn pages of the project members (appr 2,000 followers)
 - LinkedIn of Linköping university (135,000 followers)
 - LinkedIn of Temathic studies, LiU (700 followers)
 - Facebook of Env Humanities Lab EHL
- Conference papers and academic lectures/ talks
- Scientific publications
- Web-based guide for decision-makers (to be developed in the project)

Activity plan and deliverables

The communication activities depend on the overall project progress and will be adjusted accordingly as we move along. Certain outputs have been specified in the project plan with the following approximate timelines:

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| <ul style="list-style-type: none">• Report from scoping/validation (March 2025)• Four scientific peer-reviewed papers (2025-2027)• Report summarizing facilitated workshops (end of 2026)• Final report (2027)• Online Guide for decision-makers (2027)• Curriculum for stand-alone course 7.5 hp (end of 2026)• Linked-In posts (continuous)• Attend and contribute to Formas conferences (2024 and 2026) |
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