

## **Plan for dissemination and use of project results**

### *Target groups*

Target groups of the Project include:

1. Specialists and field workers of environmental agencies working with human-animal relations and environmental issues.
2. Zoo administration and personnel.
3. People with visual impairments, dog trainers, social workers.
4. Ecocritics, researchers and students studying animal and environmental representations.
5. Relevant NGOs.
6. Informants in field work.
7. The general public, particularly at field work locations.

### *General principles*

1. Web pages for Estonian and Norwegian research groups will be created and updated regularly.
2. Press coverage will be organized for larger international conferences related to the Grant. For this press releases will be compiled and journals, magazines and other suitable media will be worked with.
3. Project Partners will exhibit books and collections related to the grant in relevant conferences where possible.
4. Project Partners will organize sessions in relevant international conferences where possible.

### *Special activities*

1. For dissemination of project results a workshop "Helping animals" will be organized in 2015 (conducted by R. Magnus). Relevant target groups will be informed and involved.
2. An applied seminar in collaboration with Tallinn Zoological Gardens will be organized in 2015 (Conducted by T. Maran, N. Mäekivi). Relevant target groups will be informed (incl. by the communication channels of Tallinn Zoo) and involved.
3. In the case study on representations of large mammals, particularly wolves, field work will be planned, described and evaluated in Work Papers which will be made available online.
4. In the abovementioned case study a popularized report on field work findings will be distributed to informants and media.
5. All four case studies will be introduced in at least one paper (e.g. chronicle or interview) in popular media or other media appearance (e.g. radio interview).