

IMPETUS 4 CHANGE

Interim report on communication and dissemination activities

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IMPETUS 4 Change

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Abbreviations

CDE	Communication, Dissemination, Exploitation
D&C	Dissemination and communication
DoA	Description of Action
ECCA	European Climate Change Adaptation Conference
EGU	European Geosciences Union
EMS	European Meteorological Society
EU	European Union
GA	General Assembly
I4C	Impetus4Change
KN	Knowledge Networks
KPI	Key Performance Indicator
SSC	Scientific Steering Committee
WP	Work package

1 Summary for publication

This document summarises all dissemination and communication activities carried out by WP7, including the Adaptalabs (specifically, Tasks 7.1, 7.2 and 7.3 of the Grant Agreement). This report covers the period from the start of the I4C project until M24, and it will be followed up by a final report at the end of the project.

2 Contribution to the top-level objectives of Imetus4Change

2.1.1.1 Objective	2.1.1.2 Contribution from Deliverable
Overall Objective: to improve the quality, accessibility and usability of near-term climate information and services at local to regional scales – where impacts are most keenly felt and on-the ground adaptation is implemented – to strengthen and	Communication and dissemination activities are ensuring that the latest I4C information and results are readily available to as wide an audience as possible (beyond just the I4C community)
support end-user adaptation planning and action	The project's communication and dissemination channels, as well as events and informal communication channels, are essential to ensure high impact and visibility
6) Through transdisciplinary co- production approaches develop fit-for- purpose "Adaptation support packs" at municipal scales through our so-called urban Demonstrators;	The activities described in this deliverable cover the provision of promotion and communication materials for partners across WPs. Specifically for the Demonstrator Cities and the KNs, the goal is to amplify visibility and understanding of their work and progress in their regions and targeted sectors (a concrete example: the I4C Climate Adaptalabs)
7) Ensure high impact and visibility through robust and targeted communication and engagement;	See responses in Rows 1 & 2, Column 2 (above)



8) Commit to Open Science through development of open access tools and exploitation of data/model outputs via relevant platforms thereby ensuring improved accessibility and usability of climate knowledge. Dissemination and communication activities will involve Open Science tools and platforms (Zenodo, GitHub, EOSC EU Node, etc.) throughout the project

3 Detailed report

3.1 Introduction

This is the first interim report on all communication and dissemination activities undertaken by WP7 through to M24. It is predominantly focused on planning, mapping and preparatory activities; for instance, launching I4C's online presence, setting up communication processes and approaches, developing branding guidelines as well as different mapping exercises.

The documented activities are structured in this report as follows:

- Task 7.1 Communication and dissemination strategy and management
- Task 7.2 Making I4C science actionable
- Task 7.3 Klimathons with Demonstrators (WP6) and networks (WP1)
- Next steps

For context, this report follows the D&C plan (*Deliverable 7.1*) and it references activities included in the 18M technical report. Additional information on KPIs and other background information are included as annexes.

3.2 Work carried out

3.2.1 Task 7.1 Communication and dissemination strategy and management

Stated simply, Task 7.1 is the compass that orients all communication and dissemination activities for the entire project. From the start, it was important to identify and understand the 'I4C community', the EU policy and research ecosystem it exists in, and how to reach targeted audience segments (i.e. city-level actors, researchers, local organisations and citizens).



For this report, a critical milestone was the submission of the I4C D&C plan (D 7.1) in April 2023. The plan serves as a blueprint for the project's CDE activities and it includes an overview of target audiences, channels for communication, messages and project branding. The plan will be updated twice during the project. The first update is anticipated at the end of 2024 (D 7.7), and it will draw on lessons learnt as well as constructive feedback from the M18 technical review.

The remaining subsections of this report provide insights into the performance of the project's main CDE channels:

- I4C project website: <u>https://impetus4change.eu/</u>
- LinkedIn: <u>https://www.linkedin.com/company/impetus-4-change/</u>
- X: <u>@I4C_eu</u>
- Newsletters (internal and external)

3.2.1.1 Website

The I4C website (<u>https://impetus4change.eu/</u>) was launched in early 2023 as the primary online source for all project-related information. WP7 was responsible for developing the website on WordPress and drafting, collecting and editing content for the following pages:

- Homepage
- About I4C
- Demonstrator cities
- Tools & solutions
- News
- Events
- Library
- Contact us

Where needed, e.g., for the WP and Demonstrator pages, we asked for content from the respective WPs. Throughout the reporting period, the website was regularly monitored, reviewed and updated to ensure it presented English-language content in a way that is accurate and accessible to a broad audience.

3.2.1.1.1 Website analytics: A snapshot

For the entirety of the project, we will use Matomo analytics to monitor the website's performance and identify the best-performing content. So far, we have been able to

monitor the visitor rate, the geographic coverage and level of engagement with website content (see a selection of statistics below).

Table 1: I4C website performance	highlights – cumulative
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Action	Performance indicator		
Website visits	 Total visits over 6k (ranging from 300-800/per month) Av. 2k returning visits, 4k new visitors 		
Page views	Over 14k		
Page visits (+ unique views)	 Homepage (over 4k unique views) <u>News</u> landing page (over 800 views) <u>Events</u> landing page (over 770 views) Specific events, like the Adaptalabs (over 200 views) Specific articles (over 150 views) 		
Locations	 USA Norway Belgium Spain France 		

Looking closer at the table above, we are pleased to see that longer-form articles perform quite well. For instance, we worked with WP4 and WP8 to produce '<u>Beating the heat: I4C sheds</u> light on the Paris 2024 Olympics'. This article received a high number of page views (**around 200 unique page views**).

More on the article's performance can be found in Section 3.2.2.1 of this report.



Beating the heat: I4C sheds light on the Paris 2024 Olympics

At 7:00 on 8 August 2021, marathon competitors for the Tokyo Olympics gathered at the starting line. Only they weren't in Tokyo, but 800 kilometres to the north, in Sappro. This relocation was a strategic decision to avoid forkyor mid-summer heat and humidify. In the and the move dirich make much of a difference: the temperature of temper

3.2.1.2 Social media campaigns

At the start of the project, WP7 focused on mapping out and building a follower base on LinkedIn and X. Since then, the frequency of posting on both platforms has ranged from **1-2 posts a week** – with peaks around key project milestones and events, dips during quieter periods of the year (summer, winter holidays, etc.).

Table 2. Performance on Linkedin versos X (source, Meriwarer, Linkedin & X)			
	LinkedIn	Χ*	
Followers	284 (an increase from 221 in M18)	171 (an increase from 167 in M18)	
Number of posts	70	51	

Table 2: Performance on LinkedIn versus X (Source: Meltwater, LinkedIn & X)



Engagement rate	Average of 10%	N/A for non-Premium accounts, as of June 2024
Indicators of particularly strong performance	 600 reactions (max 10-20 likes for unique posts) Max. 7 re-posts 19k impressions (cumulative); over 200 impressions on unique posts 1-2 comments (less frequent) Over 1k link clicks (cumulative); over 140 on unique posts 	 Max. 180 views on a unique post 1-2 re-posts (less frequent)

*Note on changes in activity on X: Prior to creating an X account for I4C, the climate, tone and type of exchanges on the platform (previously, Twitter) were quite different. Since April 2022, due to X policy changes and rules and regulations for non-Premium versus Premium accounts, we decided to focus our efforts more on LinkedIn over X. We will continue to post on X to ensure that I4C project results are showcased everywhere possible. Nevertheless, the effort and time put into X guarantees less returns than efforts on other communication channels. The strategic use of different social media tools will be considered in the updated D&C plan.

3.2.1.2.1 <u>Performance highlights</u>

Zooming in, the following types of content perform particularly well:

- Coverage of project meetings and events
- Articles on I4C thematic expertise, research updates, Demonstrator Cities
- Event promotion
- I4C researchers in the spotlight

Figure 1: Examples of high engagement



IMPETUS 4 CHANGE 283 followers 10mo · Edited · (§) IMPETUS

The first #I4CAdaptalab in Paris has concluded successfully

The I4C Adaptalab is a crucial part of I4C's journey in developing ...more



CC 30



The #I4C side event "Society Meets Science - Open Conversation on Climate Risks: How can the latest science on climate predictability help us?" just wrapped-up! The meeting was dedicated to addressing the challenges ...more



22

3 reposts

3.2.1.2.2 Reaching another level

For all posts, we make sure to tag I4C consortium organisations, specific individuals and other relevant accounts and tags when posting to boost engagement (likes, comments, re-posts, etc.). Now that we have a reliable audience, we want to maximise engagement and reach. These activities will be revisited in the updated D&C plan, but to give a few ideas:

- Paid campaigns (so far, all social media posts have been promoted organically, i.e., unpaid)
- Strategically tagging sister projects, individuals involved in the project • who are active/have a larger following on LinkedIn, etc.)

Impetus4Change / Deliverable 7.2 / Interim report on communication and dissemination activities

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twave mapping and the #Paris2024 Olympics! @ 3

a large number of high-resolution #climate models to gage the posed by heat extremes in Paris, but also other European cities term.

ts:

ikelihood of extreme summer heat at a given period in 2014, 2024

atwave magnitudes at specific levels of future warming across events

empower towards #climatechange adaptation and resilience

ticle on our website

)lympics2024 #Heatwaves #UrbanPlanning #Sustainability ge #Paris #France NORCE Norwegian Research Centre percomputing Center Bjerknes Centre for Climate Research nmental and Remote Sensing Center (NERSC) METEO FRANCE International Centre for Theoretical Physics (ICTP) CERFACS

Beating the heat: I4C sheds light on the Paris 2024 **Olympics - Impetus4Change** impetus4change.eu

es and 15 others

8 reposts

IMPETUS 4 CHANGE 283 follow 10mo • 🔇

Spotlight on a Young Researcher interview with Aleks Lacima is out!

Get to know Aleks, a Junior Research Engineer at the Barcelo Supercomputing Center (

With a background in **#Physics** and **#Meteorology**, he's driving innovation in coproducing climate information and services.

Check out his insightful interview below!

#ClimateResearch #I4C #Innovation #I4C #CimateServices





- Directly messaging follower accounts/organisations involved in similar work, asking them to re-post I4C content through their networks
- Using Meltwater to monitor I4C account analytics, search key profiles, keywords, hashtags and where I4C is in (or can enter) the conversation online

3.2.1.3 Newsletters

For the duration of the project, an external newsletter should go out every 6 months. The audience covers project partners and members of the I4C community and beyond. In terms of content, the external newsletter can promote the project's profile and highlight project activities, interesting articles, upcoming events and topics of interest to attract a wider (not necessarily research) audience concerned with climate resilience in cities.

As of September 2024, **3 external newsletters** have gone out:

- November 2023
- <u>March 2024</u>
- <u>September 2024</u>

The newsletter is sent through Campaign Monitor, which tracks readership and engagement. So far, the external newsletter has:

- 68 subscribers
- Av. 60% opening rate
- Over 30% click rate

In addition, **5 internal newsletters** have been circulated since the start of the project.

3.2.1.4 Continuous monitoring and tracking activities

Across the project WPs, a lot of different types of work is going on simultaneously. WP7 needs to be kept in the loop when it comes to dissemination and exploitation of project milestones and results. For this, it has been really important to establish processes and lines of communication.

One way that WP7 has tried to do this is by sending out a monthly **call for content** to the consortium mailing list. As mentioned above, the internal newsletter also includes a reminder to reach out to WP7 with updates.

Project beneficiaries are invited to regularly update the <u>communication/dissemination</u> <u>tracker</u>, which has been set up according to the Horizon Europe CDE reporting guidelines.



There is also a section of the I4C SharePoint dedicated solely to stakeholder engagement, where a host of I4C communication materials (e.g. formal and ad-hoc toolkits, etc.) are stored and readily available to project partners.

WP7 has also taken advantage of project committees and meetings to get updates and offer communication and dissemination support to the WPs (i.e. GA, Project Meetings, SSC). On an ad-hoc basis, meetings have been organised with other WPs or Task Leads to coordinate communication activities. In fact, the in-person meetings have proven highly valuable when it comes to getting updates from project partners and even footage and interviews for I4C videos (Section 3.2.2.2).

3.2.2 Task 7.2 Making I4C science actionable

What is 'I4C'? What type of research work is involved, and how does it relate to systemic climate-related issues facing cities? When we say that climate science should be available and 'actionable', for and by whom? These are some of the motivating questions around Task 7.2. This task covers general communication about the project activities but also, most importantly, the dissemination of research outcomes. This activity is still in the early stages and will become more important once results and key project outputs are available.

As presented in the sub-sections below, so far WP7 has focused on editorial coordination and production around I4C work, outputs and presence at events. This type of content can take different forms (e.g. articles, videos, etc.). These materials are produced so that they are easily shareable on social media, at major events, and so on, to ensure a wider reach.

3.2.2.1 Articles

Building on what was shared in the M18 report, a total of **17 articles** have been published on the I4C website so far. When published, these articles would appear on the homepage as well as the dedicated <u>News & Events section</u>.

These articles have covered a range of topics, including:

- Thematic articles (e.g. Heatwave modelling analysis and the Paris Olympics)
- Event-related articles (where I4C partners were present and/or contributed)
- Updates from the different WP teams
- Profiles on young researchers involved in the project
- A series on 'What has I4C been reading?'



3.2.2.1.1 An example: I4C heatmap analysis and the Paris 2024 Olympics

One approach to drafting thematic content has been to identify hooks and developments in the wider cultural and policy discourse around I4C-related topics. For instance, the Paris 2024 Summer Olympics was an opportune moment to spotlight some of WP4's heatwave modelling analysis work for the Paris Metropolitan area. The project decided to release an 'I4C newsflash' contextualising I4C research amidst the very real concern about heatwaves during the Summer Olympics. Arctik's designers helped WP4 visualise the analysis and complement the conclusions in the text (see Figure 2 below).



Figure 2: Visuals designed for the I4C heatwave newsflash

<u>The article</u> performed well on the I4C website and social media, as mentioned in Section 3.2.1.1.1. It was translated into French and shared with project partners and stakeholders – along with a social media design banner – to boost distribution.

In terms of dissemination of articles, in addition to publishing on the project website, where pertinent, we call on I4C partners and the communication contacts at the Bjerknes Centre for Climate Research and the ASPECT project to share content for wider dissemination.

3.2.2.2 Videos

Beyond website and social media, video has been an important medium for presenting engaging content around the project. So far, WP7 has produced **4** short videos on:

- I4C: Making climate data more understandable & actionable an introductory video on the project
- <u>Supermodelling</u> an informational video
- I4C: Near-term climate predictions for decision-making a spotlight on the Barcelona Supercomputing team involved in I4C
- <u>What is an Adaptalab?</u> a closer look at the unique features and outcomes of this I4C event (featuring interviews from participants)

These videos have been published on the <u>I4C website</u>, promoted on X and LinkedIn, and some have been accompanied by articles on the news page.

Below is an overview of the choice and approach taken for these videos so far (and how they fit in the D&C plan). Next steps for subsequent videos are mentioned in Section 3.3 of this report, but more information will be provided in the updated D&C plan.

3.2.2.2.1 <u>Storytelling approach</u>

At the start of the project, 'I4C' was a new and completely unfamiliar concept. Therefore, we decided to focus on telling stories about the project and its unique objectives in the EU policy context. When possible, for instance at the May 2024 GA, we filmed interviews of project partners to give a human face to the project.

3.2.2.2.2 Stylistic coherence

The videos for this project will cover a variety of topics, from different angles. Steps have been taken to harmonise the look and feel of I4C videos (e.g. colour schemes, animations, etc.).



Figure 3: Examples of video animations designed by WP7

3.2.2.3 Demystifying science buzzwords

For I4C, videos also serve to present the complexities of the research work in a more palatable way for different audiences (ranging from high level to general public).

This is why, among the first 4 videos produced, we have already focused on supermodelling and near-term climate predictions. Other topics will be examined in subsequent videos.

3.2.2.2.4 Drawing attention to I4C added value

In the most recent video, we focused on promoting I4C activities (namely, the Adaptalabs). The video features interviews with I4C partners and is structured the following prompts:

• What is an 'Adaptalab', and why is it unique?



- What does an Adaptalab involve (co-production/creation of climate services)?
- What is the experience for stakeholders?
- What were the outcomes of the 1st Adaptalab?
- What is the added value and impact?
- Where can you find out more about the next event?

This video will be used communications purposes not only for subsequent Adaptalabs but also related I4C events and stakeholder engagements throughout the project.

3.2.2.3 Making I4C an event

At the start of the project, a focus was placed on mapping out stakeholder events. An initial mapping was completed in M12 and was included in the D&C plan. It is also worth noting that this event mapping will also inform the planning of the I4C roadshow (Section 3.2.2.4).

A few notable events where I4C was represented in the agenda include:

- EGU General Assembly in Vienna, Austria (2023)
- Growth vs. Climate conference in Barcelona, Spain (2024)
- EMS Annual Meeting (2023 & 2024)

I4C also <u>co-organised an event with the Bjerknes Centre for Climate Research</u> in May 2024.

Moving on to other events, the I4C WPs will organise their own webinars. We initiated discussions with the different WPs on this in May 2024 at the GA in Bergen and will follow up with WPs on webinar topics and timeline by the end of 2024.

As an aside, WP7 has also produced I4C promo materials to be shared by partners at events (all available on the project's SharePoint), including:

- PowerPoint template
- I4C roll-up
- Project flyer

3.2.2.4 Preparing for the I4C roadshow

The roadshow will be an important milestone for WP7. It will not only generate buzz around project results but also provide the project team with the chance to collect



feedback from local stakeholders, build links with other local initiatives and projects, and gather data that would help shape the project's activities and research.

So far, WP7 is at the early stages of planning:

- Identifying the type of events in the roadshow: Small-scale, workshop/townhall style
- Mapping out a series of events: ECCA 2025, the EU Cities Mission annual forum, EGU, EMS, among others
- Agreeing on the thematic scope: Climate adaptation, urban resilience, climate predictions and mapping, extreme weather, urban climate action
- Confirming the audience: General public (citizens, user communities); research/academic community; local/national/EU stakeholders; policymakers
- Deciding on what will be on 'display' to showcase the project results/work: ideally, tangible materials or messages that can be shared/presented in an engaging way (e.g. a serious game or quiz, a video, other interactive tools like VR or screens)

Lingering on the last point, in addition to the event mapping exercise discussions are ongoing with the Demonstrators (WP6) and KNs (WP1), among other partners, to agree on what should be promoted, and how.

3.2.3 Task 7.3 Klimathons with Demonstrators (WP6) and networks (WP1)

Over the course of the project, WP7 will organise 3 Climate Adaptalabs. The Adaptalabs (previously referred to as 'Klimathons' in the DoA) are inspired by the 'hackathon' concept. The Adaptalab is an important part of the process of I4C developing climate services with a real impact.

During this reporting period, WP7 helped organise **2 Adaptalabs**. The first already took place in Paris, the second will take place in March 2025 in Barcelona. The following sub-sections provide some more details about communication activities around both Adaptalabs. For more on the Adaptalabs themselves, the first Adaptalab report is linked below (Section 3.2.3.1), and it is also worth consulting Deliverable 6.2.

3.2.3.1 Paris: 1st I4C Climate Adaptalab (29 November – 1 December 2023)

For the inaugural event, it was important to agree on the messages and audience before communicating **before**, **during** and **after** the first I4C Adaptalab. All communication materials and activities were reviewed and validated during regular meetings with the Organising Committee.



To start off, WP7 developed a stand-alone brand identity for the I4C Adaptalabs.

Banner designs and other visuals were prepared in different social media and website formats. These visuals were made available to the project consortium to ensure wider promotion.



In addition to English, it is also worth noting that all visuals were translated in the following languages to ensure inclusion and maximise reach:

- French
- German
- Norwegian
- Spanish
- Catalan
- Czech

During the event, WP7 was on site to provide support, pictures and promote on social media.

After the event, we published a wrap-up news item on the I4C webpage. We also prepared the design and layout for the <u>First Adaptalab Report</u>. To bolster post-event promotion, this report, and other event materials (e.g. presentations, photos) were all made available in the 'Library' section of the project website.



3.2.3.2 Barcelona: 2nd I4C Climate Adaptalab in Barcelona (11-13 March 2025)

Since July 2024, the I4C Organising Committee has met every month to prepare for the 2nd I4C Adaptalab. **Starting in August**, WP7 launched promotion around the **save the date**. In September, registration was officially announced on the I4C website and social media posts.



The **September 2024 I4C newsletter** primarily featured Adaptalab-related content: emphasising registration, but also calling back to the results in the 1st Adaptalab report.

For each stage of communication so far, WP7 has published a news item on the website, along with social media posts. WP7 has also sent **a mini promo pack** (with a draft text and a series of visuals) to the Adaptalab Organising Committee and the consortium. We also invited the Bjerknes Centre and other connected organisations to spread the word. All of these materials were saved on the I4C SharePoint for easy access.

As for the first edition, a series of visuals have been made available to the project network and stakeholders. The logo and colour schemes were also slightly updated to differentiate the Barcelona event from the Paris event. Nevertheless, both event visuals have an aesthetic coherence and were translated in multiple languages.

Figure 4: Examples of visuals for Adaptalabs 1 & 2



Looking at next steps, communication activities will focus on increasing registration. WP7 will prepare a social media and editorial calendar to progressively promote registration and help attract participants who are not only relevant but also from a diverse array of sectors and countries.

This was already mentioned in Section 3.2.2.2 above, but **a video on the Adaptalab concept** will be used to promote the Barcelona (and subsequent) Adaptalab.

3.2.3.3 Adaptalab promotion in numbers

Channel	Details
Website	 <u>https://impetus4change.eu/newsi4c/adaptalab-shaping-future-climate-services-in-paris/</u> <u>https://impetus4change.eu/newsi4c/registration-is-open-i4c-climate-adaptalab-in-barcelona-11-13-march-2025/</u> <u>https://impetus4change.eu/first-adaptalab/</u> <u>https://impetus4change.eu/newsi4c/impetus4change-adaptalab/</u>



	 <u>https://impetus4change.eu/newsi4c/2nd-i4c-climate-adaptalab-in-barcelona-11-13-march-2025/</u> Article on 'What's an Adaptalab' – drafted, scheduled to be published end of Oct/early November 		
LinkedIn	11 posts		
Х	10 posts		
Other promotional materials	Adaptalab Logo (2023 & 2024 editions)		

3.3 Next steps

As mentioned above, an important next step is to update the D&C plan for the end of 2024. With this in mind, it is worth highlighting a few priority areas based on activities reported on so far:

- Continue to publish regularly online and keep the website up to date (e.g. enhance the Demonstrator Cities pages with outputs; develop the 'Tools' section)
- Promote registration for the 2nd Adaptalab before end of February 2024 (tentative registration deadline)
- Finalise event mapping for the roadshow and agree on a concept so can launch in 2025
- Support communication across WPs (including support for the WP webinar series)
- Produce videos (including a general 'I4C project overview' video)
- Enhance social media presence and look into campaigns (if the project officer and consortium think it necessary, look for other platforms than X)
- Ensure open access to all project publications and documents (via Zenodo community page, EOSC-related platforms, GitHub, etc.)
- Look into multipliers and synergies on events and media outreach (with other Horizon projects, institutions, but also EU Mission Clusters and policy actors)

4 Annexes

Activity	KPIs – M24	Estimated KPIs total for the final review period		
Website	Over 200 visits/month	400 visits/month		
Videos	4	15 total		
Articles	16	Approx. 10 articles a year		
Toolkits	1 general project toolkit			
Newsletters	3	Every 6 months until the end of the project		
Project flyer	1 general project flyer	Possibly a second flyer near the end of the project (flyer update)		
Social media – X/Twitter	171	400 audience goal set out in Comms Strategy (might be slightly lower due to our distancing from X)		
Social media - LinkedIn	284	150 original audience goal in Comms Strategy		

Annex 1 – KPIs from M18 Technical Report

	Audience goal	Frequency (avg)	Metrics
Twitter	400 followers	8 posts per month	Engagement Followers: >2000 Website visits Video views
LinkedIn	150 followers	4 post per month	Engagement Website visits Video views
Newsletter	100 subscribers	Twice yearly	Number of link clicks Number of subscribers: >100
Event engagement	Engage with 500+ participants	3 Climate Adaptalabs	Number of participants: 50/event



IMPETUS4CHANGE (I4C)

IMPROVING NEAR-TERM CLIMATE PREDICTIONS FOR SOCIETAL TRANSFORMATION

Grant agreement ID: 101081555

Call: HORIZON-CL5-2022-D1-02

Type of Action: HORIZON-RIA

Start date: 1 November 2022

Duration: 48 months



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