First update of the communication and dissemination plan

Work Package: 7
Deliverable: 7.7
Due Date: 30.11.2024 (M25)
Submission Date: 30.11.2024 (M25)
Dissemination Level: Public
Type: Report
Responsible: ARCTIK
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Funded by the European Union

Contents

Abbreviations used

DoA	Description of Action
ECCA	European Climate Change Adaptation Conference
EEA	European Environment Agency
EGU	European Geosciences Union
EMS	European Meteorological Society
EOSC	European Open Science Cloud (EOSC EU Node)
FAIR	Findable, Accessible, Interoperable, and Reusable
GA	General Assembly
IPCC	Intergovernmental Panel on Climate Change
KN	Knowledge Network
KPI	Key Performance Indicator
SSC	Science Steering Committee
WP	Work package

1 Summary for publication

This document summarises the plan and specific actions to be taken by the WP7 team to achieve the communication and dissemination objectives of the project. The plan will be used as a reference point throughout the project to ensure that all activities create a high level of impact, are holistically taking into consideration the activities of other work packages and come together cohesively to create a streamlined approach to external communication. It is also aligned with, and complements, the I4C exploitation plan.

2 Introduction

This document outlines the Impetus 4 Change (I4C) communication and dissemination strategy, which aims to effectively guide communication and dissemination activities throughout the project's duration. It defines clear objectives and measurable indicators for success, which will be used to track impact and progress. The strategy will also inform the exploitation strategy for the project, contributing to the project's potential impact and successful implementation.

This document presents the following elements of the strategy:

- Communication and dissemination objectives and methodology

- Target audiences and messages

- Communication tools and channels (including changes in approach to I4C social media and an emphasis on videos)

- Making I4C science actionable (promoting open access, engaging multipliers, …)

- Monitoring and evaluation (including updated communication KPIs)

- Next steps

The communication and dissemination strategy is a living document, to be updated as the project progresses. This document constitutes the first update since the version submitted in April 2023 (Deliverable 7.1). The core methodology and objectives have remained. Updates and changes have been made based on feedback from the first Climate Adaptalab, preliminary analysis of KN platforms under Task 1.1 and stakeholder engagement in the demonstrator cities. Going forward, specific attention will be paid to bridging these stakeholders around project communication activities and outputs.

Since the start of the project, the initial stakeholder mapping Excel has been updated. Where pertinent, some of the profiles and events are mentioned in this document (e.g. with profiles of multipliers, journalists, events, etc.).

3 Overarching objectives

The primary objectives of the communication strategy are to increase awareness and understanding of the project objectives, provide accessible information and guidance on climate information and services, enhance the quality of near-term climate information and services, foster collaboration and exchange between stakeholders, and encourage innovative solutions to climate adaptation challenges. The following table lists the short-term and long-term dissemination and communication objectives. These objectives will be reviewed annually and monitored through a range of indicators (see section 8).

3.1 Short-term and long-term goals

Short-term objectives – Establish the I4C visual identity and communication style	
Objective 1: Identify and reach the right audiences	We aim to engage with a diverse range of stakeholders including policymakers, city officials, researchers and the general public (citizens). In so doing, we can ensure that our messaging is received by those in the best position to make a positive impact on the environment through their action and/or their influence.
Objective 2: Creating a unique, coherent and recognisable visual identity	To achieve our long-term objectives, we acknowledge the need for a unique, coherent and recognisable visual identity. We have therefore created a visual identity that is aesthetically appealing and memorable as well as colour-blind proof.
Objective 3: Creating an editorial calendar for strategic web and social media dissemination	The editorial calendar will allow Arctik to plan and organise content for dissemination across various media channels, including the project's website and social media platforms. Its structure outlines the topics, formats and distribution schedules for all communications, ensuring content is being delivered consistently, effectively and in a timely fashion.
Objective 4: Bringing together key stakeholders at workshops and events (Climate Adaptalabs)	Bringing together stakeholders is a critical aspect of the I4C project, as it allows for a continual process of iterative co-production across the demonstrators. This process ensures that diverse actors, including physical and social scientists, consultants, municipal planners, NGOs and other decision-makers, work together to solve pressing issues related to climate adaptation. By involving stakeholders, we can gain a better understanding of their concerns and priorities, leading to more targeted research and interventions. One way we bring together actors is with (in person

	or online) events such as the Climate Adaptalabs . In addition, other outreach activities, such as a roadshow, attending and hosting external events will ensure that stakeholder engagement is prioritised.
Long-term objectives – Optimise reach, exposure, uptake	
Objective 1: Raise awareness about climate change in cities and the actions which can be taken to improve resilience (making I4C science actionable)	The impact of climate change on cities can be devastating if not adequately addressed. In line with the I4C approach to address and improve the full value chain of near-term predictions from global climate to local impacts, we aim to raise awareness about the vulnerability of cities to climate change and promote actions to improve resilience. With this awareness-raising campaign, we hope to encourage city officials and policymakers to take action to mitigate the impact of climate change in their regions/cities.
Objective 2: Promote the existence of climate data and how it can be used to achieve our goals	Through communication and dissemination we aim to promote the existence, usefulness and understanding of climate data in guiding policy and action. In so doing, we can ensure that our stakeholders have access to the necessary information to make informed decisions that will positively impact the environment.
Objective 3: Ensure a lasting impact of the research and results	Successful exploitation will have stakeholders invested in the tools and services of the project, as well as their maintenance and accessibility. By doing so, the project seeks to ensure that its impact is lasting and that its research contributes to meaningful and lasting improvements in the quality, accessibility, and usability of climate information and services at local to regional scales.

3.2 Communication, dissemination, exploitation

I4C communication, dissemination and exploitation activities will be motivated by the abovementioned objectives. While these concepts are related, they serve different purposes and require different approaches. Their differences, purposes and audiences, as well as specifics of their use in this strategy, are detailed below. Throughout the project, WP7 will provide the European Commission with reports on dissemination and communication activities. The first interim activities report was submitted in M24 (Deliverable 7.2).

3.2.1 Communication

Communication refers to the process of exchanging information, ideas or messages between individuals, groups or organisations in a clear, effective and timely manner. It aims to inform, promote and share the actions, activities and results of the project

with targeted information and message to the different audiences. The aim is to engage in a two-way exchange with stakeholders, which can take various forms, including but not limited to verbal or written communication, visual communication and digital communication.

Different tools will be exploited for this purpose. The detailed list of communication channels can be found in section 6 and the KPIs set out to achieve them are in section 9.

3.2.1.1 Communication goals

- Develop a visual identity that reflects the project's objectives and values to create a cohesive brand image (detailed in section 6)

- Determine the key communication channels that are most effective in reaching the target audiences and tailor the content for each channel (detailed in section 5.2.1)

- Identify and understand the target audiences to tailor the language, tone and style of the communication to resonate better with them (detailed in section 5.1)

- Ensure clear and consistent messaging across all communication activities (detailed in section 5.2)

- Tailor key messages to target audiences based on the latest insights and feedback from WPs

- Establish SMART objectives (specific, measurable, achievable, relevant, time manageable) to ensure the communication strategy is aligned with the overall goals of the project and track progress effectively (section 4)

3.2.2 Dissemination

Dissemination refers to the disclosure of the main results of the project. It is meant to make them known, accessible and exploitable by any stakeholder that can learn, use or benefit from them, whether it be: the scientific community, policymakers, industry representatives, etc. Dissemination is used to target researchers or academics, where researchers aim to share their findings with other researchers, practitioners, policymakers or the general public. Dissemination can take varied forms, including publications, presentations, workshops and online platforms. In addition, we will utilise direct engagement methods such as presenting the project at events like scientific conferences and webinars.

As the project progresses, we are adapting our approach to dissemination based on inputs from WPs 1-6. For instance, based on WP1 desk research and WP6 stakeholder mapping, dissemination activities and approaches will be re-evaluated to ensure key messages reach the intended audiences.

3.2.2.1 Dissemination goals

- Provide accessible and user-friendly information and guidance on climate information and services to support end-users in their adaptation planning and action (including videos, flyers, factsheets, web and social media content, newsletters, etc.)

- Enhance the quality, relevance and usefulness of near-term climate information and services for local to regional scales, particularly in relation to assessing risks due to extremes, climate impacts and uncertainty

- Foster collaboration and exchange between researchers, practitioners and end-users, using transdisciplinary approaches to climate services and improve the overall value-chain of climate services (this includes improving the flow of information between KNs and demonstrator cities)

- Encourage grassroot insights, creative problem solving and innovative solutions to climate adaptation challenges through the three Climate Adaptalabs, providing a platform for collaboration and exchange between stakeholders

- Using videos to enhance dissemination efforts and potentially increase impact among stakeholders unfamiliar with the technical aspects of the project (see section 6.5)

- Use I4C, joint and external events to leverage and showcase project data (and ensure overall visibility of the project)

3.2.3 Exploitation

Exploitation refers to the utilisation of the project results beyond the project's own activities for a specific purpose or practical use. It is often used in the context of innovation or entrepreneurship, with researchers or companies aiming to translate their research findings into commercial products, services or technologies. It too can take various forms, such as patenting, licencing or spin-off companies, but also policy proposals and recommendations. The concrete use made of the project's findings ensures the accessibility and exploitation of the project's data and results beyond its end, making sure that they can be used to contribute to special reports, policy proposals, etc.

Overall, the exploitation activities contribute to the legacy of the project and promote the wider use of its outcomes for the benefit of society. As with dissemination, exploitation activities need to be refined at different stages as the project progresses based on insights gathered from engagement with target audiences.

This document aims to provides only a short snapshot of exploitation in the context of other communication and dissemination activities. A separate exploitation plan has

been developed, and is being updated, during the project. This plan should be the main reference for exploitation going forward.

3.2.3.1 Exploitation goals

- Leave a legacy of the project's outcomes and results

- Make core products and tools, developed by I4C, available via the EOSC EU Node and other Open Science spaces (e.g. I4C-Hub and GitHub, Zenodo)

- Create a climate hazard toolkit and adaptation support pack: able to be generalised into a roadmap for adaptation planning beyond the project's lifetime. These activities ensure that the science produced by I4C is available to stakeholder communities and beyond, particularly those involved in climate adaptation planning in urban areas

- Inclusion of I4C results in international and EU major reports and assessments (e.g. IPCC, EEA)

4 Content strategy

4.1 Methodology

The methodology for the I4C communication and dissemination strategy entails:

- **Raising awareness** about I4C and mobilising project partners and connections over the course of the project ('the marketing funnel' – explained below)

- **Tailoring messaging** for all target (and segmented) audiences

- **Aligning WP outputs** through external communication

- **Multiplying messages** beyond the I4C community (using stakeholders/multipliers, synergies with sister projects and related EU-level research and innovation clusters)

- **Empowering engaged stakeholder groups** to help communicate about I4C to different target audiences (by providing communication materials)

4.2 The marketing funnel

In general, audiences need some time to warm up to a new project. It is rarely the case that someone who has a first interaction with a project or organisation immediately uses their recommendations or outputs. Often, such trust in and use of a project's outputs is established through repeated interactions with a project over time.

For this reason, all major communication actions will be structured around the marketing funnel principle. This funnel illustrates the journey an audience member takes from first hearing about I4C to *converting*, i.e., taking the desired action. It tries to have audience members move through the following steps:

- Awareness – an audience member first encounters I4C on social media, during an event or in multiplier communication and takes a superficial interest

- Consideration – an audience member has taken an interest in I4C and starts engaging more with its content and starts consuming more in-depth content. This can mean that they follow the project on social media, consume our editorial or video content or deliberately attend one of our events

- Decision – an audience member starts using I4C outputs and recommendations

- Conversion/advocacy – once an audience member converts (conversion), they become an advocate. In this role they can help boost or multiply our message or influence others
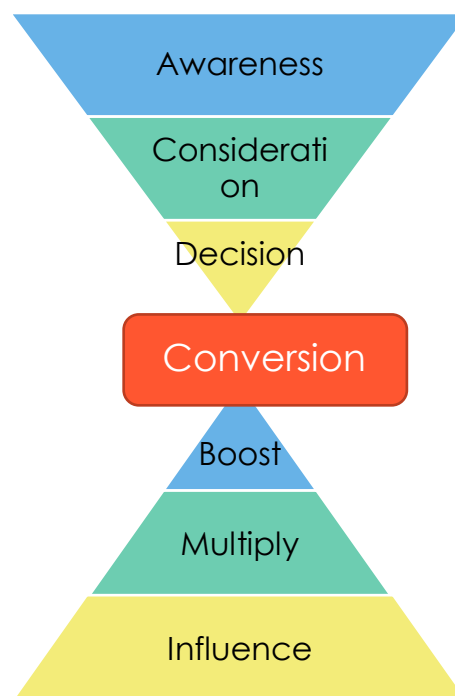
It is important to raise awareness with and engage as many audience members as possible at the onset of the project, since a series of communication tools rely on stakeholders to create impact. These include:

- Events (Climate Adaptalabs, I4C roadshow, joint webinars/workshops, external events)

- Newsletters

- Social media

- Videos

An audience does not move through the funnel as one block. At the starting point, different audience members are at different places in the funnel. Some of them are, for instance, already aware of the goals of I4C through previous interactions with the consortium partners' work and, therefore, prepared to consider or decide at an early stage. The conversion process will also have different speeds depending on an audience member's pre-existing issue involvement.
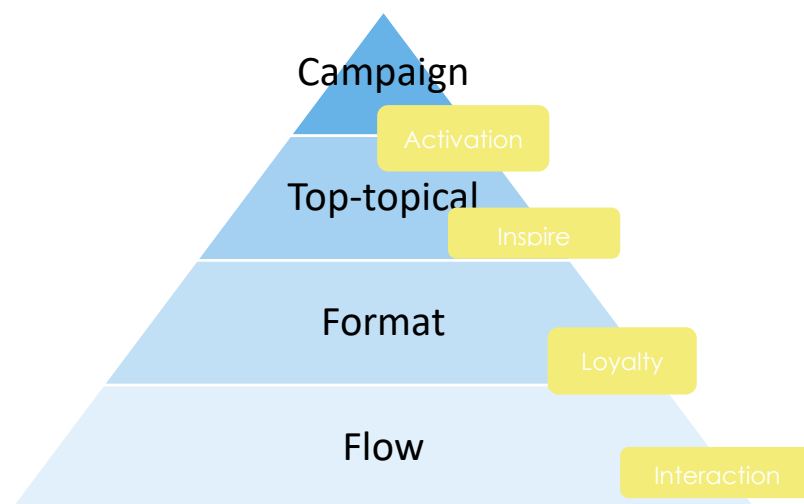
Videos, in particular, a good medium for making the technical and scientific intricacies of the project more palpable to a wider audience. Other formats – like

articles, policy briefs – can be more fitted for higher-level policy or expert communications.

As such, we will make sure to balance content for audience members at all different stages of the funnel. On the one hand, this means providing more targeted content items to ensure that more mature audience members do not disengage. On the other hand, it is important to keep providing entry-level, bite-sized content to make sure new audience members can start moving through the funnel. If this does not happen, audience growth tapers off as the first segment(s) of the funnel empty out.

4.3 The engagement triangle

The strategic approach of the engagement triangle helps to structure communication activities over time. While the marketing funnel helps to structure who should be targeted by the content, the engagement triangle outlines which types of content are needed for the different parts of the funnel.

The triangle has proven effective and facilitates placing different communication activities on a timeline following the different layers of the triangle leading to an effective engagement of target audiences, both internal and external. It forms the basis for an effective process to secure target-oriented communication as well as for large-spectrum communication.

On top of the pyramid sits the campaign. A campaign serves to attract new audience members. Typically, a campaign will be organised twice a year, depending on the project outputs. The second level of the engagement triangle, top-topical communication, refers to engagements via external hooks such as a new climate policy or large event which creates a lot of buzz. On average, a top-topical communication action will be organised monthly or every two months.

To maintain a steady relationship over time, we will use a fixed format to enhance loyalty among audience members, which is to be done often and consistently. An example for such communication activities could be case study updates or news items. At the bottom of the pyramid, we find the flow. This refers to the daily interaction with audience members via social media and via email or through selected social media accounts.

5 Target audiences and messages

Targeting the right audience with messages that resonate and inspire the uptake of project outputs (i.e. climate solutions, datasets, toolkits, etc.) is critical to I4C's success. The target audiences and stakeholders likely to make a difference include policymakers, city planners, researchers, stakeholders using climate data and the general public.

To best target these audiences and craft tailored messages, we will rely on consortium inputs. A list of target audiences identified so far, as well as some sample messages and main media for communication, can be found below. Also of note, most recently, preliminary analysis from WP1 and WP6 has allowed us to review and tailor messages.

5.1 Main target audiences

To reiterate, I4C has the following target audience groups:

- Policymakers (city-level, regional-level, and EU level)

- Local, and regional organisations (e.g. municipal actors, agencies, public health, and safety organisations)

- Academic and scientific community researchers active in climate science, civil society

- NGO's and youth groups

- Citizens/the general public

These actors can directly share, use and implement the data, solutions, tools and results created by the I4C project, so that they can be put to use in the different localities and have the impact they were designed to create.

A dedicated Excel spreadsheet to track stakeholders for the project was created in the first year of the project, and we will continue to add to this list (with profiles, events and other outlets) throughout the project.

5.1.1 Climate change adaptation actors in Europe

At the time of updating the plan, the project has an increased understanding of the profiles, entities and roles of the target audiences outlined in the initial proposal. The literature review and thematic analysis, completed under Task 1.1 has further informed our understanding of this target (namely, 49 KN platforms in the field of climate change adaptation in Europe). We also have an overview of the different locations, governance structures, climate change adaptation activities, outputs and tools.

Looking closer at the demonstrator cities, the project has identified and engaged with local agencies, institutions and organisations. These stakeholders, including the 12 identified in the Paris survey and the Bergen-based SWECO company (see Deliverable 6.2), will be targeted for engagement activities going forward (more found in Deliverable 6.2 – Status report on the Demonstrator co-design process).

5.2 Key messages

For I4C, the effectiveness of the dissemination and communication plan depends on our ability to craft messages that resonate with the target audiences. As mentioned above, in updating this document, it is important to refine our key messages to the profiles and needs identified through the WPs and their engagement with different networks (KNs, stakeholders in the demonstrator cities, etc.).

We may also need to adapt our messages in light of challenges external to the project, such as political changes (see section 8.4).

5.2.1 Sample messages per audience

Audience	Aim/Messages
Policymakers (city, regional, EU)	• Use outcomes of demonstrators to inform future policy decisions to ensure other cities can easily adapt to climate change events • Highlight the pressing need to regulate activities that can directly or indirectly impact city resilience to climate change, justified by the varied and severe consequences of politics as usual • Reinforce the point that open access to climate data does not just benefit researchers (there are social, economic benefits) • Understand I4C work in the broader context of EU and international policy landscapes (EU Missions, IPCC, …) Messages: 1. Bolster climate adaptation policies with the latest, accurate climate data from I4C researchers 2. Climate solutions developed based on I4C data can inform effective policy decisions 3. I4C is contributing to the targets of the EU Cities Mission and broader EU R&I priorities for societal transformation
Local, and regional organisations (ex. municipal actors, agencies, public health, and safety organisations)	• Improve understanding of how scientific knowledge can be converted into actionable information • Inform local actors about adaptation measures that can be taken against extreme weather events • Learn about I4C climate data and how it can be used to mitigate the negative effects of climate change • Activate KN platforms to transmit climate solutions tested in the demonstrator cities

	• Show that cities have a role to play as trailblazers for future climate adaptation across Europe • Explain that I4C events (like the Adaptalabs) are not just for researchers Messages: 1. In cooperation with I4C, Bergen, Barcelona, Paris and Prague are piloting transdisciplinary solutions that can be applied in other cities dealing with the effects of climate change 2. I4C is testing practical, cost-effective solutions for different climate risks for cities in Bergen, Prague, Barcelona and Paris 3. I4C is developing a climate hazards toolkit to help local actors improve risk assessments and drive adaptation planning 4. I4C has success stories involving the exchange of good practices at the Adaptalabs
Academic, scientific, research and VIACS community (ex. scientific research institutions)	• Inform different research communities working in areas (related to) the I4C project partners • Inform on the scalable, high-quality, ready-to-use climate data available (via the EOSC EU Node, I4C-Hub, …) • Draw attention and buzz around scientific publications and other project outputs (via Zenodo, …) • Showcase progress in the demonstrator cities • Share tips and tools for the next generation of climate scientists Messages: 1. I4C data is now available, usable for other research projects in climate adaptation 2. I4C analysis and piloting in Bergen, Barcelona, Paris and Prague is contributing to the discourse around climate change adaptation in cities 3. I4C is developing a climate hazards toolkit: how research can help to improve risk assessments at the local scales and lend further support to adaptation planning
Civil society (NGO, youth groups, etc.)	• Explain the work and objectives of the project in a tangible way (i.e. research-driven societal transformation) • Explain the added value of access to climate information for cities • Present successful cases of bottom-up, city-led, transdisciplinary co-design processes for tackling climate change • Provide clear solutions in the form of the toolbox to support greater political efforts to accelerate societal transformation Messages: 1. I4C is a meeting point, gathering the expertise of climate, city and social experts to improve the quality and accessibility of climate information 2. I4C is working with local districts in Bergen, Prague, Spain and Paris to provide climate solutions to real local communities 3. I4C is developing a climate hazards toolkit to improve risk assessments at the local scales and lend further support to adaptation planning

General public	• Expand public awareness and understanding of climate risks and urban resilience • Explain the work and objectives of the project in an accessible way • Increase awareness among a wider community on the added value of climate information for policy and social transformation Messages: 1. Cities in Europe face different climate challenges and I4C is bringing together scientists, policymakers, local actors to create mitigation strategies 2. Climate information is hard to understand – I4C is working on improving the understanding for citizens as well as scientists 3. I4C gathers the expertise of climate, city and social experts to improve the quality and accessibility of climate information 4. You do not need to be a scientist to understand, or benefit from, I4C

Below is a separate table showing the project tools and channels that will be activated per audience:

Tool/channel	Policymakers	Local actors	Researchers	NGOs	General public
Website					
Social media					
Newsletters*					
I4C Adaptalabs*					
I4C roadshow*					
Scientific publications					
Press releases					
Print & digital marketing materials					
Policy briefs*					
Videos					

*Over half of the KN platforms reviewed under Task 1.1 produce policy briefs, and their main output tends to be reports (e.g. end-of-year reports, EU programme reports, conference reports, etc.). In terms of communication channels, more than half of the KNs have newsletters. We can capitalise on these existing internal and external communication channels. Further down the line, we can also prepare dedicated toolkits to help these stakeholders communicate on the climate services developed in the demonstrator cities, among other project outputs.

6 Tools and channels

6.1 Project branding

6.1.1 Visual identity

Visual identity refers to the visual components that represent a project or organisation. This includes elements such as logos, colour schemes, typography, imagery and other design elements that create a consistent and recognisable visual language. An attractive, coherent and recognisable visual identity adds value to branding and communication efforts, by providing a consistent and professional image to stakeholders and the public. It also helps to differentiate the project from other similar initiatives and creates a sense of unity and cohesion within the project team.

The I4C visual identity incorporates elements such as a logo, colour scheme as well as imagery consistent with the project's values and objectives. Applied across all communication materials, including websites, social media, and other project outputs, they create a coherent and recognisable visual language.

The full visual identity for Impetus 4 Change was shared in the Appendix.

6.1.2 Templates

To ensure project cohesion, templates were created based on the visual identity guidelines, including a deliverable template, a Word template, a PowerPoint presentation template (general, Climate Adaptalabs, joint events, etc.).

We have also prepared templates for posters and website and social media banners. All project logos, templates and designs will be made available to I4C partners and multipliers (via the I4C SharePoint and the Canva graphic design and sharing tool).

6.1.3 Project flyer

One I4C project flyer (4 pages, recto verso) has been designed to highlight key messages and project objectives and can include eye-catching visuals to draw people's attention. The flyer has been made available to project partners on SharePoint as well as the project website.

The flyer will be updated as the project evolves, to showcase results at upcoming events (particularly, during the **I4C roadshow**) and at the end of the project. It will be shared when reaching out to stakeholders, and it can be made available for print, when necessary, by project partners when they attend or host events.

6.1.4 Other digital and print marketing materials

Upon request from other WPs, we can produce infographics, factsheets and animations. As stated in other parts of this document, printing will be avoided where possible, in favour for digital versions, to minimise the project's footprint. This is why QR codes are added to the flyer and all layout materials. If necessary, and at the partners' request, we can print the number of copies of promotional materials required for distribution at key events.

6.2 Website

The Impetus4Change.eu website serves as the main reference point for the project, with a visually cohesive design and user-friendly interface that provides easy access to project updates and results for a diverse audience. It will serve as an essential resource for stakeholders at all levels and will provide a central location to access all project-related information. The website is home to a range of content and communication materials, including core project information, details on the demonstrator cities, and information on the tools and solutions developed. It also provides news updates, event information, videos, press releases and links to academic and scientific publications.

6.2.1 Types of content

Maintained and updated regularly, the website is directed toward the general public, ensuring that the project's goals and outcomes are easily comprehensible to all. With this in mind, the following content types will be published on the website:

- News items
- Blog posts
- Events
- Videos
- Resources (press releases, policy briefs, toolkits, presentations, etc.)
- Public deliverables

The performance of this content will be monitored using Matomo (more on this in section 8.3).

6.3 Social media

At the onset of the project, LinkedIn and Twitter (now 'X') were chosen as the main social media channels for I4C, due to their effectiveness in reaching both the professional and scientific audience. Since then, we have re-evaluated the project's presence and engagement, particularly on X (see below). More insights on the project's approach to social media monitoring and performance optimisation are detailed in the following subsections as well as in Deliverable 7.2.

6.3.1 LinkedIn

LinkedIn is a platform widely used by professionals and organisations to share knowledge and expertise related to their respective fields. The platform is ideal for building a professional network, connecting with potential partners and collaborators, and establishing the project as a thought leader in the field of climate services.

The I4C LinkedIn account has amassed a following of 291 (as of November 2024). We still post (at least) once per month, as indicated in the initial dissemination and communication plan.

Unlike X or Bluesky, the content for LinkedIn can be more in-depth, focusing on longer-form articles and updates that highlight the project's achievements and impact. The content should also be tailored to a more professional audience, including researchers, policymakers, and industry stakeholders. LinkedIn is also used to share project updates and publications as well as job postings and opportunities for collaboration.

6.3.2 State of play on X

A Twitter account was created for the project. As of November 2024, there seems to have been a shift on the platform, with increased account deactivations (including from prominent news outlets, organisations, public officials). The @I4C_eu account has lost dozens of followers in the last month.

Since the start of the project, we have modified our approach to X. We still post routinely, but we acknowledge that the effort and time put into X guarantees less returns than efforts on other communication channels. Furthermore, we do not have access to X analytics, as this access is only granted to Premium accounts.

6.3.2.1 Bluesky

In light of the increased politicisation of the X platform, the project has decided to create an account for I4C on Bluesky. Steps are being taken to set this up by in M25, building a following and a posting schedule in the coming weeks.

Many climate researchers and journalists have made the move to Bluesky. It is growing in popularity in Europe, but it is more popular in some countries (e.g. Germany, Spain) than others. This platform is ideal for engaging with policymakers, government

agencies, and adaptation science communities, as well as the general public, interested in climate change and climate services.

For I4C, Bluesky offers a highly interactive platform that can provide real-time updates on the project's activities, as well as being an effective tool for networking and engaging with stakeholders.

As initially intended for Twitter/X, the content will focus on short (max. 300 characters), concise messages that can be easily shared. We will also explore the option to customise feeds (e.g. 'Science', 'Art', 'News') and engage in conversations.

6.3.3 Campaigns

6.3.3.1 Social media campaigns

Throughout the project, we will structure organic campaigns on social media around the project results. These campaigns will be a series of posts on a related topic with the addition of eye-catching visuals or videos. Working closely with WP leaders as results are developing will continue to instrumental for these campaigns.

In sections 6 and 7, we introduce the option of paid campaigns to boost reach and engagement (for instance, around the roadshow, to foster communication between KNs and demonstrators, or at the end of the project to showcase the final project results).

6.3.3.2 Local campaigns

One type of campaign could be **a local-level-specific communication campaign** to raise awareness and build support for the project's goals at the local level of the demonstrator cities. This involves targeted communication efforts aimed at specific local communities and can be an effective way to engage with both stakeholders and citizens. Content used for this purpose would include social media posts, press releases, guest articles, or interviews highlighting the project's benefits and encouraging community involvement. The messages will be translated in local languages to ensure maximum accessibility.

A local-level communication campaign can also help to foster community ownership and engagement in I4C. By involving local stakeholders and providing them with the tools and information they need to act, the campaign can help to build a sense of collective responsibility for addressing the challenges of climate change. Moreover, the campaign can help to identify and address community-specific barriers to climate action, such as lack of resources or cultural barriers.

Given the identification and definition of a target audience, and the preliminary insights from WP1 and WP6, the campaign would concretely aim to leverage local media, foster collaboration with local partners, and create opportunities for in-person engagement. Collaboration with local partners such as NGOs, community organisations, or businesses can also help reaching out to the target audience more effectively.

6.3.3.3 Refining local messages

The key messages for different campaigns should take into account feedback from the Climate Adaptalabs. For example:

- Adaptalabs provide tangible results, beginning with the demonstrator cities (***Check out eight solutions from eight interdisciplinary groups for your city***)

- For Adaptalab #2, the messages are already being updated to showcase the fact that I4C is actionable (***I4C data is being used in your city to combat climate risks***)

- According to feedback, more attention should be paid to involving representatives of funding bodies in activities (***I4C data can only be actionable if local funding bodies are also involved***)

- Sharing good practice, peer-to-peer learning and the exchange of new ideas and methodologies resonate with I4C stakeholder groups (***I4C data is open and FAIR***)

6.4 Newsletters

Newsletters are an effective way to keep stakeholders informed and engaged with project developments. Distributed every six months, the purpose of the external I4C newsletter is to share progress updates, upcoming events, and relevant information related to the project. It will also include highlights of our engagement with stakeholders, such as results from surveys and feedback received from Climate Adaptalabs. We will also utilise the newsletter to showcase any new products or tools that have been developed and to share scientific publications resulting from the project.

The target audience for the newsletter includes stakeholders at the local, regional, national and EU levels, policymakers, the scientific community and journalists. To maximise outreach, we will also target other project newsletters with a similar focus and audience to ours (multipliers – see also section 7.2). This cross-promotion will help expand our reach and ensure that our stakeholders are kept up to date with our progress. Additionally, we will encourage feedback and suggestions from our newsletter subscribers to help us continually improve our communication strategy and ensure that the newsletter meets their needs. Our aim is to have more than 100 subscribed to the newsletter by the end of the project.

6.5 Videos

Throughout the project, a total of 15 videos will be produced under WP7. These videos will be published on all I4C channels (website, social media, etc.). By M30, we will prioritise developing a more engaging **general project video** targeted at a broader non-expert audience. This will enhance the project's dissemination efforts and potentially increase its impact among stakeholders unfamiliar with the technical aspects of the work.

The storytelling approach, style and messaging for video production are explained in more detail in Deliverable 7.2 (section 3.2.2.2).

Below is an updated tentative planning and timeline for the videos foreseen, along with the goal and audience. If possible, more videos can be produced.

Video topic	Audience	Timeline
Project introduction (animation video)	All audiences	Delivered by M10
General project video	Broad (non-expert) audience – what the project is	Delivered by M30 (depending on progress of demonstrator cities)
Video blogs (10): short video content of project overview, progress, research, results (behind-the-scenes feel)	Science community, NGOs, local organisations, general public	Dissemination M29-M36
2 Explainer videos (animated video)	Science community, academic audiences, policymakers	Video #1 delivered by M18 (topic: near-term climate modelling) Video #2 delivered by M18 (topic: supermodelling) Dissemination by M18
Video on scales (can align with joint work with ASPECT)	Science community, academic audiences, policymakers	Dissemination by M28
2 Adaptalab videos	All audiences (but focus on KNs and DCs)	Video #1(What's an Adaptalab?) delivered by M24 Video #2 delivered by M48

6.6 Policy materials

Since the first edition of this plan, there have been developments at EU level following the 2024 European Elections as well as the progress of the EU Missions. The project will work on producing policy briefs between M24 and M45. These briefs will provide concise and informative overviews of research findings and recommendations for policymakers, government agencies, EU agencies and the climate adaptation research community.

The policy briefs will be produced with a focus on clarity and concision, using accessible language and incorporating relevant graphics and visuals. These briefs will be an essential tool for the project in disseminating information to policymakers. The

policy briefs will be made available online and presented at ECCA/COP town halls and EU Cities Mission events and high-level policy events. Through this approach, the policy briefs will enable the project to engage with stakeholders and ensure the dissemination of the project's findings and recommendations to policymakers and other relevant audiences, thereby contributing to informed decision-making and the adoption of climate adaptation measures.

6.7 Events

6.7.1 Climate Adaptalabs

Over the course of the project, WP7 will organise three Climate Adaptalabs. The purpose of these events is to bring together a diverse group of actors, including physical and social scientists, consultants, municipal planners, NGOs, and others from across disciplines and sectors to collaborate on pressing issues related to the project.

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. Over 2-3 days, participants work together intensively on solutions to a given challenge. The challenges will be based on issues and goals related to I4C and will therefore focus on climate adaptation and services. The focus is on group work, so that participants have time to get to know one another, share ideas and develop solutions while also promoting trust-building and open dialogue. The audience will initially be stakeholders and researchers involved in I4C, but we will likely open participation to others working in the climate service arena. Sharing knowledge and ideas within I4C consortium is important, but we must work together with others to ensure a long-lasting and wide impact.

6.7.1.1 State of play: From Paris to Barcelona

The project has successfully organised the first Adaptalab (Paris) in 2023 and is in the process of preparing for the second (Barcelona) in March 2025. The feedback, and the climate solution mock-ups prepared by the eight breakout groups, have served to orient and update the dissemination and communication plan. It is very valuable in preparing multiplier toolkits and outreach.

Based on the experience of the first edition, WP7 is preparing a social media and editorial calendar to progressively promote registration and help attract participants to the second Adaptalab. It is also worth noting that the methodology and outputs are particularly relevant for the ongoing work in WP1 and WP6. These types of exchanges (peer-to-peer learning, knowledge exchange) resonate particularly well with KNs and demonstrator stakeholders.

6.7.2 I4C roadshow

The roadshow for the project will consist in a series of events held in various locations, including public meetings, workshops and presentations. The roadshow events 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. To this end, it will also be worth piggybacking off larger conference or event to ensure a high level of attendance and visibility.

Progress on mapping the events and potential materials will be completed at the beginning of 2025. **ECCA 2025**, **the EU Cities Mission Annual Forum**, and other events for different I4C target audiences, have been added to a detailed mapping table.

The roadshow events will 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. With this in mind, roadshow materials may include a report, a booth, flyer and roll-up. We are also looking into designing an I4C serious game or quiz to showcase the work of the demonstrators and project results in an interactive way. We will look into creating **a social media campaign** around the roadshow. If possible, we will try to film the different phases of the roadshow (see 'video blogs' under section 6.5).

We aim to run this roadshow in the most sustainable way possible, using screens where possible instead of printed roll-ups.

6.7.3 WP webinars & joint workshops with sister projects

During the May 2024 GA, it was agreed that WPs 1-6 would organise their own webinars for different (external) target audiences, as broad as the scientific community to more specific KNs and stakeholder organisations.

An initial planning has been developed, taking note of interesting topics (e.g. EuroCORDEX, Newcastle/Bergen flooding, ...) but efforts need to be made to coordinate between WP7 and each WP to ensure that we support each event before, during and after.

With WP8, we are continuing to organise workshops with sister projects.

6.7.4 External events

Tracking and mapping external events will play an important role in the overall communication strategy of the I4C project. It will help the project team to identify and attend key events that are relevant to their research and objectives and for them to present their work and engage with stakeholders, policymakers, and experts.

The project has a goal of 30 conference presentations over the project lifecycle.

7 Making I4C actionable

7.1 Promoting accessibility

One of the keys to making I4C research and results actionable is ensuring the accessibility and ease of understanding of the project outputs. This access must be upheld according to Open Science and FAIR practices for data sharing.

In close collaboration with WP3, we will see how to leverage I4C in different open science spaces, Efforts are being made to integrate I4C outputs within the EOSC EU Node ecosystem. The I4C-Hub, which is still in the testing phase, is another milestone. Once it gets off the ground, WP7 can take action to ensure the legacy of the I4C-Hub and all I4C results (beyond the lifetime of the project). The engagement of these communities and spaces is also addressed in the exploitation plan.

7.2 Activation and engagement of multipliers

Multipliers are key to ensuring a quick uptake of project outputs by 'multiplying' or sharing I4C's messages through their networks. To be useful they need to have an established network of contacts or subscribers who would be innately interested in I4C.

These actors will also be engaged as 'stakeholders' or 'multipliers' to help **build a strong community around I4C** that lasts beyond the project itself. Since the start of the project, we have taken steps to identify and contact multipliers, asking them how we can collaborate to ensure that it is mutually beneficial. For instance, inviting them to a project event or offering to co-write an article or press release.

7.2.1 Mapping multipliers, events and newsletters

By M12, we completed an initial mapping exercise. Since then, the project has periodically updated a comprehensive mapping document with relevant multipliers. We have incorporated the 49 KNs and WP6 stakeholders into this mapping – and thus, into our communication and engagement strategy – along with other individuals and organisations worth engaging with the project.

Also in this mapping, we have added events and outlets (newsletters, etc.) that focus on climate change adaptation and mitigation. The newsletters have been mapped based on factors such as audience, frequency of publication, and topic areas covered**.** Then we will engage with the newsletter editors and authors to establish partnerships and explore opportunities to disseminate information about the project's research and activities.

We have also integrated stakeholder lists produced by other WPs. Mapping the upcoming external events, in tandem with the I4C roadshow mapping, will also help the team to plan their schedule and allocate resources effectively.

Events, such as ECCA/COP town halls, EGU, EMS Annual Meetings, are highly relevant to the project's research and objectives. Attending these events can increase the visibility of the project and create opportunities for collaboration and partnership. Similarly, activities around the EU Urban Agenda, Partnership on Climate Adaptation and Climate Pact will help to showcase the role and potential of I4C in the broader EU policy context. Ultimately, mapping the outcome of these events and initiatives will be crucial for the project's success in achieving its communication and dissemination goals.

7.2.2 Toolkits

During the project, we will regularly build a package of communication materials that can be easily copied and pasted for use on social media or on a website, including:

- A one-page description of I4C

- Project flyer

- Ready-made social media posts

- Email templates

- Key messages

- Social media/website visuals

- General I4C video

These materials have designed to ensure with accessibility in mind, aiming for them to be easily shareable to promote the project and its key messages.

We are building a dedicated space for sharing these materials with I4C consortium members and other stakeholders. These will be available on the I4C SharePoint and on Canva. They will be updated to be as relevant as possible and according to target audience. For instance, for the 2nd Climate Adaptalab, we will prepare a toolkit for Demonstrator Leads to use to encourage registration in their cities.

7.2.3 Media relations

The project will also update a list of key media outlets and journalist profiles which are relevant to the project. For example:

- Change inc.

- Climate-KIC

- Foresight Climate & Energy magazine (Denmark)

- Climate Research magazine (Germany)

Engagement with the media will be strategic and timely to garner as much attention and impact as possible. Therefore, reach out will only occur when we have key messages which are deemed 'newsworthy'.

It will also be worth looking into European Commission media outlets and tools available to Horizon Europe projects: Horizon magazine, CORDIS events, Mission Cities clusters/website, etc.

Up to 10 press releases will be prepared over the course of the project.

7.2.4 Social media engagement

For all posts, we take steps to boost reach and engagement. For instance, 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.). The hashtag #I4C is used for all posts to ensure consistency in branding and awareness throughout the project.

Now that we have a reliable audience, we want to maximise engagement and reach. The following options and best practices will be incorporated into the project's social media approach:

- Selective boosting of posts (so far, all social media posts have been promoted organically, i.e., unpaid)

- Strategically tagging sister projects (ASPECT, MAIA, ...) and individuals involved in the project who are active/have a larger following

- Direct-messaging to follower accounts/organisations involved in similar work, asking them to re-post I4C content through their networks

8 Monitoring and evaluation

Monitoring and evaluation are activities which track the overall progress and impact of the communication and dissemination activities. A table with monitoring and evaluation tools and KPIs is included in section 8.3.

8.1 Internal communication

To ensure that the communication team has all the information they need to communicate about the project, an internal communication meeting will be held as needed, including partners from WP7 and external 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 addition, a communication tracker has been put in place and KPIs have been estimated based on previous projects for use throughout the project and especially during yearly evaluations.

Bi-monthly (every two months) meetings with the WP7 partners and other WP leads will ensure effective communication and collaboration among all partners involved in the implementation of the I4C project. These meetings will provide a platform for partners to share updates, discuss progress and address any challenges that may arise. Regular communication through meetings or email exchanges ensures that all partners are informed about the latest developments and have a clear understanding of their roles and responsibilities. This allows for timely decision-making and swift resolution of issues that may impact the project's success.

Monthly calls for contents, and reminders to complete the tracker form, will be sent out to consortium members. We also want to see with WP1 and WP6 how we can best use the KN analysis and DC feedback.

8.2 Communication/dissemination tracker

A dedicated Excel document has been made available for all partners to use to track their activities. The tracker can be completed via a Google docs form, for which the form fields have been updated and aligned with the requirements for outreach reporting outlined in Horizon Europe programme rules. The form includes a section for event attendance, publications, event hosting and more.

8.3 Communication KPIs

Communication goals, such as KPIs, are key to ensuring the project reaches the intended level of impact. We will refer to these goals in technical reviews and interim activity reports. We have also incorporated tools to enhance KPI monitoring for

website (Matomo analytics) and social media ([Meltwater media intelligence software](#)).

Activity/channel	Metrics	KPIs	Target (at M36)
Website	Matomo	Number of visits, page views	400 visits/month
X	Meltwater X analytics (no longer available to non-premium accounts)	Number of followers Top posts (views, likes)	400 followers* Engagement Followers: >2000 Website visits Video views *Followers have dropped in the last month (see section 6.3.2 for insights and recommendations)
LinkedIn	Meltwater LinkedIn analytics	Number of followers Follower profiles Top posts (views, likes)	150 followers Engagement Website visits Video views
Web items/articles	Matomo		Approx. 10 articles a year
Press releases	Matomo/other	Reach/audience	10
Videos	Matomo/Vimeo	Views, engagement on social media	15
Toolkits	N/A		1 general project toolkit + upon request
Project flyer	N/A		1 general project flyer (updated over the course of the project)
Campaigns	Meltwater or similar tool (depending on media platform used)	N/A	N/A Tentative topics: I4C roadshow
Newsletter	Campaign Monitor	Number of subscribers Click rate	Sent out twice yearly 100 subscribers Number of link click Number of subscribers: >100
I4C Climate Adaptalabs	N/A	Number, profile of participants	3 Climate Adaptalabs

			Number of participants: 50/event
Event engagement	N/A	Type of event (high profile) Includes the I4C roadshow	30 conference presentations

8.4 Challenges and opportunities

Challenge 1: Communication about complex topics to a heterogenous audience
Solution:

- Use simple and straightforward language

- Describe the project with a story: use concrete examples and socio-economic impacts

- Adapt the message to the target audience

Challenge 2: Communication can be left aside or forgotten about internally
Solution:

- There will be a standing mention in the internal newsletter to remind consortium member to communicate about their work to Arctik

- The focus will be kept on communication activities relevant to deliverables

- Arctik will ensure consortium members have all the tools they need to communicate through toolkits and internal training

- Reminders will be sent to consortium member to urge their contribution

- Joining WP meetings when relevant to gather information

Challenge 3: Political or financial situations change in the demonstrator cities, in a way that is not favourable to climate action policies and actions (e.g. the recent shift to a conservative government in Bergen)

Solution:

- It is worth directing communication to different local actors prioritizing climate-related areas

- It is important to acknowledge that the scalability of I4C demonstrator findings will continue to evolve, even if the different cities are at different stages

8.5 List of deliverables

	Deliverable	Deadline
D 7.1	Communication and dissemination strategy	M 6(ARCTIK)
D7.2	Interim report on communication and dissemination activities inc. Climate Adaptalabs Task 7.1,7.27.3	M 24(ARCTIK)
D7.3	Final report on communication and dissemination activities inc. Climate Adaptalabs, Task 7.1, 7.2, 7.3	M 47 (ARCTIK)
D 7.4	Exploitation plan	M 6 (NORCE)
D7.5	Interim report on exploitation activities	M 24 (CSIC)
D7.6	Final report on exploitation activities	M 47 (CSIC)
D7.7	First update to D&C plan	M25 (ARCTIK)
D7.8	Second update to D&C plan	M36 (ARCTIK)
D7.9	Final exploitation plan	M48 (CSIC)

9 Next steps

The I4C communication and dissemination plan will be updated again in M36. It will be important to follow up on the KN platforms and the demonstrators as they progress, as well as with WP3 on the I4C-Hub, to ensure that the spectrum of project results get due coverage.

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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