



I-CISK
HUMAN CENTRED CLIMATE SERVICES

Deliverable D6.1
Communication and Dissemination Strategy and Plan

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Innovating Climate services through Integrating Scientific and local Knowledge

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Author(s): Marie Kikvadze (CENN)
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Executive Summary

This deliverable is dedicated to develop a Dissemination and Communication Strategy, and a plan to support the implementation of the above noted strategy. This includes both project internal and external communication. The strategy details the dissemination channels and tools used, and the key messages to each of the identified audiences. It is designed to ensure an effective contribution to the overall success of the project and assist further promotion and strengthening of the sustainability of the project's results. In addition to the communication and dissemination at the overall project level, the strategy defines targeted communication to stakeholders, citizens, media and other means of promotion of the Climate Services (CS) established, and in general project activities within each of the seven Living Labs (LL). In each of these, the strategy will consider local, national and international context, customs and practices.

To ensure a broad outreach, I-CISK will implement a range of communication actions to communicate and disseminate new insights and knowledge from the research and the CS innovations developed in the project through targeted activities. External communication activities have been defined to reach out to a variety of target audiences, with specific communication activities and messages tailored to each audience group to ensure the communication is efficient and adds value to the recipients.

To establish an efficient communication and dissemination strategy we underline that communication and dissemination is undertaken by all project partners, and the leader of the work communication and dissemination package will collaborate with all the project partners, and in particular with the LL task leaders. This strategy has been developed according to the requirements of the Communication and Visibility Manual of EU to ensure that all communication activities undertaken by the project are consistent with the EU's values and political priorities and with EU's overall communication strategy, activities and events.

Table of Contents

| | | |
|-----|---|----|
| 1 | Introduction..... | 1 |
| 1.1 | Context of the communication and dissemination work package..... | 1 |
| 2 | Target Audience..... | 3 |
| 3 | Key Messages | 5 |
| 4 | Tools and Channels..... | 7 |
| 4.1 | External communication activities, tools and channels | 7 |
| 4.2 | Internal communication activities and tools..... | 12 |
| 5 | Communication tools of partner organizations | 13 |
| 5.1 | Visibility of the EU funding | 13 |
| 5.2 | Project website..... | 13 |
| 5.3 | Social media and web presence | 14 |
| 5.4 | Press Releases..... | 16 |
| 5.5 | Scientific journals..... | 16 |
| 5.6 | Participation at conferences, workshops, and events | 17 |
| 5.7 | Stakeholder engagement | 17 |
| 6 | Indicators and Targets | 18 |
| 7 | Levels of Dissemination | 19 |
| 7.1 | European Level – European Commission (EC)..... | 19 |
| 7.2 | International Level – Stakeholders, scientific community etc..... | 19 |
| 7.3 | National and regional levels | 19 |
| 8 | External Communication | 20 |

Glossary

| Acronym | Definition |
|----------|--|
| AGU | American Geophysical Union |
| API | Application Programming Interface |
| C3S | Copernicus Climate Change Service |
| CDS | Climate Data Store |
| CEMS | Copernicus Emergency Management Services |
| CENN | Caucasus Environmental NGO Network |
| CMIP | World Climate Research Programme's Coupled Model Intercomparison Project |
| CORDEX | Coordinated Regional Climate Downscaling Experiment |
| COVID-19 | Coronavirus disease 2019 |
| CREAF | Center for Ecological Research and Forestry Applications |
| CS | Climate Services |
| CSIS | Climate Services Information Systems |
| DCP | Dissemination and Communication Plan |
| DRR | Disaster Risk Reduction |
| ECCA | Eastern Europe and Central Asia |
| ECMWF | European Centre for Medium-Range Weather Forecasts |
| EGU | European Geosciences Union |
| EMODnet | European Marine Observation and Data Network |
| EU | European Union |
| GEO | Group on Earth Observations |
| GEOSS | Global Earth Observation System of Systems |
| GUI | Graphical User Interface |
| I-CISK | Innovating Climate services through Integrating Scientific and local Knowledge |
| IHE | Delft Institute for Water Education |
| IPCC | Intergovernmental Panel on Climate Change |
| LL | Living Lab |
| LL | Climate Services Living Labs |
| MOOC | Massive Open Online Course |
| NGO | Non-governmental organization |
| NHMS | National Hydro-meteorological Service |
| OGC | Open Geospatial Consortium |
| S2S | Sub-seasonal to Seasonal |
| SMHI | Swedish Meteorological and Hydrological Institute |
| TRL | Technology Readiness Level |
| UCM | Universidad Complutense de Madrid |
| UEF2021 | ECMWF's Forecasts |
| UN | United Nations |
| UNCCD | United Nations Convention to Combat Desertification |
| UNDRR | United Nations Office for Disaster Risk Reduction |
| UNFCCC | United Nations Framework Convention on Climate Change |
| WCRP | World Climate Research Programme |
| WFD | Water Framework Directive |
| WMO | World Meteorological Organization |
| WP | Work Package |

List of Tables

| | |
|---|----|
| Table 1 List of Stakeholders and Their Description | 2 |
| Table 2 Summary of Key Messages per Target Group | 5 |
| Table 3 Communication Actions per Target Group and Their Description | 7 |
| Table 4 Internal Communication Tools | 12 |
| Table 5 Summary of Project Partners Social Presence..... | 14 |
| Table 6 Indicators and Targets of Dissemination and Communication Plan..... | 18 |

1 Introduction

This document describes the Dissemination and Communication Plan (DCP) adopted by the I-CISK project, the main objective of which is to develop next-generation Climate Services (CS) that follow a social and behaviourally informed approach to co-producing CS that meet the climate information needs of citizens, decision makers and other stakeholders at the spatial and temporal scale relevant to them. The DCP comprises the best practice public relations methods inclusive of, inter alia, public information outreach, special events, and online communications strategies. It will be enhanced and adapted to local specificities through the development of country specific communication plans and roadmaps in the course of the action.

The DCP aims to ensure the most effective contribution to the overall success of the project and to assist further promotion and strengthening of the sustainability of the project's results. The DCP is people-centric, allows for global and local context, customs and practices, uses multiple language(s) wherever needed/possible to have a clear communication objective, well-defined target audiences, key messages aligned with the EU's taking into consideration the objective of the project, a timeline, communication channels, and reach of DCP activities.

Dissemination and communication will be carried out at different levels, addressing relevant stakeholders, multipliers, and users at different levels - continental / national / regional etc. The DCP refers mainly external communications, but also covers internal information dissemination.

A timeline with the main communication phases is presented, to finish with an overview of the immediate actions foreseen at the start of the project to the end.

1.1 Context of the communication and dissemination work package

The main objective of the communication and dissemination work package (WP6) is to implement efficient and well-designed actions to maximise the impact and exploitation opportunities of the project. The specific objectives are:

- Developing a strategy to support the dissemination of the knowledge and results to a range of identified audiences who can benefit from and use this knowledge
- Identifying audiences that include but are not limited to the community of end-users of climate services, including public and private organisations, policy-makers, scientific and academic community, as well as the general public
- Managing the communication and dissemination of information related to the project (activities, midterm results, etc.) to audiences, raising awareness and disseminating results through a range of communication activities
- Building the capacity of the European and International Climate Services sector, including climate services end users, and climate services developers and providers

Table 1 presents and provides a description of the project stakeholders and access to target stakeholder groups.

Table 1 List of Stakeholders and Their Description

| Stakeholder | Description and access to stakeholders |
|--|---|
| Level 1 Stakeholders – Direct Beneficiaries to the project outputs in the Living Lab (LL) | These are the stakeholders involved in each of the LL. These stakeholders are <i>direct beneficiaries</i> to the project outputs in the LL and work with the project in the co-production of the pre-operational CS based on their needs and knowledges. These include a variety of river basin agencies, water supply companies, energy companies, irrigation authorities, municipal authorities, environmental agencies, humanitarian agencies and citizen groups. Access to stakeholder: Project partners and in particular the Living Lab leads have the primary contact with the primary stakeholders for each LL. |
| Level 2 Stakeholders – Indirect Beneficiaries (Public/private organisations, businesses, NGOs, CS community, public/private CS developers etc.) | These stakeholders are <i>indirect beneficiaries</i> to the project outputs. These groups of stakeholders stand to benefit from the further exploitation of the project results disseminated to them. They include the public/private organisations, businesses, farmers, NGOs etc. that are end users to CS (similar to organisations involved in LL), as well as the CS community, including public / private CS developers and purveyors. In this dissemination strategy, I-CISK highlights the particular focus on stakeholders related to Copernicus and the GEOSS programmes as the project intends to contribute to these programmes through tools, user stories etc. Access to stakeholder: These stakeholders will be addressed through specific exploitation and communication channels outlined in this document. |
| Level 3 Stakeholders – Indirect Beneficiaries (public/private organizations, Technology providers, Businesses, public authorities, academia, business etc. located in neighbouring basins / countries) | These stakeholders are indirect beneficiaries that are interested in the project results. These may include public/private organizations in neighbouring basin/countries to the LL, public authorities, business/private enterprises, business associations (multi-sectoral), national planning agencies, academia, as well as the general public. Access to stakeholder: These stakeholders will be addressed through dissemination and communication activities outlined below. Note that each of the project partners has access to a wide range of (international) networks they are linked to, that can help catalyse project outreach through leveraging existing activities within those networks. |
| Level 4 Stakeholders - communities in the LL and the wider public in general | These stakeholders are communities in the LL and the wider public in general. Communities in LL will be informed about the improvements of their economy and wellbeing due to the uptake of ICISK CS. In addition, I-CISK will reach out to the wider public in general, contributing to overall knowledge on climate change adaptation and CS. Access to stakeholder: These stakeholders will be addressed through selected communication channels outlined below. |

The WP6 - Communication and Dissemination, Policy outreach, Exploitation and capacity building consists of five tasks, all of them lasting from the start of the project and extending until the end:

- **Task 6.1:** Communication and dissemination strategy [months 1-6] – CENN, all.
- **Task 6.2:** Communication and dissemination to sectoral organisations, civil society & expert groups [months 2-47] – CENN, all
- **Task 6.3:** European and international policy impact strategy [months 13-42] – CENN, IHE, ECMWF, RC510, UCM
- **Task 6.4:** Exploitation strategies for end-user climate services [months 12-46] –EMVIS, ECMWF, SMHI, RC510, IHE, CREAM
- **Task 6.5:** The I-CISK co-production framework for human-centred CS [months 25-46] – IHE, ECMWF, SMHI, VUA, UCM, RC510, CREAM

2 Target Audience

In order to maximise the effect of dissemination, communication and exploitation activities, key messages and actions have to be tailored to the different target audiences. Audience groups include the CS community, including the Copernicus, EMODnet and GEOSS communities; public and private CS providers and purveyors; and end-users of CS beyond the stakeholders in the LL including specialist and non-specialist users in public and private organisations and companies; the scientific and academic research and education community; policy makers; decision makers; and the general public and civil society, including the media (see Table 2). The Impacts section provides further detail of the communication channels we have defined, including novel approaches to disseminate information to sectoral organisations and the civil society through media, video documentaries, and TEDx style climate talks. Right from the beginning of the project we will reach out to the stakeholders within each of the LL, so that they will not be only actively engaged in the co-production process of the pre-operational CS, but also become I-CISK ambassadors and will help to involve a wider group of stakeholders in the process within each LL and beyond.

The following section shows the main actors identified and the main messages to be disseminated during the project. Key stakeholders have been already identified by consortium partners, which themselves are stakeholders. Project partners include (partner acronym provided in brackets):

- Swedish Meteorological and Hydrological Institute (SMHI)
- 510 an initiative of the Netherlands Red Cross (RC510)
- Ideas Science Ltd. (IDEAS)
- GECOsistema (GECO)
- Institute for Environmental Studies, VU Amsterdam (VUA)
- IHE Delft Institute for Water Education (IHE)
- Center for Ecological Research and Forestry Applications (CREAF)
- 52°North Spatial Information Research GmbH (52N)
- Universidad Complutense de Madrid (UCM)
- Centro de Investigación Ecológica y Aplicaciones Forestales (CREAF)
- EMVIS SA (EMVIS)
- European Centre for Medium-Range Weather Forecasts (ECMWF)
- Caucasus Environmental NGO Network (CENN)
- Uppsala University (UPPS)

Additionally, key stakeholder groups are listed below:

- Climate Service providers including National hydro meteorological organisations, National Environmental Protection Agencies;
- Policy/Decision makers at central level including relevant line ministries
- Local and regional governments, including Guadalquivir River Basin Authority, Emilia Romagna Region, Akhmeta Municipality, Kakheti Governor Office;

- Scientific communities and networks, including institutes and universities, EGU, AGU, Telavi State University;
- Economic and social actors such as irrigated and rain-fed farmers (e.g. olive oil producers, livestock fodder producers), extensive livestock graziers, technical staff and managers of protected areas, forestry exploitation users, OLIFE (olive grower cooperative), COVAP (rancher cooperative), tourism sector representatives; Land reclamation and irrigation boards;
- Civil society including Levegő Munkacsoport (Clean Air Action Group);
- Private sector (such as hydropower and Water utility companies);
- Intergovernmental organisations including ECMWF, Copernicus, GEOSS;
- Relevant international projects operating in the target countries;
- The consortium will also ensure information exchange with relevant EU funded projects and consortia

Appendix 1 provides an overview of key organisations identified in each of these stakeholder groups, as well as the project beneficiaries that are the main contacts to these.

3 Key Messages

I-CISK is structured in six technical work packages (WPs). CENN is responsible for coordinating the dissemination and communication activities of the project that are undertaken as a part of Work Package 6 (Communication & Dissemination), in close collaboration with the project coordinator (IHE). However, all I-CISK partners will be involved in dissemination tasks including development of key messages, thus maximizing opportunities related to their profile, geographical location, as well as networks, which will help maximize the impact of dissemination and results. The consortium partners have access to a wide range of organisations and networks. To maximise opportunities in disseminating project outputs, I-CISK partners will, where appropriate, identify opportunities to align with existing network activities and interests. These will serve as multipliers for I-CISK dissemination.

The table below highlights the subjects that key messages from each WP are expected to address, as well as the main target groups and channels. The consortium will continue to disseminate messages, including general objectives and partnership practices in project-related events. These includes meetings, presentations, and conferences, gatherings with potential stakeholders, and scientific papers and events. The table presents the six technical WPs, the key messages that are expected to be derived from each, the target groups to which they will be disseminated, and the key channels used to do so.

Additional to the subjects that each WP may address, subjects that key messages may address at the overall project level are also identified:

- Key message 1 - The knowledges, needs and perceptions of citizens, decision makers and stakeholders are integrated with climate information at spatial and temporal scale.
- Key message 2 – Innovating climate information to be used, interpreted and acted on through a next-generation of Climate Services followed by a human centred, social and behaviourally informed approach

To ensure effective implementation of WP6 tasks and communication of key messages the following communication tools and channels will be used: I-CISK and partner websites, social media, mailing list, workshops / events, Project flyer & poster and LL factsheets, e-Newsletters, Press Release / Project communication, Conferences, scientific articles, and brokering events. Table 2 below presents target groups, per work package and key messages designated for each target group.

Table 2 Summary of Key Messages per Target Group

| Work packages | Key messages | Target group |
|--|--|---|
| WP1 - The Living Labs: Establishing a collaborative environment for the co-creation of next generation of climate services | Established and is being operating the I-CISK Living Labs in seven countries Effectively and efficiently contributed in co-production, monitoring and evaluation of CS Impact | CS community, public and private CS providers; end-users of CS beyond the stakeholders in the LL including specialist and non-specialist users in public and private organizations and companies; the scientific and academic research and education community; policy makers; decision makers; and the |

| | | |
|---|--|---|
| | Co-production is a key in adaptation | general public and civil society, including the media |
| WP2 - Co-designing user-driven climate services through identifying user needs, integrating local knowledge and behavioural factors | Co-explored climate information, local climate knowledge, suitable climate actions and adaptation information needs and obligations of all the actors in the living labs Communicating about the Drivers and barriers of using CS in adaptation | Public and private organizations and companies; the scientific and academic research and education community; policy makers; and the general public and civil society, including the media |
| WP3 - Integrating local knowledge to transform scientific data into user-tailored information | Feedback on new technologies, and results Expectation from user communities Merged local data and knowledge and large-scale climate services / Tailored scientific methodologies and User-driven visualization practices | CS community, public and private CS providers; end-users of CS beyond the stakeholders in the LL including specialist and non-specialist users in public and private organizations and companies; the scientific and academic research and education community; policy makers; and the general public and civil society |
| WP4 - Assessment of the human-climate feedbacks at different spatial-temporal scales | Analyzed and implemented best practices and participatory modelling for a resilient future | CS community, public and private CS providers; end-users of CS beyond the stakeholders in the LL including specialist and non-specialist users in public and private organizations and companies; the scientific and academic research and education community; policy makers; and the general public and civil society |
| WP5 - Climate service implementation and Business development | Developed business models for sustainable climate services through “Business model stories” Implemented Technical Specification and AGILE development user centric | Technology providers, Businesses, Its, target groups of WP 1 |
| WP6 - Communication and Dissemination, Policy outreach, Exploitation and capacity building | Implemented efficient and well-designed actions to maximize the impact and exploitation opportunities of the project. Making use of strategies for end-user climate services and the I-CISK co-production framework for human-centered CS | All project target audiences including businesses and media |

4 Tools and Channels

Different mechanisms may be chosen to meet the needs of different stakeholders and beneficiaries. Direct communication tools will be used to promote the action, including on-site presentations, workshops, trainings, and brainstorming events. This type of communication allows for building better understanding both in local target groups and other involved actors and acknowledge the importance of CS and community involvement in the planning and implementation of the action.

Specific communication tools:

1. Face-to-face meetings (workshops, round tables, community meetings, etc.)
2. Online events (webinars, online seminars, etc.)
3. Media (TV, radio and print media)
4. Digital tools (Website, YouTube, Facebook, Instagram, E-Mail)
5. Success Stories
6. Videos/Video Blogs
7. Photo/Material distribution
8. Brochures, leaflets (paper or e-form)
9. Banners and other visibility materials (branded t-shirts, note-books, posters, etc.)

4.1 External communication activities, tools and channels

To ensure a broad outreach I-CISK will implement a range of communication actions to communicate and disseminate the new insights and knowledge from the research and CS innovations developed in the project through targeted activities. External communication activities have been defined to reach out to a variety of target audiences, with specific communication activities and messages tailored to each audience group to ensure the communication is efficient and adds value to the recipients. The key communication actions are summarized in Table 3.

The tools and channels include the project website, articles targeted at both lay and professional audiences, press releases, scientific papers and leaflets, social media presence, and participation in workshops / conferences / trade events.

Table 3 Communication Actions per Target Group and Their Description

| Activity/Tool | Target groups | Expected outcome | Details |
|-----------------|-------------------|--|---|
| Project Website | All target groups | Inform on the day-to-day achievements and activities of the project and its milestones achieved. | A dedicated project website has been developed and launched (www.icisk.eu). This website provides information on the project and the consortium, displays news, hosts newsletters, press releases linked to the |

| | | | |
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| | | | project and provides access to the project documents, digital communication materials (e-Newsletters, videos, blogs) and all public project deliverables. |
| Social Media | All target groups | Inform on the day-to-day achievements and activities of the project and its milestones achieved. | Dedicated LinkedIn and Twitter accounts have been created to support communication. A dedicated project space on Researchgate (https://www.researchgate.net) has been created. Additionally, all project partners are active on social media such as Twitter, Facebook, LinkedIn, Researchgate; which will be set to “follow” the project thus benefiting from large existing networks. Regular posts will be added throughout the project, documenting key messages, outcomes and events. |
| Project flyer & poster and LL factsheets | All target groups | Raise awareness about the project goals, expected impacts and inform about its benefits. | A flyer and poster detailing I-CISK objectives will be created at the start of the project to use for promoting the project (electronically and in print form on a needs basis). LL factsheets will also be created during the project for promoting their progress and impacts |
| Scientific publications | Research community | Demonstrate effective research products, etc. and create new information available for academia. | I-CISK partners aim to create >15 scientific publications in high-ranking scientific journals. The objective is to publish at least 15 of these scientific articles using the GOLD standard open access journals, including Open Research Europe. Publications additional to these 15 will be published using the GREEN standard. All publications will be made available (as PDF/pre-print or link to journal page) on the project website. The consortium will explore the option of having a special issue in a scientific journal to gather key results from the project. |

| | | | |
|------------------------------|---|--|---|
| Business Sector Publications | Businesses and entrepreneurs | Publications will address potential of upscaling the CS developed in the LL. | I-CISK will develop a set of publications in sectoral publications, addressing the agriculture, forestry, energy, tourism, urban, humanitarian sectors, health implications of heat islands and heat waves conveying to non-expert audience the concept of human-centred CS and their impact potential as told through storylines developed in the LL. We target at least 6 such publications. |
| Mini documentary videos | All target groups | Raise awareness of non-specialist audiences to convey the concept of human-centred CS and their impact potential | The sectoral publications will be complemented by mini documentary videos, directed at a non-specialist audiences to convey the concept of human-centred CS and their impact potential. This mini documentary will be based around storylines from selected LL. These will be especially attractive for sharing in social media, as well as in the MOOC. Our ambition is to develop at least 3 such mini documentary videos. In addition, a climate talk video (TEDx type) on CS and the co-production process to human-centred CS will be developed. |
| Policy Briefs | European institutions, environmental agencies, local and national authorities | Address potential of upscaling the CS developed in the LL | Within I-CISK we aim to develop 3 policy briefs for effectively communicating and disseminating to policy makers at European and local levels within selected LL. These will be targeted at European institutions, environmental agencies, local and national authorities. |
| e-Newsletters | All target groups | Inform on the achievements of the project and its milestones achieved. | E-Newsletters will be published in electronic format by the project (at 6 month intervals) and target stakeholders for conveying project, scientific and policy related news in an easy-to-read format. These will be disseminated through social networks |

| | | | |
|-----------------------|---|---|--|
| | | | and by emails to a contact list of end users and other stakeholders. |
| Scientific events | Technology providers, research community | Present the results, in order to generate new research, products, etc. | Partners will submit conference papers and abstracts and attend scientific events on behalf of the project. Several scientific conferences will be targeted (note that several consortium members are leading members of the scientific community and regularly convene sessions in these conferences dedicated to the research addressed in the project. <ul style="list-style-type: none"> - EGU General Assembly (Vienna, Austria)- Annual (April, 2022-2025) - AGU fall meeting (San Francisco, USA)- Annual (December, 2021-2024) - UEF2021 https://events.ecmwf.int/event/220/ - ECCA European Climate Change Adaptation Conference -every 2 years |
| Non-scientific Events | Government, policy makers practitioners and final users | Ensure that project activities fulfil the needs of specific/specialised stakeholders in side-events connected to major related events | Events will be organised by project partners for communicating project concept, outputs and results towards specific/specialised stakeholders in side-events connected to major related events. These are major events that bring together government, policy makers, practitioners and final users. A list of identified non-scientific events follows including: <ul style="list-style-type: none"> - Stockholm Water Week (Stockholm, Sweden)-Last week of August each year - World Hydropower Congress (location variable, bi-annual) - World Water Forum (variable)- Every 3 years - UN Water Meeting (variable)- Every 3 years - Ecomondo (the Green technology EXPO) |

| | | | |
|---------------------------------------|------------------------|--|---|
| | | | <ul style="list-style-type: none"> - EU Green Week https://www.eugreenweek.eu/en - Water Innovation Europe annual conference (https://waterinnovationeurope.eu) |
| General media publications & outreach | All target groups | Ensure the visibility and outreach of the project's main objectives and activities | Establishing partnership with local and national TV, radio, printed and online media in selected LL, inviting local journalists to document project activities and outcomes, organization of media tours in selected LL |
| Press Release / project communication | All target groups | Raise awareness and inform all target audience about project activities | Short 'press release-style' project communications will be prepared and issued. These will be issued in selected LL at the beginning, at the end, and after important milestones. |
| Brokering Events | CS providers and users | Allow target audience to explore the business potential of the outputs of I-CISK for developing CS | These events will allow CS providers and users to explore the business potential of the outputs of I-CISK for developing CS. These will be organised back-to-back with key events such as the Copernicus C3S Annual meetings, ESA, and GEOSS meetings/workshops. |
| MOOC & Guideline | All target groups | Building capacity in the full iterative process of the co-production framework | An open online course, allowing unlimited free participation will be developed to build capacity in the full iterative process of the co-production framework. This will be supported by a guideline for the application of the framework and choices made at each step. The MOOC and guidelines will be developed on the outcomes of the project in co-producing human-centred CS from WP1, WP2, WP3, WP4 & WP5, and will built on the stakeholder experiences and stories developed in the LL |

4.2 Internal communication activities and tools

Table 4 presents internal communication activities, along with description of communication tools.

Table 4 Internal Communication Tools

| Activity tool | Details |
|---------------------------------|--|
| Mailing List | Dedicated mailing lists will be defined. These will include mailing lists for all project partners and staff involved for general communication, as well as lists specific to the various executive bodies in the consortium (e.g. management team, WP-leads, Living Lab leads). |
| Document Sharing platform | A dedicated document sharing platform will be created and structured to enable the sharing of documents, presentations, communication materials (e.g. owncloud.com). |
| Face-to-face or online meetings | To enrich collaboration a limited set of face-to-face (F2F) meetings will be held. This includes a Kick-off at the beginning of the project (M1), three intermediate meetings (M13, M25, M37) and a final event/conference (~M48). These meetings will also include dedicated side events addressing exploitation of results, cross-learning between partners, and gender and inclusivity. All F2F will provide video conferencing facilities, allowing partners to attend remotely. |
| Teleconference meetings | Teleconference meetings will take place periodically at project level, gathering members from the Executive Board and more regularly at WP level for ensuring the efficient and collaborative implementation of tasks. These will use common web platforms (zoom.com, jit.sy). |

To ensure a smooth interaction and collaboration between project partners and flow of information throughout the project, several communication platforms and project management tools will be used. These will be used for sharing information and exchanging documents, get updated on activities and relevant documents in a timely manner. Table 9 provides an overview of the tools that will be used. Should be noted that project was initiated in the period when current COVID-19 pandemic comes to an end or is reasonably well under control. Despite the opportunities this will provide to meet in-person, we will to the extent possible organize all internal project meetings either wholly through virtual conferencing (e.g. WP-coordination meetings, ad-hoc meetings) or through a mixed mode approach allowing participants to attend in-person as well as through virtual means (e.g. consortium meetings).

5 Communication tools of partner organizations

5.1 Visibility of the EU funding

Any dissemination of results must display the emblems and include the following text:

This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under grant agreement No 101037293.

Figure 1: EU funding logo



Logo

The logo for I-CISK project have been developed;

Figure 2: I-CISK Logo



Font

The font called “Calibri” will be used for print and web.

Communication and Visibility Guide (Annex 1)

More detailed information on digital visibility of the I-CISK project is available in the D6.2 - I-CISK Website and Digital Presence.

5.2 Project website

To ensure that all promotion, dissemination and communication materials centred on the I-CISK project are well communicated online the website has been developed www.icisk.eu

The website is the primary source of information for external parties, providing updates on project activities and achievements to all target audiences. The aim is to inform stakeholders and general public about project developments, the project's achievements, and as a repository for information

on relevant events, initiatives, scientific documents, articles, and so on. All project partners will contribute to the website by providing relevant project information.

The project website contains:

- Information on the project itself, overall objectives and aims
- Information about the consortium partners and direct contact information to each of them
- Information about 7 living labs, including updates and description
- Latest news about the project progress and results
- Press downloads, including relevant infographics, articles etc.
- Outcomes
- Resources
- Contact information
- Social media links.

The consortium will select the responsible person who will be responsible for keeping the website up and running, but all partners are expected to contribute with news and content on a regular basis.

The website is responsive to work on a variety of browsers, devices, and screen sizes, such as smartphones and tablets.

More detailed information on visibility related issues is available in the D6.2 - I-CISK Website and Digital Presence.

5.3 Social media and web presence

The project has social media presence on project partners' social media. The Table 5 presents project partners social platforms that could be used by project for communication and visibility activities of the project:

Table 5 Summary of Project Partners Social Presence

| Organization | Web-site | Facebook | twitter | LinkedIn |
|--|---|---|---|---|
| SMHI | https://www.smhi.se/en/ | https://www.facebook.com/SMHI.se | SMHI (@SMHI) / Twitter | https://www.linkedin.com/company/smhi/mycompany/ |
| 510 an initiative of the Netherlands Red Cross | https://www.510global/ | https://www.facebook.com/510global | https://twitter.com/510global# | https://www.510global/ |
| Ideas Science Ltd. | https://www.ideas-science.com/ | N/A | N/A | https://www.ideas-science.com/ |

| Organization | Web-site | Facebook | twitter | LinkedIn |
|--|---|---|---|---|
| GECOsistema | www.gecosistema.com | N/A | https://twitter.com/gecosistema | www.gecosistema.com |
| Institute for Environmental Studies, VU Amsterdam - | https://vu.nl/en/about-vu/research-institutes/ivm | N/A | https://twitter.com/VUamsterdam | https://vu.nl/en/about-vu/research-institutes/ivm |
| IHE Delft Institute for Water Education | https://www.un-ihe.org/ | https://www.facebook.com/ihedelft | https://twitter.com/ihedelft | https://www.un-ihe.org/ |
| CREAF | https://www.crea.cat/ | N/A | https://twitter.com/CREAF_Ecologia | https://www.crea.cat/ |
| 52°North Spatial Information Research GmbH | https://52north.org | N/A | https://twitter.com/fivetwon | https://52north.org |
| Universidad Complutense de Madrid | https://geologicas.ucm.es/ | N/A | @geologicasUCM | https://geologicas.ucm.es/ |
| EMVIS SA | http://emvis.gr/ | N/A | https://twitter.com/emvisconsulting | https://www.linkedin.com/company/emvis-s-a/ |
| European Centre for Medium-Range Weather Forecasts (ECMWF) | www.ecmwf.int | https://www.facebook.com/ECMWF/ | https://twitter.com/ecmwf | https://www.linkedin.com/company/ecmwf/ |
| Caucasus Environmental NGOs Network CENN | www.cenn.org | https://www.facebook.com/ThinkNaturally | N/A | https://www.linkedin.com/company/thinknaturally/ |
| Uppsala University | https://www.uu.se/en/ | https://www.facebook.com/118022251584290 | https://twitter.com/UU_University | https://www.linkedin.com/company/uppsala-university |

In addition, project team has developed social and web presence that will be dedicated solely for project communication and dissemination activities.

I-CISK Social Media and Web Presence

1. [I-CISK web-site](#)
2. [I-CISK Research Gate](#)
3. I-CISK Twitter - @icisk_eu
4. [I-CISK LinkedIn](#)

Social media is crucial for the dissemination and communication of the project, integrating with the website and allowing the rapid spread of information to different age groups and target audiences.

Content will be posted on social media regularly from the start of the project to increase outreach. Social media networks will be used as a tool to announce project achievements, events, workshops, etc., but most importantly to drive traffic to the website.

For the first phase of the project, the social media accounts will share posts related to the project scope and objectives to build a community of interest, creating an audience for whom there are project results to share.

The content on social media will among other things include posts within categories like “Meet the partners”, “Facts and figures”, “What’s happening right now”, “Participation in events”, “In the media”, etc.

The activity goal is to post once a month on average on any / all of Twitter, LinkedIn and Facebook.

5.4 Press Releases

Short ‘press release-style’ project communications will be prepared and issued. These will be issued in selected LL at the beginning, at the end, and after important milestones. Press releases will be published on a regular basis to announce important developments during the course of the project. The project partners will be required to write press releases for the small- and large-scale events, about publications, visits and etc. For the large-scale events press releases will be first written in English and sent to relevant European press and English-speaking journalists, and then the partners will be encouraged to translate it and share it with national and regional media. Local media from the partner’s countries will be leveraged, as they are more likely to publish the news than big national media. News agencies will be prioritised too, as they are one of the main sources of news for several big media outlets and newspapers.

Press Release Template (Annex 2)

5.5 Scientific journals

I-CISK partners aim to create > 15 scientific publications in high-ranking scientific journals. Project will seek to publish 15 of these scientific articles using the GOLD standard open access journals, including Open Research Europe. Publications additional to these 15 will be published using the GREEN

standard. All publications will be made available (as PDF or link to journal page) on the project website. The consortium will explore the option of having a special issue in a scientific journal to gather key results from the project. Detailed information on the open science approach take in I-CISK is presented in D7.2 - I-CISK Data Management Plan.

5.6 Participation at conferences, workshops, and events

Project partners will attend sector related events, conferences and workshops, both offline or online, to meet target groups as well as other stakeholders and public authorities and to raise awareness about the project objectives, progress and results. There will be several types of meetings organized:

Scientific events - Partners will submit conference papers and abstracts and scientific events on behalf of the project. Several scientific conferences will be targeted. Several consortium members are leading members of the scientific community and regularly convene sessions in these conferences dedicated to the research addressed in the project. Conferences and scientific events where I-CISK partners regularly contribute includes, but is not limited to:

- EGU General Assembly (Vienna, Austria)- Annual (April, 2022-2025)
- AGU fall meeting (San Francisco, USA)- Annual (December, 2021-2024)
- UEF2021 <https://events.ecmwf.int/event/220/>
- ECCA European Climate Change Adaptation Conference - every 2 years

Non-Scientific Events - Events will be organised by project partners for communicating project concept, outputs and results towards specific/specialised stakeholders in side-events connected to major related events. These are major events that bring together government, policy makers practitioners and final users. A list of identified non-scientific events follows includes.

- Stockholm Water Week (Stockholm, Sweden)-Last week of August each year
- World Hydropower Congress (location variable, bi-annual)
- World Water Forum (variable)- Every 3 years
- UN Water Meeting (variable)- Every 3 years
- Ecomondo (the Green technology EXPO)
- EU Green Week <https://www.eugreenweek.eu/en>
- Water Innovation Europe annual conference (<https://waterinnovationeurope.eu>)

Brokering Events - These events will allow CS providers and users to explore the business potential of the outputs of I-CISK for developing CS. I-CISK will organise brokering events back-to-back with key events such as the Copernicus C3S Annual meetings, ESA, and GEOSS meetings/workshops.

5.7 Stakeholder engagement

The engagement of stakeholders from the very beginning of the project is key to successfully meeting its objectives. From the beginning of the project, all the partners have been collaboratively building a stakeholders list that will be constantly updated.

Stakeholders will be addressed on a personal basis with the help of all the partners. Each partner will reach out to the stakeholders they know personally, to let them know about the project, invite them to follow the social media channels and take part actively in surveys and questionnaires.

6 Indicators and Targets

The successful implementation of the Dissemination and Communication Plan will be measured by the achieving of specific targets for a number of different indicators specified in the table below.

Table 6 presents indicators and means of verification of the Dissemination and Communication Plan.

Table 6 Indicators and Targets of Dissemination and Communication Plan

| Indicator | Target Value | Means of Verification |
|---|--------------|---|
| Number of unique visits to the project's web-site | > 3,000 | Web analytics tools |
| Number of followers in project's partners' social media (Facebook, LinkedIn, Instagram) | > 15,000 | Social Media Reporting Tools |
| Number of policy briefs disseminated | 3 | Policy Briefs Published Online |
| Number of publications on CS in non-scientific sectoral magazines/periodicals & general media | 5 | Publications |
| Number of scientific publications in peer-reviewed scientific literature | > 15 | Papers published/submitted (available online) |
| Number of educational CS videos produced and available online | > 4 | Available online |

7 Levels of Dissemination

Key targets groups operate at different geographic levels, which will influence communication tools and media to be employed.

7.1 European Level – European Commission (EC)

The EC will be informed about the results via the periodic reporting of the project, minutes of periodical meetings, updates of the DCP and other reports, and indirectly via collaboration with other ongoing projects on dissemination activities.

7.2 International Level – Stakeholders, scientific community etc.

Relevant international organisations will be informed on project, involvement opportunities and results. Scientific knowledge can be translated into practical information, guidelines, and regulatory policies. Partners will send direct mails to specific organisations and stakeholders known to them to raise public awareness.

7.3 National and regional levels

Engaging relevant stakeholders, organisations, academia and communities is a key element in the I-CISK project, which will be carried out by all partners, focusing on their own catchment areas. The project provide support by publishing key messages and materials as required. While the main language of the project is English, other national and regional languages may be used to reach a wider audience at regional level.

8 External Communication

Every effort will be made to publicise the results of the work of the consortium via the media, publications, conference presentations, and workshops. The results of the project will be disseminated via reports, scientific papers and articles. Everything will be made open access to facilitate knowledge exchange. All material will follow appropriate EU communication guidelines.

All partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners' activities may include, but are not limited to sharing content about the project on social media and on each entity's own newsletters and websites, engaging with relevant national and local media, and with relevant stakeholders. Whenever possible, partners will translate the press releases into their national languages and share them with appropriate regional media. Partners will also hold face-to-face meetings with interested parties and attend relevant events to disseminate the project.

Appendix 1

Table A1: Links between organisations and networks and project partners with active connection relevant to I-CISK.

| Organisation / Network | Project Partners |
|---|------------------|
| <i>Climate Service providers & purveyors (Intergovernmental organisations)</i> | |
| Copernicus Climate Change Services (C3S) | ECMWF, SMHI |
| Global Earth Observations (GEO; GEOSS) | CREAF |
| World Meteorological Organisation (including GWP; IDMP; APFM) | ECMWF; SMHI; IHE |
| | |
| <i>Climate Service providers & purveyors (National Hydro-Meteorological Services)</i> | |
| Swedish Hydrometeorological Agency (SMHI) | SMHI; all |
| Spanish Hydrometeorological Agency (AEMET) (pending confirmation) | CREAF, UCM |
| REDIAM (Environmental evaluation and analysis service), General Secretariat for environment, water and climate change, Department of agriculture, livestock, fisheries and sustainable development, Government of Andalucía | CREAF, UCM |
| | |
| | |
| <i>River Basin Organisations</i> | |
| Rijnland Basin Water Authority, the Netherlands | IHE; VUA |
| Guadalquivir River Basin Authority, Spain | UCM, CREAF |
| Guadiana River Basin Authority, Spain (pending confirmation) | UCM, CREAF |
| | |
| <i>National Governmental Organisations and (line) Ministries</i> | |
| Greek National Tourism Organisation | EMVIS |
| Hellenic Ministry of Environment and Energy | EMVIS |
| | |
| <i>Local & Regional Governmental Organisations</i> | |
| Emilia Romagna Region, Italy | GECO |
| Akhmeta Municipality, Georgia | CENN |
| Kakheti Governor Office, Georgia | CENN |
| Cardeña and Montoro Natural Park | CREAF-UCM |
| Center for forest management experimentation and training of Cazorla (Centro de capacitación Centro de Capacitación y Experimentación Forestal de Cazorla) | CREAF-UCM |
| Municipal Port Fund of Rethymno | EMVIS |
| Organization for the Development of Crete S.A. | EMVIS |
| REGIONAL DEVELOPMENT COMPANY OF CRETE SA | EMVIS |
| | |

| <i>Civil Society Groups</i> | |
|--|--------------------------------|
| Levegő Munkacsoport (Clean Air Action Group), Hungary | IDEAS |
| WWF Spain | UCM, CREAM |
| | |
| <i>Private Sector and Sectoral Organisations</i> | |
| OLIPE (olive grower cooperative), Spain | UCM, CREAM |
| COVAP (rancher cooperative), Spain | UCM, CREAM |
| Greek Tourism Confederation | EMVIS |
| | |
| <i>Scientific Networks and organisations</i> | |
| HEPEX (Hydrological Ensemble Prediction Experiment) | ECMWF; SMHI; IHE |
| IAHS-FRIEND (International Association of Hydrological Sciences) | VUA; IHE |
| IAH (International Association of Hydrogeologists) | IHE; VUA |
| European Geophysical Union (EGU) | ECMWF; SMHI; IHE; UPPS; 52N |
| WaterNet (network organisation of water related universities and research organisation in Southern Africa) | IHE |
| <i>Universities & Research Institutes</i> | |
| Telavi State University, Georgia | CENN |
| Pablo Olavide University, Spain | UCM, CREAM |
| | |



I-CISK

HUMAN CENTRED CLIMATE SERVICES

Colophon:

This report has been prepared by the H2020 Research Project “Innovating Climate services through Integrating Scientific and local Knowledge (I-CISK)”. This research project is a part of the European Union’s Horizon 2020 Framework Programme call, “Building a low-carbon, climate resilient future: Research and innovation in support of the European Green Deal (H2020-LC-GD-2020)”, and has been developed in response to the call topic “Developing end-user products and services for all stakeholders and citizens supporting climate adaptation and mitigation (LC-GD-9-2-2020)”. This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101037293.

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