



IMPETUS

Turning climate commitments into action

Deliverable Report

Updated framework for communication, collaboration and dissemination

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- ¹ PU = Public
CO = Confidential, only for members of the consortium (including the Commission Services)
R = Report
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Abbreviations

Abbreviation / Acronyms	Description
AI	Artificial Intelligence
ARSINOE	Climate Resilient Regions Through Systemic Solutions and Innovations project
BEF	Baltic Environmental Forum - Latvia
CANT	Cantina Toblino
CCD	Communication, collaboration and dissemination
CINEA	European Climate Infrastructure and Environment Executive Agency
CSA	Coordination and Support Action
demo	demonstration
DS	Demonstration Site
EC	European Commission
ESCI	European Science Communication Institute
EU	European Union
EURAC	Eurac Research
EUT	Eurecat Technology Centre of Catalonia
GA	Grant Agreement
GCF	Global Climate Forum
GDPR	General Data Protection Regulation
GD-SO	Green Deal Projects Support Office
IPR	Intellectual Property Rights
LOB	Lobelia Earth
KWB	Kompetenzzentrum Wasser Berlin
KWR	KWR Water Research Institute b.v.
MOOC	Massive Open Online Course
N&S	Nelen & Schuurmans
NTUA	National Technical University of Athens
PM	Person Month
QH	Quintuple Helix (stakeholders)



R&D	Research and Development
REGILIENCE	Regional Pathways to Climate Resilience project
RKB	Resilience Knowledge Booster
SDG	Sustainable Development Goal
SME	Small and Medium-sized Enterprise
THETIS	Thetis S.p.A.
TFFK	Troms and Finnmark County Municipalities
TransformAr	Accelerating and Upscaling Transformational Adaptation in Europe project
UiT	UiT The Arctic University of Norway
UK	United Kingdom
UN	United Nations
URL	Uniform Resource Locator
SDSN	UN Sustainable Development Solutions Network
WP	Work Package
WPL	Work Package Leader



Table of contents

Technical References	2
Document history	3
Disclaimer	3
Abbreviations	3
Executive Summary	8
1 CCD strategy and approach	9
1.1 Introduction	9
1.2 Context and positioning	9
1.3 IMPETUS objectives and ambitions	10
1.4 CCD objectives	11
1.5 Challenges and strategic considerations	12
1.6 CCD phases	13
1.7 Stakeholders and their 'journey'	13
1.8 Strategic approach and benefits	15
1.8.1 Strategic choices: messages, tone, language	15
2 CCD framework management	16
2.1 Resources	16
2.2 Coordination	17
2.2.1 Coordination with IMPETUS partners	17
2.2.2 Coordination with sister projects	18
2.2.3 Coordination with related networks	19
2.3 Roles and responsibilities of partners	19
2.3.1 Promote IMPETUS and disseminate results	20
2.3.2 Confidentiality, security, privacy, copyright	20
2.3.3 Open access to scientific publications	21
2.3.4 Acknowledgement of EU funding	21
2.3.5 Use of disclaimer	21
2.3.6 Monitor and report CCD results	22
2.3.7 Approval Procedures	22
3 CCD framework implementation	22
3.1 Broad overview of activities	23
3.2 Project branding	23
3.2.1 Visual identity	24
3.2.2 Text elements	27
3.2.3 Templates	27
3.2.4 Branding – year one examples and year two priorities / expectations	27
3.3 Target audiences	28
3.3.1 Audiences: year one examples and year two priorities / expectations	29



3.4	Key messages	30
3.4.1	Applying the strategy to messaging	31
3.4.2	Messaging - year one examples and year two priorities / expectations	32
3.5	Communication, collaboration and dissemination channels	33
3.5.1	Applying the strategy to channel selection and use	33
3.5.2	Website	34
3.5.3	Social media	35
3.5.4	Externally-managed channels	37
3.5.5	Events	38
3.5.6	Channels - year one examples and year two priorities / expectations	39
3.6	CCD activities and metrics	42
3.7	Tools and materials	43
3.8	Timeline	44
4	Monitoring and measuring success	45
5	Future work	45
6	Conclusion	46
	Appendix 1: EU emblem in H2020 projects	47
	Appendix 2: Key phrases	48
	Appendix 3: Year 1 website & social media statistics	49
	Appendix 4: Overview of WP7 tasks and expected CCD activities in year two	50

List of tables

Table 1	Three categories of quintuple helix stakeholders showing example target audiences	14
Table 2	Distribution of IMPETUS partners according to their CCD commitments in person months ...	16
Table 3	High-level overview of IMPETUS CCD actions during the four project years	23
Table 4	Branding – year one examples and year two priorities / expectations	27
Table 5	Three categories of quintuple helix stakeholders showing example target audiences, primary communicating partners and kinds of CCD actions	28
Table 6	Audiences – year one examples and year two priorities / expectations	29
Table 7	Examples of messages for stakeholders and target audiences in CCD phases I and II	31
Table 8	Messaging – year one examples and year two priorities / expectations	32
Table 9	Channels – year one examples and year two priorities / expectations	39
Table 10	Key IMPETUS CCD activities and metrics	42
Table 11	Initial IMPETUS communication tools overview	43
Table 12	Overview of CCD activities in the first two years of the project	44
Table 13	Future actions impacting the IMPETUS CCD framework and activities	46

List of figures

Figure 1	Different phases of IMPETUS communication, collaboration and dissemination activities ...	13
Figure 2	Different steps in the IMPETUS stakeholder ‘journey’	14
Figure 3	WP1&7 tools and workflow with/supporting DS partners’ stakeholder engagement, related communications, and wider CCD outputs and impacts	18
Figure 4	IMPETUS principal colour palette	24
Figure 5	IMPETUS secondary colour palette	24
Figure 6	IMPETUS logo in horizontal and vertical formats, without and with the project payoff text ...	25
Figure 7	IMPETUS typography in print materials – shown to scale	25



Figure 8 IMPETUS PowerPoint template typography – not to scale.....	26
Figure 9 Illustrative element from among IMPETUS launch graphics, based on the project logo	26
Figure 10 IMPETUS website homepage	34
Figure 11 IMPETUS LinkedIn account profile banner	35
Figure 12 IMPETUS Twitter account profile banner.....	36
Figure 13 ESCI YouTube channel front page	36



Executive Summary

This document describes the framework for communication, collaboration, and dissemination (CCD) for the 4-year 'Dynamic Information Management Approach for the Implementation of Climate Resilient Adaptation Packages in European Regions' project 'IMPETUS', as updated at the start of project year two. This work is the focus of Work Package 7 (WP7), led by ESCI, but includes commitments by all partners and supports all WPs and the overall project objectives.

The context and strategy for the CCD work, an updated plan for its implementation, and a brief overview of actions during year one are provided in this document, with two further updates plus other reports detailing actions and results scheduled during the project lifetime. This framework will empower all partners to engage with multiple, targeted audiences, raise visibility for project activities and their contributions to them, and to achieve maximum impact and uptake of the project results.

IMPETUS is a complex and ambitious project with diverse activities, partners, stakeholders and objectives. It is also part of a wider landscape of EU-funded projects, policy actions and other programmes that address the urgent need for societal consensus around innovative measures to adapt to climate change. The IMPETUS CCD framework takes this into account by positioning the project and its activities in relationship to EU Mission Adaptation 'key community systems' and UN Sustainable Development Goals (SDGs) as well as the EU Adaptation Strategy and Green Deal.

The overall project objective of IMPETUS is to develop and validate a coherent, multi-scale cross-sectoral climate change adaptation framework to accelerate the transition towards a climate-neutral and sustainable economy. The key ways this will be achieved are by:

- combining human and digital dimensions in 7 demonstration sites' (DSs) 'Resilience Knowledge Boosters' (RKBs): showcasing solutions, engaging and serving multiple stakeholders, co-creating and delivering results, and supporting multi-level adoption and decision making;
- ensuring the RKBs and related communities are interconnected as sustainable vehicles for continuing the development of locally / regionally relevant climate-change adaptation and resilience measures beyond the IMPETUS lifetime.

Taking these factors into consideration, and with no (current) expectation that the 2021-2025 lifetime of IMPETUS may be extended, the project must leave a legacy of connected RKB communities, strong partner-stakeholder relationships, tangible and exploitable results, and evidence that the results are findable, known about, used, and making an impact. To support this legacy building, a narrative thread will be developed to run throughout the CCD actions, which over time will: provide examples, showcase the legacy aspects and set expectations for what comes after the project. It will be important to use storytelling, highlight individual perspectives and offer a hopeful and inspiring tone, to humanise the outputs and maximise their appeal and success. This will apply to over-arching messaging and material (in English) and regional messaging and materials (where possible in local languages) related to the DSs' activities.

A simple strategic approach positions IMPETUS within this complex context, brings several benefits that support the project objectives, strengthens the position of partners and other experts who will continue to work in the climate-change adaptation space after IMPETUS ends, and provides a pragmatic guideline for making choices and setting priorities in implementing the project's CCD actions while maximising impact and achieving the objectives of the project and the wider drive towards resilience. This strategic approach can be summarised as: **"complement and amplify"**.

During year one, application of this strategy led to the dissemination of IMPETUS content related to citizen engagement, disaster risk reduction, satellite data usage, wine production and water management via relevant websites, newsletters and events, as well as to contributions to the development of joint communication tools and event sessions with sister projects and partners. In year two, this strategy will increasingly support the visibility of technical developments, guidelines and recommendations, and the DS activities by identifying and utilising further such opportunities.

Recognition of the project's European Union (EU) funding will be given in all CCD actions in line with requirements.



1 CCD strategy and approach

1.1 Introduction

Launched in October 2021, the 4-year ‘Dynamic Information Management Approach for the Implementation of Climate Resilient Adaptation Packages in European Regions’ project known as ‘IMPETUS’ is complex and ambitious. It consists of 32 partners using and addressing diverse technical and non-technical fields of expertise in 8 work packages (WPs), one of which focuses on 7 bio-geographical region demonstration sites (DSs) that are testing 31 regionally-relevant solutions. Informed by the goals set for IMPETUS in the project’s Grant Agreement, this updated framework for communication, collaboration and dissemination (CCD) considers the project’s various internal and external stakeholders and their requirements, with activities that address and engage diverse target audiences through different channels, with consistent messaging and impactful content.

In this way, the Communication and Dissemination work package (WP7) supports and follows the objectives of the project and its seven other work packages: Governance & Stakeholder Co-creation for Transformative Adaptation (WP1); Digital and Knowledge Dimension of the Resilience Knowledge Boosters (WP2); Exposure and Vulnerability Assessment (WP3); Deployment of Solutions at Demo Sites (WP4); IMPETUS Adaptation Pathways and Innovation Packages (WP5); Boosting Project Impact (WP6); and Project Management (WP8).

As IMPETUS is part of a wider landscape of EU-funded climate-change related projects, policy actions and global programmes, and as its diverse objectives are aligned with various EU Mission Adaptation ‘Key community systems’ and UN Sustainable Development Goals (SDGs), the project’s CCD framework must also take this context into account.

1.2 Context and positioning

As part of the 2021 EU Adaptation Strategy¹ vision for Europe to be the world’s first climate-neutral continent and a climate-change resilient society by 2050, IMPETUS was launched under the Horizon 2020 Green Deal², alongside ‘sister’ projects ARSINOE³ (Climate Resilient Regions Through Systemic Solutions and Innovations), TransformAr⁴ (Accelerating and Upscaling Transformational Adaptation in Europe) and REGILIENCE⁵ (Regional Pathways to Climate Resilience).

The goals and vision of the IMPETUS project are aligned with the targets of the Green Deal, Horizon Europe⁶ and the Horizon Europe ‘Missions’, including Mission Oceans, which is of relevance in terms of overlapping topics and goals, but primarily Mission Adaptation⁷, the Mission ‘Adaptation to Climate Change’⁸. This is of particular relevance to IMPETUS and its sister projects because of its focus areas and its approach.

The Mission Adaptation approach is that it: supports regions and communities based on their level of vulnerability, preparedness, ambition and need; focuses on cross-cutting themes and innovation areas; and encourages an inclusive approach that brings together public administrations, private sector and civil society, citizens and any other relevant actors. The Mission’s five ‘key community systems’ (critical infrastructure; water management; health and wellbeing; land use and food systems; ecosystems and nature-based solutions) and ‘key enabling conditions’ for innovation and transformation (knowledge and data; governance and engagement; behavioural change; mobilising sustainable finance and resources) resonate with various IMPETUS activities, as do its

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM:2021:82:FIN>

² https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en

³ <https://arsinoe-project.eu/>

⁴ <https://transformar.eu/>

⁵ <https://regilience.eu/>

⁶ https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf

⁷ https://ec.europa.eu/commission/presscorner/detail/en/IP_22_3527

⁸ https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/adaptation-climate-change_en



communications and citizen engagement objectives as defined in its 2021 'Climate Change Adaptation Mission Implementation Plan'⁹.

Within this wider context, IMPETUS, ARSINOE, TransformAr and REGILIENCE are required to coordinate their work, particularly in the CCD area, under the leadership of the REGILIENCE Coordination Support Action (CSA). These four 'sister' projects are also required to coordinate with all the Green Deal projects in a similar way. This coordination is to identify synergies and efficiencies, avoid work gaps or duplication of effort, maximise the reach and impact for all of the projects' messages and results, ensure there is learning and exchange of best practices among these projects and with the EC, while positioning the projects and their activities and results in the context of Mission Adaptation, the EU Green Deal, and the EU's larger strategic goals towards climate-change adaptation and societal resilience.

As the projects' goals and activities also resonate with the UN Sustainable Development Goals¹⁰ (SDGs) and the UN Sustainable Development Solutions Network (SDSN) is a partner in both IMPETUS and ARSINOE, IMPETUS and its 'sisters' are also positioning themselves in this context.

Positioning IMPETUS in these broader contexts entails engaging in collaborative planning and implementation activities, ensuring CCD outputs include relevant references and messages, making use of relevant channels for dissemination, and organising and participating in relevant events.

POSITION: IMPETUS is part of the EU (and global) landscape of strategic initiatives aiming to equip communities to find their best paths to climate change adaptation and resilience.

1.3 IMPETUS objectives and ambitions

The objectives of IMPETUS nest within the wider context of its relationships with sister Green Deal projects and the EU climate-change related policy actions and programmes.

The overall objective of IMPETUS is to **develop and validate a coherent, multi-scale cross-sectoral climate change adaptation framework to accelerate the transition towards a climate-neutral and sustainable economy**. This encompasses seven more specific objectives towards achieving eight ambitions around: research solutions, novel methods and tools, digital innovation, improving water quality and availability, knowledge creation and sharing, reducing institutional and social fragmentation, transforming citizen behaviour, supporting policy, and developing operational adaptation pathways. In this way, IMPETUS has the potential to contribute innovations to the scientific, digital, policy and governance, technology and business, social and outreach arenas.

The key ways these objectives will be achieved are to:

- **Create and launch 'Resilience Knowledge Boosters' (RKBs) at the 7 demonstration sites, to continue climate-change adaptation and resilience development beyond the IMPETUS lifetime, by –**
 - developing data and assessment methods and tools to support decision and policy making (the digital dimension);
 - creating a robust stakeholder community (the human dimension), engaging stakeholders in co-designing and deploying adaptation innovation packages; sharing knowledge;
 - interconnecting the RKBs', facilitating their replicability, aiming for their long-term sustainability.
- **Design and demonstrate innovation packages that strengthen climate adaptation capacities in IMPETUS lifetime, by –**
 - empowering communities to co-design, assess, deploy, and monitor region-specific portfolios of solutions as measures for climate-change adaptation;

⁹ https://research-and-innovation.ec.europa.eu/system/files/2021-09/climat_mission_implementation_plan_final_for_publication.pdf

¹⁰ <https://sdgs.un.org/goals>



- mobilising consortium partners and stakeholders to demonstrate a wide range of solutions;
- including research and innovation, methodological, technological, governance, awareness, behavioural, economic, financial, governance and nature-based solutions;
- validating the RKB approach for communities around the project's 7 demo sites, covering all key community systems, climate threats, and multi-level governance.
- **Develop a robust and validated strategy to replicate and transfer the IMPETUS framework to other socioecological regions and conditions, by –**
 - mobilising local, regional and national public authorities, R&D organisations, SMEs and large enterprises as well as international organisations within the project consortium or among the wider or regional stakeholders, to build upon, upscale, advocate for and adopt the demonstrated solutions and the overall RKB approach;
 - optimising the promotion of exploitable project results and the RKB approach to/by relevant audiences at local, regional, national and international scales.

These high-level IMPETUS objectives, ambitions and activities support the **key Mission Adaptation objectives**:

- ***“Preparing and planning for climate resilience - provide general support to European regions and communities to better understand, prepare for and manage climate risks and opportunities”***
 - IMPETUS RKBs support regionally-relevant information sharing and knowledge building through the user-friendly presentation of data-driven visualisations, projections, risk and resilience assessments, and by fostering trust and cooperation among community stakeholders who are engaged and willing to work together towards adaptation;
- ***“Accelerating transformations to climate resilience - work with at least 150 regions and communities to accelerate their transformation to a climate resilient future, supporting them in the co-creation of innovation pathways and the testing of solutions”***
 - The 7 IMPETUS DS regions are among the target number. RKB human dimension activities will engage communities in exploring what adaptive measures could best help them to adjust to the local impacts of climate change, define their optimal path towards resilience and decide the best policy and investment changes to get there.
- ***“Demonstrating systemic transformations to climate resilience - deliver at least 75 large-scale demonstrations of systemic transformations to climate resilience across European regions and communities.”***
 - IMPETUS aims to successfully demonstrate its approach among its demo sites and show how the ingredients for success could provide a recipe for other communities and regions to follow.

These project objectives have implications for the CCD objectives and the strategy for achieving them.

1.4 CCD objectives

The overall objective for IMPETUS communication, collaboration and dissemination is to **inspire commitment and action by transmitting results, sharing insights and creating engaged public support for climate change resilience measures**. This breaks down into the following more specific objectives:

- Deploy engaging multimedia and storytelling techniques;
- Manage a network of communication & dissemination ambassadors at demo sites to connect, engage and collaborate with citizens and stakeholders through the RKBs;
- Amplify and accelerate climate-change resilience beyond IMPETUS with a powerful stakeholder engagement strategy and support networks;
- Use innovative lean learning and results transfer to drive broad socio-economic change made possible by IMPETUS adaptation pathways.



In addition to the usual communication and dissemination activities - raising awareness of the project, its activities, achievements, uptake and impacts – the CCD activities of IMPETUS include project-specific tasks that are more unusual, and for which WP7 is highly dependent on other contributors:

- Connect, engage and collaborate at demo sites and RKBs, including stakeholder engagement and co-creation, and embedding RKB ambassadors for communication and dissemination
 - *requires close work with WP1 and WP4 (DS teams) and depends on creation of the RKB digital dimension by WP2 and WP3.*
- Amplify and accelerate the IMPETUS framework, including engaging with transnational networks, co-producing content with 'sister projects', and designing and launching a web-based 'multi-sided platform' for accessing exploitable results
 - *requires close work with WP5, WP6, WP8, SDSN and the REGILIENCE Coordination and Support Action (CSA).*
- Lean learning, knowledge building and results transfer, including creation and deployment of a Massive Open Online Course (MOOC), running RKB-based knowledge transfer events, creating and deploying demo site virtual visits and webinars, and targeting (technical) academic dissemination and events
 - *requires close work with WP1, WP4 (DS teams), WP6, RKB stakeholders, SDSN, KWR and the REGILIENCE CSA.*
- Coordination / synergies with relevant EU projects and other initiatives, including establishing a working group to exchange knowledge and experiences to create adaptation measures
 - *requires close work with WP6, WP8, EUT, REGILIENCE CSA and other Green Deal or Horizon 2020 projects.*

1.5 Challenges and strategic considerations

To achieve a strategic approach that guides the direction and priorities of IMPETUS CCD activities in the most impactful and effective way, the key challenges and factors for consideration are:

- the politically sensitive nature of the wider public discourse around climate change and the fact that this is already a congested and fragmented 'attention space';
- the need to coordinate IMPETUS CCD activities with those of ARSINOE, TransformAr and REGILIENCE, other Green Deal projects, and possibly others in future;
- the size, complexity and ambitious nature of the project and its wide diversity of partners, activities, stakeholders and target audiences, all with differing CCD needs at different stages of the project;
- the need to work with and through the project's demo site teams in engaging with regional stakeholders (in local languages) and the need to strike the right balance in this work between focusing on the local specifics and the project's larger view messages while also allowing for the DS partners' limited resource / expertise in WP7 and CCD activities;
- the goal of leaving a sustainable legacy in the form of interconnected RKBs with interconnected stakeholder communities at their heart, who are equipped to continue CCD activities as part of their ongoing development of climate-change adaptation and resilience measures;
- the need to define the core RKB concept in an easily comprehensible and adaptable way so it can become the central project narrative that supports i) internal communications and a common understanding among partners of how the WPs, DS teams and all their activities fit together, ii) DS team communications showing how regional activities fit into the project's bigger goals to deliver stakeholder benefits, and iii) wider communication of the project's unique approach to raise visibility of its ambitions and pave the way for exploitation of results;
- the 4-year lifetime of IMPETUS, with no (current) expectation of extension of the project, especially in terms of knowledge management and transfer, uptake and incorporation into policy recommendations, technology transfer and citizen engagement activities.

1.6 CCD phases

The IMPETUS communication, collaboration and dissemination actions will unfold and intensify as the project advances. Overall, the communication and dissemination activities can be divided into three phases over the entire project period (see Figure 1 below).

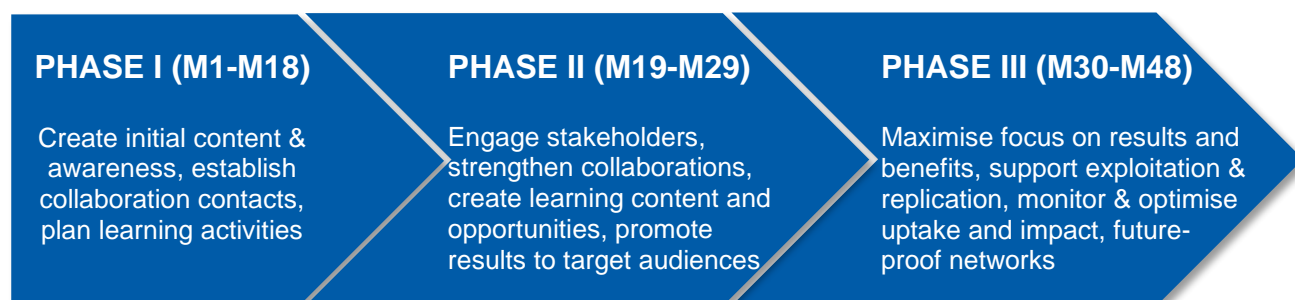


Figure 1: Different phases of IMPETUS communication, collaboration and dissemination activities

The update to this framework for communications and dissemination document comes around two-thirds of the way into the first phase. In this period, while few project results have been available, the focus has been to establish IMPETUS CCD content, tools and content networks and raise awareness among wider audiences in conjunction with sister projects. During this period, WP1 and the DS teams of WP4 have conducted and analysed regional stakeholder surveys and will complete plans for their stakeholder engagement activities, which will naturally involve communication and dissemination actions in their support. Implementing these plans will start towards the end of phase I and form a significant and ongoing strand of activity for WP7 throughout the rest of the project.

In phase II, more project results should become available, based on the DS teams' stakeholder engagement activities, their work on specific solutions, and on developments in other work packages such as the creation of digital tools in WP3 and the publication of guidelines for policy makers and investors by WP6. Communication and dissemination activities in this phase will therefore increasingly focus on the release of such results and updates, tailoring messages and materials to different target audiences, where possible and relevant in local languages. Collaboration actions will also be stepped up to prepare for and support the deployment of learning materials and activities and to strengthen collaboration networks and dissemination to and through them.

In the final CCD phase of the project, with more specific IMPETUS 'products' (such as tools that will be part of the RKB digital dimension) created, the success of specific regional solutions being demonstrated and further/final results available, the communication and dissemination activities will increasingly focus on promoting the project results and their benefits, optimising reach, visibility and exploitability. In this phase, the creation and promotion of best practices and guidelines, academic papers and other outputs that look towards the long-term project impact and legacy beyond its immediate regions and partners will become of increasing significance, as will activities to future-proof and consolidate networking relationships and commitments to continuing collaborations after IMPETUS ends.

1.7 Stakeholders and their 'journey'

Engaging a wide network of stakeholders in IMPETUS co-creation activities, using them to widen the project's reach and impact, and ensuring they are equipped with locally-relevant knowledge, tools and relationships to continue the work is a core goal for the project.

For IMPETUS CCD activities, the broad target audiences are 'quintuple helix' (QH) stakeholders such as citizens, planners, policy makers, businesses, media, scientists, technologists etc. These are segmented into three categories ('tiers' in the official project Grant Agreement), representing: stakeholders who are closely connected with RKBs at the 7 demonstration sites; future adopters of the project results; and those who are interested in sectoral or thematic advances.

CATEGORY 1:	CATEGORY 2:	CATEGORY 3:
RKB stakeholders (local / regional / national)	Future adopters of results	Sectoral or thematic specialists
<ul style="list-style-type: none"> • Policy makers / governance • Business / industry • Finance / investment • Tourism / culture • Research / education • Community / volunteer groups • Environmental groups • General public • Media 	<ul style="list-style-type: none"> • National authorities, governments • Regulators, certification or standardisation bodies • European institutions, Commission • Relevant associations • Environmental agencies • potential new RKB communities • General public 	<ul style="list-style-type: none"> • Earth Observation / remote sensing • Data management / visualisation • Artificial Intelligence / computing • Open Science / Open Access • Ecology / climatology / geohydrology etc. • Finance / economy

Table 1: Three categories of quintuple helix stakeholders showing example target audiences

The 3-way segmentation of IMPETUS stakeholders through this QH approach is an explicit and strategic choice that:

- ensures alignment with other project tasks;
- provides an effective way to pursue CCD actions dependent on local and regional contexts;
- helps define which partner groupings have a greater role for communication in each case, with the main role falling to those partners who are engaging with regional stakeholder communities in connection with DS activities, especially during project CCD phases I and II.

IMPETUS will take into account the representation of diverse ages, ethnicities, genders, socio-economic groups and any other relevant demographic factors as much as possible in the planning, creation and dissemination of its CCD actions and outputs, especially as they support stakeholder interaction and engagement.

Bringing stakeholders on a shared 'journey' towards climate-change resilience is a process with four communication steps: build awareness, build knowledge and trust, engage stakeholders in the most appropriate and effective way, create clear commitments for them to build upon.



Figure 2: Different steps in the IMPETUS stakeholder 'journey'

These stages of the stakeholder journey will be reflected as much as possible in the CCD messages and actions targeted towards each of the IMPETUS audiences. Those audiences that form part of the stakeholder groups most closely associated with the RKBs at demo sites will be the most critical to bring along on this entire journey throughout the project. Some of these stakeholders were already aware and informed about IMPETUS and ripe for outreach by the DS teams when they and WP1 began to engage with them in project CCD phase I. Others still require information to raise their awareness and interest in the project.

While those audiences connected with the 7 demonstration sites and development of the Resilience Knowledge Boosters and their activities will be the main focus for DS partners' stakeholder engagement and CCD actions with the support of WP7, there will be a growing need to cater to other target audiences and potential new stakeholders as the project progresses. In each case, a differing emphasis on the stakeholder journey may be required. For example, experts in a particular scientific

or technical field may only need to be made aware of and informed about any academic contributions the project participants produce, whereas potential adopters of the project RKB approach for their region or new stakeholders who are identified as valuable to a DS should be brought along the stakeholder journey as rapidly and as far as possible. (See section 3.3: Target audiences.)

1.8 Strategic approach and benefits

Informed by the objectives, ambitions and consideration points, the resulting strategic approach for IMPETUS CCD actions is to proactively maximise opportunities to **complement and amplify** the messages, activities and impacts of partners, sister projects, stakeholders and other relevant organisations and communities in the climate-change adaptation space.

KEY IMPETUS STRATEGY: Complement and amplify!

This strategic approach will help:

- avoid competition for attention, reduce the risk of confusion or conflict that could de-rail societal acceptance and change, and reinforce the big-picture messages about the urgent need for change;
- support and strengthen the position of expert organisations and individuals who will continue to work in the climate-change adaptation space after IMPETUS ends;
- optimise reach to local / regional / specialist audiences using appropriate language / channels / focus points, reinforcing the idea that climate-change resilience must be tackled 'bottom up' as well as 'top down', and better equipping them to become resilient;
- promote specific project results to the most relevant audiences through channels that they are already aware of and using;
- guide choices that make the most pragmatic and efficient use of project or shared resources while maximising impact and supporting the objectives of the project and the wider European drive towards resilience.

1.8.1 Strategic choices: messages, tone, language

Why has so much been heard about climate change during so many decades, and yet so little seems to have been achieved? Political sensitivities and short-termism, the apparent disconnect between planet-level problems and what individuals can do, as well as the conflict between what is possible and what is socially or economically acceptable, have all been clear in the public discourse around this topic. Perhaps no wonder then that for many people, climate change is a topic that is seen as – at best – something that someone else such as world leaders should fix – or at worst as a hopeless, depressing inevitability.

If IMPETUS and its sister projects, indeed Mission Adaptation and the wider EU policy programmes for climate change adaptation, are to succeed in the objectives of engaging stakeholders and moving them through their resilience 'journey', they must use messages that begin to offer a different path. For this reason, the framing of messaging and the 'tone of voice' in which they are delivered are themselves important strategic choices.

IMPETUS messages must offer:

- Hope, inspiration, positivity, opportunities;
- A sense of urgency and purpose;
- Practical and constructive steps and solutions;
- Recognition that 'bottom-up', inclusive and innovative thinking are key;
- Possibility for audiences to be active 'drivers' of successful solutions, not just passive or apathetic 'passengers' in an unfolding crisis.

Tone – hopeful, positive, constructive, inclusive, inspiring, enabling, purposeful, urgent

In addressing diverse target audiences at local, regional, national and international levels at different stages of their journey, it will be necessary to define messaging that is time, context and audience-



relevant and include clear and appropriate calls to action. This will help to achieve greater impact of the CCD outputs, supporting greater potential uptake of project participation opportunities and results.

Wider reach and higher engagement can be expected with the use of storytelling techniques in multimedia and other content. All target audiences will have a fundamental human response to information that elicits an emotional resonance – whether it appeals to those emotions on a personal, professional or societal level. Such content can be consumed by a broad set of audiences.

Storytelling – human, relevant, emotional & experiential resonance

Language usage will also have to vary per audience, context and communication purpose. In all messaging and content high quality standards will be observed, with consistent attention to:

- Translation to local languages where possible and appropriate;
- Level of detail / technicality / expertise-specific terminology;
- Avoiding unnecessary use of unexplained jargon, abbreviations, initialisms or acronyms;
- Concise, informative, easy-to-read, engaging style;
- Correct grammar, punctuation, facts, spelling (European i.e. UK English);
- Nuances where needed, e.g. around political / commercial or other sensitivities.

2 CCD framework management

2.1 Resources

119 person months (PM) have been allocated to CCD activities across the four years of the IMPETUS project. The table below shows the distribution of partners with 1 / 2 / 3 / 4 / 16 / 46 PM of commitment in this area of work, as per the Grant Agreement and using that document's numbering system for the partners.

1 PM in WP7 GA partner number & short name	2 PM in WP7 GA partner number & short name
9 - AUEB 20 - BWB 25 - CANT 13 - DACC 10 - EYDAP 11 - GSNEW 31 - IUCN 28 - JPOIC 16 - LOB 8 - MAICH 12 - MANTIS 26 - TFFK 23 - UBERN 15 - UDG 14 - URV	24 - BIM 21 - GCF 22 - MGIS 19 - SENUVK 29 - THETIS 6 - UiT 18 - WEI
3 PM in WP7 GA partner number & short name	4 PM in WP7 GA partner number & short name
32 - KWB 2 - N&S 4 - NTUA 27 - ZPR	7 - BEF 5 - EURAC 1 - EUT 17 - KWR
16 PM in WP7 GA partner number & short name	46 PM in WP7 GA partner number & short name
30 - SDSN	32 - ESCI

Table 2: Distribution of IMPETUS partners according to their CCD commitments in person months



2.2 Coordination

2.2.1 Coordination with IMPETUS partners

Given that all members of the IMPETUS consortium have an obligation to support and implement the project's CCD framework (see sections 2.1 and 2.3), and that each has its own combination of skills, priorities and dissemination channels that could be harnessed, internal coordination efforts are required to ensure optimal use of partner resources and channels.

The majority of IMPETUS partners are engaged in project activities that are specific to one of the seven demonstration sites, such as testing particular adaptation solutions. A few are committed to certain (technical) work package activities rather than any DS. Some partners have both DS-specific and technical WP commitments. A few have commitments within WP7 as leaders of certain tasks. This all affects the opportunities and the ways in which WP7 interacts with these partners, as well as the kinds of CCD support the partners require.

In practical terms, regarding WP7 planning and developing a shared understanding of how all the project work areas fit together, ESCI as WP7 lead most frequently interacts with:

- DS teams' lead partners
KWB (DS1), EUT (DS2), NTUA (DS3), N&S (DS4), TFFK & UiT (DS5), BEF (DS6), EURAC (DS7);
- WP lead partners
KWR (WP1), EUT (WP2 & 8), NTUA (WP3), KWB (WP4), UiT (WP5), GCF (WP6)
- WP7 task lead partners
SDSN (T7.4.1, T7.5, T7.5.1), KWR (T7.3 & T7.5.2), EUT (T7.4.3 & T7.7)

From year two of the project onwards, more will be sought with partners such as THETIS and LOB, whose technical and networking contributions relate to multiple work areas and / or big-picture ambitions or messages of the project.

In order to execute the plans and create CCD content and outcomes, any partner (beyond those listed above) may sometimes need to contribute the time of staff with the relevant professional skills and experience, who may not otherwise be so involved with the day-to-day project activities. This need will arise depending on the nature and purpose of the given CCD activity or output – for example:

- Raising visibility of a (technical) activity or result in which a given partner has been instrumental;
- Targeting an audience which only that partner can help reach;
- Keeping up to date on more general communications that relate to all partners (e.g., a request to check website information about their organisation);
- Creating or adapting and distributing a press release to local media.

To support efficient CCD planning and implementation in coordination with partners, the IMPETUS SharePoint system is used as the shared file repository and Trello is used to track and contain ideas, plans, deadlines, responsibilities, messages, developing content and links to shared files and relevant web content. WP7 is frequently represented in WP and DS meetings as well as Project Board meetings. From project year two onwards, WP7 will more often convene meetings.

2.2.1.1 Demo site partners and WP1

The bulk of CCD work that WP7 will carry out in conjunction with partners will be focused on supporting the stakeholder engagement activities of the seven demo site teams. WP7 interaction and CCD planning with these partners are integrated with WP1 efforts to stimulate and support regional stakeholder engagement. This unified approach includes:

- Guidance for Stakeholder Engagement, Co-Creation and Communications (document)
 - DS Theory of Change (ToC) overviews
 - Stakeholder (SH) register (reg)
- Stakeholder engagement activity planning templates
 - Roadmap (big-picture view over time)



- Activity plan (detailed template)
- Stakeholder feedback survey template
- Stakeholder engagement activity report template
- Translatable, clickable personal data consent form
- Joint meetings for planning and – to come – exchange of best practices
- Coordinated use of the IMPETUS SharePoint folders for file storage
- WP1&7 Trello board for shared planning and management of tasks and information

The following figure gives an overview of this approach, the impacts on other areas of project work and interactions, and knock-on outputs that support wider project communications and related work.

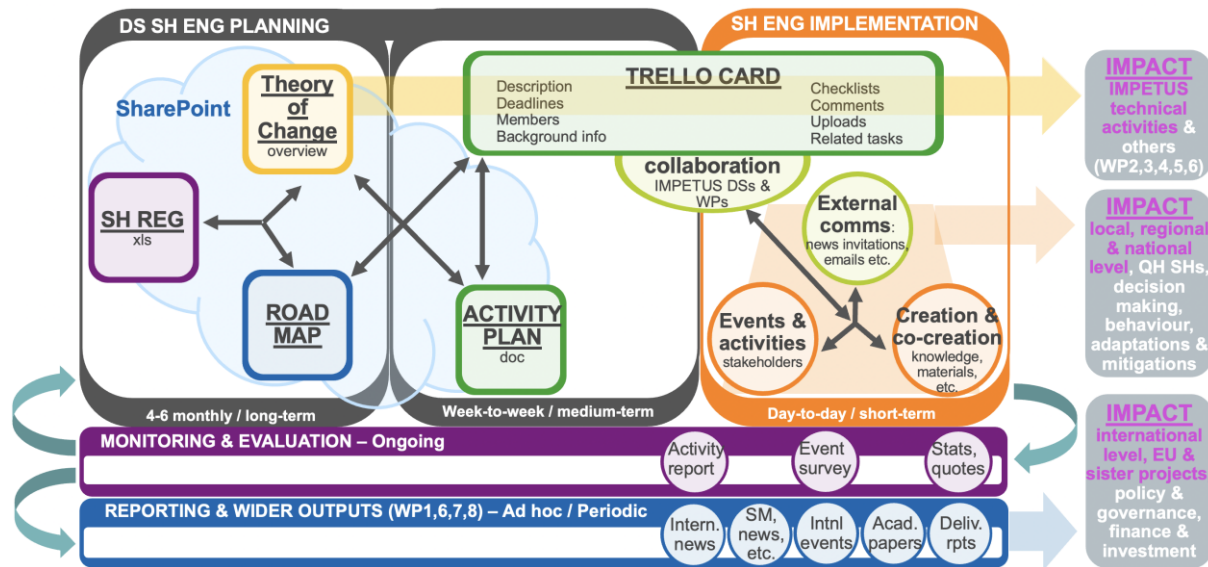


Figure 3: WP1&7 tools and workflow with/supporting DS partners' stakeholder engagement, related communications, and wider CCD outputs and impacts

In project year two, these tools, workflows and guidelines will be streamlined, DS teams' stakeholder engagement and related communications plans will be developed and broadened to include other CCD commitments - for example to support the needs of other WPs to validate data with or disseminate results to stakeholders, as well as for DS partners to support the wider need to represent the bigger picture project messages and objectives. Meetings between DS teams and WP7 & WP1 will be held more frequently, including opportunities to exchange best practices between DS teams. More will also be done to ensure that the partners whose work is not related to any specific DS are included and their CCD needs are taken into account.

An improved shared understanding of how the project work areas fit together and relate to the central RKB concept / product will be developed through the creation of an explanatory narrative and graphics-based materials, which will be used for internal communications as well as for external target audiences.

2.2.2 Coordination with sister projects

The formal coordination between IMPETUS and its sister projects ARSINOE, TransformAr and REGILIENCE, led by the REGILIENCE Coordination Support Action (CSA), will explore and create various opportunities for synergies across all areas of the projects. However, it is in the area of communication, collaboration and dissemination work that the largest potential is expected, planned and budgeted for. To support this collaboration REGILIENCE has provided a SharePoint system for file sharing, a Trello board for coordination of planning and task execution, and organises monthly meetings of the communications representatives as well as bi-monthly meetings for representatives of all work areas. The scope of CSA CCD activities includes:

- Defining common terminology so that projects in this climate-change adaptation space speak one common language;

- Joining forces to prepare and deliver events and joint sessions;
- Developing shared CCD tools such as an interactive online map and the joint newsletter;
- Organising knowledge-sharing webinars among the collaborating projects.

In this context, IMPETUS is also formally collaborating with a wider circle of related projects under the auspices of the Green Deal Projects Support Office (GD-SO). This offers further opportunities to share knowledge, messaging and materials and gives IMPETUS partners access to a collaborative platform to share and access cross-cutting information, documents, and files across working groups, including:

- a calendar of relevant events in Europe
- overviews of all Green Deal Projects
- contact details of project coordinators and communication WP leaders.

These collaborations will create opportunities for IMPETUS to apply its strategic approach of 'complement and amplify' and to benefit from these relationships in the following ways:

- Amplify and disseminate messages and visibility for the sister and Green Deal projects, positioning IMPETUS within their sphere;
- IMPETUS messages will be amplified and disseminated in return –
 - Through sister and Green Deal project channels and those of their partners and stakeholders;
 - Through one or more shared channels created for this purpose (such as the REGILIENCE-created joint newsletter 'The Climate Resilience Post');
 - Through joint representation to audiences, events or external dissemination channels that IMPETUS (or the four sister projects) may not have been able to reach / participate / make use of in its (their) own right;
- The potential sharing of CCD skills, knowledge, best practices and resources, shared forward planning and joint campaigns;
- Widening the network of professional contact among CCD practitioners working in organisations in the climate-change adaptation space, which may strengthen future-proofing and sustainability for such activities in the longer term beyond the lifetime of IMPETUS and the collaborating projects.

Where possible and appropriate, coordination and synergies with other projects could be added to this mix as the project progresses.

2.2.3 Coordination with related networks

To meet its obligations to generate significant impact beyond its own activities, from project year two onwards, IMPETUS will increasingly engage with influential trans-national networks such as professional associations and advocacy bodies (Climate KIC¹¹, EIT¹², Covenant of Mayors¹³ etc.) and activate commitments by UN¹⁴, OECD¹⁵, World Bank¹⁶, WEF¹⁷, and WWF¹⁸ to disseminate project results. (See section 3.5.4: Externally-managed channels.)

In particular, partner SDSN will use its own national and regional networks to raise visibility for IMPETUS, and ensure promotion of a project-created MOOC to its network.

2.3 Roles and responsibilities of partners

As section 2.1 shows, the partners with the largest resource in IMPETUS WP7 are ESCI (46 PM), SDSN (16PM), KWR and EUT (4PM each).

¹¹ <https://www.climate-kic.org/>

¹² <https://eit.europa.eu/>

¹³ <https://eu-mayors.ec.europa.eu/en/home>

¹⁴ <https://www.un.org/en/>

¹⁵ <https://www.oecd.org/>

¹⁶ <https://www.worldbank.org/en/home>

¹⁷ <https://www.weforum.org/>

¹⁸ <https://www.worldwildlife.org/>



- As leader of IMPETUS CCD activities through WP7 and in coordination with sister projects, ESCI brings its extended international network of 500+ journalists, audiovisual producers, web and graphic designers, and media outreach specialists to support and implement the IMPETUS CCD work. It creates the CCD strategic framework, coordinates CCD activities - guaranteeing quality and consistency in the materials and messages - and ensuring all the project's CCD targets are effectively achieved.
- With a major commitment to IMPETUS lean learning and knowledge transfer tasks, SDSN has extensive national and regional networks that can be used for dissemination and the delivery of learning content, such as its SDG Academy, and an alumnus network of over 150,000 people in more than 180 countries. It leads the creation and deployment of a Massive Open Online Course (MOOC) and activation of its own and other international networks to raise visibility and impact of IMPETUS activities and results.
- Working at the interface between science, business and society, KWR has expertise in stakeholder engagement and fostering knowledge transfer, as well as the coordination of national and international collaborations. Although these resources will be largely deployed in WP1, they will also play a significant role in the success of the project's CCD activities in WP7, particularly in connection with stakeholder engagement as part of the 'human dimension' of the RKBs.
- EUT provides a combination of project management and technical expertise that will be vital for both the coordination of overall activities with sister projects and the organisation of knowledge-sharing webinars in that context, but also the creation of the web-based multi-sided platform for eventual delivery of exploitable project results.

Responsibilities – All partners have obligations to contribute to the implementation of the project CCD framework, play a role in networking with stakeholders and / or accelerating or amplifying the project framework through other networks, and promoting the project and disseminating the results.

All partners are expected to support implementation of the IMPETUS CCD framework by proactively:

- finding communication, collaboration and dissemination opportunities;
- informing, consulting and collaborating with ESCI and participating in any required coordination activities with other partners to optimise CCD planning and alignment;
- contributing effort, individually or in conjunction with other partners, to implement CCD actions to reach target audiences in a strategic and effective way;
- ensuring representation of and engagement with diverse ages, ethnicities, genders, socio-economic groups and any other relevant demographic groups are taken into account as much as possible in the planning, creation and dissemination of IMPETUS CCD actions and outputs.

Attention will be given to each partner's level of PM commitment to CCD work and how this maps to their activities in other areas of the project, so that their resources for CCD activities can be optimally mobilised in support of their areas of interest within the project and create a win-win for IMPETUS and its partners.

2.3.1 Promote IMPETUS and disseminate results

According to Article 29.1 and Article 38.1.1 of the Grant Agreement, each partner **must disseminate its results** by disclosing them as soon as possible to the public by appropriate means, and **must promote the project and its results** by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

2.3.2 Confidentiality, security, privacy, copyright

IMPETUS CCD activities must be conducted while observing obligations regarding confidentiality (Article 36), security (Article 37) and privacy (Article 39.2) and standard procedures around using



copyrighted content and respecting Intellectual Property Rights (IPR). This is particularly important regarding the project's stakeholder survey and engagement activities.

The IMPETUS Data Management Plan, Deliverable 8.3 published on 31 December 2021, describes the over-arching requirements for data management within the project, including these and ethical aspects as well as how to follow FAIR (findable, accessible, inter-operable, re-usable) data principles. As such this report is another essential read for partners to support their CCD work in the project.

Issues of consent and privacy as they apply to use of personal information for CCD purposes, such as event registrations, mailing list contacts, use of photographs etc. will be handled with the use of standardised texts that provide the IMPETUS context for gathering the data. Such texts will be applied across any emails, mailing lists, registration forms etc. where data is collected, will include ways for consent to be understood, given or withdrawn, and will link to the relevant policies of the relevant partner organisation that is acting as Data Controller in each case, in line with the General Data Protection Regulations (GDPR¹⁹).

With this in mind, a project-branded template that partners can translate and save as a clickable form to collect personal data and privacy consent for a variety of options has been created and shared in the project SharePoint: [IMPETUS-participant-personal-data-consent-form](#).

2.3.3 Open access to scientific publications

Each beneficiary **must ensure open access to all peer-reviewed scientific publications relating to its results**.

Open access means free of charge online access for any user to scientific publications and data. This is considered important by the EU as it allows research to build on previously published results, to achieve greater efficiency by fostering collaboration and avoiding duplication, to accelerate innovation as well as to involve citizens and society in order to increase the transparency of the scientific process.

For more details, see clause 29.2 "Open access to scientific publications" of the Grant Agreement.

2.3.4 Acknowledgement of EU funding

In any communication (in any form, including electronic), partners must:



(a) **display the EU emblem**

(b) **include the funding statement** as follows:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003785".

When displayed together with any other logo(s), the EU emblem must have appropriate prominence. A detailed guideline for the use of the EU emblem is available in Appendix 1 of this document.

2.3.5 Use of disclaimer

In any dissemination of results (in any form, including electronic), partners **must include a short disclaimer** statement, as follows:

"The content of this publication reflects only the author's view; the contents and any use that may be made of this information is not the responsibility of CINEA or the European Union."

¹⁹ <https://gdpr.eu/>



2.3.6 Monitor and report CCD results

Partners are requested to use appropriate tools, methodologies and measures to monitor the success of their work in implementing the IMPETUS CCD framework, and to report the relevant statistics or other results to ESCI as WP7 leader according to a (to be) agreed work plan for this area of CCD activities. (See section 4: Monitoring and measuring success.)

2.3.7 Approval Procedures

2.3.7.1 Scientific and technical publications

According to Article 29 of the Grant Agreement and Section 8.4 of the Consortium Agreement, all partners are required to seek permission for publishing a scientific paper.

Once a submitted paper has been accepted, prior notice of any planned publication shall be sent by the leading author (from within the Consortium) to the other Parties at least 45 calendar days before the publication, together with sufficient information about the results it will disseminate. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notification. If no objection is made within the time limit stated above, the publication is permitted.

2.3.7.2 Communication materials

During the project, ESCI and other partners will produce a variety of communication materials, such as brochures, videos, articles, interviews, social media posts, etc. These communication materials require a different approval procedure compared to scientific articles, as they do not contain Intellectual Property Rights (IPR)-relevant details.

Before the finalisation of audio-visual or printed materials, such as videos and brochures, the relevant topic experts will be consulted, and the project coordinator will review and give final approval for publication.

For official IMPETUS press releases issued by ESCI, approval will be required from the coordinator and individuals / organisations quoted in the article (if applicable). Press releases from partners will be their own responsibility and do not require official approval from the coordinator, although it is requested to notify ESCI about expected publications or consult on messaging and coordination.

For journalistic articles and interviews, only the partners or persons mentioned in the publications will be required to fact-check or approve the content. No mechanism for official approval by the Consortium is foreseen. Having a journalistic approach and purpose, interference by interested parties in such publications would be counterproductive for their timely publication and their distribution success.

No approval is needed for social media posts from ESCI on the IMPETUS social media accounts, or for posts about IMPETUS by partners on their accounts.

3 CCD framework implementation

This part of the document is the updated plan for how the IMPETUS communication, collaboration and dissemination framework will be implemented, guided by the strategic approach defined above. The forecast is for the whole project, but with a main focus now on project year 2. At the time of writing, the COVID-19 pandemic has loosened its grip, but it is still unclear whether it could bring further impacts on activities such as face-to-face events and surrounding news and content production in the coming months. Furthermore, the potential for other situations such as the Ukraine conflict, the fuel crisis and increasing inflation to impact on IMPETUS activities is not yet known. However, this updated plan has been created with an optimistic view and assumes the best-case scenario.

The following implementation plan is the main part of this document that will be further revised and updated twice more as the project progresses. A few examples of how this implementation has been



carried out are provided in relevant sections of this document, but a full overview of outputs and results will be reported in future deliverables, with D7.3 (interim report on editorial, video and visual content and dissemination) and D7.4 (interim report on lean learning, knowledge building and results transfer) due in project month 18, before the next update to this CCD framework.

3.1 Broad overview of activities

Section 1.6 above describes the three main phases of the project, regarding CCD activities, which can be briefly summarised in very broad terms as initiation, engagement, and exploitation. The table below translates this into a high-level view of the kinds of activities that are anticipated to be the main focus in the four years of the project.

	Year 1	Year 2	Year 3	Year 4
Communications & visibility activities				
CCD framework & plan	create	update	update	update
Visual identity & branded templates	create, implement	update if required	revise for RKB use	revise for legacy
Web presence (website & social media)	create, develop	maintain, develop	maintain, develop	prepare for legacy
CCD content, materials, channels, tools	create, promote	create, promote	create, promote	create, promote
Project CCD team (with WP1, DSs & WP7 task leads)	create, coordinate	develop, coordinate	develop, coordinate	develop, coordinate
Stakeholder engagement (with WP1 & 4)	prepare, promote	implement, promote	develop, promote	prepare for legacy
RKBs (with WP 1, 2, 3, 4, 5, 6 inputs)	prepare, initiate	implement, promote	develop, promote	prepare for legacy
CCD coordination with sister projects (with WP8/T7.7/T7.4.2, CSA, Green Deal)	prepare, initiate	maintain, develop	maintain, develop	prepare for legacy
External CCD networks (with partners, CSA, RKBs & stakeholders)	prepare, initiate	maintain, develop	maintain, develop	prepare for legacy
Multi-sided platform (with WP6 & 8)	prepare	initiate, implement	develop, promote	prepare for legacy
Learning & knowledge transfer content & events (with WP1, 4, SDSN, KWR)	prepare, initiate	implement, promote	develop, promote	prepare for legacy
External events / academic dissemination	prepare, initiate	maintain, promote	maintain, promote	maintain, promote
Demo sites & solutions (with WP1 & 4)	prepare, promote	promote, engage	promote, engage	prepare for legacy
Innovation activities & exploitable results (with WP2, 3, 4, 5, 6)	prepare, promote	promote, engage	promote, engage	prepare for legacy

Table 3: High-level overview of IMPETUS CCD actions during the four project years

3.2 Project branding

Attractive, consistent and relevant branding is essential for correct positioning and portrayal of a project. Branding includes: text-based elements such as the website URL, project payoff or strapline, and campaign slogans; visual identity elements such as logo, colour palette, typography, graphics; and standard templates such as PowerPoint presentations, Word documents, and letterheads. An easily identifiable and attractive brand allows key stakeholders and influencers to instantly recognise the project and helps the project to grow and exploit its results.

3.2.1 Visual identity

The visual identity of the project is based on its thematic focus. Its use ensures that messages created and disseminated by different project partners to multiple target groups nevertheless look consistent, attractive and professional.

All files that are created to support the IMPETUS visual identity and a style guide explaining their recommended use will be shared with partners via the IMPETUS shared repository.

3.2.1.1 Colours and logo

For IMPETUS the principal, most widely used colours are bright but pleasant shades of blue and green, reflecting the concept of water and the environment. These can be used at 100%, 75%, 50% and 25% tints or transparencies. A wider palette of secondary colours including warmer tones – purple, gold, dark blue, silver, grey, light green - is available to accentuate content, provide variety and contrasts, and to help convey differing levels of information if needed.

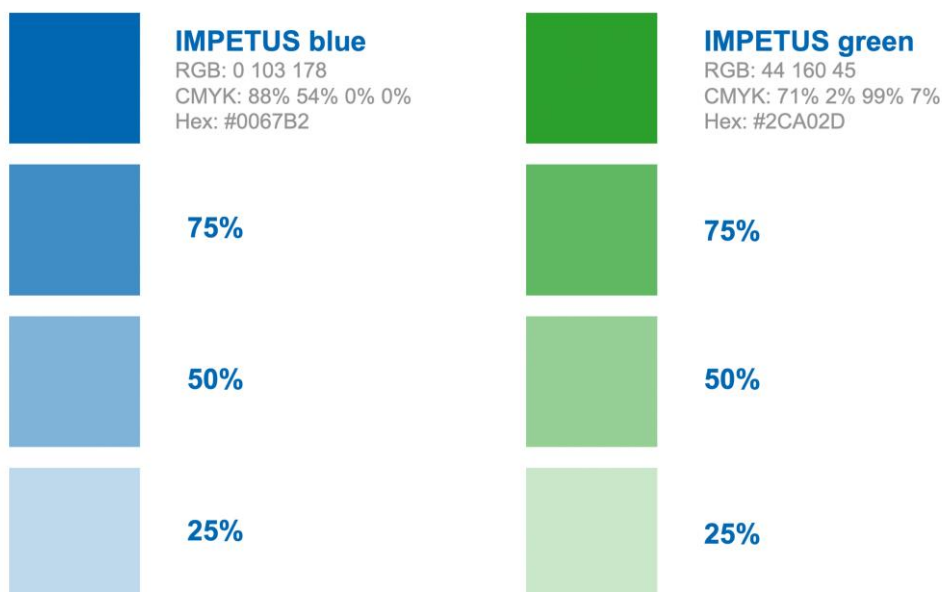


Figure 4: IMPETUS principal colour palette

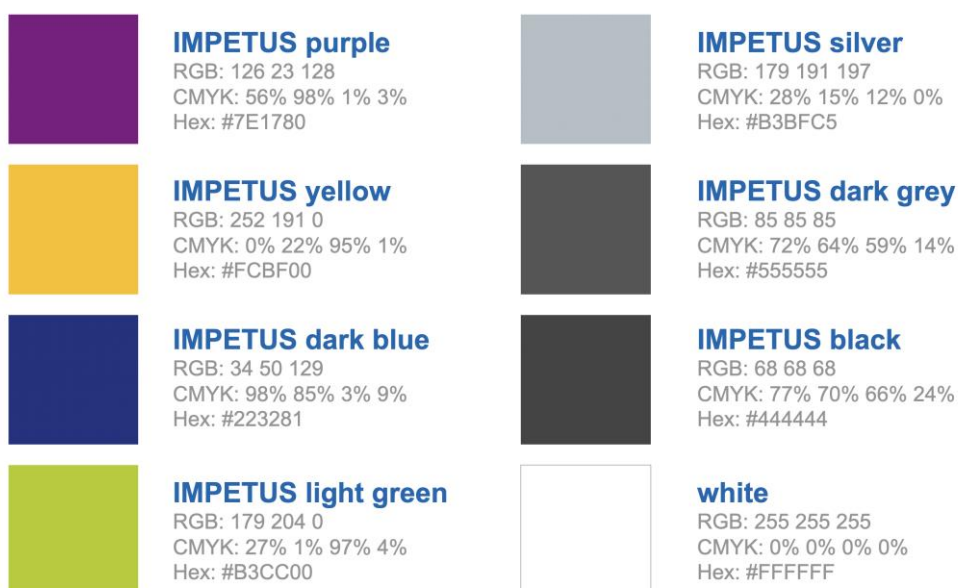


Figure 5: IMPETUS secondary colour palette



The principal blue and green are used in the logo, which reflects the core of the project and is to be used in internal and external project communications (document templates, presentations, project website and other materials).

The logo includes the project name as a text element, with a slight forward leaning angle. The graphic element is composed of circle sections of varying thicknesses that join together to make one united shape. This evokes the project goal of bringing together different stakeholders, solutions and technologies to create one innovative way to adapt and become resilient to climate change. With varying shades of the project blue and green blending across the shapes and boundaries of this circle, this attractive graphic element looks as though it has been paused in turning like a wheel. Together, these two elements convey a hopeful sense of dynamic forward movement and positivity, appropriate to the IMPETUS name and goals.

The logo can be used in horizontal or vertical format, with or without an additional 'payoff' text element that was defined for the project launch: "Turning climate commitments into action". The logo version that includes this extra text is the one that should be used in most cases, unless it clashes with other neighbouring content, e.g. if the payoff text is also used as a text heading, such as on the project website homepage.



Figure 6: IMPETUS logo in horizontal and vertical formats, without and with the project payoff text

Variations of the logo with and without the payoff, in horizontal and vertical arrangement, and in colour arrangements that enable their use against different backgrounds allow the logo to stand out in a range of digital and print media.

3.2.1.2 Typography

Typography in IMPETUS print materials (including those using the Word templates) and PowerPoint slides uses the Arial typeface, with some slight variations:

Standard paragraph text uses Arial regular 10pt font.

Heading H1 uses Arial bold 18pt

Heading H2 uses Arial bold 16pt

Heading H3 uses Arial bold 14pt

Heading H4 uses Arial bold 12 pt

Heading H5 uses Arial bold 10 pt

Figure 7: IMPETUS typography in print materials – shown to scale

Stylesheet

Basic font: Arial

Colours: use from preset color palette



Title 36 Arial bold italic

Subtitle 24 Arial bold italic

Headline 24, Arial bold italic

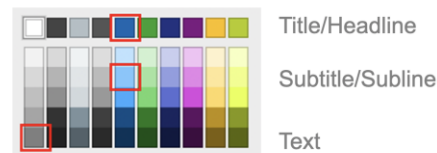
Text first level, Arial regular 18

Text second level, Arial regular 16

Text third level, Arial regular 14

Text fourth level, Arial regular 12

Text fifth level, Arial regular 10



Title/Headline

Subtitle/Subline

Text

Figure 8: IMPETUS PowerPoint template typography – not to scale

Arial is therefore the default typeface for all IMPETUS print materials and slide sets and can be used in the ways described above for regular texts and headings. In addition, accent texts are permitted using its family of fonts: regular, bold, italic, narrow etc.

3.2.1.3 Graphics, infographics and photos

Graphical elements add colour and visual interest to webpages and other materials, while infographics are a powerful tool to grab attention and make complex subjects easier to understand and share across different media, from PowerPoint presentations to Twitter posts. Both give a professional and modern look and reinforce visual consistency.

In the course of the project, ESCI will produce infographics to represent and explain key concepts / innovations / updates. Their production will be planned around anticipated needs based on the schedule of project activities, but with flexibility to react to ideas and opportunities as they arise.

Other graphics will be created, shared and published during the project as needed, adding to several that were produced for the project launch, such as this illustrative version of the logo graphical element showing various landscapes embedded in the circle sections. The other graphics that were produced for the launch will be included in the first interim report on work completed (D7.3, due in month 18).



Figure 9: Illustrative element from among IMPETUS launch graphics, based on the project logo



Where possible, photographs will be used to illustrate real-world environments and climate threats or adaptations. As much as possible, such photographs will depict people actively engaged in a relevant activity, in order to represent the human dimension of IMPETUS, its work, results and benefits and to elicit a human response and engagement.

3.2.2 Text elements

Text elements such as website URLs, account names, and short descriptive pieces that are known as 'payoffs', 'straplines' or 'slogans' are important distinguishing features and parts of any brand, and often feature in the visual identity in combination with elements such as the logo.

To distinguish IMPETUS from any other projects or brands and to denote its area of focus clearly, the following text elements were defined for the project launch:

- social media handles:
 - **Climate Impetus** on LinkedIn
 - **@ClimateImpetus** on Twitter
- website URL: <https://climate-impetus.eu/>
- payoff: **Turning climate commitments into action**

The payoff is a concise key phrase that explains the IMPETUS identity and what it stands for as a unique, powerful statement.

In addition to incorporating the payoff into versions of the logo (see section 3.2.1.1), this text also features prominently on the homepage of the project website.

Other key phrases that were defined for the project launch and website are provided in Appendix 2 below, along with an explanation of the differences between payoffs, straplines and slogans.

3.2.3 Templates

Templates for the project's official documentation (deliverables, milestones, presentations, meeting minutes, translatable personal data privacy and consent forms, interim reports) have been developed in coherence with the project's visual identity. These files have been made available to partners through a templates folder ([TEMPLATES](#)²⁰) in the project's shared repository.

As project work progresses and new kinds of materials are required, for example to support knowledge transfer activities and to promote the uptake of exploitable results, these templates may need to be updated, or new kinds of templates may need to be created.

The revision and creation of templates will be carried out in conjunction with the relevant project work packages, in particular WP8, WP6 and any specific needs arising in the local contexts of the demo sites in WP4.

3.2.4 Branding – year one examples and year two priorities / expectations

EXAMPLES FROM YEAR ONE	PRIORITIES / EXPECTATIONS FOR YEAR TWO
Visual identity completed as above: <ul style="list-style-type: none">• Logo• Colours• Typography etc.	Complete icon sets and other graphics related to the regional climate change impacts and ambitions of the DS teams and explanative narrative about the RKB approach.

²⁰

<https://eurecatcloud.sharepoint.com/:f:/r/sites/IMPETUS/Shared%20Documents/IMPETUS%20All%20partners%20and%20WP%20leads/TEMPLATES?csf=1&web=1&e=skJT2A>

Branded templates created for e.g.: <ul style="list-style-type: none"> • Project partner meetings - agenda, minutes) • Official reporting – Deliverables, Milestones • Privacy and consent forms 	Review privacy and consent forms in light of developing DS plans and feedback.
Branding also applied in: <ul style="list-style-type: none"> • Project online channels • Project content in external channels (where possible) 	Apply branding in further channels and materials as opportunities arise.

Table 4: Branding – year one examples and year two priorities / expectations

3.3 Target audiences

The three categories of quintuple helix stakeholders (see section 1.7) who will form target audiences for IMPETUS CCD actions will be found in diverse fields of expertise, such as policy and governance; finance and economy; scientific and technical; business and industry; general and specialist media; as well as other groups such as cultural heritage specialists or the general public.

It is the focus of WP1, in close conjunction with the demo site teams in WP4, to map QH stakeholders, and to design and implement an engagement and co-creation strategy for every demonstration site in cooperation with WP7. A WP1 report on these preparations will be finalised in project month 16 (officially delayed from month 12) and updated in month 24. These plans will provide full definition of the project target audiences and CCD actions that are relevant to support the various DS stakeholder engagement activities, to be factored into further revisions of this CCD framework in project months 36 and 48.

The table below indicates the kinds of audiences already anticipated for each of the three categories of stakeholders and which partners would primarily lead on relevant communications:

CATEGORY 1:	RKB stakeholders (local / regional / national) e.g.	<ul style="list-style-type: none"> • Policy makers / governance • Business / industry • Finance / investment • Tourism / culture • Research / education • Community / volunteer groups • Environmental groups • General public • Media 	PARTNERS & RESPONSIBILITIES: DS team partners lead communication, dissemination & engagement - - events & meetings, invitations, print materials, interviews, exhibitions, etc.; - manage participant consent, stakeholder registers, Theories of Change, plans, reports; - document & share results e.g. photos, news, social media posts Liaise with WP1 & WP7 (ESCI)
CATEGORY 2:	Future adopters of results e.g.	<ul style="list-style-type: none"> • National authorities, governments • Regulators, certification or standardisation bodies 	PARTNERS & RESPONSIBILITIES: Specific partners use relevant networks & channels to promote IMPETUS, its activities and results -

		<ul style="list-style-type: none"> European institutions, Commission Relevant associations Environmental agencies potential new RKB communities <p>General public</p>	<ul style="list-style-type: none"> Liaise with WPs 4,6,7,8, SDSN etc. <p>ESCI & EUT lead positioning of IMPETUS in wider policy context (also with sister projects) -</p> <ul style="list-style-type: none"> Liaise with WPs 4,6,7,8, SDSN etc <p>All partners in actions:</p> <ul style="list-style-type: none"> - to increase visibility & reach; - to position IMPETUS in wider policy context (also with sister projects); - to support future uptake of project results - - events & meetings, recommendations, best practices, guidelines, whitepapers, learning materials, case studies, success stories etc.; - document and report on activities and results.
CATEGORY 3:	Sectoral or thematic specialists e.g.	<ul style="list-style-type: none"> Earth Observation / remote sensing Data management / visualisation Artificial Intelligence / computing Open Science / Open Access Ecology / climatology / geohydrology etc. Finance / economy 	<p>PARTNERS & RESPONSIBILITIES:</p> <p>Academic / scientific / professional content communication via all partners within their fields & channels -</p> <ul style="list-style-type: none"> - abstracts, presentations, papers, journal articles; - recommendations, guidelines, whitepapers, best practices; - learning materials, news, case studies, success stories, other content; - document and report on activities and results.

Table 5: Three categories of quintuple helix stakeholders showing example target audiences, primary communicating partners and kinds of CCD actions

3.3.1 Audiences: year one examples and year two priorities / expectations

EXAMPLES FROM YEAR ONE	PRIORITIES / EXPECTATIONS FOR YEAR TWO
All DS teams issued press releases (with WP7 support) explaining the project, their focuses and inviting stakeholders to complete a regional survey. See:	As the DSs define and implement their regional stakeholder engagement plans with integrated communication and dissemination planning (with WP1 and WP7 support), there will be an upsurge in 'category 1' communication activities, e.g.:

<ul style="list-style-type: none"> • https://climate-impetus.eu/impetus-partners-launch-7-regional-surveys-get-involved/ • https://climate-impetus.eu/citizens-to-have-their-say-in-climate-impetus-project/ 	<ul style="list-style-type: none"> • DS6 – Online meetings, social media campaigns Apr-Jun 2023, regarding SWOT analyses for regional adaptation plan • DS7 – 6 workshops (diverse topics and SHs) by Oct 2023
<p>SDSN (with WP7 support) organised a plenary session showcasing IMPETUS and ARSINOE (and how relate to SDGs) in 10th International Conference on Sustainable Development. See:</p> <ul style="list-style-type: none"> • https://climate-impetus.eu/impetus-highlights-systemic-solutions-for-climate-resilience-at-icsd/ 	<p>1st WP6 guidelines for policy and investment sectors (due M18) will provide opportunities to communicate relevant messages with these category 2 audiences, via e.g.:</p> <ul style="list-style-type: none"> • Print / design materials • Outreach to relevant media • Social media campaign
<p>NTUA submitted an academic paper abstract related to WP3 technical (ICT) activities (details pending).</p>	<p>WP7 will support partners presenting IMPETUS activities at academic or thematically relevant conferences, targeting category 3 audiences.</p>

Table 6: Audiences – year one examples and year two priorities / expectations

3.4 Key messages

As the project progresses, messaging must be developed that is appropriate to specific needs and contexts. For example, a message for remote sensing experts at an Earth Observation conference early in the project will be very different from a message for financial sector experts at the end of the project. And messaging targeted at the 3 categories of stakeholders / audiences will need to convey differing levels of opportunity to participate in or benefit from IMPETUS activities and results. Defining the appropriate messages to guide audiences more rapidly through their stakeholder journey will primarily involve close work with WP1 and the DS teams in WP4, but also with other WPs and the few transversal partners whose activities span across the project.

The following types of messages will be communicated throughout the project:

- IMPETUS is addressing the climate change challenge -
 - As part of a wider EU strategy
 - In collaboration with sister projects
 - Using the diverse expertise of its partners
 - Using an innovative approach that presents scientific data in a way that allows communities to explore which climate-change adaptation measures offer them the best path to resilience
- Project goals, ambitions, activities, achievements, partners, areas of expertise
- Project relevance for the different target audiences -
 - Opportunities to participate, engage, contribute
 - Innovations, guidelines, recommendations, toolkits
 - Benefits of results
 - How to replicate / make use of results
- Legacy and follow-up actions to continue tackling the climate crisis

It is not possible to define in advance all specific relevant messages for all audiences and situations pertaining to the three categories of stakeholders. Multiple powerful messages worth communicating will be developed as the project evolves and new needs and opportunities arise. The following list of key messages provides the basis for further, more specific messages to be generated in the context of planning communications activities that support particular areas of work, such as demo sites' stakeholder engagement activities. The preliminary examples of IMPETUS messages as developed in CCD phase 1 (see section 1.6) are shown in the table below:



CATEGORY	BROAD MESSAGES	TARGET AUDIENCE	TARGETED MESSAGES
1	<ul style="list-style-type: none"> - Climate change is impacting your community / region (how). - Your community / region hosts an IMPETUS demo site & RKB (what, why). - Join the effort, co-create solutions that benefit your community / region / planet (how). 	Policy makers	RKB tools & activities aid your decision making
		Businesses	RKB participation aids your PR and business strategy
		Tourism	RKB participation aids your PR and business strategy
		Research / education	Contribute and learn through RKB participation
		Environmental groups	Contribute to RKB solutions for your local / regional challenges
		General public	Contribute and learn through RKB participation
		Media	Local stakeholders are creating solutions – who, what, where, how, why
2	<ul style="list-style-type: none"> - IMPETUS is turning climate change commitments into action - IMPETUS results offer benefits and tools that you can use too - Help IMPETUS by giving feedback - Be part of the climate-change adaptation movement – IMPETUS makes it easier. 	National authorities	Your regional RKB will bring solutions that can benefit your whole country
		Standards / certification bodies	IMPETUS is improving methodologies and tools – contribute to / promote the results
		European institutions, Commission	RKBs offer innovative combination of human & digital solutions that can be replicated across Europe
		Relevant associations	RKB activities offer relevant solutions that you can promote / be part of
		Environmental agencies	RKB activities offer relevant solutions that you can promote / be part of
		potential new RKB communities	Copy the innovative RKB approach and results to set up an RKB to help your community
		General public	Ordinary people like you are part of the solution in their community – there is hope for yours too; be part of it!
3	<ul style="list-style-type: none"> - Climate change impacts affect your sector (how) - IMPETUS recognises the importance of your field as an important part of the solution (what, how) - IMPETUS experts in your field are making innovations that benefit society and/or your sector (who, what, how) - Contribute your expertise to help society achieve resilience by participating in / promoting IMPETUS results 	Earth Observation	Remote sensing is a key ingredient to turn climate commitments into action; plan ahead, contribute / stay up to date
		Data management / visualisation	IMPETUS is developing innovative tools and methodologies; contribute / stay up to date
		Artificial Intelligence / computing	AI and computing add crucial ingredients to the success of RKBs and public engagement; contribute / stay up to date
		Open Science / Open Access	IMPETUS uses & contributes to 'Open' as an ingredient supporting resilience - contribute / stay up to date
		Ecology / climatology / geohydrology etc.	IMPETUS is using / innovating your field - contribute / stay up to date
		Finance / economy	Your sector is vital to successful climate change resilience - contribute / stay up to date

Table 7: Examples of messages for stakeholders and target audiences in CCD phases I and II

3.4.1 Applying the strategy to messaging

Informed by the CCD strategy defined above, IMPETUS will maximise opportunities to **complement and amplify** messages about climate-change impacts, solutions, adaptation activities, expertise and opportunities arising from partners, sister projects, stakeholders and other relevant organisations and communities in the climate-change adaptation space.



In the first CCD phase and throughout the project, this amplification and complementing of such messages will be achieved by:

- liking, sharing and commenting on externally/partner originated social media posts, so helping to position them in relation to IMPETUS and to spread their reach;
- highlighting and positioning organisations and individuals as expert contributors to IMPETUS and the bigger-picture movement towards climate-change resilience.

3.4.2 Messaging - year one examples and year two priorities / expectations

EXAMPLES FROM YEAR ONE	PRIORITIES / EXPECTATIONS FOR YEAR TWO
<p>Key message, 'remote sensing is vital to IMPETUS and wider climate change adaptation efforts', was presented by UiT at ESA's Living planet Symposium and promoted via:</p> <ul style="list-style-type: none"> • a pre-event press release by UiT (with WP7 support) • project article (see https://climate-impetus.eu/impetus-highlights-satellite-data-importance-for-climate-adaptation-esa-living-planet-symposium/) • further media outreach resulting in online magazine op-ed (see Illuminem: https://illuminem.com/illuminemvoices/5ae4b9c4-0680-4b8a-9463-b6cbb159a1e) • related social media posts • the recording of video content for later use (to renew these messages in longer term) 	<p>Key message, 'Digital Twins of entire regions could initially connect 'hard' ground sensors and 'soft' satellite sensors to environmental and infrastructure models, eventually connecting multiple utility models to aid long-term water decision making' is an early example from KWR in an interview that has been:</p> <ul style="list-style-type: none"> • published by KWR (https://library.kwrwater.nl/publication/69323725/) • IMPETUS (https://climate-impetus.eu/giving-digital-twins-the-impetus-to-become-regional/) • 'Water Online' (https://www.wateronline.com/doc/giving-digital-twins-the-impetus-to-become-regional-0001) • 'H2O Global News' (https://h2oglobalnews.com/giving-digital-twins-the-impetus-to-become-regional/) • 'Smart Water Magazine' (https://smartwatermagazine.com/news/kwr/giving-digital-twins-impetus-become-regional) • 'Waste Water Asia' (https://waterwastewaterasia.com/region-wide-digital-twins-project-impetus-has-been-launched/) • disseminated via LinkedIn by KWR & IMPETUS • disseminated via 'Climate Resilience Post' newsletter edition 1 (https://mailchi.mp/ecbb0b77a51f/the-first-issue-of-the-climate-resilience-post-is-here)
<p>Key message, 'a robust wine community response is needed to mitigate and adapt to the impacts of climate change, while taking biodiversity and wine quality into account, with the help of the IMPETUS human-digital (RKB) approach for key decision making', was presented by EUT at Ligne de la Vigne /</p>	<p>The increase in communications by DS teams with regional stakeholders and related news updates should provide opportunities for WP7 to amplify their relevant key messages through the central project channels and vice versa.</p>

<p>Vinelink conference for wine production community:</p> <ul style="list-style-type: none"> • As co-organiser, CANT ensured visibility for IMPETUS in event information • CANT won a wine innovation award partly because of its involvement in IMPETUS as explained in a video interview (in Italian, see https://www.lefonti.tv/le-fonti-awards-2022-cantine-toblino/) • further dissemination via a project article (see https://climate-impetus.eu/impetus-promotes-wine-community-response-to-climate-change/) • related social media posts 	
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Table 8: Messaging – year one examples and year two priorities / expectations

3.5 Communication, collaboration and dissemination channels

Information about the project, its activities, partners, results and benefits will be communicated and disseminated through multiple channels to reach various target audiences. Both online and offline channels (such as print media, networking, events) will be exploited.

Communication will include activities aimed at increasing awareness about the project among a large audience, including the general public, decision-makers, press, etc. Collaboration activities will focus on fostering the human networks and engagement that is key to the success of IMPETUS. Dissemination activities will focus on extending the reach of IMPETUS messaging and on knowledge and information transfer towards specific audiences to maximise exploitability of the project results.

Online communication channels, such as the IMPETUS website and social media accounts plus externally-managed platforms and email-based newsletters will play a prominent role, and will be a key way to join efforts with partners, stakeholders and sister projects. The online channels are described in more detail in the following sections.

Opportunities to make use of offline channels, such as print media and face-to-face events, will be explored and optimised for specific contexts and needs as the project progresses.

Each partner will use its own online and offline channels and its database of contacts to disseminate IMPETUS-related content to relevant stakeholders and networks. Additionally, WP7 in conjunction with WP1 and the WP4 DS teams will create and manage a project-level list of CCD stakeholders in conjunction with stakeholder mapping and strategy work. Each partner will be asked to list its channels and CCD practitioners. These steps are fundamental to increasing IMPETUS outreach and reaching appropriate target audiences so that optimal impact can be achieved.

3.5.1 Applying the strategy to channel selection and use

Informed by the CCD strategy to **complement and amplify**, IMPETUS will focus on maximising dissemination of its messages through existing channels that are managed by partners and external organisations, such as established newsletters, rather than competing in the crowded climate-change adaptation ‘attention space’ and creating project-specific channels that need time to become established and would divide attention. This approach will entail:

- Building collaborative relationships and willingness to support IMPETUS dissemination;

- Seeking opportunities for mutually beneficial CCD activities such as jointly created content / events;
- Researching the existence of and prioritising use of the best-established channels with the largest / most relevant audiences;
- Efficiently pitching and tailoring content as necessary to fit the targeted channels.

This approach will complement the goals of establishing IMPETUS RKBs that conduct communication, collaboration and dissemination activities on local, regional and national levels and of more broadly raising visibility of the project, its activities and results.

3.5.2 Website

The project website is the main online reference point for project content, updates, outreach activities and resources, and functions as a 'content hub'. This means that all communication actions are focused to generate links to visit the IMPETUS website and 'ecosystem'. The website will be updated and developed on an ongoing basis, to support outreach to all target groups and eventual implementation of the multi-sided platform for delivery of exploitable results.

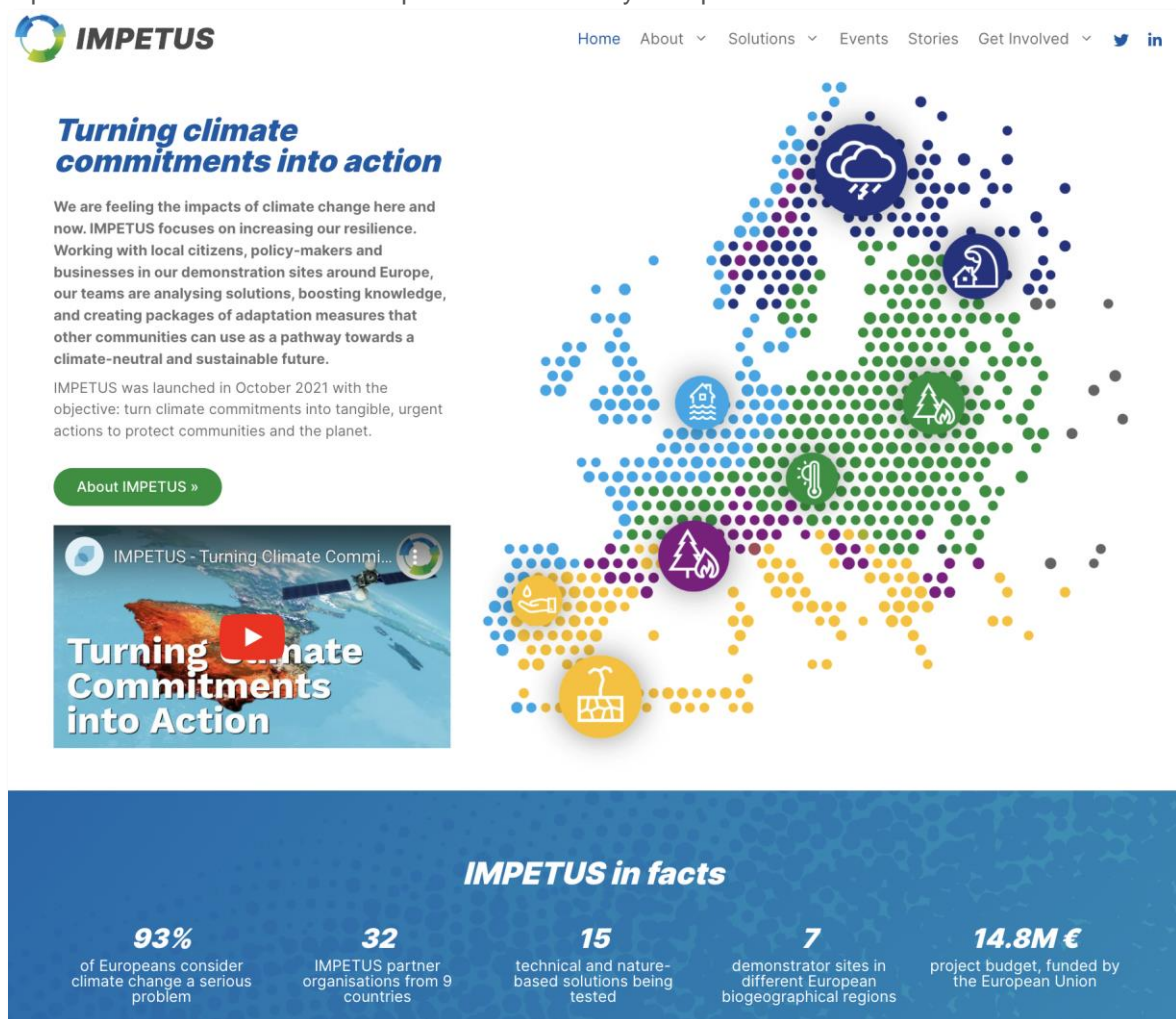


Figure 10: IMPETUS Website homepage

The IMPETUS website was launched on 31 December 2021:

- <https://climate-impetus.eu/>

Project deliverable D7.10 describing the website design and structure in detail was published on 30 December 2021 (SharePoint: [D7.10-IMPETUS-website_FINAL.pdf](#)).

3.5.3 Social media

Social media plays an important role in the project outreach, community building, positioning IMPETUS as part of the wider European and climate-change adaptation context, and in increasing the visibility and impact of the project results, based mainly on Twitter and LinkedIn.

The amount and nature of posts published will vary during the project lifetime. To initiate interest in the existence of these channels and attract relevant audiences in the initial CCD project phase when the amount of original content generated in IMPETUS has been limited, social media posts have included more standard IMPETUS messaging, content shared from relevant other platform users, comments revealing how shared content relates to IMPETUS goals, partners and activities, and links to relevant content. Active following and sharing of content from relevant organisations or influential individuals will potentially encourage them to follow and share IMPETUS accounts and content in return. Targeted campaigns that make use of social media channels will be planned around key developments and moments within the project. For example, a campaign to launch the WP1 stakeholder survey and support its visibility for longer-term response collection included localised content that was disseminated via social media and other channels with the support of relevant partners.

All project partners will be equipped with email- and social-media-friendly messaging and content such as graphics and videos and encouraged to add their own comments and posts from their own accounts, name and tag the project and relevant other organisations, include appropriate links and calls to action, and use relevant hashtags. This will increase the overall visibility, reach and impact of the project as well as boosting the profiles of partners.

3.5.3.1 LinkedIn

LinkedIn has more than 700 million accounts (500 million global monthly users) with a professional networking and recruitment focus. It enables users to connect and share content with other professionals and add value to active professional / business conversations. IMPETUS uses LinkedIn to promote project actions and opportunities, highlight partner organisations and individuals and their expert contributions to the project, share messages with specific technical / business / professional audiences and foster networking.

A company page for IMPETUS was launched on 23 September 2021:

- <https://www.linkedin.com/company/climate-impetus>
Handle: Climate Impetus

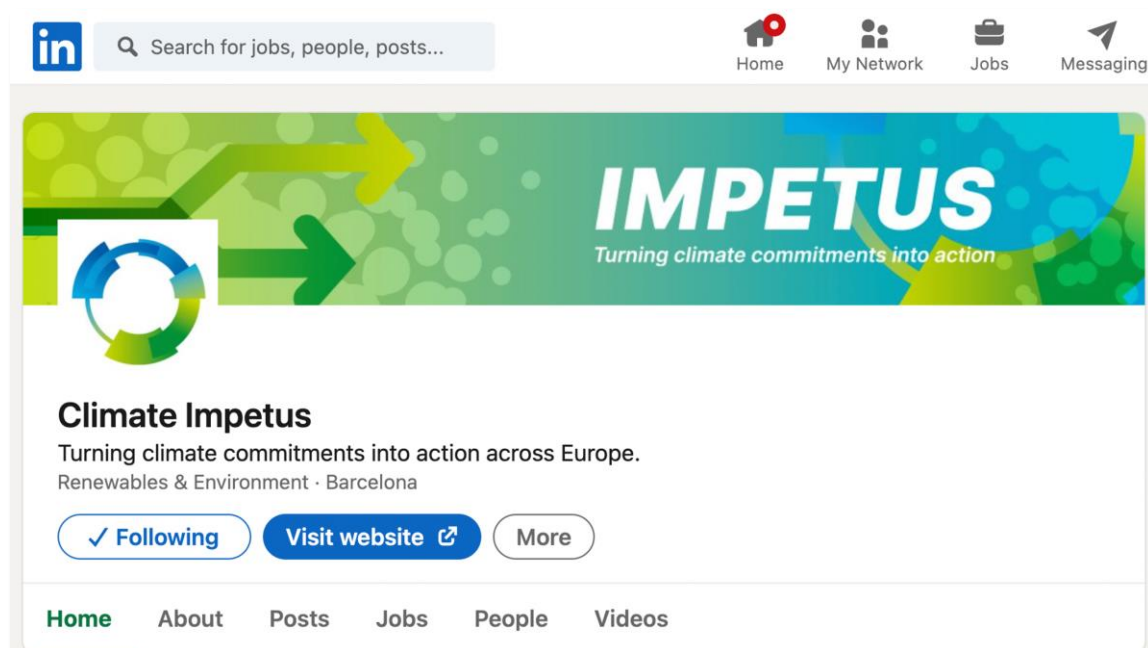


Figure 11: IMPETUS LinkedIn account profile banner

3.5.3.2 Twitter

Twitter has almost 400 million users around the world with around 206 million people using the platform daily and more than 7% of Internet users accessing the platform at least once per month (according to <https://backlinko.com/twitter-users>). Twitter enables rapid spread of information across wide reaching interconnected networks and the ability to easily follow and contribute to discussions around particular topics. IMPETUS will use Twitter to engage with relevant organisations, individuals and communities, potential stakeholders and press, as well as to be part of the climate-change adaptation and resilience discussion.

A company account for IMPETUS with was launched on 30 August 2021:

- <https://twitter.com/ClimateImpetus>
Handle: @ClimateImpetus

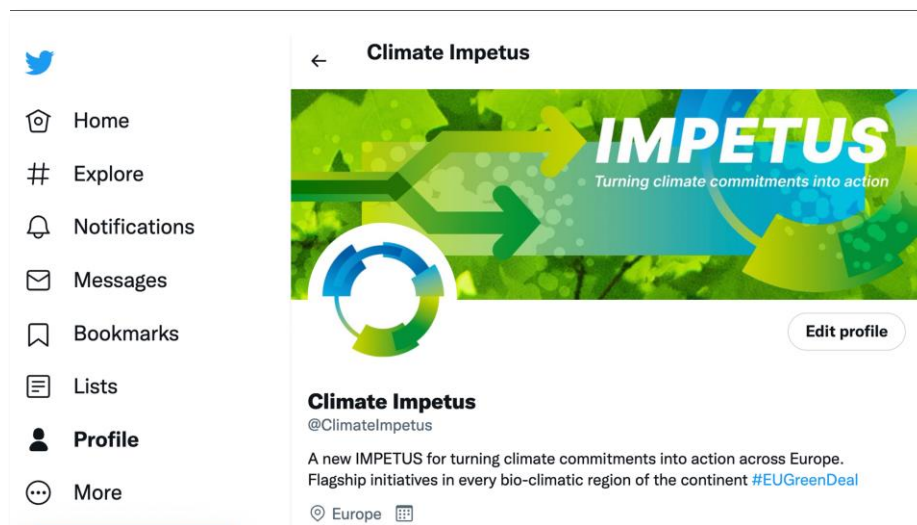


Figure 12: IMPETUS Twitter account profile banner

3.5.3.3 YouTube

The YouTube video sharing site, which also acts as a social media platform, has 2 billion users monthly. It includes a wide range of content uploaded by individuals, organisations and media corporations, including video clips, documentaries, short films, live streams, vlogs (video blogs), short original videos, and educational videos. IMPETUS will use YouTube to host project-related videos, from where they can be embedded in the project and partner websites and promoted to all project audience segments. These videos will be published in a dedicated IMPETUS playlist within the ESCI YouTube channel²¹ which has a wide reach with followers from several research areas.

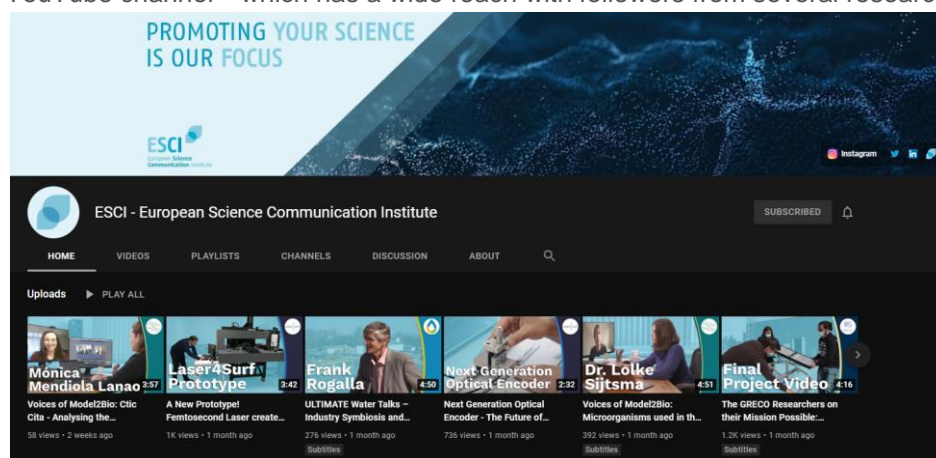


Figure 13: ESCI YouTube channel front page

²¹ <https://www.youtube.com/channel/UChiT4w-ba0LJ9KT-vhTBjQQ/playlists>

3.5.3.4 Use of hashtags and handles

All partners are encouraged to:

- like, comment upon, and redistribute social media content from / about IMPETUS through their personal and corporate LinkedIn and Twitter accounts, especially if their account has been tagged;
- create and post their own content about their contributions to the project or how it relates to their field of expertise and activities in the wider climate-change adaptation discourse;
- tag the project accounts using the handles as indicated above plus any other accounts related to the project partners, funders etc.;
- use appropriate hashtags.

Whenever using tags, care should be taken over correct spelling and selection of the correct account handle / thematic hashtag from drop-down lists if they appear.

The main hashtags used for the project in the initial CCD phase are –

#ClimateImpetus	#ClimateAction	#climate	#ClimateChange
#H2020	#CINEA	#EU	#MissionClimate
#resilience	#innovation	#adaptation	

3.5.4 Externally-managed channels

In line with the strategic approach to optimise use of externally-managed channels for IMPETUS content dissemination, such channels will be researched, selected and embedded in a dissemination workflow in a systematic way. Such channels include newsletters and online platforms where project profiles, news, events information and other content can be uploaded to reach a wider audience through a pre-existing distribution process. For example, just within the European Union context the Horizon Results Platform²², Horizon Results Booster²³, CINEA's Horizon Climate Action²⁴ newsletter, and the EC's CORDIS²⁵ site all offer potential opportunities.

To increase the chance of successfully disseminating IMPETUS content through such channels, surrounding work to build relationships, understand deadlines and editorial requirements, align planning etc will be needed. This is an area where collaboration with sister projects through REGILIENCE CSA and the Green Deal Support Office will be key (see section 2.2.2: Coordination with sister projects). Within specific thematic areas or fields of expertise, other channels may be identified as 'the place' to get IMPETUS messages heard or seen. Exploration of such potential will naturally blend with CCD activities to identify and reach out to relevant media or academic outlets, to pitch and place content in scientific or more general-public publications in a more targeted way.

ACCOUNTABILITY:

ESCI will be responsible for maintenance and use of IMPETUS channels including the website and social media accounts, as well as for content shared through them, such as creating posts, following other accounts, sharing content and comments, and monitoring the resulting engagement and outreach.

Partners are asked to approach ESCI in advance as much as possible to plan and coordinate together on relevant content and information such as news articles, ideas, graphics, and to like, share, comment on and tag project content through their channels to maximise reach and impact, as well as to post their own project-related content.

Any feedback from partners about the impact of content shared through their channels, for example social media statistics, would be very helpful and appreciated.

²² <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>

²³ <https://www.horizonresultsbooster.eu/>

²⁴ https://cinea.ec.europa.eu/programmes/horizon-europe/climate-action-horizon-europe_en

²⁵ <https://cordis.europa.eu/>



3.5.5 Events

Online and offline events such as conferences, fairs, exhibitions, workshops and training courses can be important opportunities for IMPETUS partners to make contacts and network with relevant (potential) stakeholders, professional peers and members of the public and media; develop ideas and work together; to present and highlight project activities, results, and benefits; and to spark interest and engagement in the project or promote specific calls to action. As such, they provide a significant focus for CCD activities, which can support events through the creation and dissemination of invitations, announcements and content that promotes participation, raises visibility and facilitates engagement during, reports after the fact, and attracts and supports media coverage.

3.5.5.1 External events

All partners are encouraged to participate in externally-organised events relevant to IMPETUS topics and activities, where they can:

- develop and refresh their professional networks and knowledge to the potential benefit of the project;
- represent the project, objectives, activities, results, benefits and opportunities, and their expert contributions;
- participate in and contribute to the wider discussion around climate-change resilience and adaptation.

All partners should identify relevant events throughout the project lifetime and share information with ESCI (and the project coordinator) in advance so that appropriate levels of CCD support can be planned and implemented and any internal information among relevant partners can be exchanged in good time.

The partners are encouraged to take as active a role as possible during such events, e.g. by giving a talk, displaying a poster, providing a demonstration, distributing printed project materials, or being available at an exhibition stand, to increase project visibility, maximise networking opportunities and optimise the opportunity for engagement.

Given the diversity of project activities, partners, fields of expertise and so on, there is potentially an interest in taking the IMPETUS message to external events for very diverse audiences, from viticulturalists to satellite technologists. A dedicated document and workflow will be created, shared, maintained and communicated to partners, as a way to track interesting events, their level of strategic importance and priority to the project, and to support forward planning of the appropriate level of CCD activities to support optimal event participation.

Identifying external events of interest is another area where collaboration with sister projects through REGILIENCE CSA will be key (see section 2.2.2). Information about IMPETUS participation at external events will be published on the project website and content about such participation will be distributed through dissemination channels.

3.5.5.2 Project events

Focused around its seven demo sites, IMPETUS will organise a series of events to engage with stakeholders, establish and operate RKBs, build and support relationships and networks based on trust and common purpose, share and promote exploitable results, and transfer knowledge and best practices. Depending on any recurrence of the COVID-19 pandemic, which has abated at the time of writing this document, plans for such events will be developed and maintained on a continuous basis.

Organisation, logistical planning and communications support of IMPETUS events that target stakeholder engagement and lean learning activities around RKBs will primarily be the responsibility of the relevant DS teams and their organisations' CCD colleagues, with the close support of WP7 in conjunction with WPs 1 and 4, and with WP6 regarding exploitation of results in a targeted way for sectors such as finance and government.

Organisation, logistical planning and communications support of other kinds of project meetings and events relating to the work and objectives of specific work packages and partners will primarily be their

responsibility. In these cases, WP7 will support communications and dissemination needs as appropriate on a case-by-case basis.

Major project events such as the annual General Assembly offer different kinds of CCD opportunities, including internal communications, knowledge sharing and the building of a trusting team spirit among participants. WP7 will therefore assist WP8 as required with maximising the communications value of such events, as well as generating external visibility for the key messages and results.

ACCOUNTABILITY:

As defined in the IMPETUS Grant Agreement, it is the responsibility of ESCI, SDSN and KWR to lead tasks around the organisation of project events and content for the purpose of knowledge transfer and stakeholder engagement - SDSN regarding a Massive Open Online Course (MOOC – T7.5.1), ESCI regarding demo site webinars and virtual visits (T7.5.3), and KWR in the context of RKB engagement activities (T7.5.2) with DS team partners.

ESCI has overall responsibility for coordinating and supporting project outreach and representation at external events or those that support academic and scientific dissemination. All partners are responsible for seeking such opportunities, submitting abstracts, notifying fellow partners and coordinating with ESCI to prepare for and promote project visibility around the event participation.

Organisation and logistical planning of any other IMPETUS events, particularly in connection with more technical work packages, will be the responsibility of the relevant partners, who will need to inform and consult ESCI about any appropriate CCD support or division of responsibilities. All partners also have a general responsibility to report and promote project activities, messages and results, use project branding as provided, and share information within the project and externally in a timely and effective way.

EUT is leading the overall IMPETUS collaboration in REGILIENCE CSA in T7.7, with responsibility for coordination in the CCD area falling to ESCI as leader of WP7, T7.4.2 and the project CCD framework.

3.5.6 Channels - year one examples and year two priorities / expectations

EXAMPLES FROM YEAR ONE	PRIORITIES / EXPECTATIONS FOR YEAR TWO
<p>External channels where project profiles and tailored articles have been posted include:</p> <ul style="list-style-type: none"> • EU Citizen Science site (profile: https://eu-citizen.science/project/349, news https://eu-citizen.science/forum/forum/community-news-8/topic/a-significant-opportunity-to-engage-citizens-in-climate-change-adaptation-198/, news https://eu-citizen.science/forum/forum/community-news-8/topic/regional-surveys-kick-start-climate-impetus-engagement-activities-174/); • United Nations Disaster Risk Reduction (UNDRR) PreventionWeb platform 	<p>Opportunities to align with and disseminate via the Mission Adaptation's favoured platform – Climate Adapt – will be explored and followed up as a priority.</p> <p>The European AI-on-demand platform (https://www.ai4europe.eu/), which brings together information about all AI-related European projects in a project catalogue and shares content about events, materials such as press releases and more technical content will be also be targeted.</p> <p>Dissemination channels managed by project partners such as SDSN and the Mountain Research Initiative will be approached as relevant project activities begin to mature and generate appropriate content.</p> <p>Further platforms, networks and newsletters etc. will be explored, identified and utilised, in</p>

<p>https://www.preventionweb.net/news/regional-climate-surveys-kick-start-impetus-engagement-adaptation-and-risk-reduction</p> <ul style="list-style-type: none"> • Citizen Engagement Quarterly (https://mailchi.mp/7443b576b4ed/citizen-engagement-quarterly-8904374) newsletter produced by five Horizon 2020 projects that include citizen engagement, co-creation and/or participatory processes in their work. <p>(More detailed reporting in deliverable D7.3 'Interim report on editorial, video and visual content and distribution' due at the end of March 2023)</p>	<p>collaboration with sister projects where appropriate.</p> <p>The last two editions of the Citizen Engagement Quarterly (March and June 2023, tbc) offer the opportunity for content relating to the DS SH engagement activities as described in D1.1 (January).</p> <p>Structured pitching of articles to media will be stepped up.</p>
<p>Collaboration with sister projects led to:</p> <ul style="list-style-type: none"> • creation of a shared newsletter ('The Climate Resilience Post') • initiation of a shared events calendar, (in Trello) where team members can collect information and liaise on planning; • IMPETUS participating in several calls and taking the lead in a climate modelling working group. <p>(More detailed reporting will be included in D7.3.)</p>	<p>The collaboration with sister projects:</p> <ul style="list-style-type: none"> • already resulted in the first edition of the Climate Resilience Post (containing three IMPETUS stories), published early in project year two; • will expand the events calendar to include inputs by WP and task leaders from the four projects and open it for viewing by all projects' participants • Will extend to include IMPETUS-organised knowledge-sharing webinars for Green Deal projects on a variety of topics.
<p>The IMPETUS website received 4,351 unique visits, lasting around 2 minutes on average, which is good compared to other project websites (managed by ESCI).</p> <ul style="list-style-type: none"> • Visitors from 80 countries • 89,5% of visits from Europe (around 12% each from Germany, Spain, Norway, the Netherlands) • The page with the longest average view time was the story 'IMPETUS partners launch 7 regional surveys – get involved!', suggesting that social media posts linking to this story succeeding in raising interest in the project's regional activities. • The most clicked out-link took visitors to the project's LinkedIn page, with the Twitter link next in line, implying that website visitors were sufficiently interested to follow the project onto and on social media. 	<p>Website content will be updated in various ways including to:</p> <ul style="list-style-type: none"> • Simplify and more fully explain the RKBs and other key concepts; • Evolve the DS-specific pages to be more informative, dynamic and engaging as a resource to better support the increasing DS focus on stakeholder engagement (potentially including local language content or even separate pages); • Embed an interactive map developed by the REGILIENCE team in collaboration with sister projects including IMPETUS WP7 and WP4 DS team inputs; • Ensure the site is evolving in line with planning related to the eventual multi-sided platform and the RKB interface.

(See Appendix 3. More detailed reporting will be included in D7.3.)	
<p>The project's LinkedIn channel:</p> <ul style="list-style-type: none"> published 98 posts gained 361 new net fans, reaching 466 in achieved an engagement rate of 3,40% (most accounts have around 3%). <p>(See Appendix 3. More detailed reporting will be included in D7.3.)</p>	<p>To generate better reach and engagement for posted content, more attention will be paid to :</p> <ul style="list-style-type: none"> generating quality re-post messages (longer, more informative and containing information that is complementary to and not too repetitive of the original post) posting more original posts encouraging tagged partners to respond responding to IMPETUS mentions in partner posts researching relevant (non-partner) accounts to tag as appropriate.
<p>The IMPETUS Twitter channel :</p> <ul style="list-style-type: none"> published 132 tweets gained 286 new net fans, reaching 286 followers in total generated 30,566 impressions achieved a reach of 18.741 gathered an engagement rate of 2,71% (an acceptable standard for Twitter). <p>(See Appendix 3. More detailed reporting will be included in D7.3.)</p>	<p>Partners will be encouraged to like, share, tag and comment on a more structural basis.</p> <p>The IMPETUS account will more consistently respond to posts in which the account is tagged or in which the content (also from additional sources) has relevance for project activities and messages.</p> <p>Follower accounts will be reviewed according to their location and sector as references for DS teams in their local communication and engagement activities.</p>
<p>The ESCI YouTube channel did not yet include an IMPETUS playlist as the production of videos was impacted by the COVID pandemic, which made it difficult to reliably schedule events or opportunities for filming.</p> <p>(More detailed reporting will be included in D7.3.)</p>	<p>The IMPETUS YouTube playlist will be created early in year two, to contain the project launch video and some content that was recorded, e.g. at the ESA Living Planet Symposium (see section 3.4.2) and new content such as a DS4 video.</p>
<p>An overview of DS team partner online accounts and handles was compiled and shared with each team (via Trello) in project year one.</p> <p>(More detailed reporting will be included in D7.3.)</p>	<p>The overview of accounts provided to DS partners will be expanded to include relevant regional stakeholders. A similar approach will be taken to equip and better integrate the partners whose activities are not related to a specific DS.</p>
<p>Partners identified various local, regional and international events where IMPETUS messages could be shared, for example Norwegian partner TFFK - relating to digital twins, marine spatial planning and the blue economy, among other topics.</p> <p>(More detailed reporting will be included in D7.3.)</p>	<p>A process for tracking partners' interests in events participation and determining their relative level of strategic importance to the project was initiated in year one, but needs improvement in year two</p>
<p>Several DS teams held initial engagement events with stakeholders, such as meetings and workshops. E.g. DS4 held various workshops to develop its three decision support tools (for decarbonisation of industry, heat stress and flooding).</p>	<p>As all DS teams more fully define their stakeholder engagement activities in the early months of project year two, their events will occur more frequently and will require a more thorough CCD process by partners, to ensure that opportunities are not lost to maximise</p>

(More detailed reporting will be included in D7.3.)	participation or to e.g. generate visibility and community building through news and other follow up.
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Table 9: Channels – year one examples and year two priorities / expectations

3.6 CCD activities and metrics

Diving into the high-level overview of CCD actions during the four project years, as presented in section 3.1, and going into more depth, the following key activities and Key Performance Indicators (KPIs) emerge:

Activities	Message / goal	Target groups	Timing	KPIs
Define target audiences, messages, partner roles, success metrics, delivery & feedback mediums	Create and maintain a strategic CCD framework that empowers all engagement with multiple, clearly-targeted audiences	All partners	Ongoing / repeated	Deliverables D7.1, D7.2, D7.8, D7.9
Web presence through the IMPETUS website, social media (and eventual multi-sided platform)	Showcase and disseminate project objectives, partners, activities, opportunities, and exploitable results	All	M1-48 and beyond	>500 website visits / month >5000 impressions / month across both social media platforms
Identify and use relevant communication and dissemination channels	Reach out to multiply media and social media presence and increase impact	Publications, journalists, specialist audiences & platforms, EU context & platforms	M1-48	>1 content uploads on external channels per quarter
Media presence, provided by interviews, journalistic articles, supported by infographics and fact sheets	Inform about IMPETUS activities, innovations, benefits and opportunities	All	M1-M48	10+ independent articles, 12 video interviews, 2 news releases to broadcasters
Technical publications and conference presentations, submitted to open-access scientific journals	Share technical details, exchange knowledge and raise awareness on project results	Researchers and academics	M1-M48	>10 academic conference participations / Open Access publications
Multimedia content; engagement and co-creation, knowledge sharing, events and CCD network creation at RKBs	Create awareness of project & RKBs, invite engagement, share learning, maximise uptake of results, create long-term legacy	Local, regional & national stakeholders	M1-M48	14+ RKB workshops, 7+ demo site webinars/virtual tours Others to be defined
External event participations to foster discussions and exchange of knowledge	Raise visibility, provide field-specific updates	The technical and academic community	M1-M48	4 presentations reaching >3 major conferences
Templates and promotion for sector-specific guidelines and materials, design and	Promote uptake of exploitable results	Governments, finance etc	M1-M48	To be defined

launch of multi-sided platform				
MOOC content and promotion (details in D7.4 (month 18) and two updates)	Improve skills and understanding of climate adaptation modelling and monitoring	(Young) professionals and students	M1-M48	To be defined
Establish a CCD coordination, implementation & best practices network (details in D7.14 (month48))	Synergies, efficiencies, mutual visibility, amplify impacts – workshops, meetings, joint CCD outputs	Sister projects, project partners, RKBs	M1-M48	3 newsletters/yr; >1 joint campaign /yr; Common terminology

Table 10: Key IMPETUS CCD activities and metrics

3.7 Tools and materials

As the leader of WP7 and project CCD activities, ESCI will produce a variety of materials to communicate and increase the impact of the project and to fulfil the required activities and goals as described in the table above.

These materials can be used by different partners for various project purposes and adapted to different channels and target groups. This should enable all project partners and demonstration sites to communicate with their national or regional stakeholders in a consistent and engaging way.

ESCI will also create and share a document where partners will be required to update and track their own project-related communication and dissemination activities. This document will be regularly updated to ensure the communication and dissemination manager has a live source of information about present activities and can adjust social media content and plan future activities accordingly.

These materials will be ‘white-labelled’ as appropriate and possible, for easy addition of user partner branding elements, and will be translatable into local languages to maximise reach and uptake. The provision of resource for translation and local dissemination is expected primarily from relevant partners.

Print / text-based materials e.g.	Online / audio-visual content / materials e.g.	Event-based / learning content / materials e.g.
<ul style="list-style-type: none"> Email / news content Flyers / brochures Posters / postcards Guides to demo sites & solutions Exhibition banners / stands Templates / guidelines / solution portfolios Success stories, case studies, other articles 	<ul style="list-style-type: none"> Explainer videos Quick-fire / inspirational interviews Broadcast-quality video news reports Multimedia content Coordinated social-media campaigns Social media quote cards Infographics 	<ul style="list-style-type: none"> Event announcements, on-site banners MOOC content & promotion RKB engagement promotion and workshop content Event agendas, reports Webinars, virtual tours

Table 11: Initial IMPETUS communication tools overview



3.8 Timeline

The preliminary timeline of CCD actions that was created in the first edition of this CCD framework will be updated in conjunction with coordination and planning efforts with WPs, partners, sister projects and events organisers on an ongoing basis. The Trello board will be the platform where this overview of actions evolves and is managed in practice, in conjunction with files shared via the project repository. The Trello board and the plans it contains will be updated on a continuous basis and will provide inputs to the future revisions to this CCD framework document.

The initial broad overview of activities has been updated to cover year two, as below:

LAUNCH: Oct 2021 – Feb 2022		OPERATIONAL Y1: Mar – Sep 2022		OPERATIONAL Y2: Oct 2022 – Sep 2023	
Preparation	Initiation	Consolidation	Preparation for year 2	Gearing up	Preparation for year 3
Visual identity	Website & content, Website deliverable report D7.10	Stakeholder survey & campaign, GDPR templates	Begin factoring results from WP1 stakeholder activities and other WP plans into CCD planning	DS stakeholder engagement activities, events, news, web content, materials etc.	Diversify kinds of content and materials, localise where possible, support partner skills
Project video	CCD Framework deliverable report D7.1	Expand package of materials about / for partners & demo sites	Assess CCD risks and mitigations (e.g. COVID) to factor into CCD framework update	Explain specific solutions, concepts, tools etc.	Develop and disseminate infographics, animations etc as precursor to later exploitation and uptake
Social Media channels	Initiation of CCD support for stakeholder engagement activities	Establish WP7 team with shared guidelines, planning, delivery & monitoring tools & procedures	Maintain and develop established activities	Promote results of technical WPs (e.g. hotspot tool) to relevant audiences	Case studies. How to..., academic abstracts, whitepapers, targeted channels etc.
Package of graphics, messages, news article, briefing document, social media content for partners	Initiation of CCD support for events	Finalise initial shared CCD planning & approach for synergies through REGILIENCE CSA	Increase focus on targeting opportunities for visibility, media coverage, academic contributions etc.	Intensify joint map, events, newsletters, social media campaigns, knowledge exchange with CSA & GD-SO	Increase efficiency, visibility, reach and impact, target strategic events and dissemination channels
Social Media graphics 'cards' of partner quotes, key messages	Initiation of REGILIENCE CSA collaboration	Expand content creation, dissemination & external events support activities	Reach out to media and external platforms for dissemination, create ppt content & news re events	Expand content creation, dissemination & external events support activities	Improve processes and reporting, support partners to expand their activities

Templates for pptx, deliverables, milestones, agendas & minutes	Content creation & dissemination	Initiate project events & learning activities, preparation for RKBs & multi-sided platform	Explore potential topics, develop understanding of roles and expertise, raise questions among partners	Develop website: evolve DS pages, explain RKB concept, include joint map	Clarify relationship between website, RKB digital dimension and multi-sided platform, develop accordingly
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Table 12: Overview of CCD activities in the first two years of the project

A more detailed overview of expected CCD activities in project year two as they relate to specific tasks within WP7 is in Appendix 4.

4 Monitoring and measuring success

The achievement of IMPETUS communication targets will be measured with a methodology relying on instruments that have been used over several years by ESCI. Other than the regular press and specialised traditional media, the project website and social media will be monitored.

ESCI uses MATOMO software to assess how the IMPETUS website performs. It tracks all the available data about the website's traffic and the audience reached. The website will be monitored regarding common metrics and the total number of sessions during different project periods. Overall, the most interesting quantities to be monitored are:

- Total number of visits (Clicks and Impressions)
- Average session and visit duration
- Language and location of visitors
- Number of frequent & one-time visitors
- Visiting prime time regarding day and hour of the day

Social media will be monitored to determine the volume and sentiment of online interaction. Twitter content will be analysed using ESCI's automated tool FALCON, and the built-in analytics tools will be used to monitor LinkedIn. Many kinds of data are accumulated during the acquisition process, from simple information like statistics on followers, likes, retweets, to more complex information such as engagement and comments. LinkedIn and Twitter accounts will be monitored to identify their overall impact on different demographics and target groups.

For project-organised events such as workshops, the number of participants will be noted and satisfaction surveys will also be used to gather data and feedback that can help to improve participant experiences of subsequent events.

Partner representations of IMPETUS in externally organised events will be tracked, along with any media coverage that arises from events, press releases, or targeted pitching. Partners will also be asked to provide relevant statistics or other results of their IMPETUS CCD activities (see section 2.3). Templates for tracking and reporting such results will be shared and coordinated in WP7.

Highlights gathered from monitoring activities will be included in relevant deliverables and internal reports.

5 Future work

This updated CCD framework document will be revised and updated twice more in the project lifetime. More day-to-day activity planning will be done on an ongoing basis, using Trello, which lends itself to shared use by a virtual team. As WP7 and its activities support all areas of the project and its results with communication, collaboration and dissemination outputs, the CCD plans will:

- Be very dependent on the plans, progress and information of other partners and WPs;
- Need to include both a long-term view and short-term flexibility.



Future Actions	Brief Description
Update CCD framework	Incorporate WP1 stakeholder mapping and engagement plans, review the strategic approach and update the implementation plan based on progress and plans across the project. (M36, 48)
Develop the project CCD team tools and workflows	In conjunction with WP1, further develop shared planning and content exchange tools and workflows, arrange regular meetings to support best practices in (demo sites') stakeholder engagement and communications and to inform partners about the CCD framework and templates. Ensure non-DS specific partners are included.
Partner guidelines and templates	Review and improve the shared templates and texts regarding CCD-related data privacy in compliance with EU regulations, ensure all other templates for project CCD phase I are complete and consistent, explore whether any additional templates are required.
Consult WPs and partners on evolving CCD needs	Further clarify and support partners in using provided mechanisms to gather timely and informative updates that provide sufficient input to CCD planning and content creation.
Support external event participations	Support already planned participations and map further opportunities in conjunction with other WPs, partners and sister projects.
Support stakeholder engagement actions and events	Continue coordinating with WP1 and 4, plan ahead for learning workshops and create related content.
Develop targeted media outreach	In liaison with partners and ESCI teams, plan ahead for key opportunities to pitch targeted materials or issue press releases and create content accordingly.
Progress RKB creation and operation planning	In liaison with other WPs, explore the necessary steps and planning to create the RKBs, create a narrative and CCD materials that support internal and external understanding of the RKB approach, and explore further opportunities and requirements for CCD support
Develop learning content and delivery planning	In liaison with other WPs and partners, explore the necessary steps and planning, opportunities and requirements for CCD support to and creation of learning content and opportunities to deliver it.
Initiate multi-sided platform design and delivery planning	In liaison with other WPs and partners, explore the necessary steps and planning, opportunities and requirements for CCD support
Monitoring and reporting impacts and success	To be factored into 7 remaining WP7 deliverables and internal reports

Table 13: Future actions impacting the IMPETUS CCD framework and activities

6 Conclusion

Given its diverse partners, activities, objectives, target audiences and expected results, IMPETUS is a complex and ambitious project that seeks nothing less than innovation and societal change towards climate-change adaptation and resilience.

As the project moves into year two, approaching the 2nd CCD phase and developing the relationships with related projects and networks, the need for coordination and a shared vision between the various IMPETUS partners, work packages, demonstration sites and other collaborators will only increase.

A strategic approach to communication, collaboration and dissemination activities is vital in order to support the achievement of these objectives and the overall success of the project.



Appendix 1: EU emblem in H2020 projects

Beneficiaries of EU funding must display the EU flag and funding statement ("Funded by the European Union" or "Co-funded by the European Union") in all their communication and dissemination activities and any infrastructure, equipment, vehicles, supplies or major result, results funded by the grant.

The EU flag and funding statement must be displayed in a way that is easily visible to the public and with sufficient prominence.

EU funding must moreover be acknowledged in all types of public outputs (*including patent applications, EU standardisation of results*), media contacts and other public statements.

The EU flag and funding statement are available in the Grant Agreement and on the Europa website: https://european-union.europa.eu/principles-countries-history/symbols/european-flag_en.



Appendix 2: Key phrases

In the project's initial launch period, WP7 defined broad descriptions of the IMPETUS context, vision, purpose, activities and partnerships that help to raise general awareness. Produced at varying levels of detail, these were deployed by partners during the project launch and / or included in the project website and initial news and social media posts.

- ***IMPETUS: Turning climate commitments into action***
This pay-off explains the IMPETUS identity and what it stands for as a unique, powerful statement and is used alongside / as part of the project logo on templates, website, social media banners etc.
- ***Turning climate commitments into tangible, urgent actions to protect communities and the planet.***
A fuller explanation of the pay-off that encapsulates the project objectives as a concise, easily-understandable statement that touches the human level.
- ***Time to turn climate commitments into action***
An invitation / challenge for readers to recognise the need for IMPETUS (and others) to address climate change in a practical way, and potentially join in.
- ***A shared impetus for change***
A punchy way to introduce the (political and / or climate-change factual) contexts that inspired the project, while including and explaining the project name
- ***Delivering climate-resilient innovation***
Introducing the innovation aspects of the project.
- ***A major project awarded by the European Commission, IMPETUS will accelerate climate-resilient innovation and delivery of the EU Green Deal.***
Provides the European funding context while giving a complementary explanation of the project's purpose.
- ***Accelerating our response in every bio-climatic region of Europe***
Inclusive, complementary explanation of the IMPETUS purpose and introduces the regional demo sites while flagging that the project is European in focus.

Definitions:

"Payoff" - a unique, powerful statement relating to core identity, actions and values

"Strapline / tagline" – a concise description of what is done or provided

"Slogan" – an attention-grabbing statement used in a shorter-term campaign



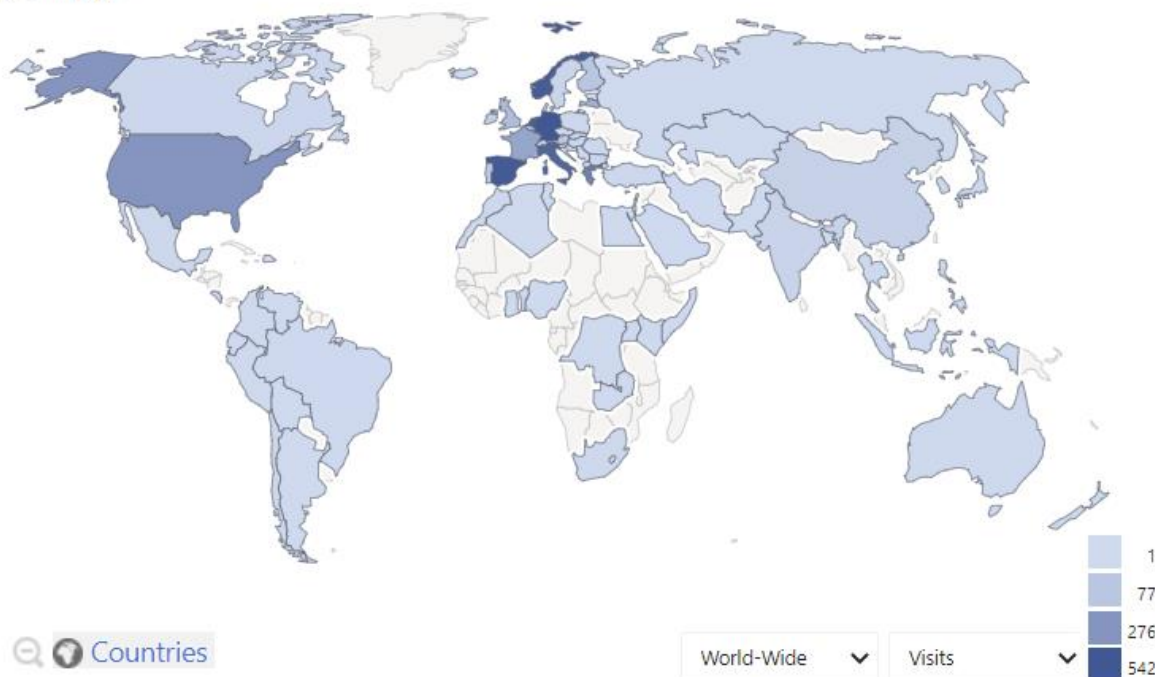
Appendix 3: Year 1 website & social media statistics

WEBSITE: from late December 2021, and until the end of September 2022

Page URL	Pageviews		Unique Pageviews		Bounce Rate	Average Time on Page	Exit Rate
Home	3,893	41,6%	3,033	40%	56%	00:00:54	67%
About	1,434	15,3%	1,086	14,3%	66%	00:01:24	61%
Solutions	506	5,4%	388	5,1%	48%	00:00:48	27%
Arctic Demo-site	356	3,8%	320	4,2%	76%	00:00:50	67%
Mountains Demo-site	325	3,5%	281	3,7%	71%	00:00:59	69%
Coastal Demo-site	300	3,2%	275	3,6%	73%	00:01:25	48%
Continental Demo-site	336	3,6%	272	3,6%	60%	00:01:34	53%
Mediterranean Demo-site	290	3,1%	260	3,4%	79%	00:00:46	48%
Stories	246	2,6%	218	2,9%	67%	00:00:36	23%
Get Involved	213	2,3%	187	2,5%	69%	00:00:35	43%
Atlantic Demo-site	203	2,2%	174	2,3%	80%	00:01:41	53%
Events	170	1,8%	156	2,1%	47%	00:00:28	14%
IMPETUS partners launch 7 regional surveys - get involved!	188	2%	152	2%	54%	00:02:07	69%
Boreal Demo-site	144	1,5%	128	1,7%	69%	00:01:19	51%

Website performance in year 1 - most viewed pages

4,359 visits



Website visitors in year 1



Clicked Outlink	Unique Clicks		Clicks	
www.linkedin.com	57	11,9%	63	12%
mobile.twitter.com	37	7,7%	38	7,2%
www.surveymonkey.de	29	6,1%	36	6,8%
www.surveymonkey.com	25	5,2%	31	5,9%
watereurope.eu	20	4,2%	22	4,2%
ec.europa.eu	18	3,8%	21	4%
eurecat.org	18	3,8%	18	3,4%
phoebekoundouri.org	18	3,8%	22	4,2%
esci.eu	14	2,9%	14	2,7%
www.lobelia.earth	12	2,5%	12	2,3%

Website performance in year 1 – most clicked out-links

LINKEDIN: 1 October 2021 – 30 September 2022

	Date	Post	Impressions	Engagement	Ranking
1	Oct 2021	<u>We are GO! Turning climate commitments into tangible, urgent actions to protect communities and the planet...</u>	1.132	4,95% -44 reactions -12 shares -106 clicks*	Second highest number of impressions. Highest engagement in terms of reactions and shares.
2	May 2022	<u>At European Space Agency - ESA's Living Planet Symposium #LPS22 session E2.02 today...</u>	2.250	1,6% -35 reactions -1 share -42 clicks	Highest number of impressions. Second highest number of reactions. Third highest number of clicks
3	Sep 2020	<u>It's exciting to explore how we will coordinate with 3 new sister #climate #adaptation projects across all work areas ...</u>	786	3,44% -24 reactions -3 shares -58 clicks	Fourth highest number of impressions. Second highest number of clicks and high number of reactions.

LinkedIn performance in year 1 – most successful posts





LinkedIn fans in year 1

Posts published	98	Impressions	30,151
Followers	466	Reach	15,342
New net followers	361	Reactions	884
Engagement rate	3.4%	Shares	101
Engagements	1026	Comments	9
Interactions	1821	Clicks	726

LinkedIn performance in year 1 – posts

TWITTER: 1 October 2021 – 30 September 2022

	Date	Post	Impressions (I) & Reach (R)	Engagement	Ranking
1	Oct 2021	IMPETUS kick off today. Keynote @msanglas highlights #climatechange in #Catalonia. ...	I - 3.087 R - 1.493	0,71% -16 likes -8 shares -3 quotes	Highest reach, highest number of impressions, engagements, and interactions.
2	Mar 2022	This precious asset, H2O, is the focus of several #ClimateImpetus activities and partners aiming for #climate #adaptation. ...	I - 1203 R - 831	1,66% -13 likes -7 shares	Second highest reach and number impressions, good engagement.
3	Oct 2021	We are GO! Turning climate commitments into action - to protect communities and the planet. ...	I - 989 R - 563	2,12% -18 likes -9 shares -1 quote	Lower reach and number of impressions, but the engagement of this post was better than others with more impressions.

Twitter performance in year 1 – top tweets



Twitter fans in year 1



Tweets published	132	Impressions	30,566
Tweets & retweets	385	Reach	18,741
Followers	286	Likes	569
New net followers	221	Retweets	276
Engagement rate	2.71%	Quote retweets	20
Engagements	828	Replies	10
Interactions	1,457	Clicks	474
Video views	207	Link clicks	71

Twitter performance in year 1 – top tweets



Appendix 4: Overview of WP7 tasks and expected CCD activities in year two

WP7 // MONTH	13	14	15	16 (Jan)	17	18	19	20 (May)	21	22	23	24
T7.1 CCD Framework	ESCI		D7.2									
Calls, plans, coordination	PB, DS, WP calls, GA	Int.news13, DSplans, PB	Int.news14, BigPic, WPs	DSplans, f2f, PB	Int.news15, PB, WP17DS	PB, WP7call, WP6	Int.news16, PB	PB, WP2	Int.news17, PB	EC review, PB, WP5	PB, GAprep	Int.news18, GAprep
T7.2 Dynamic communication and dissemination tools, contents, and distribution	ESCI				D7.3							
.1 Website	DS pages 1st update & template, content creation			DS page evolution updates, interactive map, glossary, digital tools, Policy guidelines, RKB explainers, other content updates, technical updates								Pre-GA updates
.2 Social Media	Y1Achievements, GA, partners, COP27, stats, plar		SemCon & hotspot tools	DS eng,	WomenSTEM, Wetlands	Forests	Policy(D6s), Health,ICT	DataTrust(D2.3), BioDiv	Env,Oceans,DroughtDays	Adpt.Path(D5.1), Populn	Summer heat etc	Y2Achievements,Tourism
.3 Print / Offline	RKB visual concept, narrative, animation, graphics, brochure, showcase ppt			DS toolkits (localised brochures, solutions explainers, banners), media packs, Policy toolkit, learning materials, tools explainers								Pre-GA prep
.4 News / Editorial	Y1Achievements, GA		hotspot & Sem.Brok.tools	DS eng starts, NL flood anniv				Policy toolkit	Data trust		Adapt.Paths.	
.5 Interviews		Txt:Digital twins	Vid:IMPETUSgen	IMPETUS women in STEM								
.6 Media outreach / PR		COP27 article Horizon	Forskningstett opEd	NL flood anniv 70yrs			Wine & water tbc					Pre-GA tbc
.7 Videos incl. News		Satellite data	Hotspot tool	DS4 tools (flood)		NO mountain hazards tbc	IT wine & water tbc					
T7.3 Connect, engage, and collaborate at IMPETUS demo sites and Resilience Knowledge Boosters	ESCI & KWR											
.1 RKB engagement	Prep phase - calls, DS planning, WP1 coordination			D1.1, final prep	Active engagement, details tbc, WP2,3,5 inputs, events, webinars, etc.							
.2 CCD Ambassadors	Prep phase - calls, DS planning, WP1 coordination			D1.1, final prep	Active engagement, details tbc							
T7.4 Amplify and accelerate IMPETUS framework	ESCI											
.1 Internat.I Networks	Events, content on external platforms, details tbc		Climate Adapt webinar	Eur AI platform								ICSD conf tbc
.2 CCD collab. 'Sisters'	(Monthly calls)	News11, Map	Glossary, Solutions	Mission CoP, new projects & EEA briefing, News12				News13, ECCA (tbc)				News14
.3 Delivery platform		Explore options, align understanding, begin plans	develop plans									
T7.5 Lean learning, knowledge building & results transfer: bringing IMPTEUS to life for professionals and interested publics	UNSDSN					D7.4						
.1 MOOC	GA session, What/how?	Review SDSN content	Create content & implementation plan		finalise plans, Deliverable			Content creation				
.2 RKB educational	GA session, What/how?	DS roadmaps (WP1) & planning		D1.1 , SH eng at DSs starts - activities develop as part of DS eng phase (details TBC)								
.3 Webinars		DS roadmaps (WP1) & planning		D1.1 , SH eng at DSs starts - activities develop as part of DS eng phase (details TBC)								
.4 Academic dissem.	Hotspot tool paper tbc	MarineSpatialPlan conf	Sem.Bro. tool tbc			Ocean Data conf (tbc)						
T7.6 Event outreach	ESCI											
External events		MarineSpatialPlan conf			ARSINOE webinar 3		ARSINOE/WPE webinar	ARSINOE/WPE webinar				
T7.7 Coordination/synergies with relevant EU projects and other initiatives	EUI											
Exchange knowledge	(bi-monthly calls)	Develop ideas for webinar series	Join ClimateAdapt event	Mission CoP	Finalise webinar plan		Schedule IMPETUS webinars					
Other Deliverables		1.1, 2.2				6.1,,2.,3, 8.6.,13		2.3	8.1	5.1		1.2, 3.3.,4, 8.5
Milestones						MS4						MS5

