



Deliverable Report

Interim report on editorial, video and visual content and distribution v2

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¹ PU = Public

CO = Confidential, only for members of the consortium (including the Commission Services)

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Abbreviations

Abbreviation / Acronyms	Description
ARSINOE	Climate Resilient Regions Through Systemic Solutions and Innovations project
C&D	Communication and dissemination
CCD	Communication, collaboration and dissemination
demo	demonstration
DS	Demonstration Site
EC	European Commission
ESCI	European Science Communication Institute
EU	European Union
EUT	Eurecat Technology Centre of Catalonia
GA	Grant Agreement
GDPR	General Data Protection Regulation
IPR	Intellectual Property Rights
KWR	KWR Water Research Institute b.v.
QH	Quintuple Helix (stakeholders)
REGILIENCE	Regional Pathways to Climate Resilience project
RKB	Resilience Knowledge Booster
SDG	Sustainable Development Goal
SDSN	Sustainable Development Solutions Network
TransformAr	Accelerating and Upscaling Transformational Adaptation in Europe project
WP	Work Package
WPL	Work Package Leader



Table of contents

Technical References.....	2
Document history	3
Disclaimer	3
Abbreviations.....	3
List of tables	5
List of figures	6
Executive Summary	8
1 Introduction and background.....	9
1.1 Context of the task	9
1.2 Objectives of the task.....	10
1.3 Expected outcomes and impact.....	11
2 Activities	12
2.1 Methods.....	12
2.1.1 Implementing the communication, collaboration and dissemination (CCD) strategy	12
2.1.2 Phases of the activities	13
2.1.3 Branding and funding acknowledgment.....	13
2.1.4 Confidentiality, security, privacy, copyright.....	13
2.1.5 Aligning with other relevant tasks and work packages	13
2.1.6 Production processes.....	14
3 Results	16
3.1 Launch preparation	16
3.2 CCD phase I & II – M1-M36	17
3.2.1 Website development.....	17
3.2.2 Social media dissemination	19
3.2.3 Editorial and news dissemination.....	19
3.3 Campaigns	25
3.3.1 Stakeholder engagement – survey and partners	25
3.3.2 Sustainable Development Goals – conference and partners	26
3.3.3 Year three achievements – demo sites and partners	26
3.4 Videos	26
3.5 Print	29
3.5.1 Brochure, Roll-ups, resilience knowledge booster infographic, events collateral	29
3.5.2 Templates	29
3.6 Other activities and outputs – sister projects	30
4 Conclusions and outlook.....	30
4.1 Next steps	31
Annex 1: Visual identity	33



Annex 2: Overview of printed content	35
Annex 3: Overview of video content	40
Video analytics – YouTube.....	50
Annex 4: Overview of branded visual content	51
Social media cards	51
Infographics, maps and icons.....	60
Templates.....	64
Other graphics and visual elements	66
Annex 5: Launch phase	67
Partner briefing document.....	67
Media context brief	69
News article	70
Social media posts	71
Annex 6: Stakeholder survey launch news articles	72
Annex 7: Dissemination via website	76
Most viewed pages M4-M17	77
Most viewed pages M18-M35	77
Most downloaded documents M4-M35	78
Visitor acquisition M4-M17	78
Visitor acquisition M18-M35	79
Audience by country M4-M17.....	80
Audience by country M18-M35.....	81
Annex 8: Dissemination via social media.....	82
LinkedIn	82
Twitter	84
Mentions period 1	86
Mentions period 2	89

List of tables

Table 1: Overview of published news articles	19
Table 2: Overview of videos produced	26
Table 3 KPI summary at M36	31
Table 4 YouTube statistics per video	50
Table 5 YouTube statistics total	50
Table 6: IMPETUS website visitors, page views, downloads and other statistics for the period 30 December 2021 – 31 August 2024	76
Table 7: IMPETUS website most viewed pages in the period 30 December 2021 – 28 February 2023	77
Table 8: IMPETUS website demo site page views in the period 30 December 2021 – 28 February 2023	77
Table 9 IMPETUS website most viewed pages in the period 1 March 2021 – 31 August 2024	77
Table 10: IMPETUS website visitor acquisition in the period 30 December 2021 – 28 February 2023	78



Table 11: Sources of visitors to the IMPETUS website during 30 December 2021 – 28 February 2023	79
Table 12 IMPETUS website visitor acquisition in the period 1 March 2023 – 31 August 2024	79
Table 13 Sources of visitors to the IMPETUS website during 1 March 2023 – 31 August 2024	79
Table 14: Top ten countries of visitors accessing the IMPETUS website, 30 December 2021 – 28 February 2023	80
Table 15: Top countries of visitors accessing the IMPETUS website, 1 March 2023 – 31 August 2024	81
Table 16: Performance of the IMPETUS LinkedIn channel for the period 1 and 2 September 2021 – 31 August 2024.....	82
Table 17: The 3 IMPETUS LinkedIn posts with highest impressions and engagement in the period 1 September 2021 – 28 February 2023	83
Table 18: The 3 IMPETUS LinkedIn posts with highest impressions and engagement in the period 1 March 2023 – 31 August 2024	83
Table 19: Performance of the IMPETUS Twitter channel for the period 1 September 2021 – 31 August 2024.....	84
Table 20: The 3 IMPETUS Twitter posts with highest impressions and engagement in the period 1 September 2021 – 28 February 2023	85
Table 21 The 3 IMPETUS Twitter posts with highest impressions and engagement in the period 1 March 2023 – 31 August 2024	85

List of figures

Figure 1: IMPETUS LinkedIn account profile banner	16
Figure 2: IMPETUS Twitter account profile banner.....	17
Figure 3: IMPETUS pre-launch phase visual identity overview	33
Figure 4: IMPETUS principal colour palette	34
Figure 5: IMPETUS secondary colour palette	34
Figure 6 Generic Brochure English "side 1"	35
Figure 7 Generic Brochure English "side2"	35
Figure 8 Brochure for Mountain demo site – Italian side 1.....	36
Figure 9 Brochure for Mountain demo site Italian - Side 2.....	36
Figure 10 Generic brochure Catalan - side 1	37
Figure 11 Generic brochure Catalan - side 2	37
Figure 12 Promo images for brochure.....	37
Figure 13 Mountain Demo site Roll-up.....	38
Figure 14 Generic Roll-Up.....	38
Figure 15 Scientific Poster template and example.....	39
Figure 16: Screenshot from the IMPETUS launch video 'IMPETUS – Turning climate commitments into action'.....	40
Figure 17: Screenshot from the IMPETUS video introducing the new project website.....	40
Figure 18: Screenshot from the IMPETUS partner video from ZPR	41
Figure 19: Screenshot from the IMPETUS video 'Giving more people a say in climate adaptation: the IMPETUS 'Resilience Knowledge Booster'	41
Figure 20: Screenshot from the IMPETUS video 'Preparing for Floods: Adapting the Netherlands for Climate Resilience'	42
Figure 21: Screenshots from 4 short IMPETUS interview videos with Aitor Corchero (EUT)	42
Figure 22: Screenshots from 6 short IMPETUS interview videos with Andrea Marinoni (UiT)	43
Figure 23 Screenshot IMPETUS QF video Earth Observation and Adaptation Strategies in the Arctic	44
Figure 24 Screenshot IMPERUS QF video Pioneering Flood Risk Management in the Netherlands ..	44
Figure 25 Screenshot IMPETUS stakeholder video Understanding and Addressing the Wildfire and Flood Threat in Greece and Beyond	45
Figure 26 Screenshot IMEPTUS stakeholder video Coastal Protection Against Climate Change: Restoring Sand Dunes in Catalonia	45
Figure 27 Screenshot IMPETUS QF video Planning for Climate Change in the Mediterranean	46
Figure 28 Screenshot IMPETUS QF video How Climate Change is Impacting Catalonia: Water Scarcity and Innovative Solutions.....	46
Figure 29 Screenshot from IMPETUS QF video From Floods to Droughts: How 3D Modelling is Shaping Climate Management	47



Figure 30 Screenshot IMPETUS webinar Navigating Regional Realities Amid Water Scarcity in Europe	47
Figure 31 IMPETUS participation to ARSIONE webinar on 1 Jun 2023 available on Water Europe channel	48
Figure 32 IMPETUS participation to ARSIONE webinar on 30 Nov 2023 available on Water Europe	48
Figure 33 IMPETUS participation to ARSIONE webinar on 29 Feb 2024 available on Water Europe channel	49
Figure 34 IMPETUS participation to ARSIONE webinar on 27 Jun 2024 available on Water Europe channel	49
Figure 35: IMPETUS pre-launch key message social media cards	51
Figure 36: IMPETUS launch phase social media quote cards	52
Figure 37: IMPETUS social media quote cards published in project phase I	53
Figure 38: IMPETUS social media quote cards produced in project phase I for deployment in phase II	53
Figure 39: IMPETUS 'Get involved' social media cards for the 7 DSs.....	55
Figure 40: IMPETUS 'Meet the partners' social media cards for the 7 DSs	56
Figure 41: IMPETUS 'Meet the partners' social media cards for the 3 transversal partners	56
Figure 42: IMPETUS social media cards showing SDGs relevant to the project and each of the 7 DSs	57
Figure 43: IMPETUS social media cards showing partner / DS / WP teams	57
Figure 44: IMPETUS social media cards relating to various partners and activities	58
Figure 45 Joint campaign to promote women in climate adaptation	58
Figure 46 IMPETUS social media cards to promote MOOC	59
Figure 47 Promo of joint event at ICSD 2023.....	59
Figure 48: Four versions of the IMPETUS illustrative map of Europe's biogeographical regions	60
Figure 49: IMPETUS biogeographical region DS icons	60
Figure 50: IMPETUS DS maps – in focus and as a 'spotlight view' on the illustrative map of Europe	61
Figure 51: Icons depicting IMPETUS DS climate change issues and ambitions	62
Figure 52: Infographic depicting IMPETUS in the wider EU climate adaptation policy landscape	62
Figure 53: Infographic depicting the IMPETUS resilience knowledge booster (RKB) concept	63
Figure 54: IMPETUS icons from the RKB concept.....	63
Figure 55: Infographics in English and German depicting the IMPETUS DS1 water cycle, challenges and activities	63
Figure 56: IMPETUS-branded templates	65
Figure 57: Circle dot overlay and an example of its use (in a gradient background rectangle)	66
Figure 58: IMPETUS website visits per month in the period 30 December 2021 – 31 August 2024....	76
Figure 59: World map of visitors accessing the IMPETUS website, 30 December 2021 – 28 February 2023	80
Figure 60: World map of visitors accessing the IMPETUS website, 1 March 2023 – 31 August 2024.	81
Figure 61: Growth in the number of IMPETUS LinkedIn fans in the period 1 September 2021 – 31 August 2024.....	82
Figure 62: Growth in the number of IMPETUS Twitter fans in the period 1 September 2021 – 31 August 2024.....	84
Figure 63: Screenshot of top ten IMPETUS mention origin sites in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening	86
Figure 64: Screenshot of top ten IMPETUS mention authors in the period 3 March 2022 – 3 March 2023, including their reach, numbers of followers and mentions, based on Brandwatch social media listening.....	87
Figure 65: Screenshot of wordcloud of keywords in IMPETUS mentions in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening	87
Figure 66: Screenshot of topics in IMPETUS mentions in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening	87
Figure 67: Screenshot of top ten hashtags used in IMPETUS mentions in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening	88
Figure 68: Screenshot of IMPETUS mention volume in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening	89



Executive Summary

This document describes editorial, video and visual content creation and distribution activities within the 4-year ‘Dynamic Information Management Approach for the Implementation of Climate Resilient Adaptation Packages in European Regions’ project ‘IMPETUS’, up to the end of September 2024 (project month 36). The work described is the focus of Work Package 7 (WP7) task 2 (T7.2) ‘Dynamic communication and dissemination tools, content, and distribution’, led by ESCI. This includes: subtask 7.2.2 - social networks and digital media; subtask 7.2.3 - offline dissemination channels and print media; subtask 7.2.4 - news content and editorial; subtask 7.2.5 – inspirational video profiles; subtask 7.2.6 – public relations and promotion with key media; and subtask 7.2.7 – high impact video news releases. All project partners contribute to these activities, which help to support the stakeholder engagement plans of the seven regional demonstration site (DS) teams (see IMPETUS Deliverable report D1.1* ‘Stakeholder mapping and engagement plan’), and raise visibility, awareness and engagement also among international audiences, sister projects and other players in the wider EU climate change adaptation landscape. This supports the longer-term and extra-regional ambitions of the project in line with its strategic communication, collaboration and dissemination (CCD) framework objectives (see deliverable report D7.2* ‘Updated framework for communication, collaboration and dissemination’).

As part of the WP7 portfolio of activities, all editorial, video and visual content creation and distribution activities are planned and executed in alignment with the principles laid out in D7.2 and other project documents such as the Data Management Plan (D8.3*).

The output linked to these tasks got off to a slow start due to the various impacts of the Covid-19 pandemic. Especially during the first year. Opportunities to create videos and distribute printed materials via events were limited. However, after three years, 24 videos were produced, 48 articles were published across 14 platforms, several printed materials (brochures and roll-ups), and a range of visual and editorial content was produced to support their publication and to launch and promote the project, its activities, key messages and results.

Planning and implementation of communication and dissemination related to DS stakeholder engagement and their resilience knowledge boosters (RKBs) is ongoing, in collaboration with WP1 (Governance & Stakeholder Co-creation for Transformative Adaptation) and the DS teams in WP4 (Deployment of Solutions at Demo Sites). Specific outputs of these activities will be reported in deliverable D7.5 ‘Innovative communication and dissemination actions to build resilience – DS’, which will provide an incremental overview of the communication and dissemination activities performed to support IMPETUS RKBs and demo sites. This document, D7.11 therefore focuses on the videos, visual content and articles that have been produced and disseminated to date by ESCI with support from the consortium partners to launch and establish the project in its first two phases. This report is an update to D7.3 and will be updated once more at the end of the project in month 48.

¹All public IMPETUS Deliverable reports will be findable on the project website resources¹ area.

¹ <https://climate-impetus.eu/get-involved/#resources>



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1 Introduction and background

This document describes editorial, video and visual content creation and distribution activities within the 4-year ‘Dynamic Information Management Approach for the Implementation of Climate Resilient Adaptation Packages in European Regions’ project ‘IMPETUS’, up to the end of September 2024 (project month 36).

Dissemination and communication efforts are a vital part of IMPETUS, ensuring that the project concept, activities, and results are communicated to potential users of project results and other relevant stakeholders in a clear and consistent manner. In the longer term, the aim of the dissemination and communication activities is to maximise opportunities for the exploitation of project results at the regional and European levels.

Central to this is a range of accessible and compelling content delivered using the latest visual, digital, video, and journalistic techniques. This helps target audiences to become aware, informed and engaged with the objectives of both climate change adaptation and the actions and solutions being developed as part of IMPETUS.

The output linked to these tasks got off to a slow start due to the various impacts of the Covid-19 pandemic, especially during the first year, opportunities to create videos and distribute printed materials via events were limited. However, after three years, 24 videos were produced, 48 articles were published across 14 platforms, several printed materials (brochures and roll-ups) and a range of visual and editorial content was produced to support their publication and to launch and promote the project, its activities, key messages and initial results.

1.1 Context of the task

IMPETUS editorial, video and visual content creation and distribution activities are coordinated and executed in the Communication and Dissemination (C&D) work package (WP7), in close collaboration with other WPs, partners and sister projects, as relevant.

How WP7 supports and follows the project objectives and those of all the WPs is outlined in deliverable report D7.2, the strategic planning framework for IMPETUS communication, collaboration and dissemination (CCD).

This framework positions IMPETUS in the wider strategic landscape of EU-funded climate-change related projects, policy actions and global programmes - in particular the EU Mission ‘Adaptation to Climate Change’² known as Mission Adaptation. Within this landscape, 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**. The part WP7 plays is to **inspire commitment and action by transmitting results, sharing insights and creating engaged public support for climate change resilience and adaptation measures**.

The EU policy landscape provides one important context for IMPETUS messaging and other content as well as for activities to coordinate and achieve C&D synergies where possible with ‘sister projects’ REGILIENCE³, ARSINOE⁴ and TransformAr⁵. Taking this context into account in the creation and dissemination of IMPETUS editorial, video and visual content is therefore one way to **support the ambition for project results to reach beyond the immediate geographical or organisational scope to other communities** that could benefit from learning about / applying results from the IMPETUS experience and so also to **support the ambition to leave a legacy of continuing impact beyond the project years**.

IMPETUS editorial, video and visual content creation and distribution activities also must take into account the more immediate needs within the project lifetime to: **support stakeholder engagement**

² 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

³ <https://regilience.eu/>

⁴ <https://arsinoe-project.eu/>

⁵ <https://transformar.eu/>



and co-creation activities of the 7 DSs and their resilience knowledge boosters (RKBs); disseminate scientific / academic / technical knowledge and results; support lean learning, knowledge building and results transfer activities; and generally raise visibility of climate change issues, local impacts and solutions, adaptation experiences and best practices as well as of the project itself.

The CCD framework D7.2 describes in detail the above considerations and how the resulting strategy to 'complement and amplify' should be applied in practice (see sections 1-3). The framework empowers all partners to engage with multiple clearly targeted audiences in confidence by:

- defining target audiences,
- attributing objectives with desired outcomes and actions;
- developing key messages capitalising on their triggers and motivations;
- mapping available mediums for delivering messages and receiving feedback/input;
- giving clear role attributions to partners and networks at local, project and beyond levels.

As these points are covered in D7.2, which will be updated again later in the project, they are not repeated in this document unless necessary. Instead, this report focuses on the editorial, video and visual content outputs resulting from these considerations and plans until the end of project month 36.

The sharing of information and knowledge and engaging audiences to become interested, involved and committed is key to ultimately achieving effective and inclusive decision making on adaptive solutions and strategies. Therefore, the creation and dissemination of appealing and effective communication and dissemination content is an important ingredient in how IMPETUS aims to achieve its objectives and deliver its contributions to achieving the wider strategic ambition for Europe to become the first climate-neutral continent by 2050.

1.2 Objectives of the task

The editorial, video and visual content creation and distribution task (T7.2) and all its subtasks are led by ESCI with the overall aim to:

- develop a variety of tools, editorial, video and visual content;
- use ESCI's network of 500+ journalists and producers;
- share content on digital media channels, media multipliers (newswires, sector press, institutional and partner communications teams);
- ensure content and messages are championed by stakeholders and social media influencers.

These activities focus on seven key areas (M1-M48):

- **project website** – subtask 7.2.1
 - modern and dynamic site
 - present easy-to-access and understandable information
 - well-connected to content and social media;
- **social networks and digital media**- subtask 7.2.2
 - lively social media accounts;
 - platforms as considered appropriate;
 - collaboration with DSs and other partners as well as sister projects;
- **offline dissemination channels and print media** – subtask 7.2.3
 - materials with clear calls to action – e.g. flyers, posters, solution guides, DS guides;
 - produced in collaboration with DSs & WP1 / WP6 / sister projects / international clusters and networks as relevant;
 - multiple languages as appropriate;
- **news content and editorial**– subtask 7.2.4
 - continuous cycle of news bites and blog posts;
 - original medium-form articles by independent journalists for PR and mass media distribution and quick-fire interviews in text or video;
- **inspirational video profiles** – subtask 7.2.5
 - interviews with key stakeholders and thought leaders inside and outside the consortium;
 - inspire peers and accelerate action;
- **public relations and promotion with key media** – subtask 7.2.6
 - targeted PR activities on 'flagship' content
 - reach trade, local and mainstream media;
- **high-impact video news releases** – subtask 7.2.7
 - ESCI journalists, producers and video crews produce 2 broadcast quality VNRs;



- topics: the project's most promising and high-impact solutions;
- promote to broadcasters such as EuroNews, BBC, CNN, CNBC, ESCI's own freefootage.eu platform and European Broadcast Union satellites.

1.3 Expected outcomes and impact

The key expected outcomes of these work areas are:

- **project website**
 - >500 website visits / month
- **social networks and digital media**
 - >5000 impressions / month across both Twitter and LinkedIn combined
- **news content and editorial** – subtask 7.2.4
 - >10 original medium-form articles by independent journalists;
- **inspirational video profiles** – subtask 7.2.5
 - 12 during the course of the project.
- **high-impact video news releases** – subtask 7.2.7
 - 2 news releases to broadcasters.

In addition, D7.2 (section 3.6) defines the following expected outcomes of related activities:

- **Identify and use relevant external communication and dissemination channels**
 - >1 content uploads on external channels per quarter
- **Multimedia content; engagement and co-creation, knowledge sharing, events and CCD network creation at RKBs**
 - 7+ demo site webinars / virtual tours
- **Establish a CCD coordination, implementation & best practices network with sister projects**
 - 3 joint newsletters / year;
 - >1 joint social media campaign / year;
 - common terminology, messaging and content / materials as relevant;
 - co-promotion of joint events.

Taken together and in conjunction with other project efforts to maximise impact and exploitation of results (e.g. WP6), **the ultimate ambition is for these editorial, video and visual content creation and distribution activities to help engage citizens and other stakeholders in the process of climate change adaptation and to help trigger and enable relevant decision making and behavioural change.**



2 Activities

Successful coordination and execution of IMPETUS editorial, video and visual content creation and distribution activities **relies on**:

- **ESCI's audiovisual team**, which produces high-quality video content as well as graphic design outputs;
- **ESCI's outreach team**, which pitches stories to and creates text-based content for externally-managed media outlets;
- **ESCI's social media monitoring expert**;
- **ESCI staff's journalistic and storytelling expertise**;
- **ESCI's extended international network** of 500+ journalists, audiovisual producers, web and graphic designers, and media outreach specialists;
- **DS partners to plan and inform WP7 about needed C&D actions and outputs** as part of the regional stakeholder engagement activities (with WP1 and in liaison with T7.3, T7.5);
- **All partners & WPs to contribute information, updates, knowledge, contacts and planning needs for content creation as well as onward dissemination** of the outputs and messages.

The potential to **find synergies / efficiencies** with sister projects, other EU-funded projects, platforms and initiatives, and to further **extend the lifespan or widen the reach** of editorial, video and visual content creation and distribution activities through events, trans-national networks, externally-managed newsletters and online platforms will rely on coordination and opportunities arising through T7.4, T7.6 and T7.7.

2.1 Methods

Like all activities in the WP7 portfolio, **editorial, video and visual content creation and distribution activities must be conducted in the context of the fundamental steps, identified in the IMPETUS CCD framework, needed in order to build understanding, trust and buy-in for all project activities and results**: establish credibility of IMPETUS actions, give visibility to results, make targeted and clear calls to action, and engage stakeholders to co-create pathways to scale up knowledge and results.

2.1.1 Implementing the communication, collaboration and dissemination (CCD) strategy

D7.2 should be consulted for details regarding the overarching strategy - 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 (see section 1) - and what this means in practice regarding choices about target audiences, messaging and dissemination channels (see sections 3.3, 3.4, 3.5).

Likewise, IMPETUS editorial, video and visual content creation and distribution activities will use the storytelling techniques, positive framing of messaging and 'tone of voice' that the framework document defines as important strategic choices for all IMPETUS CCD actions (see section 1.8.1 of D7.2):

- **offering hope** and inspiration;
- **instilling a sense of urgency** and purpose;
- **offering practical and constructive steps** and solutions;
- recognising that '**bottom-up**', **inclusive and innovative thinking** are key;
- **allowing the possibility for audiences to be / see themselves as active 'drivers'** of successful solutions.

Also in line with the strategic framework for CCD, language usage in editorial, video and visual content creation and distribution activities will need to vary per audience, context and learning purpose, 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.



2.1.2 Phases of the activities

The IMPETUS CCD actions are ongoing with activities divided into three phases that cover the entire project period (see section 1.6 of D7.2).

- In line with the first of these defined phases (M1-18), the editorial, video and visual content creation and distribution activities undertaken to date have largely focused on creating initial content and awareness (of climate change issues and adaptation needs and of the project, its context, approach, activities and results so far).
- In the second project CCD phase (M19-29), the focus of editorial, video and visual content creation and distribution activities have increased around supporting engagement with project activities, particularly by stakeholders of the 7 DS regions and supporting the development / promotion of learning content and intermediate project results.
- Results and their benefits will become the dominant focus of editorial, video and visual content creation and distribution activities in the final project CCD phase (M30-48), as they are increasingly deployed to support exploitation and replication of results.

Shortly before the project officially began, a pre-launch phase saw the preparation of various visual and text elements along with related communications to partners about the launch plan and tasks.

2.1.3 Branding and funding acknowledgment

In line with sections 2 and 3 of D7.2, all editorial, video and visual content creation and distribution activities materials that are wholly / partly produced in IMPETUS must:

- acknowledge EU funding by including the approved statement, disclaimer and the EU flag;
- include the IMPETUS logo and observe other visual identity ‘rules’ regarding colours, typeface etc.

In cases where any doubt arises regarding appropriate branding or related issues, this must be discussed and agreed with ESCI and among the relevant parties, for example if:

- content or materials are produced in collaboration with specific partners, sister projects or other organisations, meaning that other brands should be applied instead / as well;
- content or materials are produced upon which IMPETUS branding should not be dominant or not applied, or which should be ‘white labelled’ for onward branding and re-use, e.g. by regional stakeholders of DS partners.

The contributions of IMPETUS, its partners or other parties must be clearly mentioned in any content or actions to promote or disseminate editorial, video and visual content creation and distribution activities.

2.1.4 Confidentiality, security, privacy, copyright

In line with section 2.3.2 of D7.2 and the IMPETUS data management plan (deliverable D8.3), any editorial, video and visual content creation and distribution activities content or activities created or implemented by IMPETUS partners or collaborating parties must take into account and take any relevant steps regarding:

- copyright,
- intellectual property rights (IPR),
- confidentiality,
- security,
- privacy and consent in line with the General Data Protection Regulations (GDPR⁶),
- FAIR (findable, accessible, inter-operable, re-usable) data principles.

2.1.5 Aligning with other relevant tasks and work packages

WP7 consults with project partners regarding potential topics, timing and details of editorial, video and visual content needs via monthly Project Board meetings, one-to-one meetings with other WPs or with DS teams, and – since 24 February 2023 - via a (currently bi-) weekly meeting of all WP leaders and DS team leaders, which was started as a follow-up to an internal project meeting held face-to-face in Brussels towards the end of January. As of March 2024, during a face to face meeting with Demo site

⁶ <https://gdpr.eu/>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

and Work Package leaders it was decided that partners adopt and be regularly reminded to update their activities on the Communication and Dissemination tracker tool available in the project SharePoint. This tool replaces the previously used Trello board which ended up not being used or accessible by all partners.

The development of DS teams' plans for editorial, video and visual content creation and distribution activities as part of their regional resilience knowledge booster (RKB) activities has been elaborated in conjunction with their broader stakeholder engagement planning with WP1. Deliverable report D1.1 provides insights into the processes and planning to date. This document contains a mapping of the identified stakeholders (SHs); their participation and engagement in terms of role and potential contribution to project activities per DS; a description of each DS's SH engagement (SHE) plans and theories of change (ToCs) and a set of DS-specific roadmaps for SHE, co-creation and communications. The SHE and co-creation as designed by WP1 includes 3 steps: 1) stakeholder mapping (ToCs and SH register), 2) stakeholder analysis and survey, and 3) SHE, co-creation and communications. Each of these steps were explained to the DSs with a unique Guidance Document, each of which are included in D1.1 Annex 3. This methodology is based on previous research and practice of WP1 leaders and was developed and applied for IMPETUS in cooperation with WP7.

In this approach, the DSs drafted ToCs to better understand their local context and expected project impacts, outcomes and outputs. Based on this, the DSs identified all relevant SHs across the five Quintuple Helix (QH) groupings: academia; industry and economy; state, government and policy; uninformed citizens, media and culture; and the environment in and of itself. A SH survey was designed to gain understanding of SHs perspectives on local climate problems and solutions to gauge their interest in and capacity to contribute to the IMPETUS project. The survey was distributed to known SHs and promoted more widely with a variety of supportive steps by WP7; for the results of this action, see section 3.3.1.

Analysis of the survey data is presented in D1.1 chapter 4 and Annex 1; this was the basis for DSs to draft their SHE, co-creation and communication roadmaps, which will enable planning and visual representation of the SHE, co-creation and communications required to engage local SHs in the DSs climate change adaptation and mitigation solutions.

Once the communication and dissemination subset of these actions have been fully defined and executed, their results will be reported in deliverable D7.5 'Innovative communication and dissemination actions to build resilience – DS', which will provide an incremental overview of the communication and dissemination activities performed to support IMPETUS RKBs and demo sites. This document, D7.3 therefore focuses on the videos, visual content and articles that have been produced and disseminated to date by ESCI to launch and establish the project at a broader project level. This report will be updated once more in month 48.

2.1.5.1 Other potential synergies

In monthly meetings with the REGILIENCE, ARSINOE and TransformAr sister projects' C&D teams (T7.4.2) or bi-monthly 'all hands' meetings (T7.7), any opportunities for synergies / efficiencies / opportunities related to the planning, creation and dissemination of editorial, video and visual content are explored. These explorations are supported through the Communication and Dissemination tracker (replacing Trello) and the bi-monthly synchronisation meetings with DS and WP leaders.

2.1.6 Production processes

Within ESCI, the WP7 coordinator and members of the audiovisual and outreach teams meet approximately 4-6 monthly to review needs and update overall planning. Exchanges to develop and execute specific tasks in the production phase are planned on a more intensive basis. While the WP7 is the primary contact between ESCI and all project participants, other ESCI team members do have direct contact with them as needed, to ensure the most efficient route to completing the work in a timely manner.

Where possible, videos are produced using stock footage, existing footage provided by partners, or content that is recorded for the purpose. For certain kinds of videos, simple illustrative graphics or animated elements or layers are created by ESCI and combined in live footage videos, in other cases other animation techniques are used, e.g: based in powerpoint – see section 3.4.)



ESCI uses standard procedures of professional video production, which can be divided in 6 possible parts:

- i) **Conceptual phase**
The concept of the video is produced in writing and discussed with the coordinator / key contributor(s). In this step, the final length and the provisional storyline are also typically agreed, along with the visual style and any other factors to be taken into consideration.
- ii) **Footage search**
For videos in which the bulk of content will be pre-existing material, ESCI typically asks partners if they have suitable video material to contribute. In addition, stock footage libraries such as pond5.com are searched and relevant footage is licensed.
- iii) **Animation**
If animation is to be added, it could be created in 3D, but time constrains and other factors often mean that 2D is preferred.
- iv) **Filming**
Where new, tailored footage is required, ESCI plans ahead with the relevant partners or other contributors regarding suitable dates, filming conditions, specific opportunities to aim for or aspects to avoid, and any local knowledge to be taken into account. A two or three-person crew arranges and executes on-location filming.
- v) **Editing and finalising**
Video editing is based on the initial script and material collected. The first rough edit is sent to the relevant project contributors with an interim voiceover and ‘watermarked’ stock footage and audio. After their approval, the stock video material and music are licensed and a professional voiceover is provided.
- vi) **Presentation**
ESCI-produced videos are typically launched on the ESCI YouTube channel⁷ within the relevant project playlist.

In the production of other kinds of content, such as editorial articles and graphic designs, a similar iterative planning and feedback process is typically agreed between the relevant parties and executed to an agreed schedule.

Content is posted by ESCI on the project website and social media channels for dissemination. Technical and design support for the website is provided by French company Anaximandre. Information about the website creation is in deliverable D7.10⁸; later in the project, D7.13 will describe the evolution of the website into a multi-sided platform for delivery of project assets – therefore such aspects are not included in this document, which reports on use of the website as a dissemination channel.

2.1.6.1 Approval procedures

During the project, ESCI and other partners will produce a variety of communication materials, such as brochures, videos, articles, interviews, social media posts, etc. As these typically do not contain Intellectual Property Rights (IPR)-relevant details, only a light-weight approvals process is usually required:

- 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 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.

However, 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

⁷ <https://www.youtube.com/@esci>

⁸ See the Deliverables part of the ‘Resources’ section on the IMPETUS project website: <https://climate-impetus.eu/get-involved/#resources>



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.

Section 2.3.7 of D7.2 covers the various approval procedures for all kinds of WP7 activities and outputs.

3 Results

3.1 Launch preparation

Shortly before the project officially began, a **pre-launch phase** saw the preparation of various materials which can be viewed in the Annexes to this document:

- **Visual identity (see Annex 1)**
 - logo and payoff: *Turning climate commitments into action*
 - main colours;
 - biogeographical regions / DS icons;
 - other key elements such as background dotting and arrows;
 - combined initial key messages and relevant graphics;
 - initial PowerPoint template containing the above
- **First video (see first item in Annex 3)**
- **Graphics for social media (see first two sets of items in Annex 4 section a)**
 - first set of key message cards
 - first set of testimonial quote cards
- Text-based content
 - partner briefing document (see Annex 5)
 - media context brief (see Annex 5)
 - news article (see Annex 5)
 - social media posts (see Annex 5)

In this pre-launch period, the project **social media channels were also established** (see section 3.5.3 of D7.2 for more details):

- **LinkedIn** - a company page for IMPETUS was launched on 23 September 2021
<https://www.linkedin.com/company/climate-impetus>
Handle: Climate Impetus

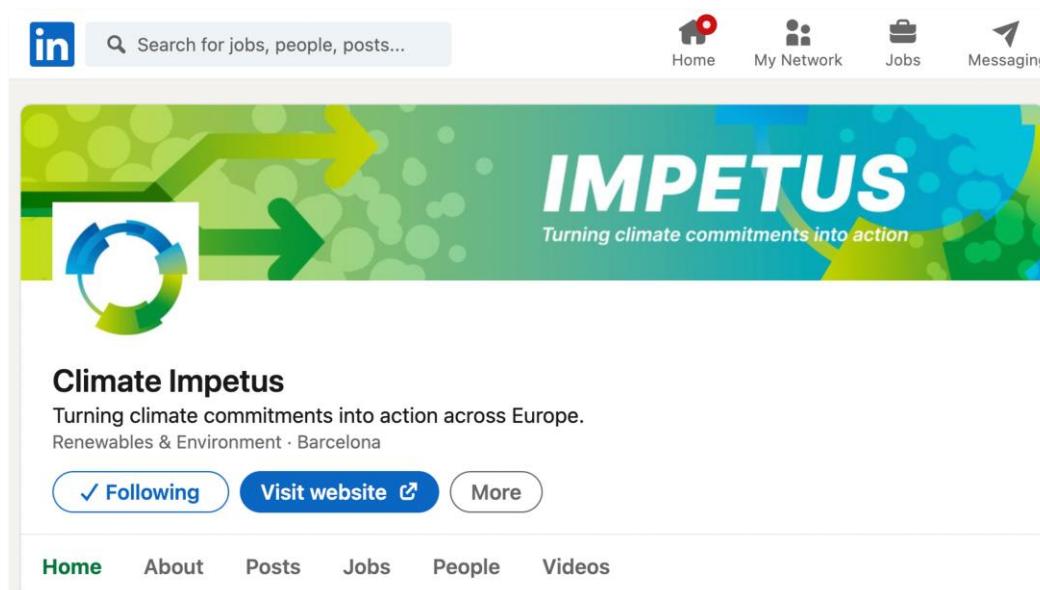


Figure 1: IMPETUS LinkedIn account profile banner

- **Twitter** - a company account for IMPETUS was launched on 30 August 2021
<https://twitter.com/ClimateImpetus>
Handle: @ClimateImpetus



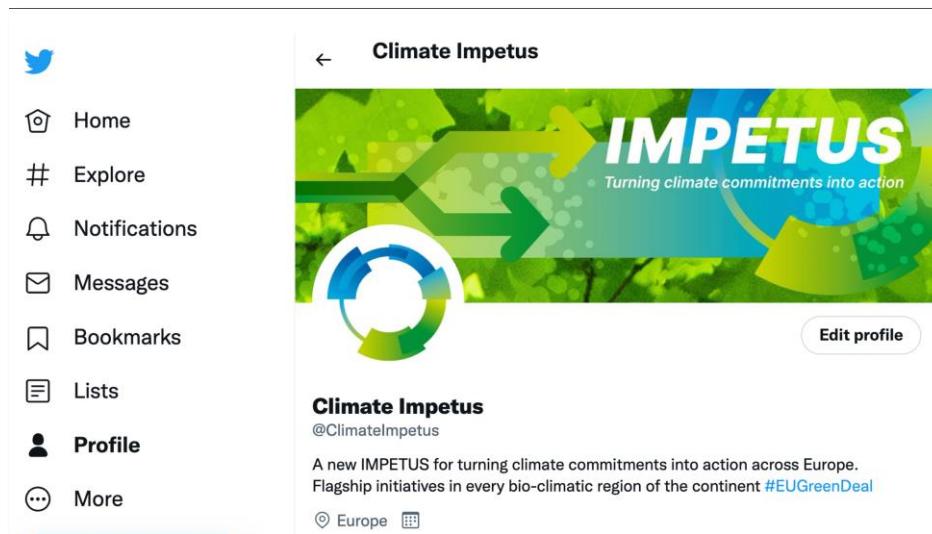


Figure 2: IMPETUS Twitter account profile banner

3.2 CCD phase I & II – M1-M36

3.2.1 Website development

Initial content for the IMPETUS website was created in the first months of the project. The website went live on 30 December 2021:

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

Deliverable report (D7.10). describes the website development work, structure and screenshots of the visuals and pages in development and was submitted at that time. These details are therefore not repeated in this document.

Because the site was launched 3 months after the project began, the first news articles published in the 'Stories' section were backdated to the relevant dates according to the topics (see the first items in Table 1 below).

All partners were requested to validate content about their organisations and activities in the early days of the website. Any corrections received then or later (such as when organisations update their logos) were implemented on the site on an ongoing basis.

3.2.1.1 Website launch

To announce and launch the new project website, ESCI created a short video that was posted on its social media channels on 28 January 2022. (See item two in Annex 3.) This was accompanied by several social media posts and partner led references to the site in their own organisational pages.

3.2.1.2 Website updates – regional surveys

In the period when DS teams, in collaboration with WP1 and WP7, were promoting regional surveys in local languages as the first step in their stakeholder engagement activities, their individual 'Solutions' webpages were updated to include:

- 'Get involved' social media graphics (see the fifth set of graphics in Annex 4 section a) - temporarily, for the duration of the related campaign (see section 3.3.1 below);
- Local partner contact information

3.2.1.3 Website updates – restructure of DS 'solutions' pages

As of September 2022, work began to more thoroughly update and restructure the 'Solutions' webpages about the 7 DSs so that they could be more dynamic / interactive and better support the local / regional stakeholder engagement activities of the DS teams as these carry on in the next project phase. This work progressed in the following ways:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

- A Master's Degree student of Science Communication from the University of Utrecht completed an internship with IMPETUS WP7 in this period (with academic instruction from the university and lightweight practical mentorship by ESCI), focusing on this goal.
- The student intern was 'embedded' with DS4 lead partner Nelen & Schuurmans (N&S) and developed the DS4 (Zeeland, NL) page as the first step in the process.
- Work on the DS4 page development included –
 - Consultation with the DS partners;
 - Review of target audiences, website best practices and design principles;
 - Investigation and selection of Figma as the tool in which to plan the new structure;
 - Redesign of the structure / layout in combination with planning requisite content changes;
 - Updates to existing content and sourcing / creation of new content* (text, maps (see Annex 4 section b), screenshots and new IMPETUS-branded quote cards (see set 3 in Annex 4 section a)) to fill 'gaps' in the new structure;
 - Creation of the new structure in the website back end and testing / ensuring functionality of e.g. the sections linking to tagged news stories;
 - Implementation of and adjustments to the new content in the back end;
 - Validation and approval of the content by N&S;
 - Translation of the (English language) content into Dutch and creation of a duplicate page in that local language;
 - Publication of the page in English⁹ and in Dutch¹⁰ as interconnected pages on 30 January 2023*

*The DS4 webpage publication date was timed to coincide with the 70th anniversary of the 'Watersnoodramp' flooding event that had devastating consequences in the Netherlands. This timing was also reflected in the flooding topic that was highlighted in the newly created quote cards published on the page and on social media to launch the page. The flooding topic was also the subject of a new video created by ESCI (see item 3 of Annex 3) which tells the story of regional adaptation to flooding threats, as the context for the DS4 team's work to develop a flooding decision support tool for regional city planners – which was also the subject of a concurrent news article (see Table 1 below). The video was embedded in the new DS4 webpage and the news article was linked.

The DS4 webpage structure provides a template that has been used to update the other DS 'Solutions' pages. At M36, covering March 2023 – September 2024, all 7 demo site solution pages have been updated with the new layout structure that was originally trailed for DS4. The student who helped to develop the original structure ended his tenure shortly after DS4 update was implemented in January 2023, hence all following DS updates have been carried out by ESCI staff.

While all solution pages now present the new structure, some of these pages still need to be populated with the latest information and translations that has been gathered from the partners by the ESCI team. This is an ongoing process that will also take into account the integration of the IMPETUS platform.

3.2.1.4 Website updates – DS1 infographic

The original-style DS1 page was updated in January 2023 to include a new infographic (see Annex 4) and related text content. This infographic was the result of a second University of Utrecht student internship with WP7 in the same period, September 2022 – January 2023. In this case, the student was not embedded with any partners but coordinated with ESCI, ESCI's graphic designers and the DS1 partners online.

The infographic is an 'in a nutshell' depiction of the DS1 (Berlin, DE) water cycle, challenges faced and actions within the project. It is available in English and German.

3.2.1.5 Website updates – integration of the "IMPETUS platform"

During the M18-M36 period, several background activities have taken place in collaboration with WP2 and WP6 to facilitate the launch and integration of the "IMPETUS platform" also known as the Multi-Sided Platform mentioned in task 7.4.3, The detailed development of which will be described in D7.13.

⁹ <https://climate-impetus.eu/demo-site/atlantic/>

¹⁰ <https://climate-impetus.eu/demo-site/atlantisch/>



3.2.1.6 Dissemination via the website

Since the IMPETUS website was launched and until the end of September 2024, it attracted 19,318 visits (+11,772 since previous reporting period) visits and 47,687 page views (+31,262 since previous reporting period), with the average visit lasting 2 minutes and 44 seconds. Further detailed statistics and analysis are available in Annex 8.

3.2.2 Social media dissemination

In 36 months (including the pre-launch phase and up the end of August 2024):

- the IMPETUS LinkedIn channel gained –
 - 211 posts published,
 - 1331 fans (followers),
 - 105,997 impressions,
 - 10,321 interactions,
 - engagement rate 6% (good compared to the typical average of 1-5% for similar accounts)
 - audience growth was steep in the first 6 months then slowed down, as is usual for new accounts,
 - the number of impressions, reach, and engagements increased every six months, showing channel performance improved over time.
- the IMPETUS Twitter channel gained –
 - 260 posts published (excluding re-posts),
 - 607 fans (followers),
 - 60,514 impressions,
 - engagement rate 3.5%
 - 2658 interactions.
- IMPETUS mentions by other accounts (measured using the Brandwatch¹¹ ‘listening’ tool) –
 - by 249 unique authors,
 - of which, 52% male & 48% female,
 - 737 times in total,
 - with a 944 thousand reach,
 - gathered 3.8 million impressions.

Further detailed statistics and analysis are available in Annex 11.

3.2.3 Editorial and news dissemination

Table 1 below lists and links the news articles produced and published in the course of the project until the end of September 2024 which amounts to 48, as well as the publication platform and any additional distribution channels. The purpose of each article, regarding its audience, timing, positioning or key messages is also indicated.

Table 1: Overview of published news articles

Article (linked)	Date	Platform / publication	Purpose
Time to turn climate commitments into action: IMPETUS begins ¹²	1 Oct 2021 (back-dated)	IMPETUS website ('Stories')	Announce project launch (use article prepared for partners in pre-launch phase)
IMPETUS project kicks off commitment to climate action ¹³	22 Oct 2021 (back-dated)	IMPETUS website ('Stories')	Announce 1 st General Assembly and report main points.

¹¹ <https://www.brandwatch.com/>

¹² <https://climate-impetus.eu/time-to-turn-climate-commitments-into-action-impetus-begins/>

¹³ <https://climate-impetus.eu/impetus-project-kicks-off-commitment-to-climate-action/>



IMPETUS joins forces with sister climate projects ¹⁴	25 Nov 2021 (back-dated)	IMPETUS website ('Stories')	Announce cooperation with sister projects, position IMPETUS in EU adaptation landscape, report on discussion points
IMPETUS and sister projects explore climate adaptation for vulnerable communities in EU MRS Week ¹⁵	16 Mar 2022	IMPETUS website ('Stories')	Report on IMPETUS participation in EU regions event with sister projects; highlight impacts and activities of two regional partners (ZPR & Cantina Toblino)
IMPETUS promotes wine community response to climate change: Lien de la Vigne ¹⁶	7 Apr 2022	IMPETUS website ('Stories')	Report on IMPETUS participation in a sector-specific / academic event, highlight key issues and relevant messages
IMPETUS partners launch 7 regional surveys – get involved! ¹⁷	14 Apr 2022	IMPETUS website ('Stories')	Announce the regional stakeholder surveys, invite participation, highlight stakeholder engagement
Regional surveys kick-start climate IMPETUS engagement activities ¹⁸	21 Apr 2022	EU-Citizen.Science ('Forum / Community News')	Announce the regional stakeholder surveys, invite participation, highlight citizen (stakeholder) engagement
Regional climate surveys kick-start IMPETUS engagement for adaptation and risk reduction ¹⁹	25 Apr 2022	UNDRR PreventionWeb ('Community announcement')	Announce the regional stakeholder surveys, invite participation, highlight risk reduction & the project to existing network
Core climate IMPETUS tool taking shape in the digital dimension ²⁰	27 Apr 2022	IMPETUS website ('Stories')	Introduce the technical activities & RKB concept, report on progress, highlight key partner contributions
Citizens to have their say in climate IMPETUS project ²¹	23 Jun 2022	IMPETUS website ('Stories')	Report on regional survey results & implications, highlight stakeholder engagement & further opportunities
A significant opportunity to engage citizens in climate change adaptation ²²	27 Jun 2022	EU-Citizen.Science ('Forum / Community News')	Report on regional survey results & implications, highlight citizen (stakeholder) engagement opportunities to existing network
Citizens to have their say in climate IMPETUS project ²³	5 Jul 2022	Citizen Engagement Quarterly (newsletter)	Further disseminate the article, raise project visibility to a relevant network, highlight further engagement opportunities
IMPETUS highlights satellite data importance for climate adaptation –	12 Jul 2022	IMPETUS website ('Stories')	Report on IMPETUS participation in a strategically significant, sector-specific / academic event, highlight key issues and

¹⁴ <https://climate-impetus.eu/impetus-joins-forces-with-sister-climate-projects/>

¹⁵ <https://climate-impetus.eu/impetus-and-sister-projects-explore-climate-adaptation-for-vulnerable-communities-in-eu-mrs-week/>

¹⁶ <https://climate-impetus.eu/impetus-promotes-wine-community-response-to-climate-change/>

¹⁷ <https://climate-impetus.eu/impetus-partners-launch-7-regional-surveys-get-involved/>

¹⁸ <https://eu-citizen.science/forum/forum/community-news-8/topic/regional-surveys-kick-start-climate-impetus-engagement-activities-174/>

¹⁹ <https://www.preventionweb.net/news/regional-climate-surveys-kick-start-impetus-engagement-adaptation-and-risk-reduction>

²⁰ <https://climate-impetus.eu/core-climate-impetus-tool-taking-shape-in-digital-dimension/>

²¹ <https://climate-impetus.eu/citizens-to-have-their-say-in-climate-impetus-project/>

²² <https://eu-citizen.science/forum/forum/community-news-8/topic/a-significant-opportunity-to-engage-citizens-in-climate-change-adaptation-198/>

²³ <https://us1.campaign-archive.com/?u=cbc427ab36b809223a48ab422&id=788b3bfece>



ESA Living Planet Symposium ²⁴			relevant messages including the RKB concept
How Satellites Can Help Local Communities Fight Climate Change ²⁵	21 Sep 2022	Illuminem online magazine ('Illuminem Voices')	Opinion article (in English) highlighting importance of satellite data, introducing RKB concept
IMPETUS highlights systemic solutions for climate resilience at ICSD ²⁶	28 Sep 2022	IMPETUS website ('Stories')	Report on IMPETUS participation in a global partner network event, report on key discussion points, highlight key issues and relevant messages including SDGs
Giving Digital Twins the IMPETUS to become regional ²⁷	21 Oct 2022	IMPETUS website ('Stories') - Also on H2O Global News ²⁸ , Smart Water Magazine ²⁹ , Water Online ³⁰ , Waste & Wastewater Asia ³¹ , The Climate Resilience Post ³²	Introduce the 'Digital Twin' concept as specific technical work area, highlight its use in water sector (based on partner article by KWR), vary story type with interview
On track towards boosting climate resilience: IMPETUS reviews progress and plans ³³	26 Oct 2022	IMPETUS website ('Stories')	Announce 2nd General Assembly and report main points, highlight year one achievements. (SDSN published a related article)
As climate change intensifies, Europe seeks local ways to adapt ³⁴	18 Nov 2022	Horizon (EU online magazine) and 2 nd Climate Resilience Post ³⁵ newsletter	Freelance article featuring IMPETUS and ARSINOE, highlight approach and examples from DS2, timed during COP 27
As climate change intensifies, Europe seeks local ways to adapt ³⁶	18 Nov 2022	IMPETUS website ('Stories')	Permitted duplication of the Horizon article, timed during COP 27
Satellite imaging can provide more climate-friendly actions ³⁷	9 Dec 2022	Science Norway online magazine	Opinion article (in English) highlighting importance of satellite data, introducing RKB concept. (Also in Norwegian)
A path towards climate resilience: the IMPETUS knowledge booster approach ³⁸	27 Jan 2023	IMPETUS website ('Stories') and 2 nd Climate Resilience Post ³⁹ newsletter	Launch the RKB explainer animation, report on the January project meeting in Brussels

²⁴ <https://climate-impetus.eu/impetus-highlights-satellite-data-importance-for-climate-adaptation-esa-living-planet-symposium/>

²⁵ <https://illuminem.com/illuminemvoices/5ae4b9c4-0680-4b8a-9463-b6cbbe159a1e>

²⁶ <https://climate-impetus.eu/impetus-highlights-systemic-solutions-for-climate-resilience-at-icsd/>

²⁷ <https://climate-impetus.eu/giving-digital-twins-the-impetus-to-become-regional/>

²⁸ <https://h2oglobalnews.com/giving-digital-twins-the-impetus-to-become-regional/>

²⁹ <https://smartwatermagazine.com/news/kwr/giving-digital-twins-impetus-become-regional>

³⁰ <https://www.wateronline.com/doc/giving-digital-twins-the-impetus-to-become-regional-0001>

³¹ <https://waterwastewaterasia.com/region-wide-digital-twins-project-impetus-has-been-launched/>

³² <https://mailchi.mp/ecbb0b77a51f/the-first-issue-of-the-climate-resilience-post-is-here>

³³ <https://climate-impetus.eu/on-track-towards-boosting-climate-resilience-impetus-reviews-progress-and-plans/>

³⁴ <https://ec.europa.eu/research-and-innovation/en/horizon-magazine/climate-change-intensifies-europe-seeks-local-ways-adapt>

³⁵ <https://mailchi.mp/daa3ec1e1f9b/the-climate-resilience-post-issue-number-2-is-here>

³⁶ <https://climate-impetus.eu/as-climate-change-intensifies-europe-seeks-local-ways-to-adapt/>

³⁷ <https://scienenorway.no/eniroment-opinion-researchers-zone/satellite-imaging-can-provide-more-climate-friendly-actions/2121192>

³⁸ <https://climate-impetus.eu/a-path-towards-climate-resilience-the-impetus-knowledge-booster-approach/>

³⁹ <https://mailchi.mp/daa3ec1e1f9b/the-climate-resilience-post-issue-number-2-is-here>



Preparing for floods: adapting the Netherlands for climate resilience ⁴⁰	31 Jan 2023	IMPETUS website ('Stories') and 2 nd Climate Resilience Post newsletter	Launch the DS4 flood tool context video, highlight sea level rise adaptation needs, timed for 70 th anniversary of Watersnoodramp
European Community of Practice launch provides climate adaptation opportunities ⁴¹	7 Feb 2023	IMPETUS website ('Stories') and 2 nd Climate Resilience Post newsletter	Report on IMPETUS participation in EU Mission Adaptation CoP event with sister projects; highlight key discussion points and sister project collaboration
A 'generalist' among specialists: Hannah Arpke interview ⁴²	8 Mar 2023	IMPETUS website ("Stories")	To celebrate International Women's Day we interviewed impactful women in our project.
The female euroscientist: views from eastern europe	29 Mar 2023	euroscience	Article highlighting IMPETUS in the context of women led science in Latvia.
Adapting Rotterdam: Building a resilient city in the face of climate change ⁴³	8 May 2023	euroscience	Opinion article elaborating on IMPETUS digital data tools for Rotterdam's Climate Adaptation Plan
Learning to predict 'life-threatening slush' in Norway ⁴⁴	16 May 2023	IMPETUS website ("Stories") and 3 rd Climate Resilience Post newsletter	Introduction to the work IMPETUS is doing on slush avalanches in DS5
IMPETUS at ECCA 2023: Exploring Climate Resilience Tools with sister projects ⁴⁵	16 June 2023	IMPETUS website ("Stories") and 4 th Climate Resilience Post newsletter	Article promoting IMPETUS involvement at the 6 th European Climate Change Adaptation Conference
The human factor: the vital key to climate change adaptation ⁴⁶	17 July 2023	IMPETUS website ("Stories") and 4 th Climate Resilience Post newsletter and MIP4Adapt newsletter	Featuring Lisa Andrews from KWR to explain the IMPETUS approach to stakeholder engagement
Marking the halfway point: IMPETUS reviews progress and joins up with ARSINOE to exchange tips on climate change adaptation ⁴⁷	19 Oct 2023	IMPETUS website ("Stories") and 5 th Climate Resilience Post newsletter	Summary of the key discussion and outcomes of the joint General Assembly with ARSINE
Finding the heat-spot: tracking and preempting wildfires, droughts and floods in Greece and beyond ⁴⁸	7 Nov 2023	IMPETUS website ("Stories") and Climate ADAPT newsletter	Launch of the stakeholder video for the Mediterranean region, highlighting in particular the IMPETUS Hot Spot explorer

⁴⁰ <https://climate-impetus.eu/preparing-for-floods-adapting-the-netherlands-for-climate-resilience/>

⁴¹ <https://climate-impetus.eu/european-community-of-practice-launch-provides-climate-adaptation-opportunities/>

⁴² <https://climate-impetus.eu/a-generalist-among-specialists-hannah-arpke-interview/>

⁴³ <https://web.archive.org/web/20230517065239/https://www.euroscience.org/adapting-rotterdam-building-a-resilient-city-in-the-face-of-climate-change>

⁴⁴ <https://climate-impetus.eu/learning-to-predict-life-threatening-slush-in-norway/>

⁴⁵ <https://climate-impetus.eu/impetus-at-ecca-2023-exploring-climate-resilience-tools-with-sister-projects/>

⁴⁶ <https://climate-impetus.eu/human-factor-the-vital-key-to-climate-change-adaptation/>

⁴⁷ <https://climate-impetus.eu/marketing-the-halfway-point-impetus-reviews-progress-and-joins-up-with-arsinoe-to-exchange-tips-on-climate-adaptation/>

⁴⁸ <https://climate-impetus.eu/finding-the-heat-spot-tracking-and-preempting-wild-fires-droughts-and-floods-in-greece-and-beyond/>



ARSINOE Seminar on Water-Smart Cities now available online ⁴⁹	8 Dec 2023	IMPETUS website ("Stories") and ARSINOE website	Post emphasising the work of our partners at Lobelia involved in the webinar
Harnessing Earth Observation for Climate Change Solutions ⁵⁰	8 Dec 2023	IMPETUS website ("Stories")	Announce the video interview with Andrea Marinoni and how Earth Observation is used in the Arctic demo site
Pioneering Flood Risk Management in the Atlantic ⁵¹	5 Feb 2024	IMPETUS website ("Stories")	Announce the video interview with Martine Rottink to and IMPETUS DSS system in the Atlantic region
Exploring innovative water management solutions in mountainous areas ⁵²	20 Feb 2024	IMPETUS website ("Stories") and 7 th Climate Resilience Post newsletter	Chronicle stakeholder engagement activities and tease the upcoming solutions being developed in the Mountain demosite
Valentina D'Alonzo discusses climate research, gender balance, and hopes for the future ⁵³	8 Mar 2024	IMPETUS website ("Stories") and 7 th Climate Resilience Post newsletter and MIP4Adapt newsletter	Part of sister project campaign led by Regilience to celebrate women in Climate Adaptation
Agnese Meija-Toropova talks about her experience as an Environmental Advocate in Latvia ⁵⁴	8 Mar 2024	IMPETUS website ("Stories") and 7 th Climate Resilience Post newsletter and MIP4Adapt newsletter	Part of sister project campaign led by Regilience to celebrate women in Climate Adaptation
Fostering climate adaptation: IMPETUS partners gather in Bolzano ⁵⁵	11 Mar 2024	IMPETUS website ("Stories") and 7 th Climate Resilience Post newsletter	Announce outcomes of the F2F meeting in Bolzano with WP and DS leads.
Enhancing resilience in climate Athens through mapping ⁵⁶	15 Apr 2024	IMPETUS website ("Stories") and 7 th Climate Resilience Post newsletter and MIP4Adapt newsletter	Announce video interview with Christos Makropoulos who goes into more detail on the IMPETUS Hot Spot Explorer
Flooding – not only a matter of experts – Opinion Article ⁵⁷	16 Apr 2024	IMPETUS website ("Stories") and 7 th Climate Resilience Post newsletter	Opinion article by Martine Rottik to feature in the Climate Resilience Post newsletter
Involving Stakeholders from the Zemgale region in Climate Change Adaptation Planning in Latvia ⁵⁸	8 May 2024	IMPETUS website ("Stories") and 8 th Climate Resilience Post newsletter	Highlight IMPETUS activities on stakeholder engagement in the Boreal region

⁴⁹ <https://climate-impetus.eu/arsinoe-seminar-on-water-smart-cities-now-available-online/>

⁵⁰ <https://climate-impetus.eu/harnessing-earth-observation-for-climate-change-solutions/>

⁵¹ <https://climate-impetus.eu/pioneering-flood-risk-management-in-the-atlantic/>

⁵² <https://climate-impetus.eu/exploring-innovative-water-management-solutions-in-mountainous-areas/>

⁵³ <https://climate-impetus.eu/womens-day-valentina-dalonzo-discusses-climate-research-gender-balance-and-hopes-for-the-future/>

⁵⁴ <https://climate-impetus.eu/womens-day-insights-from-latvian-environmental-expert-agnese-meija-toropova/>

⁵⁵ <https://climate-impetus.eu/impetus-partners-gather-in-bolzano/>

⁵⁶ <https://climate-impetus.eu/enhancing-climate-resilience-in-greece-through-climate-mapping/>

⁵⁷ <https://climate-impetus.eu/flooding-not-only-a-matter-of-experts-opinion-article/>

⁵⁸ <https://climate-impetus.eu/involving-stakeholders-in-climate-change-adaptation-planning-at-regional-level/>



Navigating Regional Realities Amid Water Scarcity in Europe ⁵⁹	21 May 2024	IMPETUS website ("Stories") and 8 th Climate Resilience Post newsletter	Announce the IMPETUS webinar on water scarcity held in the frame of EU Green Week with several partners and guest from ARSINOE
Navigating snow avalanche risks in Troms – Norway ⁶⁰	28 Jun 2024	IMPETUS website ("Stories") and 8 th Climate Resilience Post newsletter	Highlight IMPETUS activities in the Arctic region
Climate Adaptation in Spain: Enhancing Impact through Multi-Actor Collaboration ⁶¹	19 Jul 2024	IMPETUS website ("Stories") and 8 th Climate Resilience Post Newsletter	Announce the joint event with sister projects focusing on their activities in Spain
Catalonia's innovative approach to combatting Coastal Erosion: A success story in Dune Restoration ⁶²	23 Jul	IMPETUS website ("Stories") and 8 th Climate Resilience Post newsletter	Launch of Coastal demosite stakeholder video promoting IMPETUS activities there.
Climate crisis: from greece, a call for a european collective action ⁶³	28 Jul	The European Files	Opinion piece with IMPETUS partner Dr Konstantinos Aravosis, Secretary General for Forests at the Greek Ministry for Environment and Energy
Transformative Approaches to Climate Adaptation in Europe: Enroll in the New MOOC by IMPETUS in collaboration with the SDGAcademy ⁶⁴	16 Aug	IMPETUS website ("Stories"), SDG Academy and MIP4Adapt Newsletter	Launch of the IMPETUS MOOC
Three lessons for mainstreaming transdisciplinarity ⁶⁵	5 Sep	IMPETUS website ("Stories") and Integration and Implementation Insights	Article on transdisciplinary approaches with IMPETUS partners from KWR and BEF

Section 3.2.1.5 above and Annex 8 give details of the IMPETUS website visitors and page views overall. As can be seen from section e of Annex 8, the 'Stories' pages of the website, where the above articles were published, accounted for 3% of the website page views, totalling 1.010 views, in the defined period (M18-M35) doubling the views for this space compared to the previous period.

Specific full statistics for the other publication platforms or the IMPETUS articles within them are not known, but the information currently available to ESCI indicates that:

- Horizon magazine website has 5000+ readers per issue and 15.7K Twitter followers;
- Illuminem online magazine has 10000+ readers per issue, 1,128 Twitter followers and 22927 followers on LinkedIn;
- forskning.no website has an average of 33,000 visits per day / 1 million visits per month (2016 figures, Wikipedia); its Twitter has 4319 followers;

⁵⁹ <https://climate-impetus.eu/navigating-regional-realities-amid-water-scarcity-in-europe/>

⁶⁰ <https://climate-impetus.eu/snow-avalanche-projections-in-troms-navigating-the-future-of-the-arctic-region/>

⁶¹ <https://climate-impetus.eu/climate-change-adaptation-in-spain-enhancing-impact-through-multi-actor-collaboration/>

⁶² <https://climate-impetus.eu/catalonias-innovative-approach-to-combatting-coastal-erosion-a-success-story-in-dune-restoration/>

⁶³ <https://www.europeanfiles.eu/non-classe/climate-crisis-from-greece-a-call-for-a-european-collective-action>

⁶⁴ <https://climate-impetus.eu/transformative-approaches-to-climate-adaptation-in-europe-enroll-in-the-new-mooc-by-impetus-in-collaboration-with-sdgacademy/>

⁶⁵ <https://climate-impetus.eu/three-lessons-for-mainstreaming-transdisciplinarity/>



- The Climate Resilience Post (joint newsletter with IMPETUS sister projects) currently has 498 subscribers; it is disseminated by the sister projects on their social media channels, which have the following numbers of followers:
 - REGILIENCE Twitter – 1,574 LinkedIn – 2,424 (at M36)
 - ARSINOE Twitter – 1,139 LinkedIn – 1,359 (at M36)
 - TransformAr Twitter – 214, LinkedIn – 950 (at M36)
- UNDRR PreventionWeb is a global platform with more than 8000 organisation registered in its community section;
- The Citizen Engagement Quarterly is sent to a mailing list created by 4 EU-funded projects, which have the following presence on social media –
 - MOSAIC⁶⁶ Twitter – 333, LinkedIn – 244
 - SocKETs⁶⁷ Twitter 261, LinkedIn – 216
 - IRIS Smart Cities⁶⁸ Twitter – 1377, LinkedIn – 1380,
 - COESO⁶⁹ Twitter - 654
 - FRANCIS⁷⁰ Twitter – 67, LinkedIn – 71
- EU-citizen.science community news platform - the two IMPETUS articles attracted a combined total of 3566 views. Their Twitter has 5217 followers.

3.3 Campaigns

3.3.1 Stakeholder engagement – survey and partners

To support the promotion of the regional stakeholder engagement survey, which was created in collaboration between the 7 DSs, WP1 and with WP7 support and promoted (in English) via IMPETUS channels and (in local languages) via partner channels, the following actions occurred during the period from March 2022 to May 2022:

- Creation of the survey (with inputs from WP7) which was hosted on the KWR SurveyMonkey account with IMPETUS logo and information included;
- Creation of a multi-purpose, branded consent form (see Annex 4) and related content on the survey;
- Creation of a ‘project version’ news article to announce the survey (see section 3.2.3);
- Adaptation of the article to make ‘DS versions’ that were also translated into local languages by partners to be issued by them as branded press releases to local / regional media;
- A collection of supporting images per DS was provided in a folder linked through the press release, for media usage;
- A branded document outlining each of the media files, their source and copyright status was provided in the same folder;
- Social media ‘Get involved’ graphics were created and published on the project website (see section 3.2.1.2 above and Annex 4 section a) along with local contact information.
- The ‘Get involved’ graphics were also published on the IMPETUS social media channels (in English) and made available to partners (also in local languages) for them to post on their channels.
- Social media graphics representing each DS team of organisations, and each partner organisation individually were also created and posted around the same time to strengthen this campaign (see Annex 4).

As a result of these activities and direct emails to contacts on the DS SHE registers (see section 2.1.5), the following was observed:

- the survey reached over 850 local actors across Europe;
- approximately 400 responded to the survey;
- WP1 gathered a variety of useful data points –
 - ‘drought and water scarcity’ was highlighted as one of the most urgent climate change problems by local actors in 5 out of 7 of the DS regions;

⁶⁶ <https://mosaic-mission.eu/>

⁶⁷ <https://sockets-cocreation.eu/>

⁶⁸ <https://irissmartcities.eu/>

⁶⁹ <https://coeso.hypotheses.org/>

⁷⁰ <https://www.francis-project.eu/>



- the most cited solution to climate change problems across the DSs was ‘responsible resource use and circularity’;
- the campaign boosted use of the IMPETUS website (see Annex 8) –
 - 307 visitors acquired via two SurveyMonkey platforms (in English and in German);
 - 77 visitors acquired via the eu-citizen.science platform posts
 - page views hit a peak during the campaign period;
- In mentions of IMPETUS by other accounts on social media, “regions” and “surveys” were among the most-used terms and hashtags (see Annex 8).

Results of the survey and related actions are reported in detail in deliverables D1.1 and D1.1 Excerpt.

3.3.2 Sustainable Development Goals – conference and partners

To coincide with the participation by IMPETUS jointly with sister projects in a joint plenary session in the 10th International Conference on Sustainable Development (ICSD) on 19 September 2022, WP7 not only contributed to the development of the session itself and provided a moderator, but also:

- Coordinated with sister projects, speakers and event organising partner SDSN regarding event content, key messages, news and graphics preparation;
- Created news content about the event and key messages (see section 3.2.3),
- Created social media graphics to highlight which SDGs are relevant to IMPETUS activities and the 7 DSs (see Annex 4 section a);
- Added these to the DS webpages;
- Posted them on the IMPETUS social media channels throughout the conference week as a way to:
 - Draw readers to the news article,
 - Highlight the relationship between SDGs and the project / DSs;
 - Highlight the activities of the DSs that contribute to achieving these SDGs
 - Tag SDSN and other accounts with reach beyond that of the project channels.

The 11th edition of the ICSD took place on the 18th of September 2023 and saw the contribution and participation of IMPETUS partners alongside sister project ARSIONE in similar terms as the 10th edition with news and social media promotion of the event and partners from the consortium participating in the panel discussion.

3.3.3 Year three achievements – demo sites and partners

A ‘lightweight’ social media campaign that highlighted DS partners and their year one activities and achievements used social media cards (see Annex 4) created with group photos taken during the October 2022 General Assembly meeting and linking to the news article about that event (see section 3.2.3).

Other social media campaigns included among others, the promotion for the 8th of March Women in Science day in 2024, the promotion of blog posts with updates and insights from the DSs (2023-2024), the EU Green Week webinar organised by IMPETUS “Navigating Regional Realities Amid Water Scarcity in Europe” (June 2024), the promotion of several videos and of joint events with the sister projects.

3.4 Videos

During the first and second phase of the project up until the end of September 2024, ESCI led the creation of a number of videos for external communication and dissemination as listed below. For screenshots and other links, see Annex 3.

Table 2: Overview of videos produced

Video (linked)	Length	Date	Platform / publication	Purpose



IMPETUS - Turning Climate Commitments into Action ⁷¹	1:14	23 Sep 2021	IMPETUS website (Homepage), Twitter, LinkedIn, YouTube	Set the scene for the project launch & launch the project, provide background context about climate change impacts
Project website launch video ⁷²	0:21	28 Jan 2022	Twitter, LinkedIn	Announce launch of project website, bring traffic, highlight features
Introducing IMPETUS regional partner ZPR	2:00	9 Mar 2022	Played live in (online) 3rd European Union Macro-Regional Strategies (EU MRS) Week, in a joint session with sister projects. (Session video ⁷³ on Vimeo - starts at 35:02.)	Introduce a regional partner to this EU landscape audience, as example of IMPETUS challenges and activities
Giving more people a say in climate adaptation: the IMPETUS 'Resilience Knowledge Booster' ⁷⁴	2:20	30 Jan 2023	IMPETUS website ('Atlantic'), Twitter, LinkedIn, YouTube	Explain the RKB and project concept and EU context, highlight opportunities to get involved in regional decision making
Preparing for Floods: Adapting the Netherlands for Climate Resilience ⁷⁵	6:54	30 Jan 2023	IMPETUS website ('Atlantic'), shorter teaser on Twitter & LinkedIn, full video on YouTube	Coincide with (and form part of) newly structured DS4 webpage launch and 'Watersnoodramp' 70th anniversary, storytelling of context for DS4 flood tool
series of 4 short video interview 'snippets' with (then) IMPETUS technical coordinator Aitor Corchero (EUT)	Various (around 1:00 max)	Feb 2022	Twitter, LinkedIn	address broad questions about the project approach and focus areas, highlight Aitor & EUT as significant in the project, touch on DS2 aspects
series of 6 short video interview 'snippets' with IMPETUS WP5 coordinator and DS5 team member Andrea Marinoni (UiT)	Various (around 1:00 max)	8 Dec 2023	Twitter, LinkedIn	address questions about the importance of satellite data for IMPETUS and other climate change projects, highlight DS5 / Arctic challenges & activities
Understanding and Addressing the Wildfire and Flood Threat in Greece and Beyond	8:28	7 Nov 2023	IMPETUS website ('Mediterranean'), shorter teaser on Twitter & LinkedIn, full video on YouTube	Stakeholder video related to DS4 outlining some of the challenges and solutions in the region
Earth Observation and Adaptation Strategies in the Arctic - QF with Andrea Marinoni (UiT)	5:46	8 Dec 2023	IMPETUS website ('Arctic'), shorter teaser on Twitter & LinkedIn, full video on YouTube	address questions about the importance of satellite data for IMPETUS and other climate change projects, highlight DS5 / Arctic challenges & activities
Pioneering Flood Risk Management in the	4:14	30 Jan 2024	IMPETUS website ('Atlantic'), shorter teaser on Twitter &	Addresses questions about decision support systems being developed in DS4

⁷¹ https://www.youtube.com/watch?v=TrZMjgCPKAE&list=PLb8wE1rKCAQfiXL8ZkyfJV_qVLPi0HXA4&index=3

⁷² <https://twitter.com/Climatelmpetus/status/1486983371654045696>

⁷³ https://vimeo.com/690935827?embedded=true&source=video_title&owner=38893512

⁷⁴ https://www.youtube.com/watch?v=PCmqOOOdiMo&list=PLb8wE1rKCAQfiXL8ZkyfJV_qVLPi0HXA4&index=2

⁷⁵ https://www.youtube.com/watch?v=WVxrV5lVTPs&list=PLb8wE1rKCAQfiXL8ZkyfJV_qVLPi0HXA4&index=1



Netherlands - QF with Martine Rottik (N&S)			LinkedIn, full video on YouTube	
Planning for Climate Change in the Mediterranean – QF with Christos Makropoulos (NTUA)	5:13	10 Apr 2024	IMPETUS website ('Mediterranean'), shorter teaser on Twitter & LinkedIn, full video on YouTube	Addresses questions about the Hot Spot explorer tool developed in DS4
Dune Restoration - Spain's Successful Response to Coastal Erosion (VNR)	2:32	21 Jun	IMPETUS website ('Resources'), & Science Stories (an ESCI run platform for journalists and media outlets)	VNR addressing developments in DS2. Video News Releases are purposely targeted at media organisations. We provide a "briefing" video as well as a lot of additional "b-roll" for TV reportages etc
Navigating Regional Realities Amid Water Scarcity in Europe - Webinar	1:29:30	24 Jun	IMPETUS website ('Mediterranean'), shorter teaser on Twitter & LinkedIn, full video on YouTube	The Webinar Recording helps with extended audience reach beyond the event and acts as a learning resource
Coastal Protection Against Climate Change: Restoring Sand Dunes in Catalonia	7:56	23 Jul	IMPETUS website ('Coastal'), shorter teaser on Twitter & LinkedIn, full video on YouTube	Offer video insights into IMPETUS activities in the Coastal demo site focusing on dune restoration
How Climate Change Is Impacting Catalonia: Water Scarcity and Innovative Solutions – QF with Queralt Plana Puig (EUT)	5:00	4 Sep	IMPETUS website ('Coastal'), shorter teaser on Twitter & LinkedIn, full video on YouTube	Provide information on IMPETUS activities involving water management and treatment in the Ebre Delta
From Floods to Droughts: How 3D Modelling is Shaping Climate Management – QF with Fons Nelen (N&S)	6:03	19 Sep	IMPETUS website ('Atlantic'), shorter teaser on Twitter & LinkedIn, full video on YouTube	Offer further insights into activities in the Atlantic demosite with a focus on special planning and digital decision support systems
7 variations of RKB video explainer adapted to each DS	Avg approx. 2.20	30 September	IMPETUS website (all DSs)	To have a customised RKB video adapted to the context of each other the DSs

An IMPETUS playlist⁷⁶ was created on the ESCI YouTube channel in February 2023 to which all ESCI led "standard videos"⁷⁷ are added. More of the already created videos will be added here in the coming period.

To date, the videos that are on YouTube have the following viewing figures (more details in Annex 3):

- IMPETUS - Turning Climate Commitments into Action - 1.545 views
- Giving more people a say in climate adaptation: the IMPETUS 'Resilience Knowledge Booster' – 342 views
- Preparing for Floods: Adapting the Netherlands for Climate Resilienc - 6.910 views
- Understanding and Addressing the Wildfire and Flood Threat in Greece and Beyond - 4.263 views

⁷⁶ https://www.youtube.com/playlist?list=PLb8wE1rKCAQfiXL8ZkyfJV_qVLPi0HXA4

⁷⁷ "standard" meaning all videos over 1 minute in length. In some cases shorter videos (under 1 minute) have been produced to be used exclusively on social media (Twitter and LinkedIn) either as stand-alone or to tease a longer from standard video on YouTube.



- Dune Restoration - Catalonia's Successful Response to Coastal Erosion – 89 views
- Coastal Protection Against Climate Change: Restoring Sand Dunes in Catalonia - 3.629 views
- Earth Observation and Adaptation Strategies in the Arctic – 64 views
- Pioneering Flood Risk Management in the Netherlands – 87 views
- Planning for Climate Change in the Mediterranean -180 views
- Navigating Regional Realities Amid Water Scarcity in Europe – Webinar – 91 views
- How Climate Change Is Impacting Catalonia: Water Scarcity and Innovative Solutions – 49 views
- From Floods to Droughts: How 3D Modelling is Shaping Climate Management – 4 views

3.5 Print

3.5.1 Brochure, Roll-ups, resilience knowledge booster infographic, events collateral

Work on a project brochure and print materials that would be used during face-to-face events (such as pull-up banners, flyers etc.) was initiated but put to one side when Covid-19 still largely prevented such events. There was also a need to clarify understanding of the RKB concept, how it will work in practice and how to explain it before this work could be completed, as the RKBs are a unique feature of IMPETUS that would need to be included as a central element of such material.

A static image capturing the RKB concept as a 'flow' was developed over several months and finalised early in 2023, in line with decisions taken regarding the RKB animation. (See image in Annex 4, section b). The IMPETUS Generic brochure and Roll ups were finalised in September 2023 and printed and distributed at the IMPETUS General Assembly held in the Netherlands in October 2023. The imagery of brochure slightly simplifies the original RKB graphic conceived for the video so that it can be more easily understood by a general audience.

In accordance with the needs of the DS teams regarding their stakeholder engagement activities, the brochure was translated into Catalan and also adapted into Italian to better reflect the needs of the Italian demo site, other versions and translations of the brochure will be created as needed.

A poster was created to showcase some of the solutions of the Atlantic demosite during the third meeting for Mission for Climate Adaptation on the 23rd of May 2024 in Brussels. The template has been offered to the rest of the consortium to use to generate their own solution posters as needed (see Annex 2).

All materials have been uploaded to the IMPETUS website and are available to preview in the Annex 2 of this document.

3.5.2 Templates

In the first project phase, the following branded templates were produced:

- Deliverable report (versions with and without title page imagery)
- Meeting agenda
- Meeting minutes (versions with and without title page imagery)
- Milestone notice of achievement
- Participant personal data consent form
- IMPETUS PowerPoint slides*

*The initial, pre-launch phase slide set was improved, and a new, final version was shared with partners on 29 March 2022.

All project templates can be found in the relevant SharePoint folder. Images of these files can be seen in Annex 4 section c.



3.6 Other activities and outputs – sister projects

Collaborative efforts with the three sister projects resulted in:

- Co-produced and coordinated news and related social media posts about participation in the ICSD joint plenary session (see section 3.3.2) and other collaborative activities;
- The concept, co-branding, launch, promotion and first editions of a joint newsletter (managed and produced by REGILIENCE), the Climate Resilience Post⁷⁸, using layout, content and editorial feedback from IMPETUS WP7 as well as specific articles;
- The concept, topics, data inputs and validation for an interactive online map⁷⁹ covering the 4 projects together (managed by REGILIENCE and posted on its website, with the possibility to replicate it on the IMPETUS site at a later date);
- Shared planning for a joint social media campaign to be executed in March 2023 (after the period covered in this report) as well as coordination on other social media posts relating to the joint newsletter and other topics of common interest.
- Co-developed a women in science campaign spearheaded by REGILIENCE executed in March 2024
- Throughout 2024 work has been carried out with sister projects REGILIENCE, ARSIONE, Trans4mar and IMPETUS coordinated by the Horizon Results Booster to produce a series of joint outputs. These are: a joint video, a joint brochure and a joint policy brief. The release of such products is still not defined and is to be set by the HRB team.

4 Conclusions and outlook

As the project began during the Covid-19 pandemic, with its influences continuing to varying degrees through the whole of the first project year, there were no opportunities to record live video material, or take photos, for example at project events, until relatively late in the reporting period. This not only impacted the ability to create videos and other kinds of visual content for much of the first 18 months, but also temporarily prevented the distribution of printed materials via events and meant their production was postponed – also to be able to take into account the gradually clarified explanation of the RKB concept, which is a unique and central aspect of the project.

Thankfully, during the second phase of the project, once the pandemic subsided, filming, events and reporting activities could really pick up again. 24 videos were produced, 48 articles were published across 14 platforms, 3 social media campaigns supported project message dissemination and stakeholder engagement activities with a regional stakeholder survey reaching more than 800 targets, 8 branded templates were produced to support internal project processes, a generic brochure and roll ups were developed and printed to be used at events, and a range of other visual and editorial content was produced for publication on the website and social media channels to support the project launch and promote its activities, key messages and results.

All editorial, video and visual content produced to date was planned and executed in alignment with the principles laid out in the CCD strategic framework (D7.2) and other project documents such as the data management plan (D8.6 – updated as D8.7 in month 36). This means that they used correct project branding including the EU flag, included the funding statement and mandatory disclaimer as appropriate/possible, and took into account the purpose, audiences, messages, tone and goals defined for project communications.

As the project enters its final year, many tools and results will become mature enough to communicate and disseminate, meaning the intensification of work to plan and execute for editorial, video and visual content creation and dissemination will continue as the DS teams' stakeholder engagement activities (currently 370 engagements) carry on, and as the more technical work packages produce more results that need to be highlighted. Continued exploration of opportunities to synergise and collaborate with sister projects and other networks will also yield further demands for this area of work.

Results of these further actions will be reported in the final update to this document and in other relevant deliverable reports.

⁷⁸ <https://regilience.eu/newsletter-archive/>

⁷⁹ <https://regilience.eu/maps/>



In reference to section 1.3, below is a summary table of relevant KPIs identified for the project in the frame of WP7 and the status at M36.

Table 3 KPI summary at M36

KPI at M48	M36	Comments
Website 500 website visits/month = 24000 visits	19.318 (at M35)	On track
Social media 5000 impressions/month across both X and LinkedIn combined = 240000 impressions	166.511 (at M35)	Slightly below target (mainly due to X)
10 original medium-form articles by independent journalists;	6 published	On track
12 Inspirational video profiles	3 stakeholder videos + 5 interview videos published = 8	On track
2 Video News Releases	1 published	On track
10 scientific open access journals	6 published	On track
3 joint newsletter/year = 12 newsletters	22 entries in 11 different newsletters	On track – scheduled to exceed
1 joint social media campaign/year = 4	1 campaign with all sister projects and 2 with UNSDSN and ARSINOE	Performance evaluation subject to how it is calculated
7 Demo site webinars / virtual tours	1 webinar	Subject to change in strategy in view of MuSP (IMPETUS platform), joint webinars and local DS activities (WP1)
1 content upload on external channels per quarter = 16	14	On track – scheduled to exceed

4.1 Next steps

An activity calendar regularly updated and used by the consortium during the bi-weekly synchronisation meetings serves as a reminder to the project partners of the foreseen communication and dissemination activities as well as an opportunity for partners, DSs, WPs to provide inputs on what is needed from WP7. In addition, since March 2024 a newly established tool “the Communication and Dissemination tracker” serves WP7 to complement these meetings and monitor partner activities in terms of events and publications to provide C&D support where needed. This allows to align planning with partners, DSs, WPs and internally between the ESCI project coordination, audiovisual production and outreach teams. Within ESCI, an overview of planning for the outreach and the audiovisual production teams has been developed and is reviewed internally every few months in accordance to targets specified in the Grant Agreement and CDD strategic framework (D7.2). Other useful inputs that continue to guide



content creation are WP1 Gantt charts that provide an overview of DS roadmaps for SH engagement and communication activities, and the monthly meetings between sister projects led by REGILIENCE.

The priority in the next phase of the project, once the DSs and RKBs reach the necessary maturity, will be, in conjunction with WP1 and stakeholder engagement planning, to identify and populate the RKBs with dissemination ambassadors. Coordination with DS teams' communication and dissemination specialists will be ramped up and restructured, with more targeted contacts and exchanges to better support more localised needs. The upcoming IMPETUS platform will also be a focal point for C&D opportunities linked to activity once it goes online.

As WP6 'Boosting project impact' publishes its second round of guidelines for decision makers, for business opportunities, financing mechanisms and policy and market instruments, WP7 will explore ways to target the most relevant and appropriate audiences. Likewise, as the technical work packages' tasks mature, more editorial, video and visual content creation and dissemination activities that support the visibility of their results – e.g. by disseminating through academic channels (see deliverable 7.4 'lean learning, knowledge building and results transfer') as well as through infographics, news and other articles. Special attention in this respect will also be given to WP5 "Adaptation Pathways", the technical work for which suffered some delays.

Current significant ongoing tasks that will continue into the final phase include the continued updates to all the DS 'solutions' webpages using the new template and in local languages; to integrate, launch and promote the IMPETUS platform (the first iteration of which is schedule to go live on 30th September 2024), to finalise and publish the RKB animation as DS-specific versions; to carry on producing news articles about the DS / RKB stakeholder events. Activities to identify and plan new editorial, video and visual content creation and dissemination activities, or to finalise the planning and execution of already intended ones, will continue through ongoing exchanges (in calls, emails, planning documents such as the WP1 Gantt and the C&D Tracker) between WP7, other project teams, and sister projects, supported by more agile coordination by WP8 and WP7.

In line with the strategic approach to 'complement and amplify' content and messaging about climate change resilience and adaptation from other sources, efforts to adapt project news to make them suitable for dissemination via a range of externally managed platforms and newsletters will continue. In particular, potential synergies / efficiencies with the project's transversal and transnational partners (such as THETIS and SDSN) will be explored, as well as seeking opportunities to disseminate content, results and messages via major European platforms such as Climate ADAPT.

Results from the implementation of these activities, once they reach maturity, will be reported in later updates of this document (D7.6 in month 48) and/or in other relevant deliverable reports, such as the report on Innovative communication and dissemination actions to build resilience - DS (D7.5).



Annex 1: Visual identity

The project logo and other key elements of the visual identity were devised in the initial pre-launch phase and laid out along with initial key messages in the following slides:

The grid consists of 10 slides arranged in two columns and five rows. Each slide contains text, logos, and icons related to the project's visual identity.

- Row 1:** Shows the final logo (a circular arrow with 'IMPETUS' in the center) and its tagline 'Turning climate commitments into action'. It also includes three green boxes with arrows pointing right: 'Action to protect communities and the planet', 'Better informed decision-making', and 'Supporting vulnerable sectors and businesses'.
- Row 2:** Shows the logo above three green circles connected by a green arrow. The circles contain the text: 'Action to protect communities and the planet', 'Better informed decision-making', and 'Supporting vulnerable sectors and businesses'.
- Row 3:** Shows the logo above a laptop displaying a map, with a blue arrow pointing down to a red circle containing a white bird icon.
- Row 4:** Shows the logo above a circular diagram divided into four quadrants labeled 'ENVIRONMENT', 'GOVERNMENT', 'INDUSTRY', and 'COMMUNITY'.
- Row 5:** Shows the logo above a green diverging arrow pointing right.
- Row 6:** Shows the logo above a section titled 'Sector iconography & secondary colours' which includes a dotted map of Europe and icons for Arctic, Coastal, Atlantic, Continental, Boreal, Mediterranean, and Mountainous regions.
- Row 7:** Shows the logo above a section titled 'Other visual elements' which includes sections on 'Dotted' and 'Lines'.

Each slide features a small EU flag logo and the text 'The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101037084.'

Figure 3: IMPETUS pre-launch phase visual identity overview



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

The project visual identity and other branding tools were further developed and briefly described in deliverable D7.2 section 3.2, including the following components:

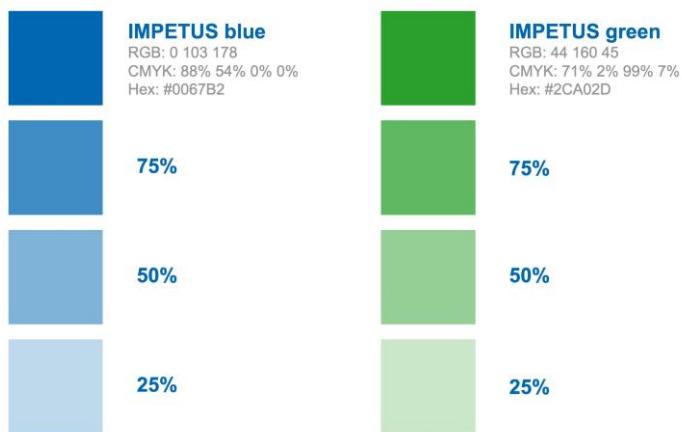


Figure 4: IMPETUS principal colour palette



Figure 5: IMPETUS secondary colour palette



Annex 2: Overview of printed content

During Month 18-36 a series of printed content was produced to help project partners represent impetus at events and stakeholder workshops. Customised versions of the print materials were created on request on an ad hoc bases with relevant partners.



Figure 6 Generic Brochure English "side 1"

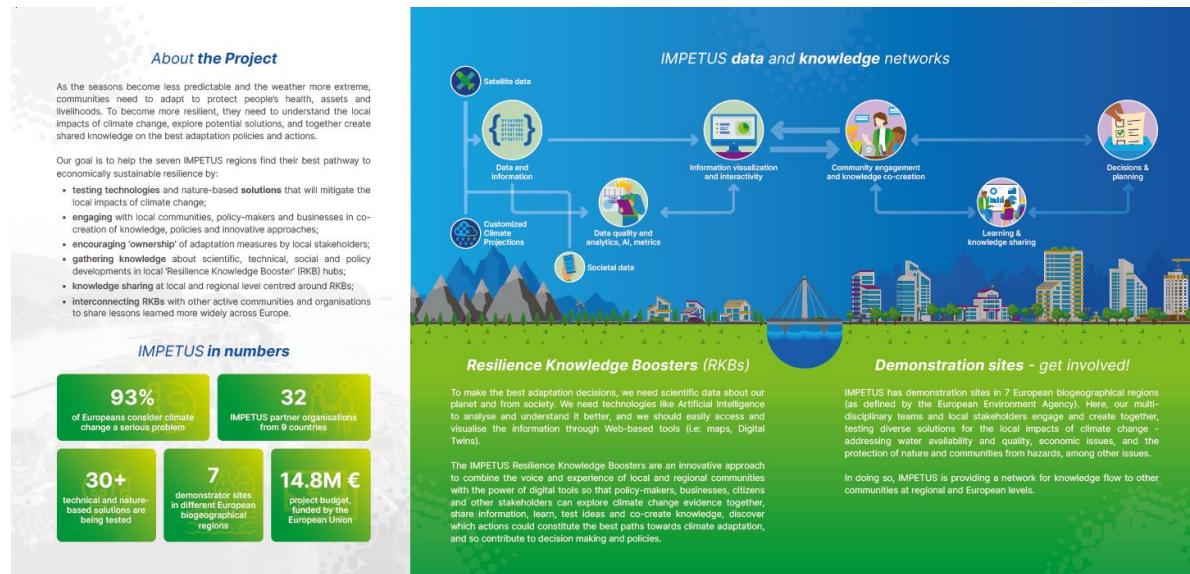


Figure 7 Generic Brochure English "side 2"



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.



Figure 8 Brochure for Mountain demo site – Italian side 1



Figure 9 Brochure for Mountain demo site Italian - Side 2



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

Ambicions i impacte

- Estress hídric, ús d'algues residuals per a l'agricultura
- Pèrdua de biodiversitat
- Conflictes en l'ús de l'aigua
- Inundacions sobretot per tempestes extremes
- Mapejar i evaluar el balanç del cicle de l'aigua i l'ús de l'aigua
- Millora del suport de les comunitats rurals, restauració de dunes i zones humides
- Priorització segons vulnerabilitat dels serveis
- Monitoratge de costes i suport a la resiliència climàtica

Com a projecte insígnia del Green Deal de la Unió Europea, IMPETUS treballa estretament amb tres projectes germans per ampliar l'àmbit i l'impacte dels resultats. Els nostres objectius també estan alineats amb diversos "sistemes comunitàris clau" d'adaptació a la missió de la UE i els Objectius de Desenvolupament Sostenible de les Nacions Unides.

Donar a més gent una visió o veu sobre com adaptar-se al canvi climàtic és el nucli d'IMPETUS i de la estratègia europea de la qual formem part.

EU Adaptation Strategy **Mission Climate** **Green Deal Projects**

L'any 2050 Europa ha de ser el primer continent climàticament neutre i una societat resiliente al clima.

Descobrir més

climate-impetus.eu
@ClimateImpetus
@Climate Impetus

Els nostres socis

eurecat EYDAP
IUCN KWB
CIRAN Mantis
BERLIN Universitat de Girona
Universitat de Girona
DAGS IZI
Zeeuws Rijmond
Troms i Fjordmark
Royal Zembla
Catalunya
Valle del Lago
Berlin
Attica

Aquest projecte ha rebut finançament del programa Horitzó 2020 sobre Recerca i Innovació de la Unió Europea en virtut del conveni de subvenció núm. 101037084.

Mapa de projectes IMPETUS

Figure 10 Generic brochure Catalan - side 1

Sobre el projecte

A mesura que les estacions es tornen menys predictibles i el clima més extrem, els comunitàs s'han d'adaptar per protegir la salut, els actius i els mitjans de vida de les persones. Per ser més resilents, han d'entendre els impacts locals del canvi climàtic, explorar possibles solucions i crear conjuntament un coneixement compartit sobre les millors polítiques i accions d'adaptació.

El nostre objectiu és ajudar les set regions d'IMPETUS a trobar el millor camí cap a una resiliència econòmicament sostenible mitjançant:

- proves de tecnologies i solucions basades en la natura que mitiguen els impacts locals del canvi climàtic;
- col·laboració amb les comunitàs locals, els responsables polítics i les empreses en la cocreadió de coneixement, polítiques i enfrontaments innovadors;
- encoratgar l' "apropiació" de les mesures d'adaptació per part dels agents locals;
- recollir coneixements científics, tècnics, socials i polítics
- desenvolupaments en els centres locals de "Resilience Knowledge Booster" (RKB), impulsors del Coneixement sobre Resiliència ;
- intercanvi de coneixements a nivell local i regional centrat en els RKB;
- Interconnectar RKB amb altres comunitàs i organitzacions actives;
- compartir més ampliament les lliçons apreses arreu d'Europa.

IMPETUS en xifres

93% dels europeus consideren el canvi climàtic un problema greu	32 organitzacions col·laboradores d'IMPETUS de 8 països
30+ solucions tècniques i basades en la natura s'està provant	7 llocs de demostració en diferents regions biogeogràfiques europees
14.8M € pressupost del projecte, finançat per la Unió Europea	

Xarxes de dades i coneixement

Dades de satèl·lit → Dades i informació → Projeccions climàtiques personalitzades → Qualitat i anàlisi de dades, IA, mètriques → Dades socials → Visualització de la informació i interactivitat → Implicació comunitària i co-creació de coneixement → Aprendizatge i intercanvi de coneixements → Decisions i planificació

Impulsors del coneixement de la resiliència

Per prendre les millors decisions d'adaptació, necessitem dades científiques sobre el nostre planeta i la societat. Necesitem tecnologies com la Intel·ligència Artificial per analitzar-les i entendre-les millor, i havrem d'adecdir-hi fàcilment la visualització de l'informació mitjançant eines basades en la web (per exemple: mapes, bessons digitals).

Els IMPETUS Resilience Knowledge Boosters són un enfrontament innovador per combinar la veu i l'experiència de les comunitàs locals i regionals amb el poder de les eines digitals perquè els responsables polítics, les empreses, els ciutadans i altres parts interessades puguen explorar junts evidències del canvi climàtic, compartir informació, aprendre, provar idees i cocrear coneixement, descobrir quines accions podrien constituir els millors camins cap a l'adaptació al clima i contribuir així a la presa de decisions i polítiques.

Llocs de demostració: participa!

IMPETUS té 7 llocs de demostració en 7 regions biogeogràfiques europees (segons les definicions de l'Agència Europea de Medi Ambient). Aquí, els nostres equips multidisciplinaris i les parts interessades locals participen i creen junts, provant solucions diverses per als impacts locals del canvi climàtic, abordant la disponibilitat i la qualitat de l'aigua, els problemes econòmics i la protecció de la natura i les comunitàs front els perills, entre altres qüestions.

En fer-ho, IMPETUS proporciona una xarxa per al flux de coneixement a altres comunitàs a nivell regional i europeu.

Figure 11 Generic brochure Catalan - side 2



Figure 12 Promo images for brochure



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

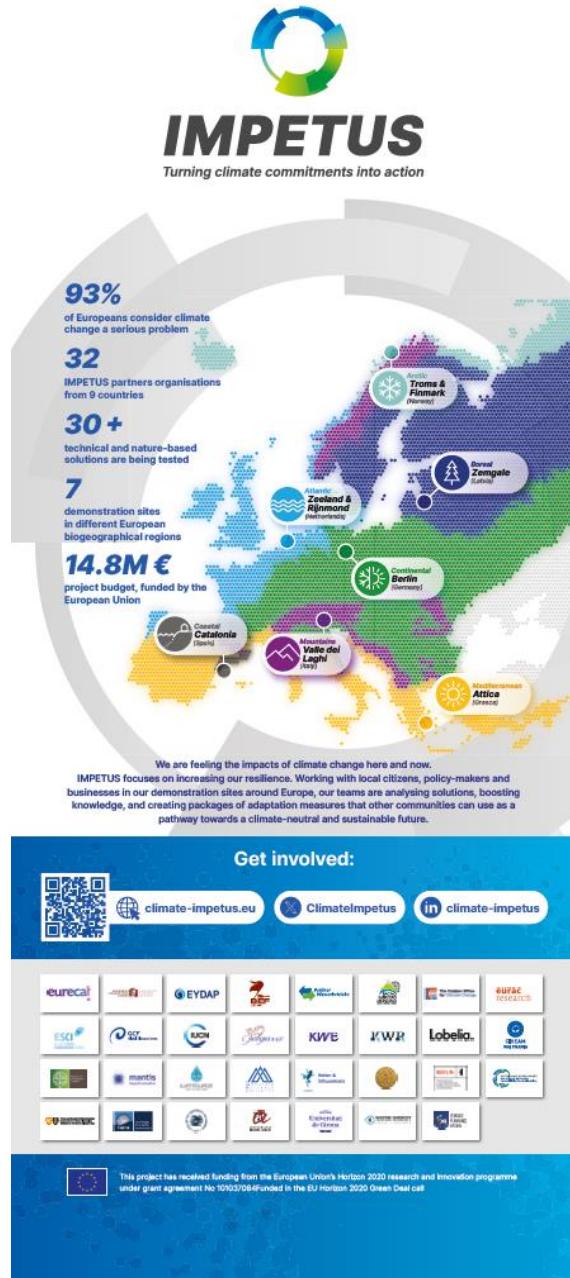


Figure 14 Generic Roll-Up



Figure 13 Mountain Demo site Roll-up



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

The image shows a template for a scientific poster on the left and a completed example on the right. Both versions are titled 'COMBINING FLOOD MODELLING AND 3D DIGITAL TWINS'.

Template (Left):

- Challenge:**
 - Requires the acceleration of climate adaptive initiatives and the measurement of their effectiveness.
 - High need for understandable flood risk information to help decision makers make better informed choices.
- Context: ATLANTIC REGION**
- About the Project:**
 - 32 partner organizations from 9 European countries.
 - Objective:** Turn climate commitments into tangible, urgent actions to protect Europe's natural environment.
 - Project objectives:**
 - Help advance investigation of adaptive solutions.
 - Translate flood risk simulations into practical, easy-to-use information for decision makers.
 - Local and transboundary climate adaptation solutions are invented, tested and refined in 7 biogeographical regions.**
 - These solutions help Europe be prepared for future climate risks.**
- Solution: Decision Support System**
- Impact:**
 - COP (Common Operation Picture)
 - Citizen engagement
 - Flood risk management in spatial planning
 - Increased awareness of the effects of climate change.
 - More citizen engagement in decision making.
- Conclusion:**
 - The development of a COP with Digital Twins environment enhances the ability to investigate adaptive plans for flood risk management and assess their impact.
 - Enhanced insight into the effects of climate change and consequent flood risks.
 - Better informed decision making and spatial planning.

Example (Right):

- Title:** [REDACTED]
- Subtitle:** [REDACTED]
- Challenge:**
 - Area-specific challenges: [REDACTED]
 - Project objectives:**
 - Local and transboundary climate adaptation solutions are invented, tested and refined in 7 biogeographical regions.
 - These solutions help Europe be prepared for future climate risks.
- Context: XX REGION**
- About the Project:**
 - 32 partner organizations from 9 European countries.
 - Objective:** Turn climate commitments into tangible, urgent actions to protect Europe's natural environment.
 - Project objectives:**
 - Help advance investigation of adaptive solutions.
 - Translate flood risk simulations into practical, easy-to-use information for decision makers.
 - Local and transboundary climate adaptation solutions are invented, tested and refined in 7 biogeographical regions.**
 - These solutions help Europe be prepared for future climate risks.**
- Solution: XXXXX**
- Impact:**
 - XXXX 1
 - XXXX 2
 - XXXX 3
- Conclusion:**
 - [REDACTED]

Figure 15 Scientific Poster template and example



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

Annex 3: Overview of video content

The IMPETUS video playlist can be found in the ESCI YouTube channel.

Counting 11 “shorts” 3 standard videos and 1 webinar – a total of fifteen videos were released during M1-M18 (first reporting period), shown in chronological order below. Of these, all were published on social media, three so far have been included in the IMPETUS YouTube playlist. The first is available on YouTube⁸⁰, Twitter⁸¹, but no longer available on LinkedIn:



Figure 16: Screenshot from the IMPETUS launch video 'IMPETUS – Turning climate commitments into action'

The following short video was created to launch the project website (posted on Twitter⁸² and LinkedIn).

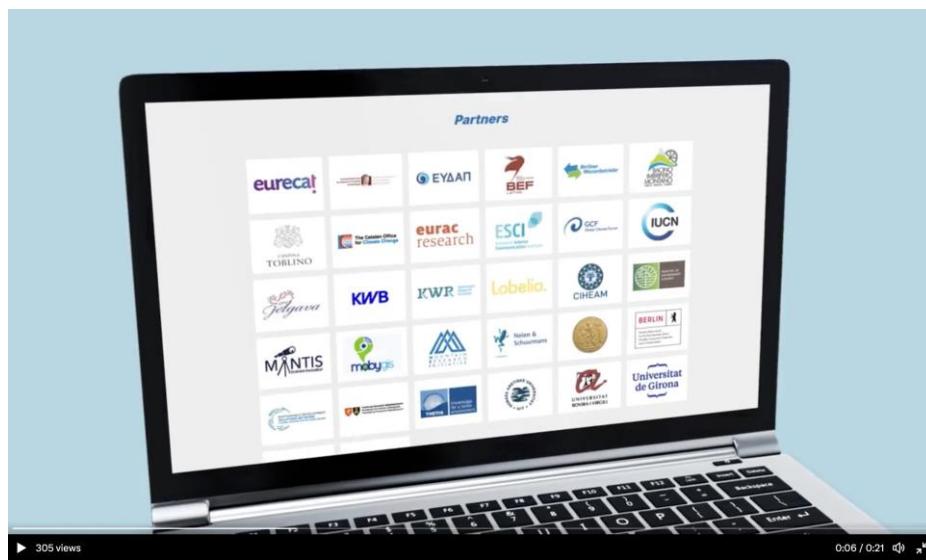


Figure 17: Screenshot from the IMPETUS video introducing the new project website

⁸⁰ <https://youtu.be/TrZMjgCPKAE>

⁸¹ <https://twitter.com/Climatelmpetus/status/1440915078275010560>

⁸² <https://twitter.com/Climatelmpetus/status/1486983371654045696>



During the 3rd European Union Macro-Regional Strategies (EU MRS) Week, in a joint session with sister projects on 9 March 2022, an IMPETUS video featuring regional Latvian partner ZPR was played to the online audience. (See the session video⁸³ at 35:02.)

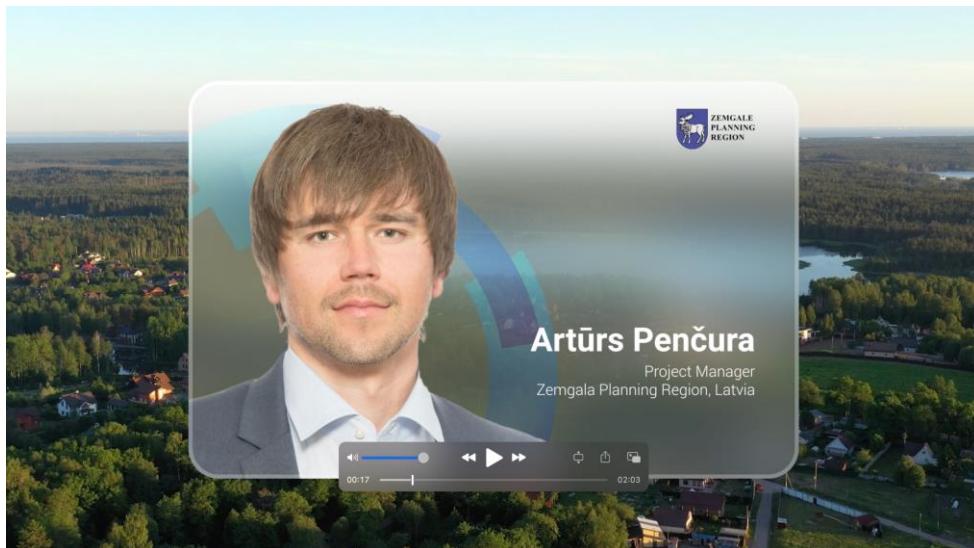


Figure 18: Screenshot from the IMPETUS partner video from ZPR

The RKB animation video was created using PowerPoint and was published on YouTube⁸⁴, LinkedIn⁸⁵, and Twitter⁸⁶.

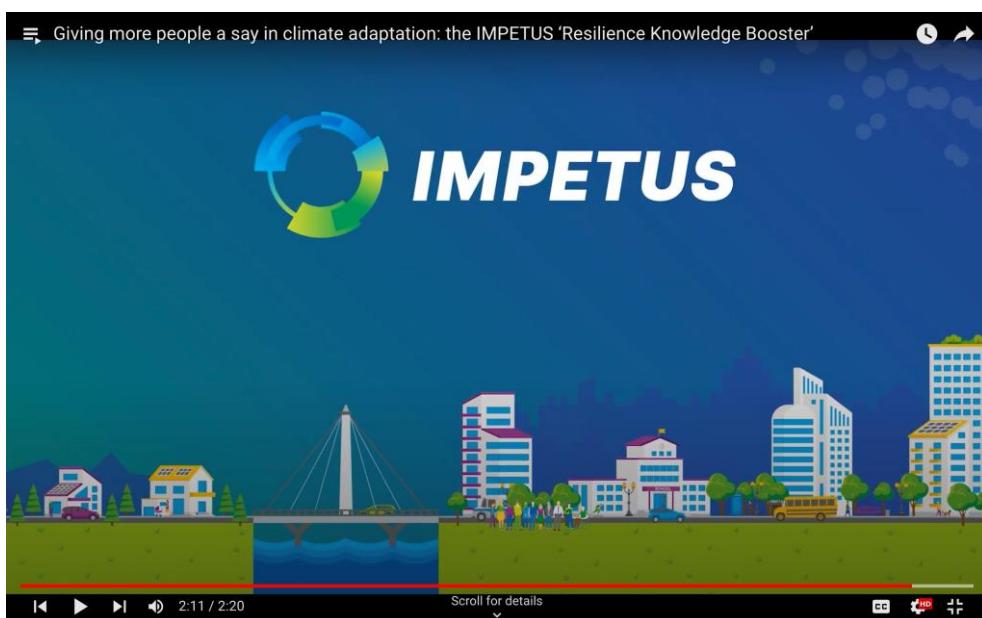


Figure 19: Screenshot from the IMPETUS video 'Giving more people a say in climate adaptation: the IMPETUS 'Resilience Knowledge Booster'

The following video was created to tell the story of regional adaptation to the threat of sea-level rise and other flooding exacerbated by climate change, as context for the DS4 team's work to develop a flooding

⁸³ https://vimeo.com/690935827?embedded=true&source=video_title&owner=38893512

⁸⁴ <https://youtu.be/PCmqOOOdiMo>

⁸⁵ <https://www.linkedin.com/feed/update/urn:li:activity:7025927154160791552/>

⁸⁶ <https://twitter.com/Climatelmpetus/status/1620154387611123712>



decision support tool for regional city planners (posted full length on YouTube⁸⁷, teaser length only on Twitter⁸⁸ and LinkedIn⁸⁹):

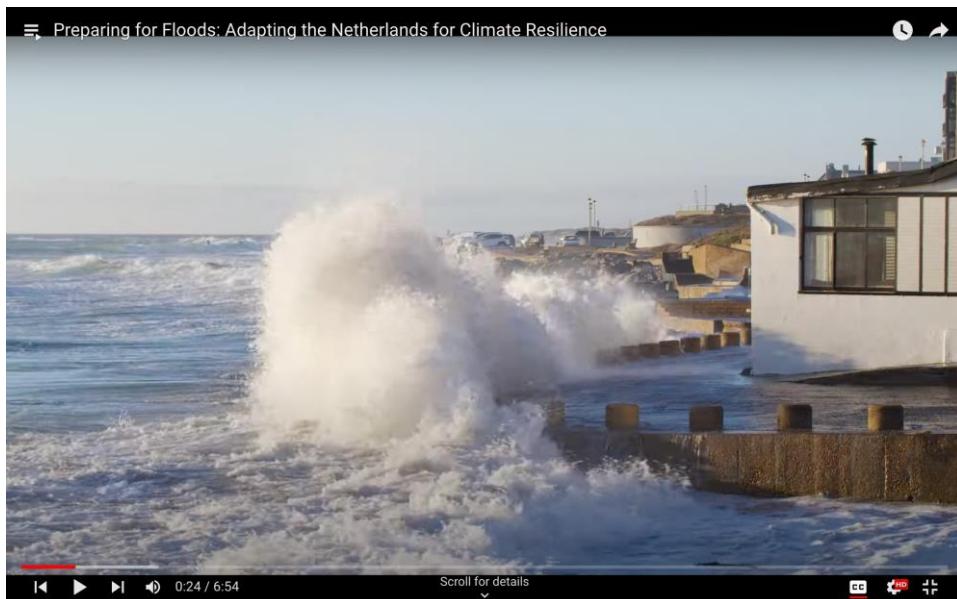


Figure 20: Screenshot from the IMPETUS video ‘Preparing for Floods: Adapting the Netherlands for Climate Resilience’

The following four short videos were excerpts from an interview with Aitor Corchero (Eurecat), then Technical Coordinator of the project. These were posted directly on LinkedIn* and Twitter**. They will be added to the YouTube playlist in the coming weeks.

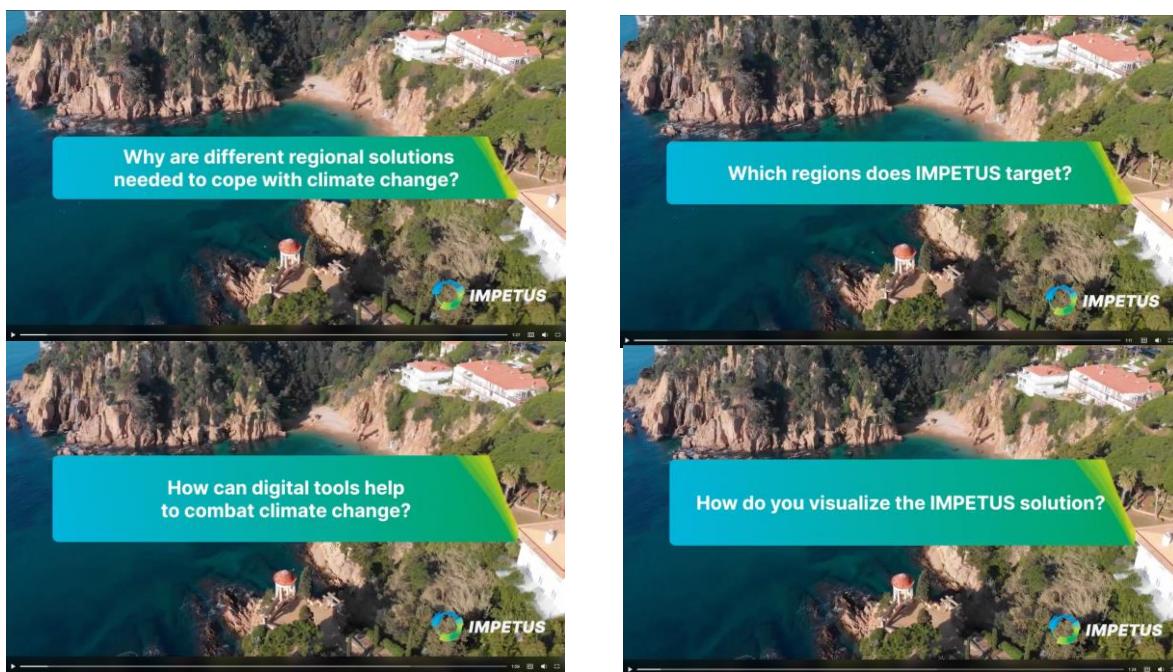


Figure 21: Screenshots from 4 short IMPETUS interview videos with Aitor Corchero (EUT)

*On LinkedIn these videos can be found as follows:

⁸⁷ <https://youtu.be/WVxrV5lVTPs>

⁸⁸ <https://twitter.com/ClimateImpetus/status/1620700317754200067>

⁸⁹ <https://www.linkedin.com/feed/update/urn:li:activity:7026225060075995136/>



- Why are different regional solutions needed to cope with climate change?
<https://www.linkedin.com/feed/update/urn:li:activity:7030934332055670784/>
- Which regions does IMPETUS target?
<https://www.linkedin.com/feed/update/urn:li:activity:7031330045449138177/>
- How can IMPETUS digital tools help climate change adaptation? -
<https://www.linkedin.com/feed/update/urn:li:activity:7031555026095337473/>
- How do you visualise the IMPETUS solution? -
<https://www.linkedin.com/feed/update/urn:li:activity:7032019227205095427/>

**On Twitter these videos are available as follows:

- Why are different regional solutions needed to cope with climate change?
<https://twitter.com/ClimateImpetus/status/1625167041467490304>
- Which regions does IMPETUS target?
<https://twitter.com/ClimateImpetus/status/1625564638350872589>
- How can IMPETUS digital tools help climate change adaptation? -
<https://twitter.com/ClimateImpetus/status/1625787336662417410>

A further six short videos - excerpts from an interview with Andrea Marinoni (UiT) – were also produced and

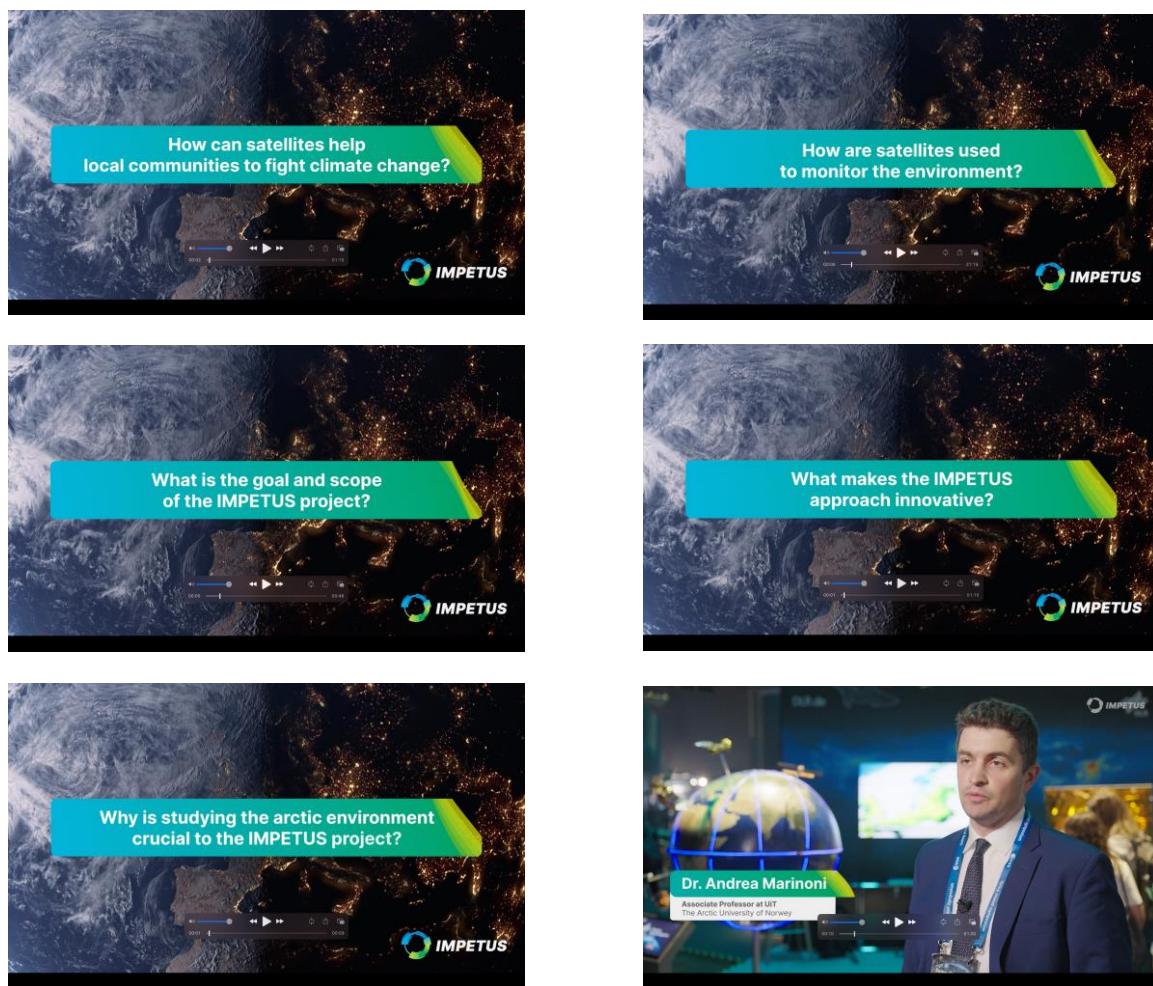


Figure 22: Screenshots from 6 short IMPETUS interview videos with Andrea Marinoni (UiT)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

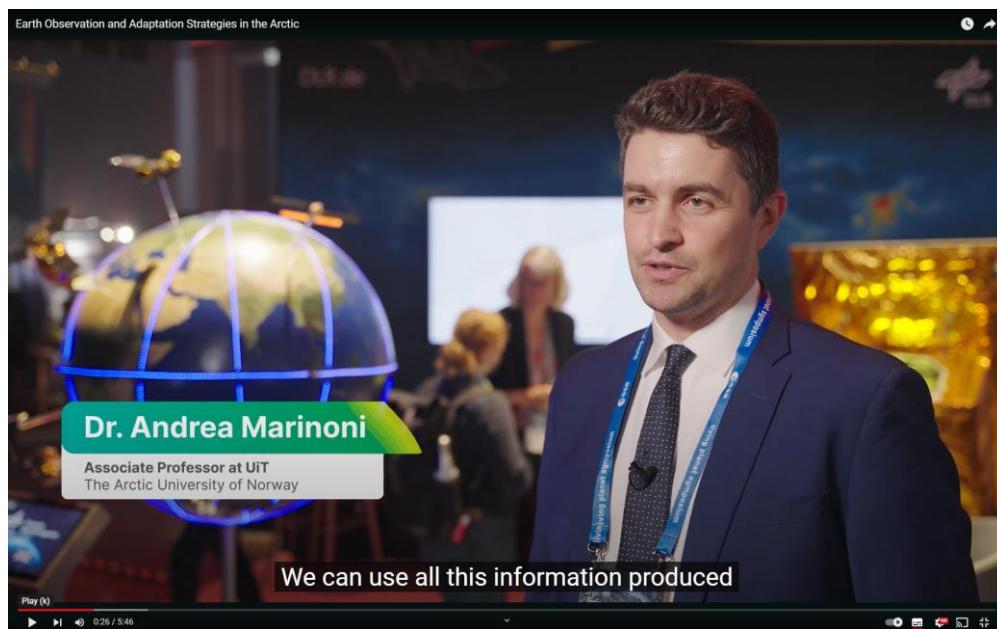


Figure 23 Screenshot IMPETUS QF video Earth Observation and Adaptation Strategies in the Arctic⁹⁰

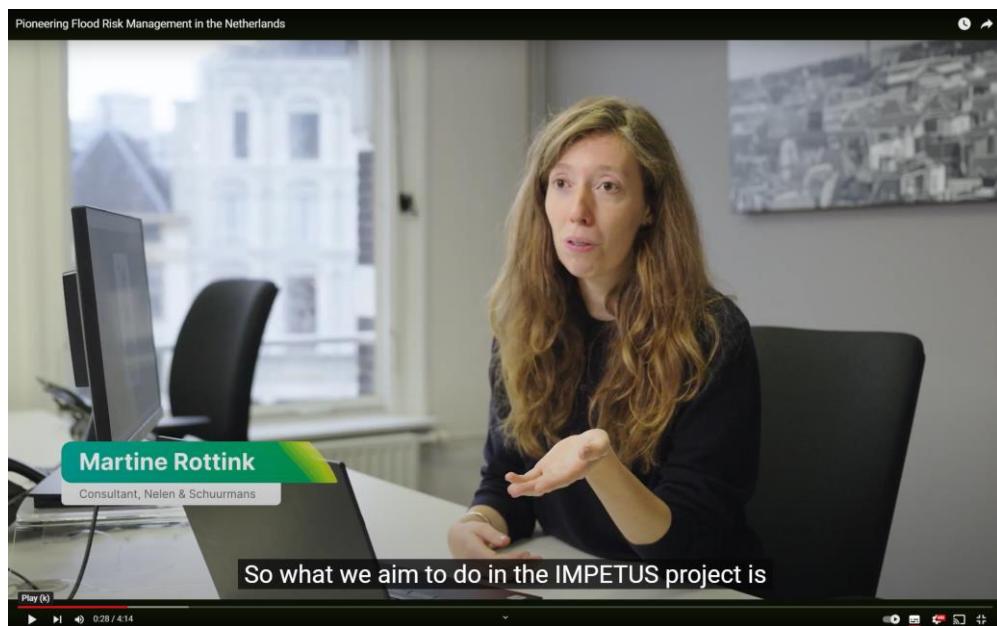


Figure 24 Screenshot IMPERUS QF video Pioneering Flood Risk Management in the Netherlands⁹¹

⁹⁰ <https://www.youtube.com/watch?v=Zeq5dfRpqh8>

⁹¹ <https://www.youtube.com/watch?v=dcNo2CRGVCc>



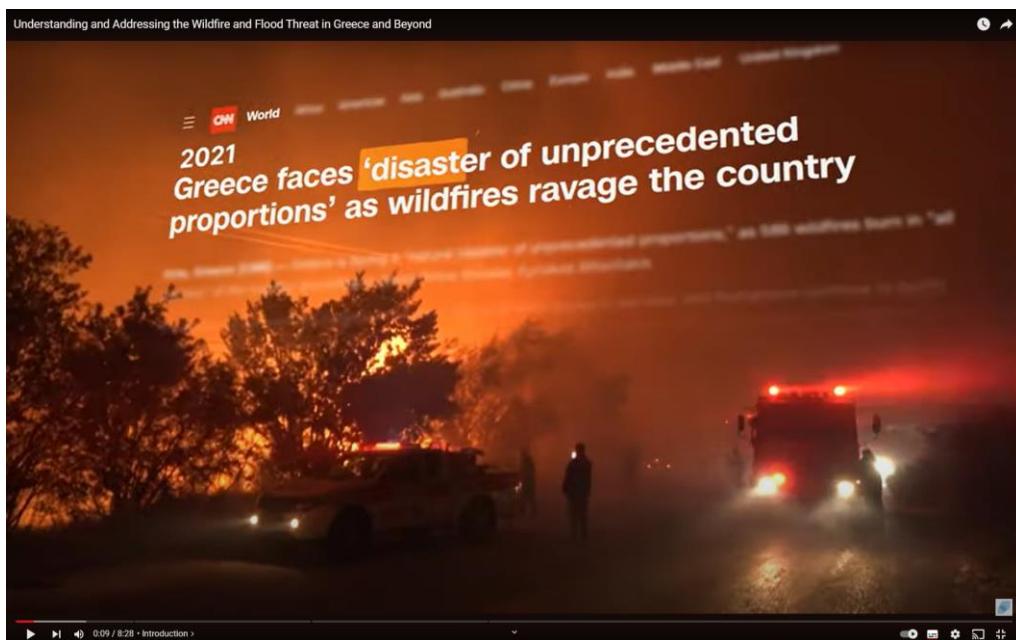


Figure 25 Screenshot IMPETUS stakeholder video Understanding and Addressing the Wildfire and Flood Threat in Greece and Beyond⁹²

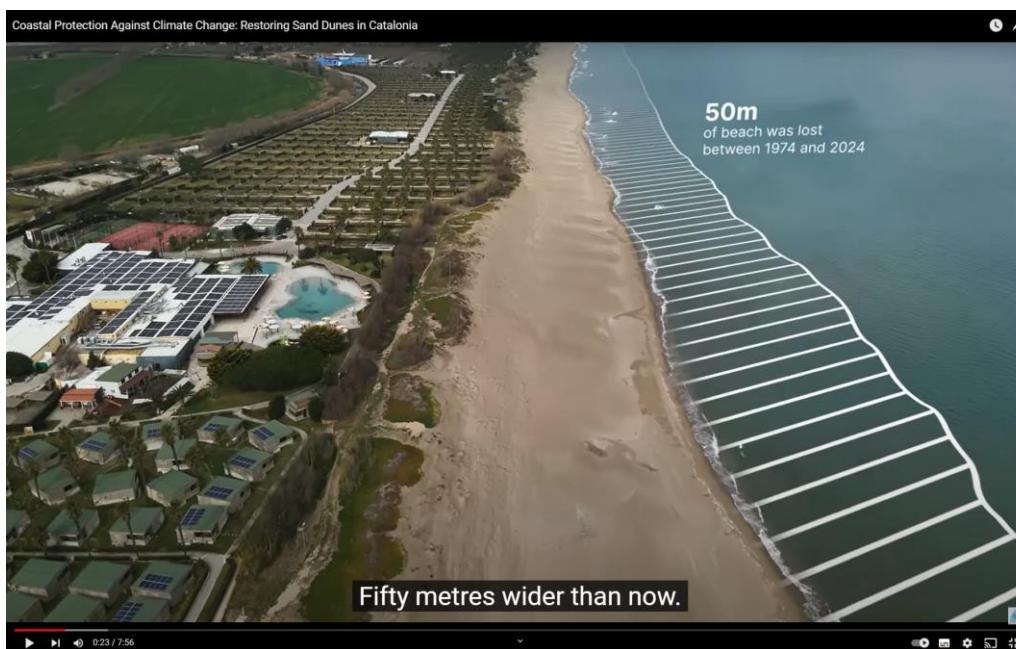


Figure 26 Screenshot IMEPTUS stakeholder video Coastal Protection Against Climate Change: Restoring Sand Dunes in Catalonia⁹³

⁹² <https://www.youtube.com/watch?v=-5gU68skrt>

⁹³ <https://www.youtube.com/watch?v=Et9g9n4WlvU>



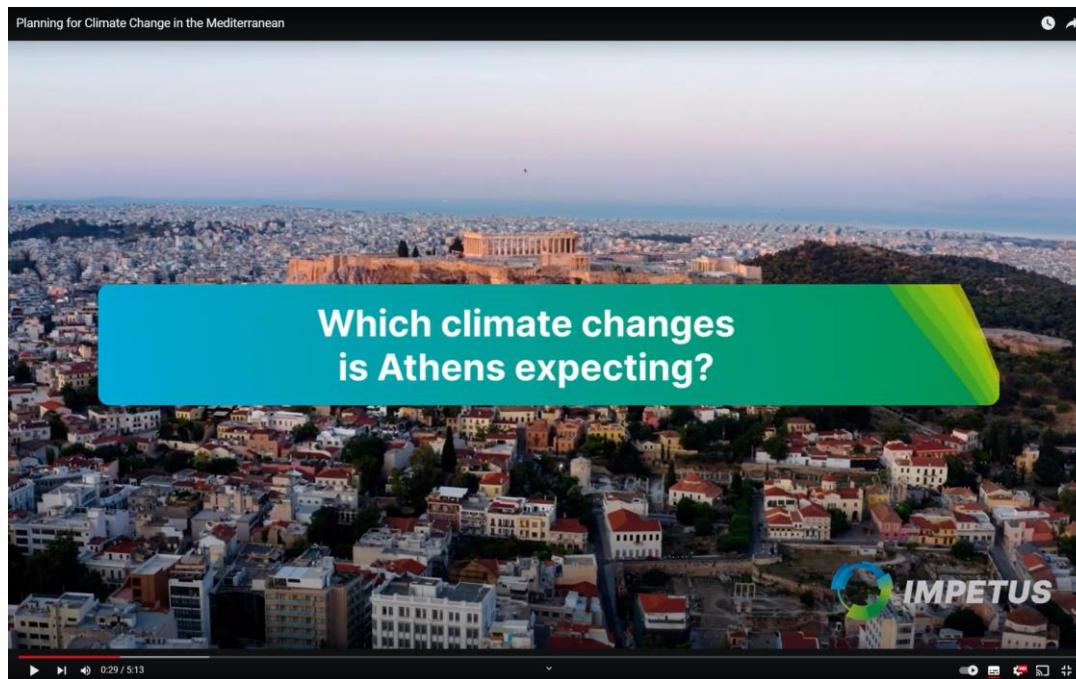


Figure 27 Screenshot IMPETUS QF video *Planning for Climate Change in the Mediterranean*⁹⁴

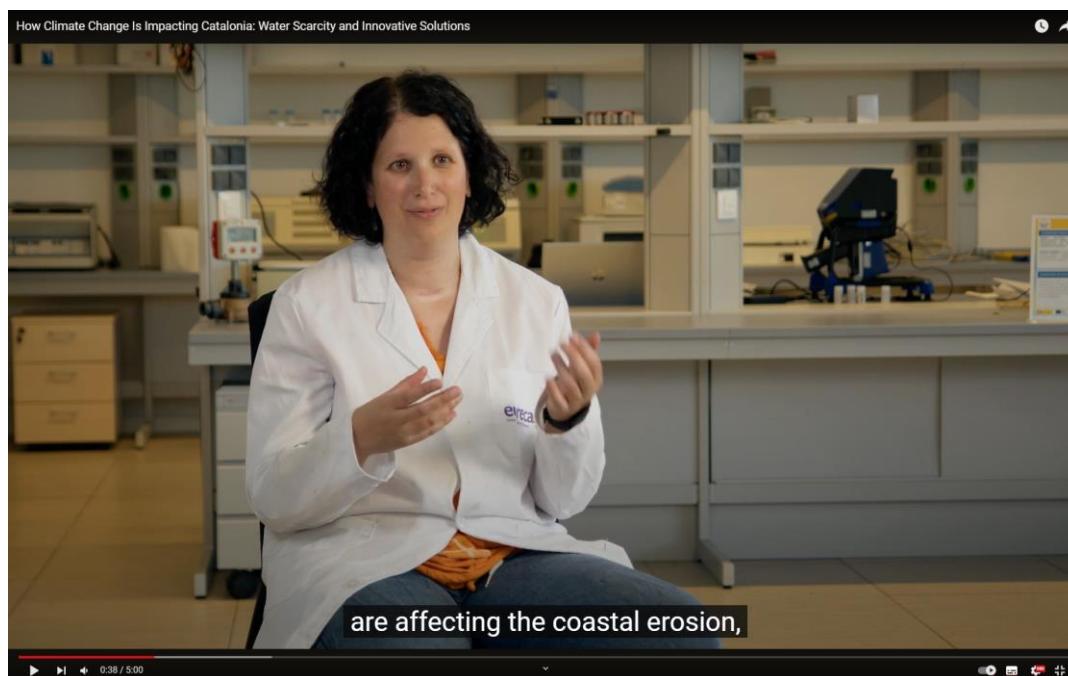


Figure 28 Screenshot IMPETUS QF video *How Climate Change is Impacting Catalonia: Water Scarcity and Innovative Solutions*⁹⁵

⁹⁴ <https://www.youtube.com/watch?v=Nus69pe5oEw>

⁹⁵ <https://www.youtube.com/watch?v=gISchlshFwg>





Figure 29 Screenshot from IMPETUS QF video *From Floods to Droughts: How 3D Modelling is Shaping Climate Management*⁹⁶

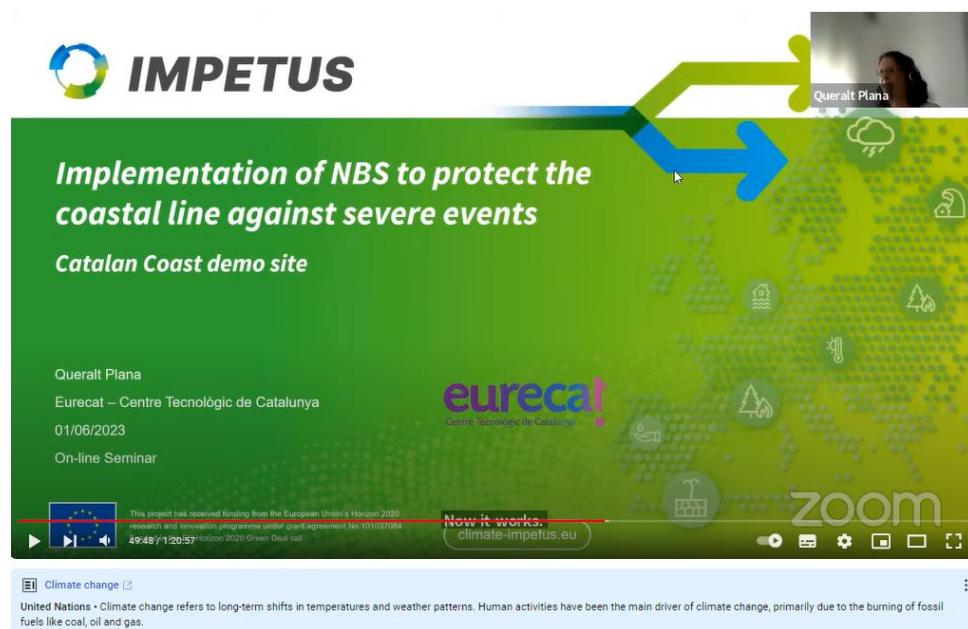


Figure 30 Screenshot IMPETUS webinar *Navigating Regional Realities Amid Water Scarcity in Europe*⁹⁷

⁹⁶ <https://www.youtube.com/watch?v=FdNXasd1d5M>

⁹⁷ https://www.youtube.com/watch?v=9JJD_HZCALU&t=38s





Live now: How can nature-based solutions support climate-change adaptation & mitigation in the wa...

Figure 31 IMPETUS participation to ARSIONE webinar on 1 Jun 2023 available on Water Europe channel⁹⁸



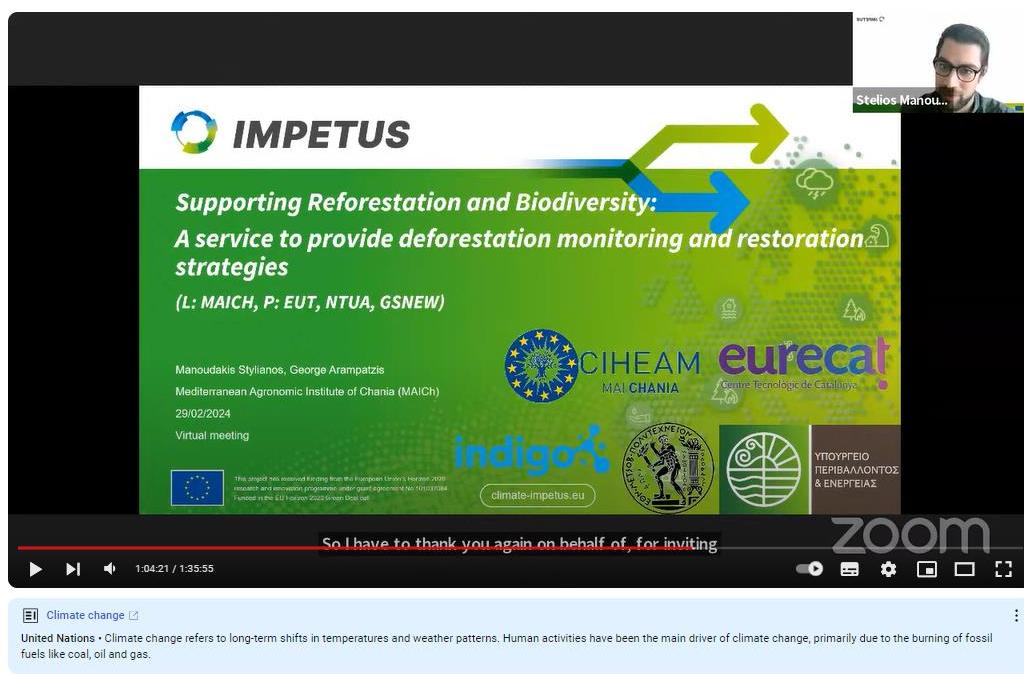
Live now: Why Water-Smart Cities Matter?

Figure 32 IMPETUS participation to ARSIONE webinar on 30 Nov 2023 available on Water Europe⁹⁹

⁹⁸ <https://www.youtube.com/watch?v=3nCe16Heq0w>

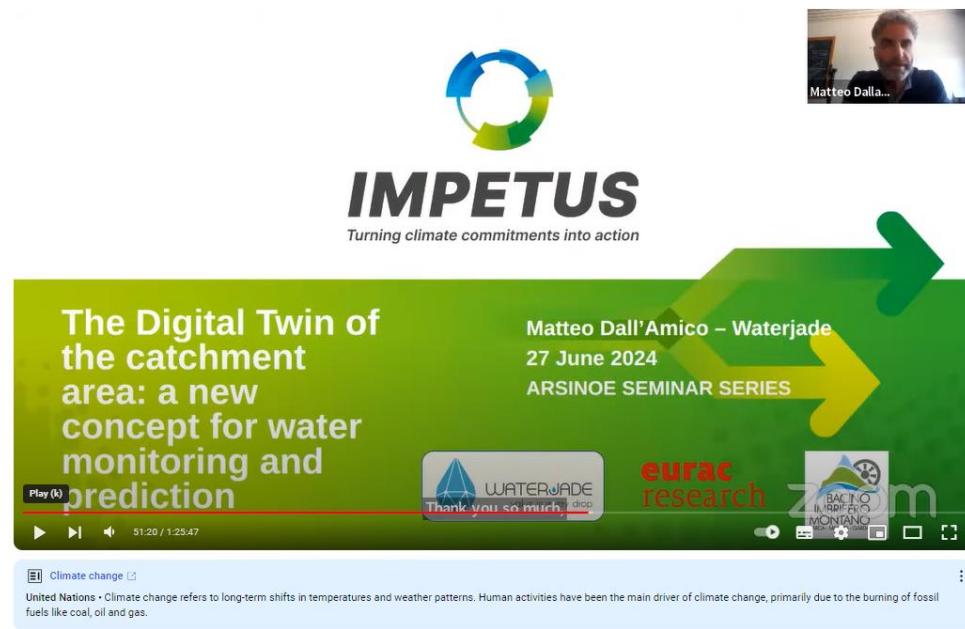
⁹⁹ <https://www.youtube.com/watch?v=7z1VnNAoo8E>





Live now: Exploring the effects of climate change on biodiversity

Figure 33 IMPETUS participation to ARSINOE webinar on 29 Feb 2024 available on Water Europe channel¹⁰⁰



Live now: ARSINOE #7 Online Seminar: The future of Water

Figure 34 IMPETUS participation to ARSINOE webinar on 27 Jun 2024 available on Water Europe channel¹⁰¹

¹⁰⁰ <https://www.youtube.com/watch?v=PqD0wk0uCvY>

¹⁰¹ <https://www.youtube.com/watch?v=1oNYoQNkH8s>



Video analytics – YouTube

11 videos have been published across two channels, and gained more than 17,2K views and 346 likes. Moreover, these videos have been watched for a total of 568 hours. These are good results. The best performing video was Preparing for Floods: Adapting the Netherlands for Climate, which had almost 7K views alone and a watch time of almost 360 hours. However, the most liked videos were Coastal Protection Against Climate Change: Restoring Sand Dunes in Catalonia and Understanding and Addressing the Wildfire and Flood Threat in Greece and Beyond. Both videos had more than 100 likes and 3,5K views.

Table 4 YouTube statistics per video

Date	Video	Views	Watch time (hours)
28/09/2021	IMPETUS - Turning Climate Commitments into Action	1.545	15,7
30/01/2023	Giving more people a say in climate adaptation: the IMPETUS 'Resilience Knowledge Booster'	342	6,6
31/01/2023	Preparing for Floods: Adapting the Netherlands for Climate Resilience	6.910	359,0
07/11/2023	Understanding and Addressing the Wildfire and Flood Threat in Greece and Beyond	4.263	92,1
21/06/2024	Dune Restoration - Catalonia's Successful Response to Coastal Erosion	89	1,2
23/07/2024	Coastal Protection Against Climate Change: Restoring Sand Dunes in Catalonia	3.629	73,6
08/12/2023	Earth Observation and Adaptation Strategies in the Arctic	64	1,5
30/01/2024	Pioneering Flood Risk Management in the Netherlands	87	1,8
10/04/2024	Planning for Climate Change in the Mediterranean	180	5,8
24/06/2024	Navigating Regional Realities Amid Water Scarcity in Europe - Webinar	91	9,2
04/09/2024	How Climate Change Is Impacting Catalonia: Water Scarcity and Innovative Solutions	49	1,1
19/09/2024	From Floods to Droughts: How 3D Modelling is Shaping Climate Management	4	0,1

Table 5 YouTube statistics total

	All
Total views	17.251
Total watch time (h)	568
Total likes	346
Avg. views per video	1.564



Annex 4: Overview of branded visual content

Social media cards

ESCI's graphic design team produced various series of 'cards' during the course of the project. Each card is produced in two sizes – optimal for posting on the project's Twitter and LinkedIn channels, where the majority were indeed published. Several of the cards have been published on the project website too. A few have either been created only more recently and not yet published, or held in reserve for other reasons, such as to be used when the topic coincides with activities that are to be promoted. Below are collections of these images by type / purpose, each with a short explanation.

Firstly, a group of project key messages were produced as cards and published on social media in a pre-launch phase, as a way to already begin raising awareness of the project and key issues before the project actually started:



Figure 35: IMPETUS pre-launch key message social media cards



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

In getting the project launched, the following quote cards were created and published on social media and/or the project website as testimonials to highlight the significance of the work and issues for different partners, stakeholders and sectors:



Figure 36: IMPETUS launch phase social media quote cards



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

In the course of the project, further quote cards were created and published on social media and/or the project website to highlight topics and activities as they related to certain news publications, events presentations or other published content:

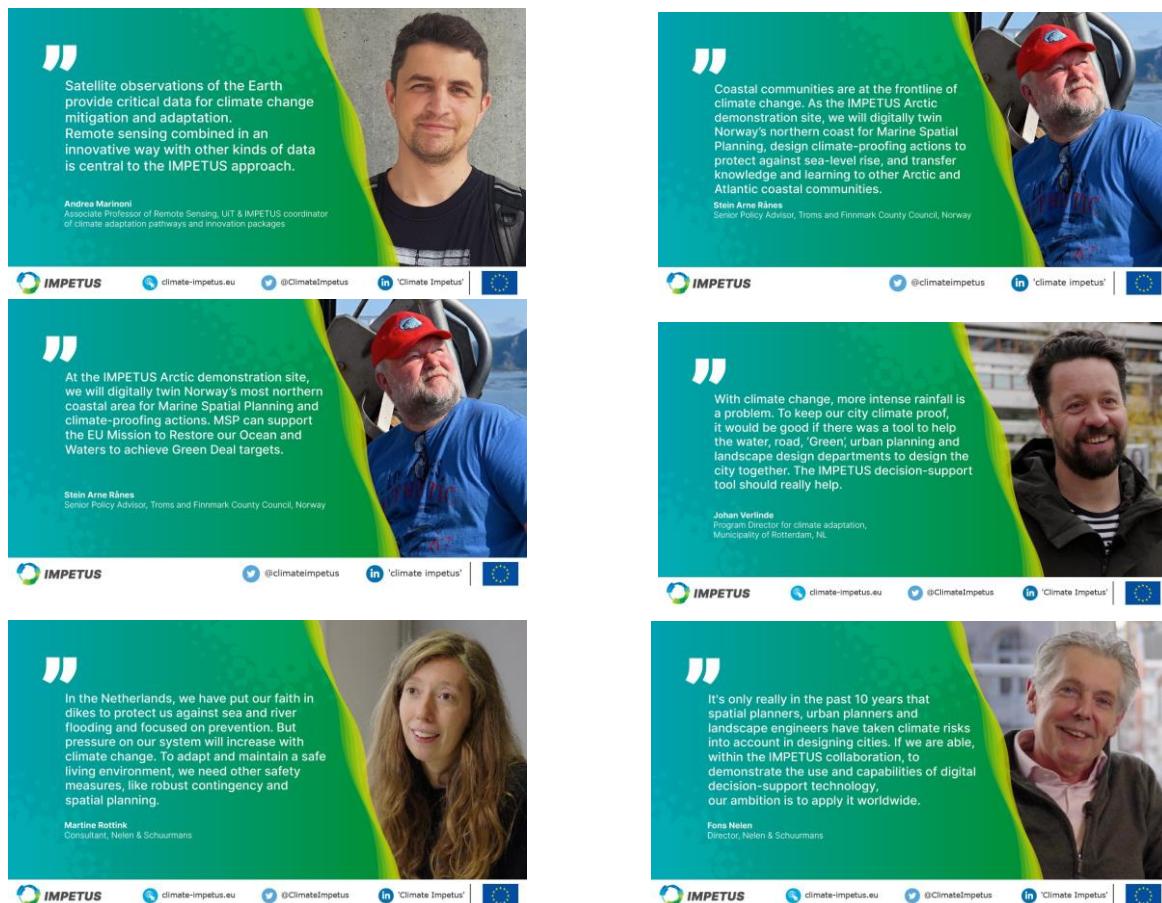


Figure 37: IMPETUS social media quote cards published in project phase I

The following quote cards were also produced in this period, but will only deployed in the following phase:

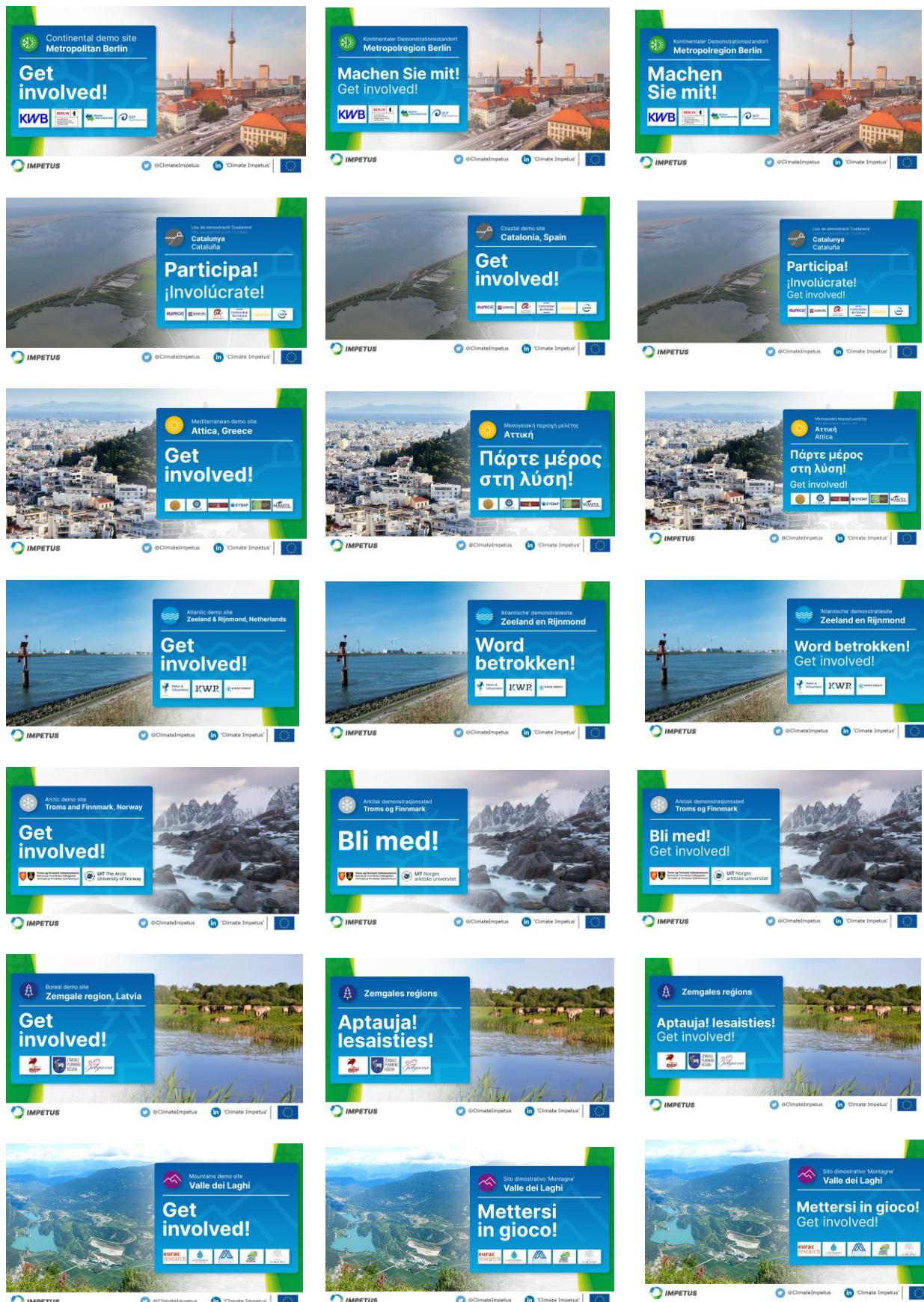


Figure 38: IMPETUS social media quote cards produced in project phase I for deployment in phase II

The following collection of cards was created to promote the stakeholder engagement survey created in WP1. The wording inviting readers to 'get involved' was deliberately not specific to the survey, as this would be referenced in accompanying social media post texts, and so the cards could potentially be re-used by the DS teams in future, to invite stakeholders to get involved in other engagement activities at local or regional level. The need to promote such activities at local level is why versions were created in local languages as well as English.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.



Figure 39: IMPETUS 'Get involved' social media cards for the 7 DSs

DS partners were introduced online, organisation by organisation. This coincided with the launch of the stakeholder survey in local languages, as a way to cross-promote the two campaigns and to build trust in the survey by highlighting the teams behind it, at local level. The series of social media cards in this case was as follows:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.



Figure 40: IMPETUS 'Meet the partners' social media cards for the 7 DSS

'Meet the partners' cards were also created for the transversal partners as follows:



Figure 41: IMPETUS 'Meet the partners' social media cards for the 3 transversal partners

The following cards were produced to show which SDGs relate to IMPETUS overall and to the activities of the 7 DSSs. These were published as a campaign to coincide with the 10th International Conference on Sustainable Development (ICSD), in which IMPETUS participated in and moderated a plenary session on 19 September 2022:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.



Figure 42: IMPETUS social media cards showing SDGs relevant to the project and each of the 7 DSs

DS and partners' activities were further highlighted in team photos social media cards of WP5 and WP1, the 2022 General Assembly, and a face-to-face meeting in January 2023:

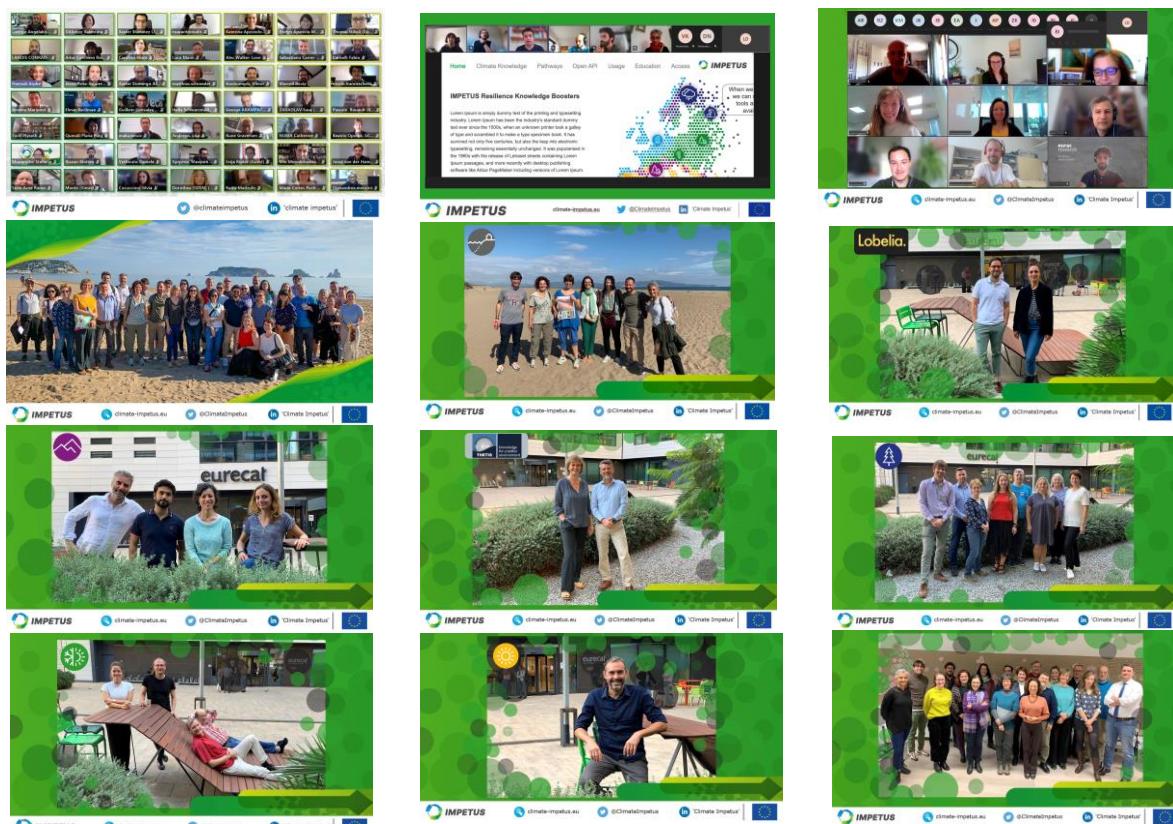


Figure 43: IMPETUS social media cards showing partner / DS / WP teams



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

Other project-branded social media cards have highlighted a variety of other points, including partner participation in external events such as the 2022 Laurentic Forum and ICSD conferences, ‘hero image’ and quote relevant to a specific sector and/or DS (e.g. the wine community), ‘neutral’ versions of the message cards (that can also be used on external dissemination channels), an engagement message to channel followers (e.g. ‘will you be follower 200?’), and a snapshot of three University of Utrecht Science Communication Master’s Degree interns who contributed to IMPETUS WP7 outputs:



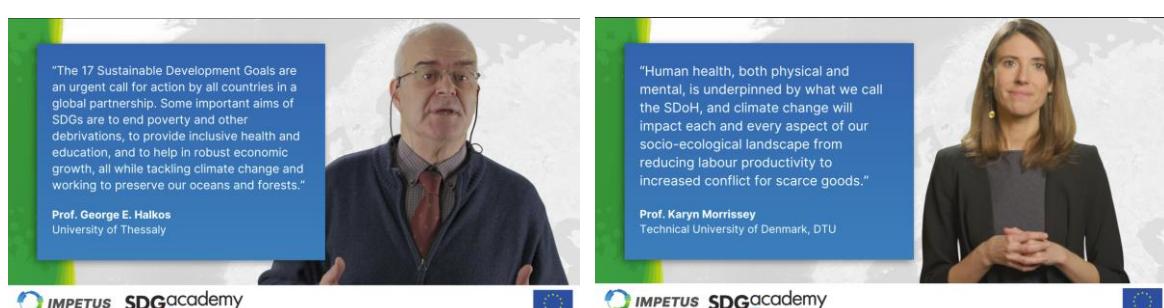
Figure 44: IMPETUS social media cards relating to various partners and activities

A joint campaign with REGILIENCE; ARSINOE and Transformar was held on the occasion of Women’s day on the 8th March 2024.



Figure 45 Joint campaign to promote women in climate adaptation

Towards the end of the reporting period a new campaign was developed to support the launch and promotion of the IMPETUS MOOC created in collaboration with UNSDSN and the SD Academy.



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Figure 46 IMPETUS social media cards to promote MOOC



Figure 47 Promo of joint event at ICSD 2023



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Infographics, maps and icons

A number of maps, infographics, icons sets and other visual content was produced at various stages of the project, to be used in presentations, web content and other materials.

An initial, illustrative map of Europe was produced in the pre-launch phase and was later modified and adapted in various ways, for example to show the issues pertaining to the 7 DSs:

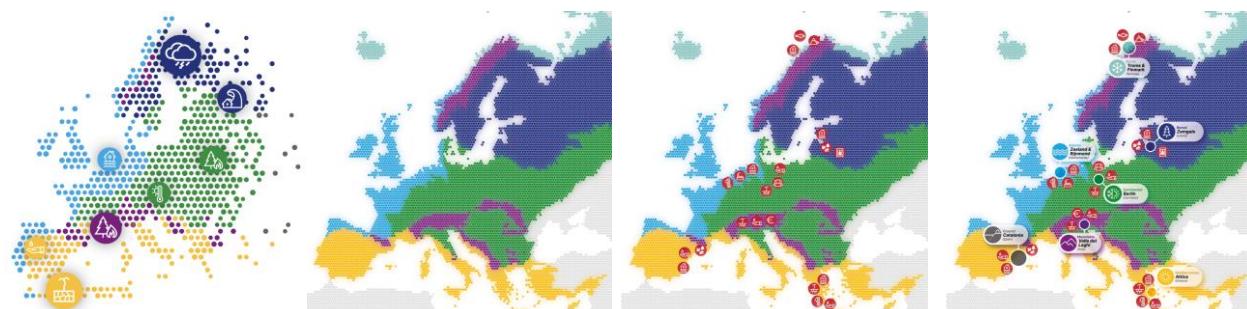


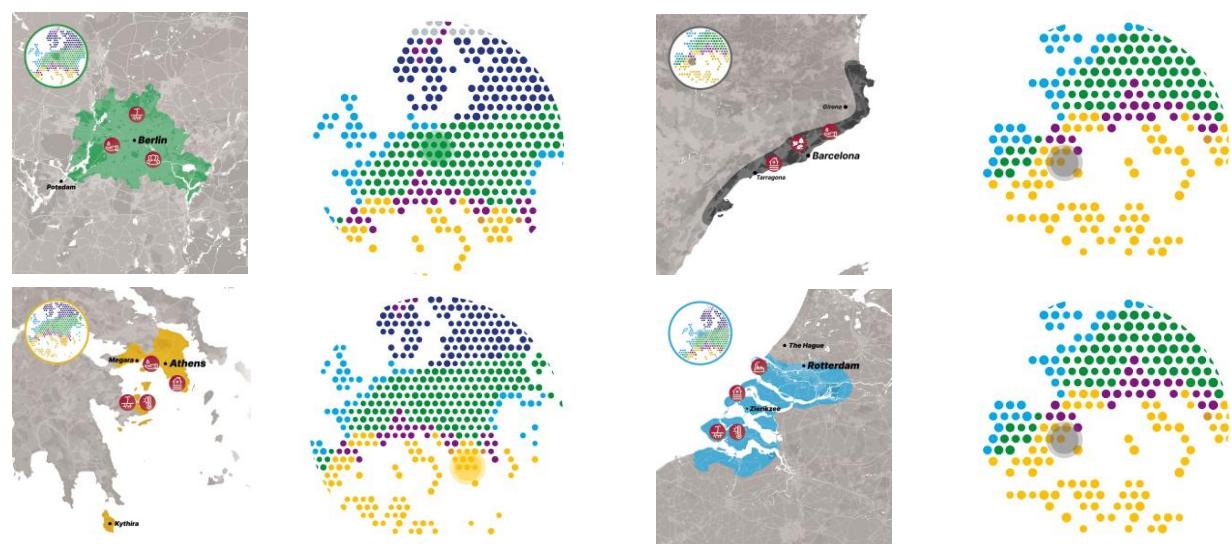
Figure 48: Four versions of the IMPETUS illustrative map of Europe's biogeographical regions

Icons representing the 7 DS biogeographical regions were also produced in the pre-launch phase:



Figure 49: IMPETUS biogeographical region DS icons

The illustrative map of Europe was used, later in the project, as the basis for 'zoom-in' views of the 7 DS regions, which in turn became part of a more realistic 'zoom out' map of each region, created for updates to the DS-focused 'Solutions' pages, with the first example to be seen in situ on the DS4 pages in English¹⁰² and in Dutch¹⁰³:



¹⁰² <https://climate-impetus.eu/demo-site/atlantic/>

¹⁰³ <https://climate-impetus.eu/demo-site/atlantisch/>



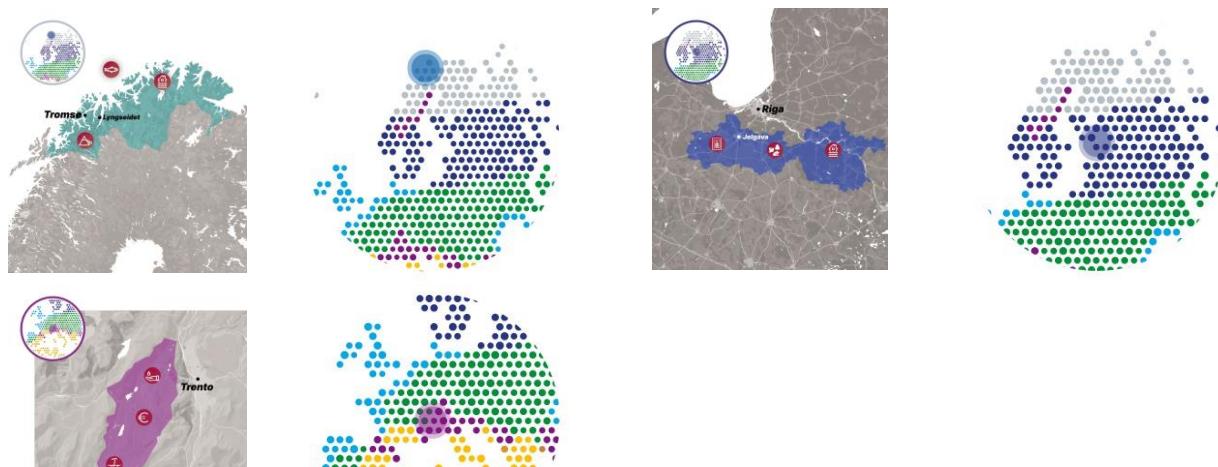


Figure 50: IMPETUS DS maps – in focus and as a ‘spotlight view’ on the illustrative map of Europe

Icons representing the climate change issues (in red) being addressed by the 7 DSs as shown on the above maps, and the ambitions (green) being aimed for, were also created and are available as individual image files for use in other materials:





Figure 51: Icons depicting IMPETUS DS climate change issues and ambitions

An overview of the above maps and icons per DS (pdf) and the various files can be found in the relevant subfolder¹⁰⁴ of the WP7 Graphics folder in SharePoint.

Infographics depicting the IMPETUS position in the wider EU climate adaptation landscape and the RKB concept were produced and used in PowerPoints, with the latter also providing the basis for the RKB animation (see listing above):



Figure 52: Infographic depicting IMPETUS in the wider EU climate adaptation policy landscape

104

<https://eurecatcloud.sharepoint.com/:f/r/sites/IMPETUS/Shared%20Documents/IMPETUS%20All%20partners%20and%20WP%20leads/WP7-%20Communication%20and%20Dissemination/Graphics/Graphics-per-Demo-Site?csf=1&web=1&e=x0rmVg>

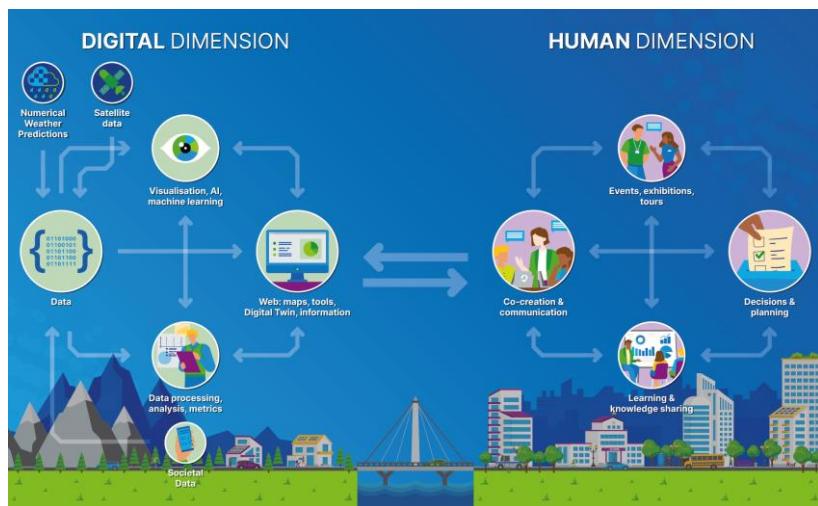


Figure 53: Infographic depicting the IMPETUS resilience knowledge booster (RKB) concept

Icons from the RKB infographic and animation are also available for further use in other materials and contexts:



Figure 54: IMPETUS icons from the RKB concept

An infographic¹⁰⁵ depicting the DS1 water cycle, challenges and project activities was produced (in both English and German as below), and published on the DS1 webpage 'issues'¹⁰⁶ section:

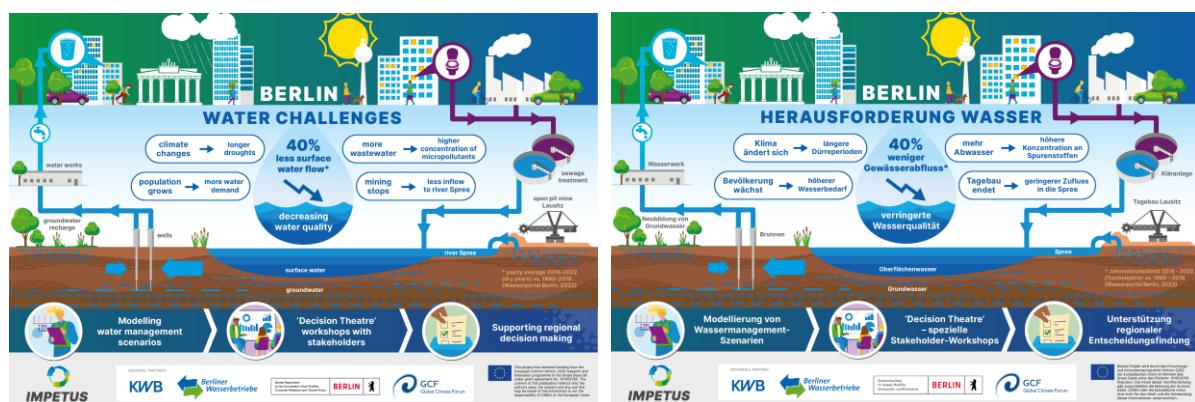


Figure 55: Infographics in English and German depicting the IMPETUS DS1 water cycle, challenges and activities

105

[https://eurecatcloud.sharepoint.com/:f/r/sites/IMPETUS/Shared%20Documents/IMPETUS%20All%20partners%20and%20WP%20leads/WP7-%20Communication%20and%20Dissemination/Graphics/Graphics-per-Demo-Site/Graphics-DS1-Continental-Berlin-Brandenburg-DE/DS1%20infographic%20\(EN%20%26%20DE\)?csf=1&web=1&e=awBvWG](https://eurecatcloud.sharepoint.com/:f/r/sites/IMPETUS/Shared%20Documents/IMPETUS%20All%20partners%20and%20WP%20leads/WP7-%20Communication%20and%20Dissemination/Graphics/Graphics-per-Demo-Site/Graphics-DS1-Continental-Berlin-Brandenburg-DE/DS1%20infographic%20(EN%20%26%20DE)?csf=1&web=1&e=awBvWG)

106 <https://climate-impetus.eu/demo-site/continental/#issues>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

Templates

This deliverable uses the branded template that was created including a cover image. The original launch-phase PowerPoint template is visible in Annex 1, where the slides were used to present the visual identity. The final PoerPoint template and an alternative form of the deliverable template are shown here below, as well as the other templates created (see section 3.4.2):



Personal Data Consent Form

Introduction

Title of Project: IMPETUS: Dynamic Information Management Approach for the Implementation of Climate Resilient Adaptation Packages in European Regions

To help accelerate Europe's climate adaptation strategy and meet the European Union's ambitions to become the world's first climate-neutral continent by 2050, IMPETUS was launched in October 2021. Its objective: turn climate commitments into tangible, urgent actions to protect communities and the planet. With 32 partner organisations based in 9 European countries, IMPETUS is working with local citizens, policy makers and businesses around 7 European demonstration sites to test and analyse solutions, boost knowledge, and create packages of adaptation measures that provide a pathway towards a climate-neutral and sustainable future.

In conducting this work, IMPETUS partner organisations need to collect, store and manage personal data – including photographs and audiovisual content – from people who participate in project events or other activities. This allows us to analyse and evaluate our activities and results and to disseminate news and knowledge learned. Your participation and consent for us to use your data therefore supports IMPETUS work.

Thank you for supporting IMPETUS!

The IMPETUS partners take your privacy very seriously. Your data will only be collected, used, retained, disclosed, transferred and secured in accordance with applicable data protection law. We kindly request you to complete and sign this form regarding your consent for us to use and save your personal data.

The IMPETUS partner that will collect and store your personal data in conjunction with the occasion reason named below and use it for project purposes is:

Partner organisation name: [Website URL](#)
 Partner organisation name Privacy Policy and contact information (in English): [Privacy Policy URL](#)

The person from this organisation who is collecting your data on behalf of IMPETUS is:
 [First Name / Last Name, Job Title]

The reason / occasion for collecting your data is: [purpose description, e.g. participation in IMPETUS Event Name on Date].

The above-named IMPETUS partner will also need to store your personal data in the project Sharepoint folder system and to share it with other IMPETUS partners (<https://climate-impetus.eu/about/partners>) so that they can also use it for their areas of the project work (analysis, reporting, news and information dissemination, promotion of results and events etc.). This Sharepoint system is managed by: Eurecat Technology Centre of Catalonia: <https://eurecat.org/en/>
 Eurecat Privacy Policy and contact information (in English): <https://eurecat.org/en/privacy-policy/>

PLEASE READ THE ABOVE-NAMED PRIVACY POLICIES BEFORE COMPLETING THIS FORM.

NOTE: In accordance with the EU General Data Protection Regulation, you have the right at any time to access, rectify or delete your collected personal data. If you wish to exercise these rights or have any other questions about the data collected, please contact the data controller organisations as per the details above.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084

Title of Milestone
22/03/2023

Milestone notice of achievement

Milestone title:

Milestone number	
Work Package (WP)	
Responsible partner	
Keywords	
Due date	
Submission date	

Technical References

Project acronym	IMPETUS
Project full title	Dynamic Information Management Approach for the Implementation of Climate Resilient Adaptation Packages in European Regions
Call	H2020-LC-GD-2020-2
Grant number	101037084
Project website	
Coordinator	EURECAT

Notice of Achievement:
 Milestone **X** has been achieved on time as set out in the Description of Activities and Milestone Table **Y** in Section **Z** of the Project proposal.
 Process data for the hardware and software has been generated and is available in Deliverable Reports **XV2**.
 Data for the process itself has been described in Deliverable reports **Y2** SOPs/ Demonstrators are provided under Deliverable report **XY** (Milestone **X2**).



IMPETUS consent form

Consent Form

Please confirm whether or not you agree with the following statements by checking the respective boxes.

1. I confirm that I have agreed to participate in the above-named IMPETUS project activity and clearly understand the purposes of this meeting / interview / event / activity. Yes No

2. I confirm that I have read and understood the [\[partner organisation name\] privacy policy](#) and that I give my consent to [\[partner organisation name\]](#) to keep and use my data in line with this policy for IMPETUS project purposes. Yes No

3. I consent to [\[partner organisation name\]](#) creating, storing, processing and publishing images / videos / audio recordings of me on the occasion in question and using them in printed and / or digital form in any analysis, internal project reporting, project deliverables, external project news and communications materials or in potential publishing of conference/journal papers, and dissemination via IMPETUS and its partners' social media, websites, newsletters and various other dissemination channels. Yes No

4. I consent to [\[partner organisation name\]](#) sharing my personal data, including any images / videos / audio recordings of me from the occasion in question with other IMPETUS partners (as named and linked here: <https://climate-impetus.eu/about/partners>) for the purpose of project activities such as analysis, reporting, project deliverables, news, communications and dissemination, through the project Sharepoint platform managed by Eurecat Technology Centre of Catalonia. Yes No

5. I confirm that I have read and understood the [Eurecat privacy policy](#) and that I give my consent to Eurecat to keep and use my data in the shared project folder system in line with this policy for IMPETUS project purposes. Yes No

6. I consent to my personal data being securely stored and retained for two years after the completion of the project (October 2025), before ultimately being deleted by the named project partners that collected this data from me. Yes No

7. I consent to verbatim quotations from me during the occasion in question being used in works of analysis, internal project reporting, project deliverables, project news and communications materials, or in potential publishing of conference/journal papers, after my review and approval. Yes No

8. I understand that I am not obliged to participate in the IMPETUS project; my participation in project activities and my consent regarding my personal data are fully voluntary and can be revoked at any time without the need to justify my decision. Yes No

9. I understand that if I ask IMPETUS partners to stop using my images or quotes at any time, these will not be included in any future publications but may continue to appear in publications already in circulation. Yes No

10. I confirm that I have read and understood all the above and have been given adequate time to consider my participation. Yes No

Date (dd/mm/yyyy): _____ Name (First name, Last name): _____ Email: _____



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Deliverable Report Title

Deliverable No.	
Deliverable nature	[R, ORDP, OTHER] ¹
Work Package (WP) and Task	
Dissemination level	[CO/PU]
Number of pages	
Keywords	
Authors	
Contributors	
Contractual submission date	
Actual submission date	
Document description	This document describes the ... activities undertaken or completed in period ... of the IMPETUS project (date to date), including those carried out under WP... Task ... and ...

¹ PU = Public
 CO = Confidential, only for members of the consortium (including the Commission Services)
 R = Report
 ORDP = Open Research Data Pilot


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Figure 56: IMPETUS-branded templates



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Other graphics and visual elements

Other graphic elements were created and combined to produce a distinctive look and feel for IMPETUS visual content, for example, the circle dot overlay, a background green-blue colour gradient to which this overlay can be applied, and a city and nature landscape:

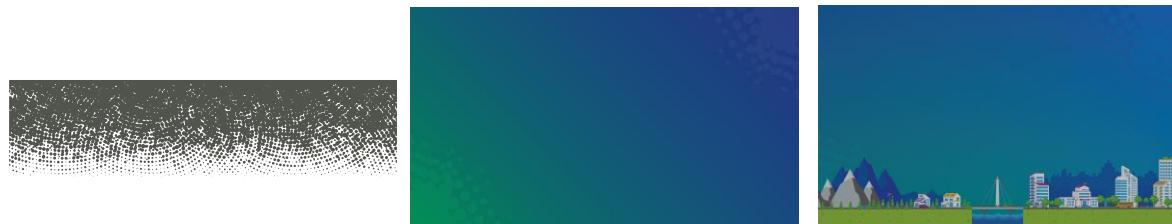


Figure 57: Circle dot overlay and an example of its use (in a gradient background rectangle)

Further visual design assets (e.g. people, trees, park bench, grass, etc), which were created as individual image files in the RKB animation production process are available for further use if needed.



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Annex 5: Launch phase

Partner briefing document

<p>IMPETUS PROJECT ANNOUNCEMENT & LAUNCH RESOURCES</p> <p>In this document: (22.09.21)</p> <ol style="list-style-type: none">1. Context and response to climate change in Europe2. The IMPETUS project3. News piece4. Sample social media posts <p>Actions expected from partners:</p> <ul style="list-style-type: none">• A social media post on your personal LinkedIn, twitter or other sharing the project• Encourage contacts to follow 'ClimateImpetus' on these channels• News items on partner websites + social media channels• Coordinate with your communications teams to organise a news release and PR actions <p>When: From 23 September 2021 – not earlier</p> <p>Economy & ecology hand in hand: Over seven in ten Europeans (74%) agree that the cost of damages due to climate change are much higher than the investments needed for a green transition.</p> <p>RESPONSE – Multi-disciplinary collaboration</p> <ul style="list-style-type: none">• The Horizon 2020 Framework Programme set out to identify and fund the most innovative pathways to a low-carbon and climate resilient future - accelerating climate change adaptation and achieve climate neutrality and resilience by 2050• Adapting to climate change and its effects is a process that requires everyone to move together. Communities, citizens, science, public policy and beyond. It includes behavioural change and social transformation addressing new communities beyond usual stakeholders.• A major challenge is to reduce the gap between what can be achieved using proven adaptation solutions, and what is needed to achieve a rapid and far-reaching change.• In some regions and communities, incremental adaptation will not be sufficient to mitigate the impacts of climate change on socio-ecological systems. They need radical and transformative ways of reducing climate vulnerability and building resilience.• A major new project awarded by the European Commission called IMPETUS will accelerate climate-resilient innovation and delivery of the EU Green Deal by:<ul style="list-style-type: none">◦ Demonstration actions that deliver rapid and far-reaching change - including nature-based solutions, innovative technologies, financing, insurance and governance models and behavioural change.◦ Support the transfer of social, technical and business innovations and accelerate their uptake <p>Sources: EU Strategy in Adaptation to Climate Change (February 2021); A European Green Deal; Eurobarometer survey – climate change; Climate resilient innovation packages for EU regions; IMPETUS project proposal; EU Mission on climate adaptation; Climate change, impacts and vulnerability in Europe report, EEA, 2016.</p>	<p>1. CONTEXT & RESPONSE</p> <p>Climate Change in Europe</p> <ul style="list-style-type: none">• Climate change already threatens our way of life, with severe impacts on people's health and wellbeing as well as on livelihoods and assets.• Temperatures have repeatedly broken long-term records in recent years. The last five years (2015-2020) were the hottest on record, with heatwaves, droughts and wildfires across Europe.• Recent projections estimate global warming of up to 4°C under current climate policies. Even stopping all greenhouse gas emissions would not prevent the climate impacts that are already occurring, which are likely to continue for decades.• This accelerating pace of climate change impacts shows just how important the EU's new adaptation strategy is. It is a key priority under the European Green Deal and recognises adaptation as a crucial component of the long-term global response to climate change.• The European Green Deal is a set of policy initiatives by the European Commission that aims to make Europe climate neutral by 2050, resulting in a cleaner environment, more affordable energy, smarter transport, new jobs and an overall better quality of life.• The objectives of the European Green Deal include making Europe a modern, resource-efficient and competitive economy, making sure that:<ul style="list-style-type: none">• there are no net emissions of greenhouse gases by 2050• economic growth decoupled from resource use• no person and no place left behind <p>CONTEXT – A shared impetus for change</p> <ul style="list-style-type: none">• Europeans believe climate change is the single most serious problem facing the world. More than nine out of ten people surveyed consider climate change to be a serious problem (93%), with almost eight out of ten (78%) considering it to be very serious.• Nature & health: When asked to pick out the single most serious problem facing the world, over a quarter (29%) chose either climate change (18%), deterioration of nature (7%) or health problems due to pollution (4%). <p>2. The IMPETUS project</p> <p>Delivering climate-resilient innovation</p> <ul style="list-style-type: none">• The IMPETUS project will accelerate Europe's climate change response by developing innovative measures to make its regions more resilient• Together, the consortium aims to demonstrate innovative technical, nature-based, governance, financing and public engagement solutions that are:<ul style="list-style-type: none">◦ Cost-effective and environmentally, economically and socially sustainable actions - targeted to support key community systems such as water, agriculture, fisheries, infrastructure and health◦ 'Low regret' and scalable - co-designed and created with policy-makers, businesses and communities to help make sure they are successful• Seven regional test-beds – one in every bio-climatic region of Europe – will scale up innovative solutions and support businesses and communities in their ecological and economic transition<ul style="list-style-type: none">◦ Continental: Berlin-Brandenburg, Germany◦ Coastal: Catalonia, Spain◦ Mediterranean: Attica, Greece◦ Atlantic: Zeeland, The Netherlands◦ Arctic: Troms and Finnmark, Norway◦ Boreal: Zemgale region, Latvia◦ Mountainous: Valle dei Laghi region, Italy• The endeavor is supported by 32 partners in business, research, regional government, utilities and beyond in eight countries – and many more local partners and participants indirectly• Key elements of the project include:<ul style="list-style-type: none">◦ Both technical and non-technical innovations tailored to overcome specific challenges in each European region and ensure wider business, government and society are prepared to meet the challenges ahead
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- A 'Regional Knowledge Booster' space where all relevant stakeholders gather to co-create, demonstrate, monitor and assess the climate adaptation pathways for sustainable adaptation and resilience.
- A digital dimension to process all available data and develop new insights using digital twins and machine learning tools
- 15 technical and nature-based solutions identified for deployment, ranging from early warning systems and rapid risk appraisal of natural hazards to sand dune restoration

3. News content

Time to turn climate commitments into action

The impacts of climate change are being felt here and now. From floods in Germany to wildfires in Greece and Turkey; water shortages in Northern Europe and even heatwaves in Siberia. Intensifying weather events threaten our way of life, with severe impacts on people's health, livelihoods and assets.

To help accelerate the [Europe's climate adaptation strategy](#) and meet ambitions to become the world's first climate-neutral continent by 2050, the European Commission has awarded a new flagship project named IMPETUS. Its objective: turn climate commitments into tangible, urgent actions to protect communities and the planet.

Accelerating our response in every bio-climatic region of Europe

The IMPETUS project will help accelerate Europe's response to climate change and develop innovative measures to make its regions more resilient.

Motivated and multidisciplinary teams in research, policy, industry and civil society will address real-world challenges in seven test regions across Europe. Together these represent all the continent's bio-climatic regions: Arctic, Atlantic, Boreal, Coastal, Continental, Mediterranean and Mountainous.

These teams will analyse and scale the most effective solutions to protect water, agriculture, fisheries, infrastructure and health. Working with local policy-makers, businesses and communities will help to make them a success.

"93% of Europeans consider climate change a serious problem. To respond effectively, we need to adapt our policy actions and strategies to new climatic situations. We need to understand when and how to act in a transition to green economy," says Alvar Corchero, Eurecat senior researcher and project technical coordinator. "IMPETUS is important because it demonstrates the concrete actions we all urgently need to take to protect the environment and the economy. It will work on solutions for a range of climate conditions – from the arctic to the Mediterranean basin; empower communities and protect key systems like water, agriculture and infrastructure."

"IMPETUS is a major opportunity for the EU," says project partner Professor Jochen Rabe, Managing Director of the Berlin Centre of Competence for Water. "The project will help our sustainable transformation, with in-depth research of complex climate change impacts in demonstration cases, as well as bottlenecks to climate mitigation and adaptation we all need to overcome."

Three pillars define the project:

Action

- 15 technical and nature-based solutions, ranging from early warning systems and rapid risk appraisal of natural hazards to sand dune restoration

Information

- Targeted analysis using the latest data sets, digital modelling and cutting-edge technology will determine the highest impact actions and decisions to take

Support

- Collaborating with sectors, businesses and communities most at risk from climate change will help create solutions and define a transition that protects the environment and our economy

By putting transformative actions that change our climate future into place across Europe, IMPETUS aims to show what is possible – and give everyone the information and tools to achieve it for themselves.

To amplify this impact, specific partners will also advise insurance companies, financial institutions and banks on how they can also adapt and support, based on case studies. And together with the United Nations Sustainable Solutions Network and leading education providers, Massive Open Online Courses (MOOCs) will make IMPETUS insights open to the world.

A four-year innovation action beginning October 2021

Beginning October 2021 and set to run for four years, IMPETUS will share regular insights on its social media channels. Join in and share your climate adaptation stories too!

[twitter: @ClimateImpetus](#)
[LinkedIn.com/climateimpetus](#)

Proud to be supported by Europe. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101037084

Media contact Europe: Alec Walker-Love, awl@esri.eu, +32 497 487 486

Media contact local: complete as necessary

4. Sample social media posts

LinkedIn

The top 2 lines are essential – and visible. Include a statement and a 'call to action', which is to follow @ClimateImpetus.

Include the short video or a message/quote card as an image.

- The impacts of #climatechange are being felt here and now. Discover our new project - @ClimateImpetus – to see how Europe can respond...
- INTRODUCING @ClimateImpetus! Proud to be a part of this exciting new project...
- How do we turn climate commitments into tangible actions with impact? Introducing @ClimateImpetus. Our exciting new project...
- We need #ClimateAction. Delighted to be a part of a major new project delivering some! Discover @ClimateImpetus...
- 93% of Europeans consider #climatechange a serious problem. We know we need to change... but not always sure how! @ClimateImpetus is our new project giving direction and answers!

The rest of the post is up to you. Use the project overview (section 2) or news item (section 3) of this document and your own style to complete the post. Could be something specific to your organisation or something like this:

- IMPETUS is seven regional test-beds – one in every bio-climatic region of Europe – that scaling up innovative solutions and supporting businesses and communities in their ecological and economic transition.

We are 32 partners in business, research, regional government, utilities and beyond in eight countries – and many more local partners and participants indirectly.

The project will be working with communities, business and regions to help them be more resilient. Protecting each other and the planet.

Together, we will make a difference. Join us.

Beginning October 2021

Some hashtags: #ClimateAction #EUGreenDeal #ClimateAdaptation

Important: Tag each other and your colleagues and encourage them to interact



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

Twitter

Include the short video or a message/quote card as an image.
Tag @climateimpetus
Tag your partners and stakeholders

- 93% of Europeans consider #climatechange a serious problem. We know we need to change... but not always sure how! @ClimateImpetus is our new project giving direction and answers! Follow and discover more. #ClimateAction
- We need to work together to help communities, businesses and regions be more resilient. @climateimpetus is 7 demo site across Europe showing how. Follow & discover!
- Introducing our new project! @ClimateImpetus.
 - Action to protect the planet
 - Better data & decisions
 - Support to people and businesses
- We are proud to introduce @ClimateImpetus. A major new project turning climate commitments into action! Follow and discover more...

Media context brief



OUR CONTEXT & RESPONSE

Climate Change in Europe

- Climate change already threatens our way of life, with severe impacts on people's health and wellbeing as well as on livelihoods and assets.
- Temperatures have repeatedly broken long-term records in recent years. The last five years (2015-2020) were the hottest on record, with heatwaves, droughts and wildfires across Europe.
- Recent projections estimate global warming of up to 4°C under current climate policies. Even stopping all greenhouse gas emissions would not prevent the climate impacts that are already occurring, which are likely to continue for decades.
- This accelerating pace of climate change impacts shows just how important the EU's new adaptation strategy is. It is a key priority under the European Green Deal and recognises adaptation as a crucial component of the long-term global response to climate change.
- The European Green Deal is a set of policy initiatives by the European Commission that aims to make Europe climate neutral by 2050, resulting in a cleaner environment, more affordable energy, smarter transport, new jobs and an overall better quality of life.
- The objectives of the European Green Deal include making Europe a modern, resource-efficient and competitive economy, making sure that:
 - there are no net emissions of greenhouse gases by 2050
 - economic growth decoupled from resource use
 - no person and no place left behind

CONTEXT – A shared impetus for change

- Europeans believe climate change is the single most serious problem facing the world. More than nine out of ten people surveyed consider climate change to be a serious problem (93%), with almost eight out of ten (78%) considering it to be very serious.

September 2021

- **Nature & health:** When asked to pick out the single most serious problem facing the world, over a quarter (29%) chose either climate change (18%), deterioration of nature (7%) or health problems due to pollution (4%).

- **Economy & ecology hand in hand:** Over seven in ten Europeans (74%) agree that the cost of damages due to climate change are much higher than the investments needed for a green transition.

RESPONSE – Multi-disciplinary collaboration

- The Horizon 2020 Framework Programme set out to identify and fund the most innovative pathways to a low-carbon and climate-resilient future - accelerating climate change adaptation and achieve climate neutrality and resilience by 2050
- Adapting to climate change and its effects is a process that requires everyone to move together. Communities, citizens, science, public policy and beyond. It includes behavioural change and social transformation addressing new communities beyond usual stakeholders.
- A major challenge is to reduce the gap between what can be achieved using proven adaptation solutions, and what is needed to achieve a rapid and far-reaching change.
- In some regions and communities, incremental adaptation will not be sufficient to mitigate the impacts of climate change on socio-ecological systems. They need radical and transformative ways of reducing climate vulnerability and building resilience.
- A major new project awarded by the European Commission called IMPETUS will accelerate climate-resilient innovation and delivery of the EU Green Deal by:
 - Demonstration actions that deliver rapid and far-reaching change - including nature-based solutions, innovative technologies, financing, insurance and governance models and behavioural change.
 - Support the transfer of social, technical and business innovations and accelerate their uptake

Sources: [EU Strategy in Adaptation to Climate Change \(February 2021\)](#) | [A European Green Deal](#) | [Eurobarometer survey – climate change](#) | [Climate resilient innovation packages for EU regions](#) | [IMPETUS project proposal](#) | [EU Mission on climate adaptation](#) | [Climate change Impacts and vulnerability in Europe report, EEA 2018](#)

September 2021



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

News article



Time to turn climate commitments into action

The impacts of climate change are being felt here and now. From floods in Germany to wildfires in Greece and Turkey; water shortages in Northern Europe and even heatwaves in Siberia. Intensifying weather events threaten our way of life, with severe impacts on people's health, livelihoods and assets.

To help accelerate the [Europe's climate adaptation strategy](#) and meet ambitions to become the world's first climate-neutral continent by 2050, the European Commission has awarded a new flagship project named IMPETUS. Its objective: turn climate commitments into tangible, urgent actions to protect communities and the planet.

Accelerating our response in every bio-climatic region of Europe

The IMPETUS project will help accelerate Europe's response to climate change and develop innovative measures to make its regions more resilient.

Motivated and multidisciplinary teams in research, policy, industry and civil society will address real-world challenges in seven test regions across Europe. Together these represent all the continent's bio-climatic regions: Arctic, Atlantic, Boreal, Coastal, Continental, Mediterranean and Mountainous.

These teams will analyse and scale the most effective solutions to protect water, agriculture, fisheries, infrastructure and health. Working with local policy-makers, businesses and communities will help to make them a success.

"93% of Europeans consider climate change a serious problem. To respond effectively, we need to adapt our policy actions and strategies to new climatic situations. We need to better understand when and how to act in a transition to green economy," says Alvar Corchero, Eurecat senior researcher and project technical coordinator. "IMPETUS is important because it demonstrates the concrete actions we all urgently need to take to protect the environment and the economy. It will work on solutions for a range of climate conditions - from the arctic to the Mediterranean basin - empower communities and protect key systems like water, agriculture and infrastructure."

"IMPETUS is a major opportunity for the EU," says project partner Professor Jochen Rabe, Managing Director of the Berlin Centre of Competence for Water. "The project will help our sustainable transformation, with in-depth research of complex climate change impacts in demonstration cases, as well as bottlenecks to climate mitigation and adaptation we all need to overcome."

September 2021

Three pillars define the project:

Action

- 15 technical and nature-based solutions, ranging from early warning systems and rapid risk appraisal of natural hazards to sand dune restoration

Information

- Targeted analysis using the latest data sets, digital modelling and cutting-edge technology will determine the highest impact actions and decisions to take

Support

- Collaborating with sectors, businesses and communities most at risk from climate change will help create solutions and define a transition that protects the environment and our economy

By putting transformative actions that change our climate future into place across Europe, IMPETUS aims to show what is possible – and give everyone the information and tools to achieve it for themselves.

To amplify this impact, specific partners will also advise insurance companies, financial institutions and banks on how they can also adapt and support, based on case studies. And together with the United Nations Sustainable Solutions Network and leading education providers, Massive Open Online Courses (MOOCs) will make IMPETUS insights open to the world.

A four-year innovation action beginning October 2021

Beginning October 2021 and set to run for four years, IMPETUS will share regular insights on its social media channels. Join in and share your climate adaptation stories too!

[Twitter: @ClimateImpetus](#)
[LinkedIn.com/climateimpetus](#)

Proud to be supported by Europe. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101037084

Media contact Europe: Alec Walker-Love, a.walker-love@esri.eu +32 497 487 486



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

Social media posts



Sample social media posts

LinkedIn

The top 2 lines are essential – and visible. Include a statement and a ‘call to action’, which is to follow @ClimateImpetus. Include the short video or a message/quote card as an image.

- The impacts of #climatechange are being felt here and now. Discover our new project - @ClimateImpetus – to see how Europe can respond...
- INTRODUCING @ClimateImpetus! Proud to be a part of this exciting new project...
- How do we turn climate commitments into tangible actions with impact? Introducing @ClimateImpetus. Our exciting new project...
- We need #ClimateAction. Delighted to be a part of a major new project delivering some! Discover @ClimateImpetus...
- 93% of Europeans consider #climatechange a serious problem. We know we need to change... but not always sure how! @ClimateImpetus is our new project giving direction and answers!

The rest of the post is up to you. Use the project overview (section 2) or news item (section 3) of this document and your own style to complete the post. Could be something specific to your organisation or something like this:

- IMPETUS is seven regional test-beds – one in every bio-climatic region of Europe – scaling up innovative solutions and supporting businesses and communities in their ecological and economic transition.

We are 32 partners in business, research, regional government, utilities and beyond in eight countries – and many more local partners and participants indirectly.

The project will be working with communities, business and regions to help them be more resilient. Protecting each other and the planet.

Together, we will make a difference. Join us.

Beginning October 2021

Some hashtags: #ClimateAction #EUGreenDeal #ClimateAdaptation
Important: Tag each other and your colleagues and encourage them to interact

September 2021

Twitter

Include the short video or a message/quote card as an image.

Tag @climateimpetus

Tag your partners and stakeholders

- 93% of Europeans consider #climatechange a serious problem. We know we need to change... but not always sure how! @ClimateImpetus is our new project giving direction and answers! Follow and discover more. #ClimateAction
- We need to work together to help communities, businesses and regions be more resilient. @ClimateImpetus is 7 demo sites across Europe showing how. Follow & discover!
- Introducing our new project! @ClimateImpetus.
 - Action to protect the planet
 - Better data & decisions
 - Support to people and businesses
- We are proud to introduce @ClimateImpetus. A major new project turning climate commitments into action! Follow and discover more...



Annex 6: Stakeholder survey launch news articles



PRESS RELEASE

CONTACT INFORMATION

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RELEASE DATE
[DATE]

FOR IMMEDIATE RELEASE

Please feel free to publish the provided article, or to contact us for more information.
Additional media resources are available via <https://bit.ly/3xeJMuB>.

Public survey launches Catalonia region activities in major EU climate-change project [City / Location]

Residents of the Catalonia region have the opportunity to contribute to a major project that is testing and creating solutions to help the region adapt to the impacts of climate change. Five organisations are leading work to establish a test site focusing on the region's coastline as part of the flagship EU-funded project IMPETUS: Eurecat – Technology Centre of Catalonia; the Department of Climate Action, Food and Rural Agenda (DACC) of the Government of Catalonia; Universitat Rovira i Virgili (URV); University of Girona (UdG) and Lobelia Earth SL. To launch a varied programme of activities in which members of the public, researchers, environmental groups, industry, media and other interested parties can get involved, these organisations invite local people to share regional knowledge, expertise, concerns and ideas in a fact-finding survey.

Do the survey in Catalan: <https://bit.ly/3uIIoXP>
Do the survey in Spanish: <https://bit.ly/3qquXgg>
Do the survey in English: <https://bit.ly/3tuFKLR>

With a 14.8 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Catalonia region is the IMPETUS project's 'Coastal' case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Latvia, Greece, Italy, Germany, Norway and the Netherlands.

Vulnerable hotspot
The 600km long Catalan coast in north-eastern Spain presents a wide array of geographical and biodiversity systems that provide ecosystem services. Although it is quite representative of other coastal regions and of the Mediterranean, this region is a hotspot that brings together tourism, natural and societal factors, economic activities and interests, urbanisation, agriculture, and critical infrastructure and industries, which compete for resources and make it highly vulnerable to climate change impacts. Current climate impact trends will exacerbate existing problems regarding water supply, biodiversity loss, flooding and salinization.

Be part of the climate-change solution
The Coastal demonstration site will offer citizens, businesses, industry, media and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the Catalonia region. Together, these local participants can create tools and information that capture and share knowledge, to address the regional climate-change challenges in an appropriate and effective way. Successful solutions could influence local policy making and have the

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.



PRESS RELEASE
[Date]

Local organisations, local focus
KWB, BWB, SenUMVK and GCF are taking the leading role in the Continental region's IMPETUS project activities, where they will establish regional water management in a 'decision theatre'. KWB is an international non-profit research centre focusing on urban water systems, which is coordinating the Continental site team and demonstration activities. BWB is the public utility responsible for Berlin's drinking water supply and wastewater treatment. Both are involved in developing climate-resilient data and models from across Berlin's urban water cycle. SenUMVK is responsible for the technical and legal supervision of BWB, for groundwater protection, management of surface waters, and the security of drinking water supplies. In IMPETUS SenUMVK has various responsibilities in many tasks. GCF is a global association that performs research in connection with climate change and related challenges. GCF is a key partner for the successful delivery and activities of the IMPETUS Continental demonstration site and boosting the project's impact.

In this exciting opportunity to get involved, create a collaborative network and build solutions for the future of our region, communities and country. We kindly invite anyone with interest or knowledge about climate change and its local impacts to help us kick-start this important work by answering a few survey questions in the coming few weeks.

Hella Schwarzmüller, KWB Head of Groundwater Department

IMPETUS: Turning climate commitments into action
Launched on 1 October 2021, IMPETUS has the objective to turn climate commitments into tangible, urgent actions to protect communities and the planet. The IMPETUS project consortium consists of 32 partner organisations from 9 European countries. The 4-year programme is part of a wider set of projects that support the European Union's ambitions to become the world's first climate-neutral continent by 2050. IMPETUS is working in close collaboration with sister climate-change projects REGIENCLIE, ARSINOE and Transform4r. The IMPETUS project has received funding from the European Union's Horizon 2020 research and innovation programme in the Green Deal call, under grant agreement No 101037084.

To find out more about IMPETUS and its Continental demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-imperius.eu/demo-site/continental>.

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 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.



PRESS RELEASE

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RELEASE DATE
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FOR IMMEDIATE RELEASE

Please feel free to publish the provided article, or to contact us for more information.
Additional media resources are available via <https://bit.ly/3xeJMuB>.

Public survey launches Catalonia region activities in major EU climate-change project [City / Location]

Residents of the Catalonia region have the opportunity to contribute to a major project that is testing and creating solutions to help the region adapt to the impacts of climate change. Five organisations are leading work to establish a test site focusing on the region's coastline as part of the flagship EU-funded project IMPETUS: Eurecat – Technology Centre of Catalonia; the Department of Climate Action, Food and Rural Agenda (DACC) of the Government of Catalonia; Universitat Rovira i Virgili (URV); University of Girona (UdG) and Lobelia Earth SL. To launch a varied programme of activities in which members of the public, researchers, environmental groups, industry, media and other interested parties can get involved, these organisations invite local people to share regional knowledge, expertise, concerns and ideas in a fact-finding survey.

Do the survey in Catalan: <https://bit.ly/3uIIoXP>
Do the survey in Spanish: <https://bit.ly/3qquXgg>
Do the survey in English: <https://bit.ly/3tuFKLR>

With a 14.8 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Catalonia region is the IMPETUS project's 'Coastal' case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Latvia, Greece, Italy, Germany, Norway and the Netherlands.

Vulnerable hotspot
The 600km long Catalan coast in north-eastern Spain presents a wide array of geographical and biodiversity systems that provide ecosystem services. Although it is quite representative of other coastal regions and of the Mediterranean, this region is a hotspot that brings together tourism, natural and societal factors, economic activities and interests, urbanisation, agriculture, and critical infrastructure and industries, which compete for resources and make it highly vulnerable to climate change impacts. Current climate impact trends will exacerbate existing problems regarding water supply, biodiversity loss, flooding and salinization.

Be part of the climate-change solution
The Coastal demonstration site will offer citizens, businesses, industry, media and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the Catalonia region. Together, these local participants can create tools and information that capture and share knowledge, to address the regional climate-change challenges in an appropriate and effective way. Successful solutions could influence local policy making and have the

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PRESS RELEASE
[Date]

Local organisations, local focus
Eurecat, DACC, URV, UdG and Lobelia Earth are taking the leading role in the Coastal region's IMPETUS project activities. Eurecat coordinates the project and leads activities related to the coastal demonstration site and development of digital technologies for optimal regional adaptation at the IMPETUS Coastal site, providing expertise in policy assessment and contributing to effective and permanent dialogue both locally and beyond. URV focuses on innovative actions related to socio-economic sectors for climate tourism. UdG participates in research and development in the site, leading work on sea-dune restoration, and participates in the development of coastal weathering engineering. Lobelia Earth is a Barcelona-based enterprise that specialises in satellite technology, computational intelligence and data visualisation for climate action. It assesses and analyses climate risks and extracts information from satellite data about air, soil, water and marine resources.

This is an exciting opportunity to get involved, create a collaborative network and build hope and solutions for the future of our region, communities and country. We kindly invite anyone with interest or knowledge about climate change and its local impacts to help us kick-start this important work by answering a few survey questions in the coming few weeks.

QUOTE FROM M/ HERRERA/ EURCAT

IMPETUS: Turning climate commitments into action
Launched on 1 October 2021, IMPETUS has the objective to turn climate commitments into tangible, urgent actions to protect communities and the planet. The IMPETUS project consortium consists of 32 partner organisations from 9 European countries. The 4-year programme is part of a wider set of projects that support the European Union's ambitions to become the world's first climate-neutral continent by 2050. IMPETUS is working in close collaboration with sister climate-change projects REGIENCLIE, ARSINOE and Transform4r. The IMPETUS project has received funding from the European Union's Horizon 2020 research and innovation programme in the Green Deal call, under grant agreement No 101037084.

To find out more about IMPETUS and its Coastal demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-imperius.eu/eudem-site/coastal>.

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72

PRESS RELEASE



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RELEASE DATE

7 April 2022

FOR IMMEDIATE RELEASE

Please feel free to publish the provided article, or to contact us for more information.

Additional media resources are available via <https://bit.ly/37sTeJc>.

Public survey launches Attica-based activities in major EU climate-change project

Residents of Attica region and the city of Athens can contribute to a major project that is testing and creating solutions to help the region adapt to the impacts of climate change. Six regional organisations are establishing a test site as part of the flagship EU-funded project, IMPETUS: National Technical University of Athens (NTUA); the Mediterranean Agronomic Institute of Chania (CIAHMAIC); Athens University of Economics and Business (AUEB); Athens Energy Supply and Sewerage Company (EYDAP); the Ministry of Environment and Energy of Greece (GSNEW) and Mantis Business Innovation. To support the varied programme of activities in which members of the public, researchers, environmental groups, industry, media and other interested parties can get involved, these organisations invite local people to share regional expertise, concerns and ideas in a fact-finding survey.

Do the survey in Greek: <https://bit.ly/3NPXbh>

Do the survey in English: <https://bit.ly/3tuFKLR>

With a 14.8 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Attica site is the IMPETUS project's Mediterranean case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Germany, Italy, Norway, Spain, Latvia and the Netherlands.

Economic impacts

Attica is a typical Mediterranean region, subject to strong and increasing impacts caused by climate change and other stresses from various factors arising from dense human population and insufficient sustainable management and protection of the natural environment. With around 9 million inhabitants and tourists annually putting pressure on the region's natural and water management systems, a pattern of increasing social and economic conflicts in the region means that transformative solutions and behavioural change are needed. The new East Attica Wastewater System (EAWS) offers an opportunity to become a circular economy / climate change resilience hub.

Be part of the climate-change solution

The Mediterranean demonstration site in Attica will offer local citizens, businesses, industry and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the region. Together, these local participants can help create tools and information that capture and share knowledge to address the regional climate-change challenges in an appropriate and effective way. Successful solutions could influence local policy making and have the potential to be

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PRESS RELEASE

7 April 2022

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re-used in other Greek or European regions, to help communities become more resilient and adapt to climate change impacts.

Local organisations, local focus

NTUA, CIAHMAIC, AUEB, EYDAP, GSNEW and Mantis Business Innovation are taking the leading role in the IMPETUS project's Mediterranean regional activities. NTUA is helping to develop IMPETUS digital infrastructures and leading risk and resilience assessments as well as the Mediterranean site team. CIAHMAIC provides expertise in agriculture and agro-technologies, and Mantis Business Innovation is providing IMPETUS technical, tool and methodologies. AUEB is making various essential contributions to the solutions being tested at the Mediterranean demonstration site. EYDAP is mainly contributing to the development and deployment of solutions related to water technologies. GSNEW, the General Secretariat for Natural Environment & Water within the Ministry of Environment and Energy, is focusing mainly on site activities relating to policy and decision making. Mantis Business Innovation is providing expertise in the digitisation of procedures aided by holistic tools, contributing to many areas of IMPETUS work.

"This is an exciting opportunity to get involved, create a collaborative network and build hope for the future of our region, communities and country. We kindly invite anyone with interest or knowledge about climate change and its local impacts to help us kick-start this important work by answering a few survey questions in the coming few weeks."

Patricia Gourgoula, Social Scientist Researcher, NTUA

IMPETUS: Turning climate commitments into action

Launched on 1 October 2021, IMPETUS has the objective to turn climate commitments into tangible, urgent actions to protect communities and the planet. The IMPETUS project consortium consists of 32 partner organisations from 10 European countries. The 4-year programme is part of a wider set of projects that support the European Union's ambitions to be one of the world's most climate-resilient continent by 2050. IMPETUS is working in close collaboration with sister climate-change projects REGIANCE, ARSINOE and Transform4. The IMPETUS project has received funding from the European Union's Horizon 2020 research and innovation programme in the Green Deal call, under grant agreement No 101037084.

To find out more about IMPETUS and its Mediterranean demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-impetus.eu/demo-site/mediterranean/>.

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2

PRESS RELEASE



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RELEASE DATE

DATE

FOR IMMEDIATE RELEASE

Please feel free to publish the provided article, or to contact us for more information.

Additional media resources are available via <https://bit.ly/3uZKaKg>.

Public survey launches Zeeland and Rijnmond activities in major EU climate-change project

[City / Location]

Residents of Rijnmond and Zeeland regions have the opportunity to contribute to a major project that is testing and creating solutions to help the region adapt to the impacts of climate change. Three Dutch organisations are leading work to establish a test site as part of the flagship EU-funded project, IMPETUS, Nelen & Schuurmans (N&S), KWR Water Research (KWR) and Water & Energy Sciences (WES). To launch a varied programme of activities in which members of the public, researchers, environmental groups, industry, media and other interested parties can get involved, these organisations invite local people to share regional knowledge, expertise, concerns and ideas in a fact-finding survey.

Do the survey in Dutch: <https://bit.ly/3igkfp4>

Do the survey in English: <https://bit.ly/3uPx5b>

With a 14.8 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Rijnmond and Zeeland region is the IMPETUS project's 'Atlantic' case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Germany, Greece, Italy, Spain, Latvia and Norway.

Risks and losses

Barely above sea level, Zeeland and the Rijnmond area around the port of Rotterdam have been subject to major flooding events throughout their history. Current climate trends will exacerbate flooding risks – from rising sea levels and more frequent extreme weather – and will cause summer heat stress in the exposed coastal areas, among others. Energy consumption is another climate-change related issue in the area, as Europe's largest petrochemical industry cluster is located in Rijnmond and accounts for 15% of energy consumption in the Netherlands. This cluster also discharges wastewater representing more than 6 billion euro/year.

Be part of the climate-change solution

The Atlantic demonstration site in Rijnmond and Zeeland will offer authorities, local citizens, businesses, industry, education sector, media and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the region. Together, these local participants can help create tools and information that capture and share knowledge to address the regional climate-change challenges in an appropriate and effective way. Successful solutions could influence local policy

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PRESS RELEASE

Date

IMPETUS

making and have the potential to be re-used in other Dutch or European regions, to help communities become more resilient and adapt to climate change impacts.

Local organisations, local focus

N&S, KWR and WEI are taking the leading role in the Atlantic region's IMPETUS project activities. N&S, a private company with experience in data-driven solutions for water and flood management and climate-related hazards, is contributing to IMPETUS project data collection and analysis. KWR and WEI are leading IMPETUS stakeholder engagement work and contributing to the Atlantic site activities. WEI translates innovation in water and energy fields into impactful products and services. In IMPETUS, WEI is leading activities related to the Rotterdam petrochemical industry cluster, developing a decision-support tool to enable stakeholders to make intelligent and decarbonisation investment decisions.

"This is an exciting opportunity to get involved, create a collaborative network and build hope for the future of our region, communities and country. We kindly invite anyone with interest or knowledge about climate change and its local impacts to help us kick-start this important work by answering a few survey questions in the coming few weeks."

Evelyn Apurico Medrano, Senior Consultant Water & IT Solutions, Knowledge Agenda Lead, Nelen & Schuurmans

IMPETUS: Turning climate commitments into action

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To find out more about IMPETUS and its Atlantic demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-impetus.eu/demo-site/atlantic/>.

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IMPETUS

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2



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

Interim report on editorial, video and visual content creation and distribution v2

30 September 2024

IMPETUS

PRESS RELEASE

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RELEASE DATE

FOR IMMEDIATE RELEASE

Please feel free to publish the provided article, or to contact us for more information.
Additional media resources are available via <https://bit.ly/3fDqPz>.

Public survey launches Troms and Finnmark activities in major EU climate-change project

[City / Location]

Local Troms and Finnmark County residents can contribute to a major project that is testing and creating solutions to help the region adapt to the impacts of climate change. TFFK, the Troms og Finnmark County Municipality, and UIT, the Arctic University of Norway, are leading work to establish a test site as part of the European Union's funded project IMPETUS. To launch a varied programme of activities in which members of the public, researchers, environmental groups, industry, media and other interested parties can get involved, TFFK and UIT invite local people to share regional knowledge, expertise, concerns and ideas in a fact-finding survey.

Do the survey in Norwegian: <https://bit.ly/2DQopWx>

Or the survey in English: <https://bit.ly/3r1hvZ>

With a 14.8 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Troms and Finnmark Case study is the IMPETUS project's Arctic case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Germany, Greece, Italy, Spain, Latvia and the Netherlands.

260% increase in economic losses

Troms and Finnmark County has already seen increasing economic losses and infrastructure damage as warmer temperatures, rising sea levels, and thinning snow and glacier cover trigger hazards such as landslides, rockfalls, avalanches or fjord tsunamis. In Norway, 260% higher losses from such disasters have been experienced in the past decade, compared to the previous 30 years. With winter temperatures already 4.5°C higher than the 20th Century average, the rapidity of change in the Arctic makes these challenges particularly pressing.

Be part of the climate-change solution

The Troms and Finnmark County Municipality and UIT will focus on three key areas: landslides and fjord tsunami risks in Lyngenfjord, sea level rise around Tromsø, and marine spatial planning to support the region's largest sector, the 'blue economy' - fisheries, aquaculture and fishing tourism. Using cutting-edge technologies to create a regional 'digital twin' and user-friendly visualisations of climate change scenarios and impacts, the project will deliver improved early warning systems and tools that allow local authorities and communities to plan, prioritise and adapt together.

The demonstration site will offer local citizens, businesses, industry, media and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the region. Together, these local participants can help create tools and information that capture and

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PRESS RELEASE

IMPETUS

share knowledge, to address the regional climate-change challenges in an appropriate and effective way. Successful solutions could influence local policy making and have the potential to be scaled-up and spread to other regions, to help communities become more resilient and adapt to climate change impacts.

Local organisations, local focus
TFFK and UIT are taking the leading role in the Arctic region's IMPETUS project activities. UIT brings key expertise in climate change mitigation and adaptation measures to activities across the project, while their focus will be to bring understandable and actionable insights about climate change into regional and local marine spatial planning, based on a digital twin of the region that will be developed in the project.

"This is an exciting opportunity to get involved, create a collaborative network and build hope and solutions for the future of our region, communities and country. We kindly invite anyone with interest or knowledge about climate change and its local impacts to help us kick-start this project by answering a few survey questions in the coming few weeks."

Karin Enoksen, Troms og Finnmark County Councillor for Industry and the Environment

IMPETUS: Turning climate commitments into action

Launched on 1 October 2021, IMPETUS has the objective to turn climate commitments into tangible, urgent actions to protect communities and the planet. The IMPETUS project consortium consists of 32 partner organisations from 8 European countries. The 4-year project is part of a wider set of projects that support the European Union's ambitions to become the world's first climate-neutral continent by 2050. IMPETUS is working in close collaboration with sister climate-change projects REGIENCIA, ARSINOE and Transform4. The IMPETUS project has received funding from the European Union's Horizon 2020 research and innovation programme in the Green Deal call, under grant agreement No 101037084.

To find out more about IMPETUS and its Arctic demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-impetus.eu/demo-site/arctic/>.

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2

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RELEASE DATE

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Please feel free to publish the provided article, or to contact us for more information.
Additional media resources are available via <https://bit.ly/3fMGs2e>.

Public survey launches Zemgale-based activities in major EU climate-change project

Jelgava

Residents of Zemgale region can contribute to a major project that is testing and creating solutions to help the region adapt to the impacts of climate change. Three Latvian organisations are leading work to establish a test site as part of the leadership-funded project IMPETUS, the Baltic Environmental Forum (BEF), Zemgale Planning Region (ZPR) and Jelgava Municipal Operational Information Centre (JPOIC). To launch a varied programme of activities in which members of the public, researchers, environmental groups, industry, media and other interested parties can get involved, BEF, ZPR and JPOIC invite local people to share regional knowledge, expertise, concerns and ideas in a fact-finding survey.

Do the survey in Latvian: <https://bit.ly/3wokB7F>

Or the survey in English: <https://bit.ly/3tFKLR>

With a 14.8 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Zemgale region site is the IMPETUS project's 'Boreal' case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Germany, Greece, Italy, Spain, Norway and the Netherlands.

Economic risk

Covering almost 17% of Latvia and covered with a dense network of rivers, the largely unpopulated Zemgale region does not have many natural and species biodiversity. The region is a flood-prone area, intense flooding covers 40% of the region, has already impacted agriculture, water quality and water management and there is a high risk of flooding. By the middle of this century, increasing agricultural development is expected to intensify pollution and biodiversity loss, while climate change will further increase flooding risks. This means there is a need to assess Zemgale Plain and update civil protections, which calls for coordination between municipalities and for a system to evaluate risks and allow public institutions and citizens to select effective protection and adaptation measures.

Be part of the climate-change solution

The Zemgale region site in ZPR will offer local citizens, businesses, industry, media and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the region. Together, these local participants can help create tools and information that capture and

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way. Successful solutions will influence local policy making and have the potential to be re-used in other Latvian or European regions, to help communities become more resilient and adapt to climate change impacts.

Local organisations, local focus

BEF, ZPR and JPOIC are taking the leading role in the Boreal region's IMPETUS project activities. BEF is a non-governmental organisation that is coordinating the IMPETUS Boreal demonstration site and is responsible for key collaborative tasks. ZPR consists of 6 local municipalities including 2 cities of national significance and works under the supervision of the Ministry of Environmental Protection and Regional Development. In IMPETUS, ZPR is developing innovative artificial intelligence-based solutions for the region's automated early warning system for flooding. JPOIC is creating the sustainable demonstration site in the city environment, integrating and improving the early warning system.

"We are very excited to have the opportunity to be part of the IMPETUS team, especially because we have the privilege of becoming one of the pilot areas where innovative solutions will be tested and evaluated. Flood mapping are new tools for our project, and this year they were unexpectedly devastating throughout Latvia. The early warning system will be a valuable tool for assessing risks in a more timely manner, preparing for and taking action to reduce and prevent flood damage." Alvars Okmanis, Head of Zemgale Development Council

IMPETUS: Turning climate commitments into action

Launched on 1 October 2021, IMPETUS has the objective to turn climate commitments into tangible, urgent actions to protect communities and the planet. The IMPETUS project consortium consists of 32 partner organisations from 8 European countries. The 4-year project is part of a wider set of projects that support the European Union's ambitions to become the world's first climate-neutral continent by 2050. IMPETUS is working in close collaboration with sister climate-change projects REGIENCIA, ARSINOE and Transform4. The IMPETUS project has received funding from the European Union's Horizon 2020 research and innovation programme in the Green Deal call, under grant agreement No 101037084.

To find out more about IMPETUS and its Boreal demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-impetus.eu/demo-site/boreal/>.

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2



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Additional [media resources](#) are available via <https://bit.ly/3NvAYpk>.

Public survey launches Valle dei Laghi activities in major EU climate-change project

Valle dei Laghi

Residents of Valle dei Laghi and wider Trentino-Alto Adige region have the opportunity to contribute to a major project that is testing and creating solutions to help the valley adapt to the impacts of climate change. Five organisations are establishing a test site as part of the flagship EU-funded project, IMPETUS: Eurac Research (EURAC), Waterjade by MobyGIS S.r.l., BIM Sarca-Mincio-Garda Consortium, Cantina Toblino S.c.a. and Mountain Research Initiative (MRI). To launch a varied programme of activities in which members of the public, researchers, environmentalists, industry, media, and other interested parties can get involved, these organisations invite local people to share regional knowledge, expertise, concerns and ideas in a fact-finding survey.

Do the survey in Italian: <https://bit.ly/3JyU8IB>
Do the survey in English: <https://bit.ly/3tuFLB>
Do the survey in German: <https://bit.ly/3J9Qrs2>

With a 14.5 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Valle dei Laghi site is the IMPETUS project's 'Mountains' case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Germany, Greece, Norway, Spain, Latvia and the Netherlands.

Economic impacts

The Alps, and mountains in general, are recognised hotspots for climate change, with temperatures rising far beyond the average. Rapid climate change impacts will very likely exacerbate existing conflicts in the Valle dei Laghi area regarding water and land usage, with potential economic impacts on local agriculture and food production, hydropower, forestry and tourism. Rapid transition to sustainable and integrated water management, biodiversity conservation and disaster risk reduction are needed in order to adapt to such impacts.

Be part of the climate-change solution

The Mountains demonstration site in Valle dei Laghi will offer local citizens, businesses, industry, media and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the valley. Together, these local participants can help create tools and information that capture and share knowledge, to address the regional climate-change challenges in an appropriate and effective way. Successful solutions will influence local policy making and have the potential to be

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PRESS RELEASE
07/04/2022

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re-used in other Italian or European regions, to help communities become more resilient and adapt to climate change impacts.

Local organisations, local focus
EURAC, Waterjade by MobyGIS, BIM Sarca, Cantina Toblino and MRI are taking the leading role in the IMPETUS project's Mountains regional activities. Eurac Research is contributing expertise to many areas of the project work (climate change adaptation, risk assessment and management, rural development, retrofit of historic buildings) and leading the Mountains site team. Waterjade by MobyGIS is developing a hydrological model to predict water availability and quality in the future, and MRI is providing forecasting services. MRI is a global research coordination network hosted at the University of Bern and is providing access to its Global Network for Observations and Information on Mountains Environments (GEO Mountains). BIM Sarca Consortium promotes economic and social progress in the mountain communities of the Sarca river catchment area, and will organise workshops and other local stakeholder engagement activities. Cantina Toblino, the main Valle dei Laghi agricultural cooperative, will create and monitor a new high-altitude vineyard in elevation, and contribute to the organisation of local workshops and stakeholder engagement activities.

"This is a great opportunity to get involved, create a collaborative network and build hope and solutions for the future of our region, communities and country. We kindly invite anyone with interest or knowledge about climate change and its local impacts to help us kick-start this important work by answering a few survey questions in the coming few weeks." Valentino D'Alonzo, researcher at Eurac Research.

IMPETUS: Turning climate commitments into action
Launched on 1 October 2021, IMPETUS has the objective to turn climate commitments into tangible, urgent actions to reduce carbon emissions and the project's IMPETUS project consortium consists of 32 partner organisations from 8 European countries. The 4-year programme is part of a wider set of projects that support the European Union's ambitions to become the world's first climate-neutral continent by 2050. IMPETUS is working in close collaboration with sister climate-change projects REGIENCIA, ARSINOE and Transform4r. The IMPETUS project has received funding from the European Union's Horizon 2020 research and innovation programme in the Green Deal call, under grant agreement No 101037084.

To find out more about IMPETUS and its Mountains demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-impetus.eu/demo-site/mountains/>.

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Eurac Research, the European Academy of Bolzano, is an advanced, private, non-profit research and capacity building centre, established in 1992 with a strong focus on European research projects.

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2



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Annex 7: Dissemination via website

Data from 30 December 2021 (month 3) to 31 August 2024 (month 35).

The IMPETUS website was launched on 30 December 2021 (see deliverable D7.10). Table 3 below shows the number of visitors, page views, downloads and other relevant statistics relating to the website between that date and the end of 31 August 2024.

Table 6: IMPETUS website visitors, page views, downloads and other statistics for the period 30 December 2021 – 31 August 2024

	M4-M17	M18 - M35	M4-M35
Total visits	7.546	11.772	19.318
Avg. visits per month	542	654	780
Page views	16.425	31.262	47.687
Average visit duration	2 min 26s	2 min 55s	2 min 44s
Bounce rate	60%	61%	61%
Downloads	112	475	587

From M18-M35 visitors stayed on the website for around 2.5 minutes on average, meaning they browsed through the webpages. This observation is reinforced by the bounce rate, which is less than 70%¹⁰⁷. Bounce rate refers to the rate that visitors leave the website after viewing only one page.



Figure 58: IMPETUS website visits per month in the period 30 December 2021 – 31 August 2024

The number of visits from M18 to M35 has increased in comparison to the previous period M1-M17 (+4190). The average number of visits per month has increased too (+110). Moreover, since M18 the number of visits per month has been increasing over time. There was a drop in visits in December and January, but it didn't last long. The average visit duration is almost 3 minutes; usually it's between 1,5 and 2,5 minutes, so it's a good value. It means visitors stay on the website long enough to read it.

¹⁰⁷ <https://blog.hubspot.com/marketing/what-is-bounce-rate-fix>



Most viewed pages M4-M17

Table 7: IMPETUS website most viewed pages in the period 30 December 2021 – 28 February 2023

Page Title		Page views	
1	Home	6.299	38%
2	About	1.279	8%
3	Solutions	752	5%
4	Coastal	665	4%
5	Continental	577	4%
6	Atlantic	549	3%
7	Artic	518	3%
8	Stories	506	3%
9	Mountains	490	3%
10	Mediterranean	480	3%

Table 8: IMPETUS website demo site page views in the period 30 December 2021 – 28 February 2023

Demo site		Page views	
1	Coastal	665	4%
2	Continental	577	4%
3	Atlantic	549	3%
4	Artic	518	3%
5	Mountains	490	3%
6	Mediterranean	480	3%
7	Boreal	259	2%

Most viewed pages M18-M35

Table 9 IMPETUS website most viewed pages in the period 1 March 2021 – 31 August 2024

Page Title	Page views	Rank
Home page	8.146	26%
About	3.098	10%
Solutions	1.080	3%
Stories	1.010	3%
Coastal	906	3%
Mountains	796	3%
Atlantic	696	2%
Get Involved	669	2%
Mediterranean	660	2%
Continental	600	2%

Demo site	Page views	
Coastal	906	3%
Continental	600	2%
Atlantic	696	2%



Artic	528	2%
Mountains	796	3%
Mediterranean	660	2%
Boreal	272	1%

Most downloaded documents M4-M35

Document	Link	Downloads	
IMPETUS Web Brochure	https://climate-impetus.eu/wp-content/uploads/2023/10/20230929_IMPETUS_Brochure_A5_WEB.pdf	41	9%
Rotterdam flooding	https://climate-impetus.eu/wp-content/uploads/2023/01/DS4video-still-floodingtool-screen-Rotterdam-scaled.jpg	38	8%
D1.1 Stakeholder mapping, analysis and engagement roadmaps in demo-sites	https://climate-impetus.eu/wp-content/uploads/2023/10/D1.1-Stakeholder-mapping-and-engagement-plan-FINAL.pdf	30	6%
IMPETUS Berlin Water Challenges Illustration	https://climate-impetus.eu/wp-content/uploads/2023/02/IMPETUS-Berlin-Water-Illustration-2023-EN-approved.png	28	6%
IMPETUS Web Roll-Up	https://climate-impetus.eu/wp-content/uploads/2023/10/RollUp-Impetus-WEB.pdf	19	4%

The most downloaded document, unsurprisingly, is the IMPETUS brochure with 41 downloads.

Visitor acquisition M4-M17

Direct entries (e.g. bookmarks) were the main source of traffic to the website within the period. Unusually, the second highest source of traffic were links from other websites (instead of search engines). Visitors came from 68 distinct websites, 4 different social media platforms and via 4 different campaigns. Table 6 below shows the numbers.

Table 10: IMPETUS website visitor acquisition in the period 30 December 2021 – 28 February 2023

Channel Type	Visits	
Direct Entry	4.467	59%
Websites	1.268	17%
Search Engines	1.175	16%
Social Networks	604	8%
Campaigns	32	0%

Five websites brought the most visitors to the IMPETUS website (see Table 7 showing visitor sources below), while the other websites brought fewer than 40 visitors each. From among the 4 social media platforms that delivered visitors to the website, LinkedIn played the most significant role. Twitter and Facebook also brought some visitors to the website; however, only Twitter visitors actually engaged with the content while Facebook visitors soon left. This means the communication done on LinkedIn and Twitter led traffic to the website.



Table 11: Sources of visitors to the IMPETUS website during 30 December 2021 – 28 February 2023

Top 5 websites	Visits
www.surveymonkey.de	205
eurecat.org	198
www.surveymonkey.com	102
eu-citizen.science	77
regilience.eu	69
Channel Type	Visits
LinkedIn	449
Twitter	81
Facebook	73
YouTube	1

Visitor acquisition M18-M35

Most of the visits are still from direct entries, but the number of visits from search engines went up (from 17% to 29% of total visits). This is positive, because before we had more visits from websites than search engines, so this result means that the SEO is working.

Table 12 IMPETUS website visitor acquisition in the period 1 March 2023 – 31 August 2024

Channel Type	Visits	
Direct Entry	6.979	59%
Search Engines	3.387	29%
Websites	944	8%
Social Media	454	4%
Campaigns	8	0%

The number of visits from social media went down, from 8% of total visits in the previous period (n=632), to 4%. This is something that may need to be improved going ahead, although most social media, X and LinkedIn included, are moving towards a pull type of social media, where users don't leave the platform and external links are not welcome much.

Table 13 Sources of visitors to the IMPETUS website during 1 March 2023 – 31 August 2024

Top 5 websites	Visits	
eurecat.org	109	12%
regilience.eu	95	10%
climate-adapt.eea.europa.eu	67	7%
iamc.ciheam.org	42	4%
eu-citizen.science	32	3%

Social media	Visits	
LinkedIn	345	76%
Twitter/X	65	14%
Facebook	21	5%
YouTube	12	3%



Instagram	11	2%
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Audience by country M4-M17

The map below (Figure 57) shows specific countries and Table 13 shows the top ten countries from where visitors accessed the IMPETUS website. Most visitors came from Europe (88%), while 8% came from North America and 3% from Asia.

Table 14: Top ten countries of visitors accessing the IMPETUS website, 30 December 2021 – 28 February 2023

Top 10 Country	Visitors	%
Netherlands	1186	16%
Germany	779	10%
Norway	772	10%
Spain	756	10%
Italy	713	9%
Greece	615	8%
United States	587	8%
France	371	5%
United Kingdom	274	4%
Latvia	233	3%

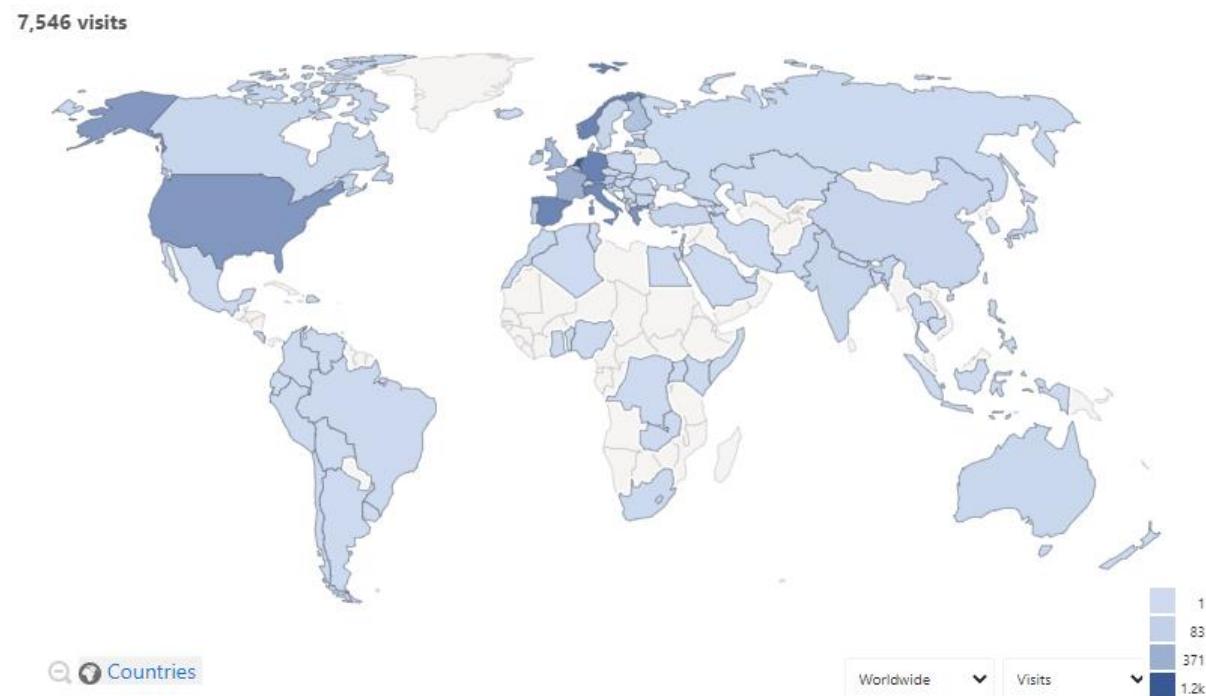


Figure 59: World map of visitors accessing the IMPETUS website, 30 December 2021 – 28 February 2023



Audience by country M18-M35

83% of visits were from European countries, especially Spain. All the target countries were among the top 15 countries where visits came from; most of them were in the top 7. These results are similar to a previous report (M1-M17), except for the fact that the visits from the target countries - except Latvia - increased.

Table 15: Top countries of visitors accessing the IMPETUS website, 1 March 2023 – 31 August 2024

Top 15 countries	Visits	Rank
Spain	1937	16%
Netherlands	1079	9%
Germany	1067	9%
United States	1065	9%
Italy	1003	9%
Greece	772	7%
Norway	707	6%
France	605	5%
United Kingdom	523	4%
Finland	380	3%

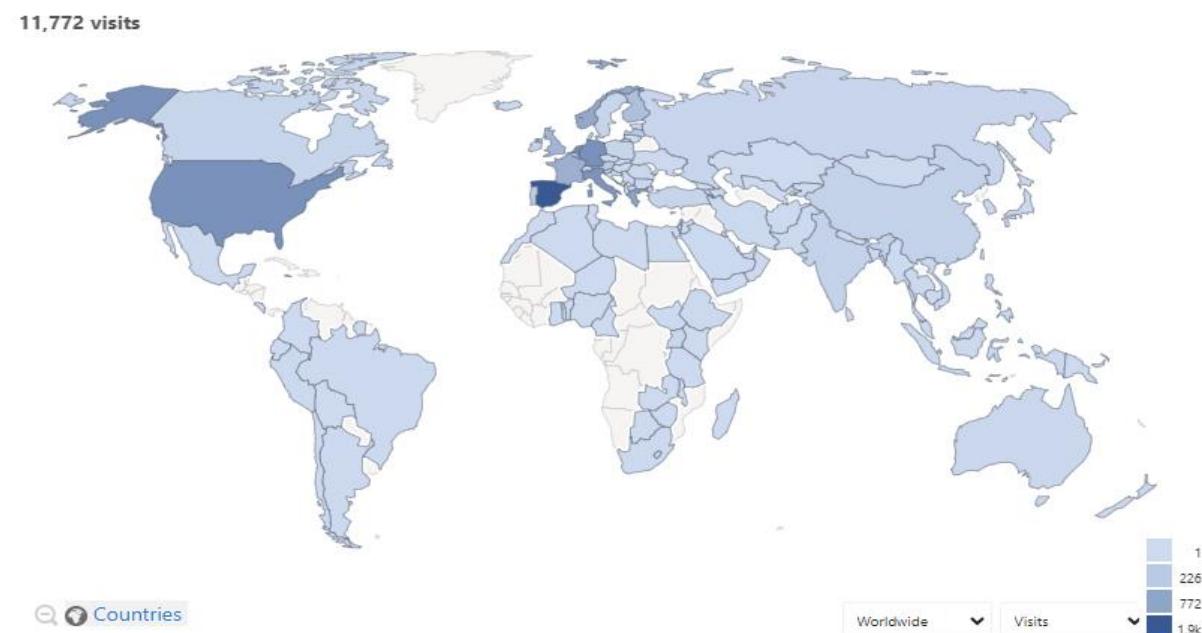


Figure 60: World map of visitors accessing the IMPETUS website, 1 March 2023 – 31 August 2024



Annex 8: Dissemination via social media

Data from 1 September 2021 (M0) to 31 August 2024 (M35).

LinkedIn

In 36 months, the IMPETUS LinkedIn channel gained 1331 fans (followers), 105.997 impressions and 10.321 interactions. The chart below (Figure 59) shows the fan growth of the channel, while Table 15 shows the details of the performance.

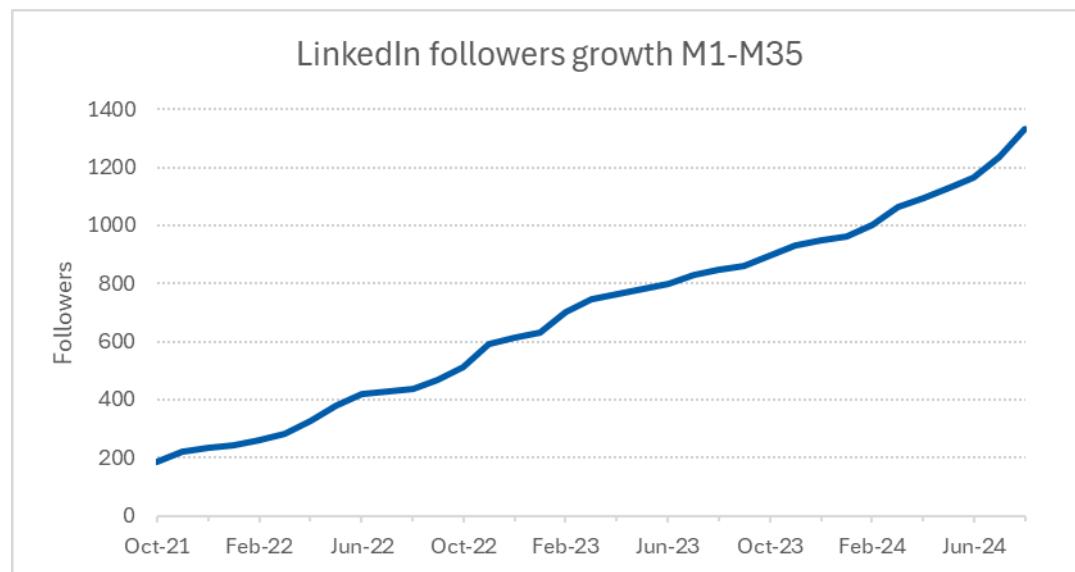


Figure 61: Growth in the number of IMPETUS LinkedIn fans in the period 1 September 2021 – 31 August 2024

Table 16: Performance of the IMPETUS LinkedIn channel for the period 1 and 2 September 2021 – 31 August 2024

	M1-M17	M18-M35	M1-M35
Posts	128	83	211
Followers	703	1.331	1.331
New followers	594	628	1.222
Audience growth rate	555%	89%	-
Impressions	51.857	54.140	105.997
Reach	27.566	34.075	61.641
Engagement rate	8,2%	3,8%	6,0%
Engagements	1.776	1.908	3.684
Interactions	3.421	6.900	10.321
Reactions	1.586	1.667	3.253
Shares	188	223	411
Comments	29	22	51
Clicks	1.023	4.859	5.882

Audience growth was steeper in the first 6 months of the project and then slowed down slightly. That's usually the case when new accounts are established. The number of impressions, reach, and engagements increased every six months, showing that the channel performance improved over time. Even the number of shares and comments increased every six months. Shares and especially



comments require more effort from users than reactions, so their number is often low. However, this was not the case for this project. A typical average engagement rate for similar accounts is between 1% to 5% (according to Hootsuite¹⁰⁸); hence the IMPETUS engagement rate of 3,5% is a good result. Even if the channel posted fewer times, the number of impressions and engagements improved in the second period.

Tables 16 and 17 below show the 3 posts with highest number of impressions, reach and engagement per period.

Table 17: The 3 IMPETUS LinkedIn posts with highest impressions and engagement in the period 1 September 2021 – 28 February 2023

Date	Post	Impressions	Interactions
1 31 Jan 2023	<u>"A #project as complex and with as many 'moving parts' as IMPETUS needs careful understanding and coordination...."</u>	1.920	58 Reactions 6 Shares 2 Comments 106 Clicks
2 07 Feb 2023	<u>"The city of #berlin and its surroundings have a relatively high surface area of #rivers and #lakes."</u>	2.092	54 Reactions 4 Shares 4 Comments 92 Clicks
3 25 May 2022	<u>"At European Space Agency - ESA's Living Planet Symposium #LPS22 session E2.02 today..."</u>	2.250	35 Reactions 1 Shares 0 Comments 42 Clicks

Table 18: The 3 IMPETUS LinkedIn posts with highest impressions and engagement in the period 1 March 2023 – 31 August 2024

Date	Post	Impressions	Interactions
1 23/07/2024	<u>Can dune restoration combat coastal erosion?</u>	3222	95 Reactions 31 Shares 5 Comments 237 Clicks 1879 Video views
2 20/10/2023	<u>Last week Climate Impetus partners met at KWR Water Research Institute..</u>	3699	72 Reactions 10 Shares 1 Comments 1147 Clicks
3 12/03/2024	<u>We had the privileds of gathering with several Climate Impetus partners at Eurac Research</u>	3266	72 Reactions 7 Shares 0 Comments 1243 Clicks

¹⁰⁸ https://blog.hootsuite.com/calculate-engagement-rate/#What_is_a_good_engagement_rate



Twitter

In 36 months, the IMPETUS Twitter channel gained 607 fans (followers), 60.514 impressions and 2.658 interactions. The chart below (Figure 60) shows growth in the number of fans over time, while Table 18 provides the details of the channel's performance.

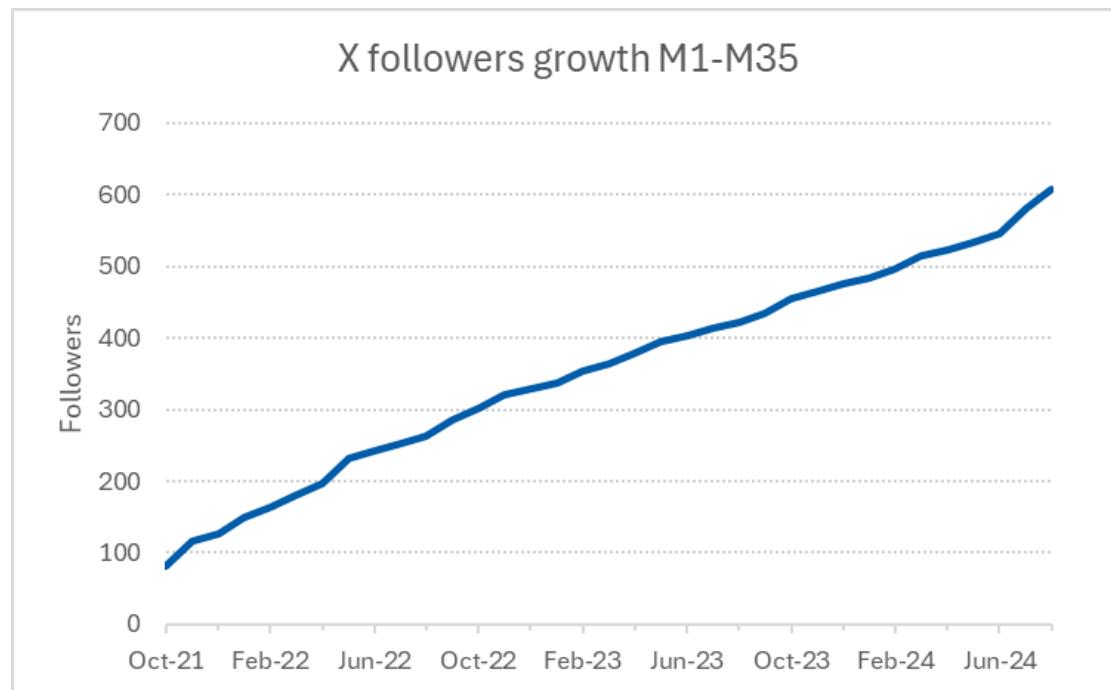


Figure 62: Growth in the number of IMPETUS Twitter fans in the period 1 September 2021 – 31 August 2024

Table 19: Performance of the IMPETUS Twitter channel for the period 1 September 2021 – 31 August 2024

	M1-M17	M18-M35	M1-M35
Posts	186	74	260
Posts and reposts	536	747	747
Followers	353	607	607
New followers	286	254	540
Audience growth rate	440%	72%	-
Impressions	39.479	21.035	60.514
Engagement rate	2,90%	4,1%	3,5%
Engagements	1.130	663	1.793
Interactions	1.839	819	2.658
Likes	785	453	1.238
Shares (quotes + reposts)	389	206	595
Comments	13	19	32
Clicks	655	163	818
Video views	874	268	1.142

The numbers may not look as good as in the previous period, but in the previous period more posts were published. That's one of the reasons behind this difference. The other reason is related to the changes in X.



The tables below show the 3 posts with highest number of impressions, reach and engagement.

Table 20: The 3 IMPETUS Twitter posts with highest impressions and engagement in the period 1 September 2021 – 28 February 2023

Date	Post	Impressions (I) & Reach (R)	Engagement
1 21 Jan 2021	IMPETUS kick off today. Keynote @msanglas highlights #climatechange in #Catalonia. ...	I - 3.087 R - 1.493	16 likes 11 shares
2 22 Mar 2022	This precious asset, H2O, is the focus of several #ClimateImpetus activities and partners aiming for #climate #adaptation ...	I - 1.203 R - 831	13 likes 7 shares
3 15 Feb 2023	How can IMPETUS #digital tools help society use different knowledge sources in #climatechange #adaptation? ...	I – 1024 R - 802	21 likes 8 shares 233 video views

Table 21 The 3 IMPETUS Twitter posts with highest impressions and engagement in the period 1 March 2023 – 31 August 2024

Date	Post	Impressions	Engagement
1 7/11/2023	Climate Change in the Mediterranean: can we prevent the damage	1091	16 Likes 10 Shares 3 Comments 8 Clicks 222 Video views
2 20/3/2023	Better late than never has always been wise advice	3650	10 Likes 4 Shares 0 Comments 9 Clicks
3 21/5/2024	Save the date EU Green Week partner event	806	11 Likes 13 Shares 5 Comment 6 Clicks



Mentions period 1

Data from 3 March 2021 (M6) to 3 March 2023 (M17).

Using the Brandwatch¹⁰⁹ tool, a social media ‘listening’ analysis of the one-year period to early March 2023 shows that the IMPETUS project was ‘mentioned’:

- by 76 unique authors,
- of which, 54% male & 46% female,
- 224 times in total,
- with a 368 thousand reach,
- gathering 1.2 million impressions.

The two screenshot images below show the top ten sites these mentions originated from and the top ten author accounts, their reach, number of followers and number of mentions.

Site name	Mentions
1  twitter.com	195
2  idw-online.de	4
3 unsdsn.org	3
4  casaclima.com	2
5  construction21.org	2
6  ladige.it	2
7  lvportals.lv	2
8  youtube.com	2
9  abitur-und-studium.de	1
10  agenziagiornalisticaopinione.it	1

Figure 63: Screenshot of top ten IMPETUS mention origin sites in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening

¹⁰⁹ <https://www.brandwatch.com/>



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 101037084.

Author name	Mentions ▾	Twitter Followers	Reach
1 resilience	41	784	1.6k
2 LisaMAndrews_ Germany	32	1.8k	2.3k
3 EURACrenewables	10	1.4k	1.6k
4 ARSINOE_EU	9	662	2.4k
5 THETIS_SPA Italy	8	230	0
6 TransformarEU Belgium	6	122	0
7 BEF_Latvia Latvia	5	1.2k	1.2k
8 GuidoSchmi Spain	5	816	0
9 Eurecat_news Spain	3	16k	11k
10 UiTNorgesarktis	3	13k	8.1k

Figure 64: Screenshot of top ten IMPETUS mention authors in the period 3 March 2022 – 3 March 2023, including their reach, numbers of followers and mentions, based on Brandwatch social media listening

The topics covered in the IMPETUS mentions, a word cloud of keywords plus the top ten hashtags used to accompany these posts are shown in the three screenshots below:

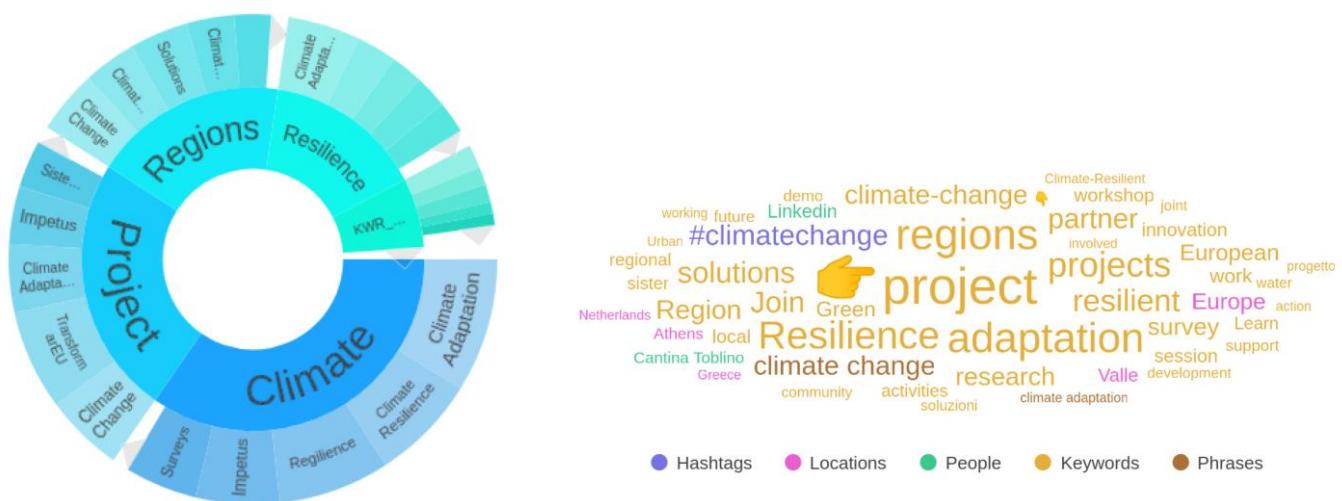


Figure 66: Screenshot of topics in IMPETUS mentions in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening

Figure 65: Screenshot of wordcloud of keywords in IMPETUS mentions in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening



Hashtag	Volume ▾	Twitter Impressions	Reach
#climatechange	22	27k	50k
#adaptation	10	5.7k	9.8k
#climateaction	8	74k	51k
#euresfo22	8	5k	13k
#icsd2022	8	71k	34k
#resilience	8	5k	9.6k
#climate	7	6.8k	13k
#canviclimàtic	6	86k	54k
#klimawandel	6	15k	16k
#climateimpetus	5	3.3k	6.7k

Figure 67: Screenshot of top ten hashtags used in IMPETUS mentions in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening

Of the posted IMPETUS mentions, 12% were positive, 87% were neutral and 1% (2 posts) were negative, according to the Brandwatch social media listening exercise. However, the negative comments could have been negative towards the climate change problems that the project is addressing, rather than towards the project itself.

The majority of the mentions were posted in English (152), with mentions in Italian (17), Catalan (10), German (10), Latvian (10), Norwegian (4), Greek (2), Dutch (2) and Spanish (1) among the remainder.

Within the period covered by the Brandwatch social media listening exercise, the number of mentions over time was relatively evenly distributed, with a high peak in April 2022, as the screenshot below shows.



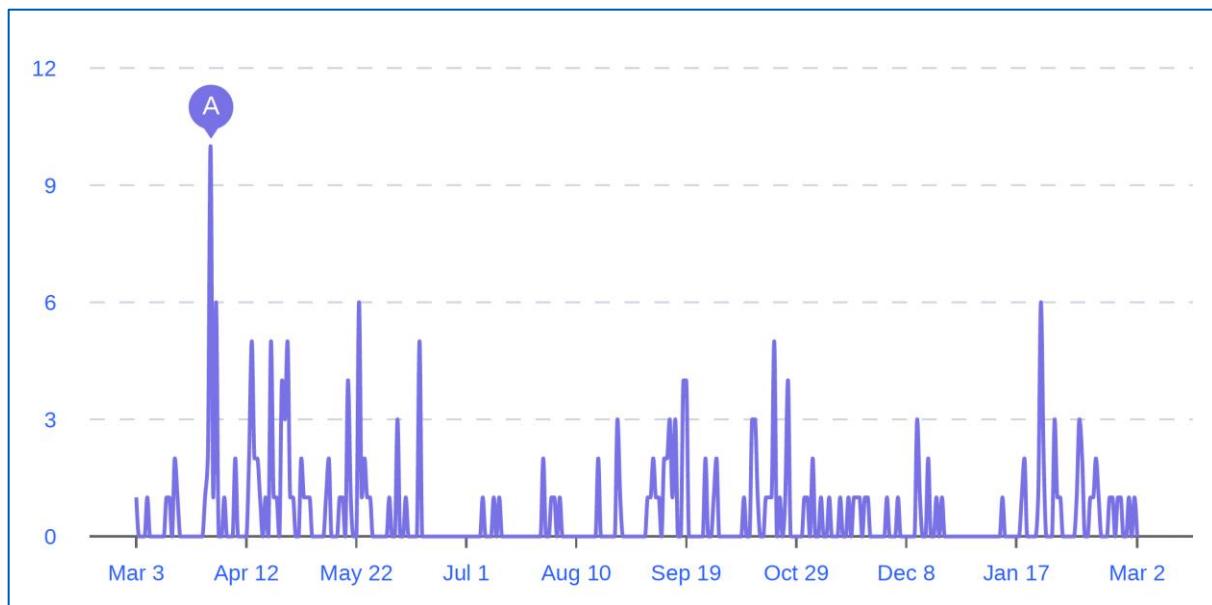


Figure 68: Screenshot of IMPETUS mention volume in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening

Mentions period 2

Data from 1st September 2023 (M23) to 31st August 2024 (M35).

Brandwatch doesn't allow the retrieval of more than one year of historic data, so September the 1st 2023 is the as far as we can go

In comparison to the previous mention report (3/3/22 – 2/3/23), the IMPETUS project had many more mentions (from 224 to 737) and visibility (from 368K of unique users reached to 944K).

There were three peaks in mention volume in particular:

- On the 11th of October (55 mentions), during a shared event with ARSINOE EU at KWR

Total mentions

737

Total reach

944K

Total impressions

3.8M

Unique authors

249

Water;

- On the 7th of November (33 mentions), at the jornada de turisme resilient a la Costa Daurada;



- On the 23rd of July (27 mentions), about the IMPETUS video *Coastal Protection Against Climate Change*

The word cloud shows the most used keywords, hashtags and phrases in the mentions. Check if they

Mention volume over time by day

Word cloud



are relevant. If they are it means the project is associated with the right topics.

Most of the mentions were neutral in tone, 11% were positive. No mention was negative towards the project.

368 mentions had a link (50%). The top 10 most shared links are listed below.

Sentiment volume



● 11% Positive ● 89% Neutral ● 0% Negative

Top shared URLs

Mentions



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

1	https://www.youtube.com/watch?v=Et9g9n4WlvU - Coastal Protection Against Climate Change: Restoring Sand Dunes in Catalonia	33
2	https://www.eventbrite.com/e/think-globally-act-systemically-driving-sustainable-change-tickets-694149488807	23
3	https://arsinoe-project.eu/open-calls-2/	21
4	https://regilience.eu/newsletter/	19
5	https://climate-impetus.eu/transformative-approaches-to-climate-adaptation-in-europe-enroll-in-the-new-mooc-by-impetus-in-collaboration-with-sdgacademyx/	12
6	https://impetus4cs.eu/new-year-new-opportunities-for-citizen-science/	11
7	https://climate-impetus.eu/navigating-regional-realities-amid-water-scarcity-in-europe/	10
8	https://climate-impetus.eu/womens-day-valentina-dalonzo-discusses-climate-research-gender-balance-and-hopes-for-the-future/	9
9	https://watereurope.glueup.com/event/arsinoe-seminar-series-92739/	9
10	https://www.youtube.com/watch?v=-5qU68skrts - Understanding and Addressing the Wildfire and Flood Threat in Greece and Beyond	9

Most mentions were posted on X (former Twitter). The top 3 authors were: ARSINOE_EU (54 mentions), AnnaBouque (36 mentions, maybe ask first or remove) and regilience (36 mentions).

Below are the ten top hashtags. The project is associated with the right topics and messages.

Top Hashtags	Mentions	Impressions	Reach
1 #arsinoe	64	47.940	38.031
2 #climatechange	53	107.085	39.000
3 #climate	42	51.277	26.523
4 #climateresilience	40	55.364	26.982
5 #citizenscience	32	264.516	91.092
6 #msca	32	264.516	91.092
7 #climateadaptation	31	74.621	30.216
8 #arsinoega2023	31	28.829	23.542
9 #climateaction	30	28.508	1.923
10 #missionclimate	29	43.236	17.007

Regarding the authors/users who mentioned the project, the results are below. Regarding the gender split, this is only for X accounts where the gender was specified

Gender split



52%

55 mentions

48%

50 mentions

More interesting, the language and location. Here are the languages used in the mentions of the project, followed by a map from where the mentions are from. Most mentions were in English, which makes sense since it's the international language, and the second most used language was Catalan.

Languages	Mentions
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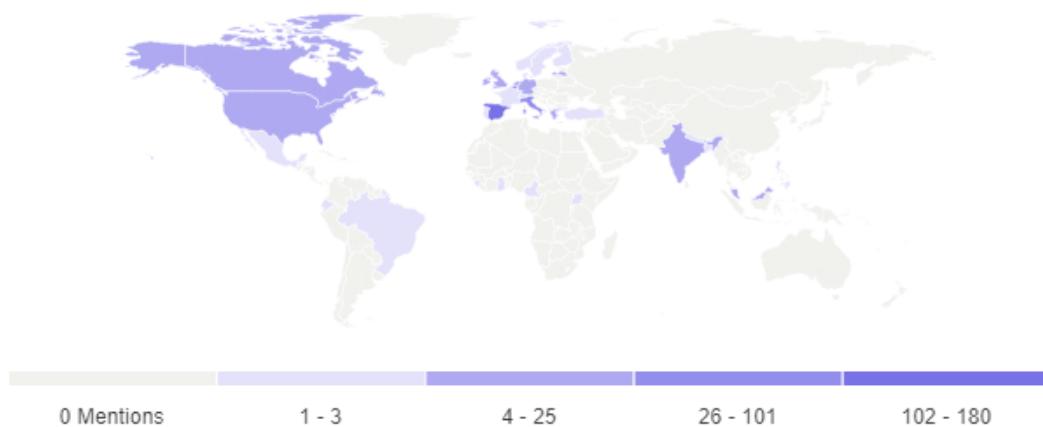


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

1	English	565
2	Catalan	135
3	Spanish	17
4	Italian	6
5	Latvian	3
6	German	1
7	French	1
8	Norwegian	1

Here is the volume of mentions by countries. The table shows the top 10 countries. Most mentions were from Spain. I suppose Catalonia if we consider the language.

Volume by countries



Country	Mentions	Unique authors
Spain	178	60
Italy	46	5
Belgium	41	15
Greece	18	9
United States of America	17	10
Germany	15	5
Malaysia	12	2
United Kingdom	11	7
Republic of Ireland	11	5
Latvia	8	3



Finally, this is also something included by Brandwatch, but I would remove it instead because even if I download it as image, it never shows me all the slices or the text. I would just remove the pic and maybe just say that most mentions of IMPETUS were about 3 main topics:

- Climate Change
- Climate Resilience
- Climate Adaptation

Topic wheel

