



DISSEMINATION AND COMMUNICATION PLAN, V2

ClimEmpower Work Package 5, D5.3, v2



Project ClimEmpower: User Driven Climate Applications Empowering Regional Resilience

Work package 5, Deliverable D5.3

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Revision history

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24/01/2025	Preliminary draft V.0.2	Vurnek, M., Petrović, J., Petricioli, L., Pale, P	Implementation of sections and provision of content sessions
14/02/2025	Final draft V0.8	Vurnek, M., Petrović, J., Petricioli, L., Pale, P	Final document ready
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List of Acronyms

AIT	Austrian Institute of Technology GmbH (ClimEmpower Coordinator)
CC BY 4.0	Creative Commons Attribution 4.0 International license
CFS	Certificate on the Financial Statements
CSF	Case Study Facilitators
CT	Coordination Team
DEC	Dissemination, Exploitation and Communication
DMP	Data Management Plan
DoA	Description of Action
DOI	Digital Object Identifier
DPO	Data Protection Officer
EC	European Commission
ECMWF	European Centre for Medium-Range Weather Forecasts.
FAIR	Findable, Accessible, Interoperable and Reusable
GA	Grant Agreement
HE	Horizon Europe
ICARIA	Improving ClimAte Resilience of crltical Assets (HE project)
INSPIRE	Infrastructure for Spatial Information in Europe
IPCC	Intergovernmental Panel on Climate Change
IPR	Intellectual Property Rights
JSON	JavaScript Object Notation (data format)
JSON_LD	JSON for Linking Data (data format)
KISS	Keep It Simple, Silly
KPI	Key Performance Indicator
MAIA	Maximising impact and accessibility of European climate research (HE Coordination Action)
OGC	Open Geospatial Consortium (Standardization organisation)
PAB	Project Advisory Board
PMT	Project Management Team
PSB	Project Steering Board (also known as “General Assembly”)
SM	Strategic Managers

SO	Strategic Objective
SyGMa	Grant Management System
URI	Uniform Resource Identifier
WP	Work Package
WPL	Work Package Leader

Glossary

Climate impacts	The consequences of realized risks on natural and human systems, where risks result from the interactions of climate-related hazards (including extreme weather and climate events), exposure, and vulnerability. Impacts generally refer to effects on lives; livelihoods; health and well-being; ecosystems and species; economic, social and cultural assets; services (including ecosystem services); and infrastructure (based on IPCC, 2018)
OpenAIRE	Pan-European open and sustainable scholarly communication infrastructure harvesting research output from connected data providers (https://www.openaire.eu/).
Zenodo	A general-purpose open repository developed under the European OpenAIRE program and operated by CERN (https://zenodo.org/)

Executive summary

This document is the D5.3 Dissemination and communication plan, v2 of the ClimEmpower project. It is the second version of the Dissemination and Communication Plan for the ClimEmpower project, following the initial plan that was outlined in the first report. While the first version provided a strategic framework for dissemination and communication activities, this updated document **evaluates the progress achieved, effectiveness of implemented measures, and adjustments needed** to enhance outreach and engagement.

Building upon the original dissemination and communication strategy, this version presents:

- A comparison between planned and executed activities, highlighting key achievements and areas for improvement.
- Assessment of the impact of communication tools, channels, and stakeholder engagement efforts.
- Lessons learned and corrective measure that were applied to optimize dissemination strategies.
- Refinements to the communication approach, ensuring alignment with project objectives and evolving stakeholder needs.
- Updated risk mitigation strategies, to address unforeseen challenges in dissemination and outreach.

This deliverable continues to serve as a **guiding tool** for the project partners, ensuring that ClimEmpower's research outputs reach the intended audiences effectively. By systematically evaluating and adapting our approach, we strengthen the project's visibility, stakeholder engagement, and overall impact.

As part of the ongoing dissemination and communication process, a third and final version of this report will be published in 2026, providing a comprehensive overview of results, long-term impacts, and best practices established throughout the project.

1. ClimEmpower summary

ClimEmpower is a Horizon Europe collaborative research project dedicated to addressing the ongoing Climate Crisis in Europe by empowering the regional stakeholders in some of the most vulnerable European regions, Figure 1, is giving an overview of the project depicting the **reason** the project exists, **what** the aim of the project is, **where** it will take place, **how** it will do **what** it promises to do and **who** is involved in these activities. .

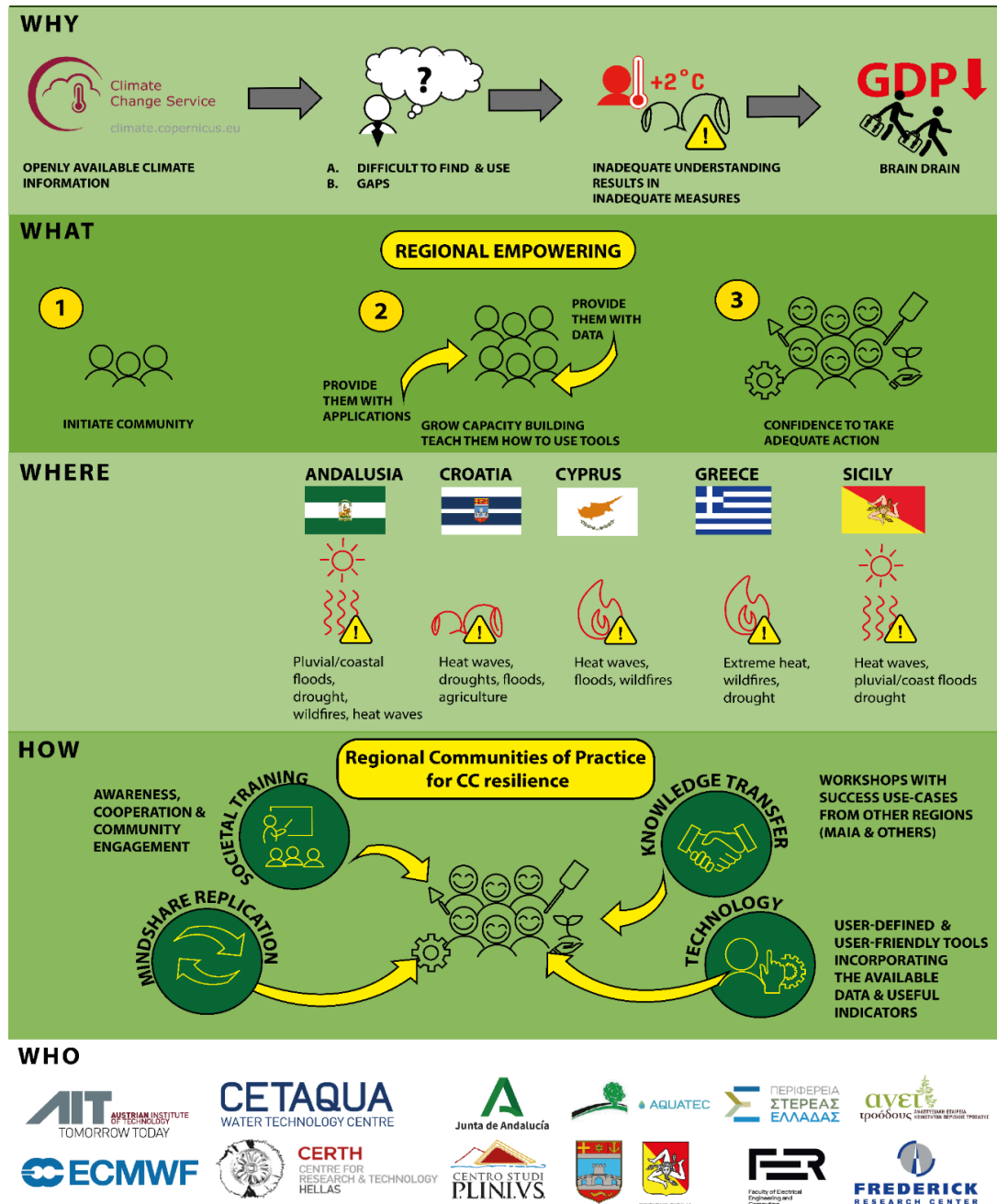


Figure 1: ClimEmpower at a glance: why, what, where, how, and who.

1.1 Project context

Climate risks result from a combination of hazards, exposure, and vulnerability (REF). Addressing all three aspects is crucial for an effective increase of regional resilience. However, exposure, vulnerability, and related aspects (such as adaptive capacity) strongly depend on available knowledge and climate literacy. Consequently, the global climate crisis frequently has a higher impact on socioeconomically vulnerable regions, since more affluent regions have a higher human and economic potential for addressing the issue. To maximize its impact, ClimEmpower has therefore chosen to address the EU regions featuring a combination of high potential CC impacts and low and/or stagnant regional GDP/capita. This is mainly the case for regions in South and Southeast Europe (Figure 2).

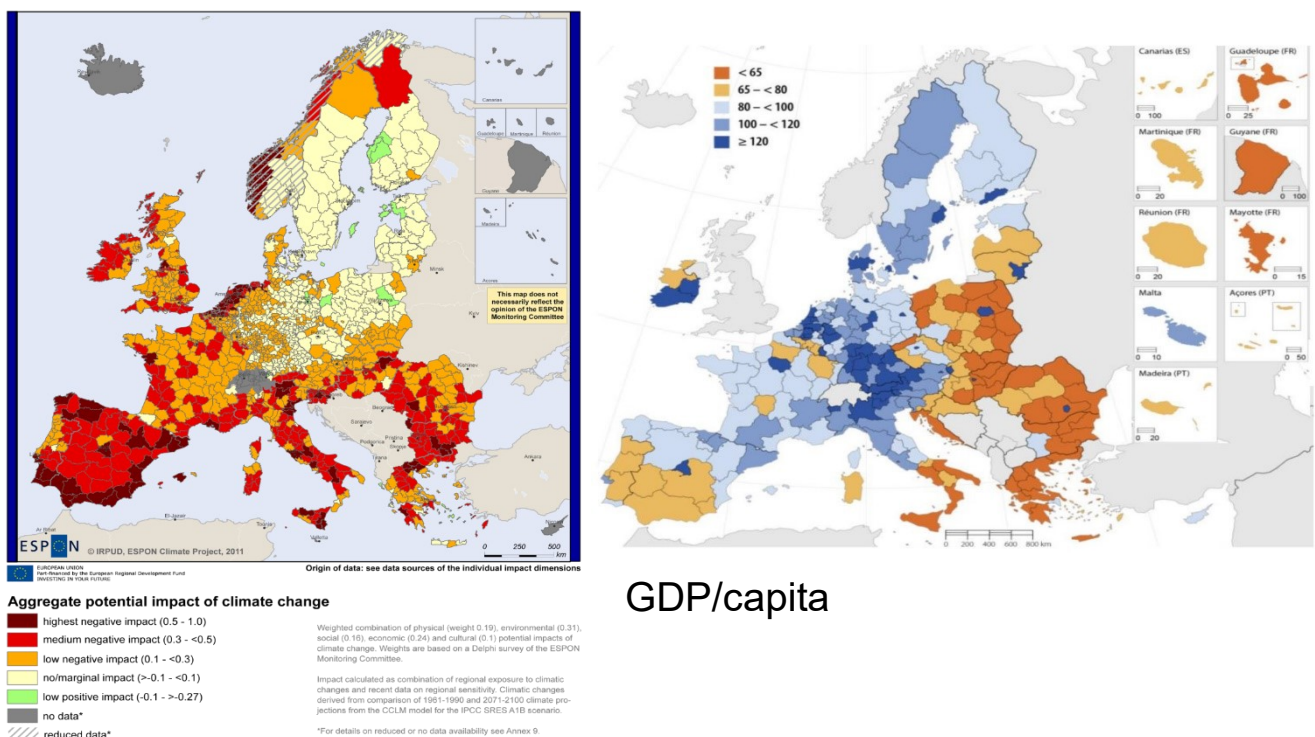


Figure 2.- aggregated potential impact of climate change (<https://www.espon.eu/climate-2012>); **GDP/capita** (based on <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/ddn-20210303-1>)

The context the project addresses is thus one of an ongoing global warming, high regional vulnerability and low coping capacity of the participating regions, and the **overarching strategic objective of ClimEmpower** is to empower the Regional Authorities (RAs) and other Mission Users (MUs) in five EU-regions featuring a combination of exceptionally high climate hazards and exceptionally low coping capacity by improving their collective understanding of the Climate Change (CC) hazards, risks and resilient development pathways and support their knowledge-based regional planning and development through providing relevant data, knowledge and user-defined and user-friendly decision support applications.

1.2 Project objectives

To achieve this overarching goal, **ClimEmpower has identified six SMART¹ Strategic Objectives (SO)**, each one related to one or several work packages. The SOs have also been classified according to different categories: societal, contributing to improved dialogue, awareness, co-operation and community engagement as highlighted by the European Climate Pact (SO1, SO5); scientific, corresponding to research activities for advances beyond the state of the art (SO2, SO3); technological, suggesting and/or developing novel solutions, integrating state-of-the art and digital advances (SO4); and outreach, aimed at sharing ClimEmpower results to a broader scientific and non-scientific audience, including additional regions and communities, to maximize project impact (SO6).

- SO1 Understand regional backgrounds, challenges and expectations (WP1, societal)
- SO2 Address the gaps in availability and usability of CC data and services (WP2 and WP4, scientific)
- SO3 Identify, define, estimate, and communicate the climate impact/resilience indicators suitable for local end-users (WP2 and WP4, scientific)
- SO4 Simplify access to CC data and develop end user applications (WP3, technological)
- SO5 Empower the regions to activate and enhance their potential for addressing the climate change challenge (WP4, societal)
- SO6 Ensure the use and impact of the ClimEmpower outputs (WP4 and WP5, scientific and societal)

Key ambition of ClimEmpower is to **prove beyond doubt that CC-resilience should, and can, be an integral part of regional development everywhere in the EU and beyond it**. That is, we anticipate that the regional stakeholders will recognise that CC-resilient development pathways offer multiple benefits to them, including but not limited to higher quality of life and reviving economy, and that these can be understood using available data, tools, and services. The second key ambition of the project is to **help the regions address CC resilience in key community systems addressed in five ClimEmpower trials**.

The underlying philosophy of the project is to “**help the regions help themselves**”. This will be achieved through various mechanisms, including the co-creation and mediation of the regional “**Communities of Practice**”, provision of **Climate Change -resilience training materials**, as well as the provision and training regarding the use of user-centric data and services – including those that have already been made available through previous research projects and EU initiatives.

¹ Specific (related to WPs), Measurable (by relevant KPIs), Achievable (the WPs in which they will be achieved are listed), Realistic (since they are referred to and explained in the methodology section), and Timebound (each KPI is related to a deliverable and a month of achievement).

2 Introduction

2.1 Deliverable summary

This deliverable is part of WP5 – Enhancing the outreach and impact of the project objectives. It serves as the primary document defining the various communication and dissemination activities planned throughout the duration of the project.

2.2 Results and expected impact

This document represents the second version (D5.3) of the Dissemination and communication plan for the ClimEmpower project, which follows the first strategy described in D5.2. While the first version set out the framework, objectives and key dissemination and communication strategies, this updated document assesses the progress made, challenges encountered, and improvements needed to improve outreach and stakeholder engagement.

2.2.1 Progress and key achievements

Since the publication of D5.2, several dissemination and communication activities have been successfully implemented. The ClimEmpower project has:

- **increased the visibility of the project** through targeted dissemination activities, including participation in international conferences, workshops and engagement with relevant stakeholders,
- **expanded stakeholder engagement** and strengthened relationships with key actors from politics, science, industry and civil society,
- **improved communication tools**, enhanced outreach through digital platforms, social media, newsletters and published reports,
- **measured the impact of dissemination** by using metrics and feedback mechanisms to evaluate the effectiveness of communication efforts.

While significant progress has been made, some lessons have emerged that are included in this updated version:

- The need for **tailored communication strategies** because some stakeholder groups require more customized approaches to maximize their impact.
- Improved **internal coordination** and mechanisms for internal communication between work packages to enable better knowledge sharing and alignment.
- More **proactive outreach efforts** - utilize more opportunities for DEC activities.
- **Better tracking of dissemination results** - updated monitoring and evaluation processes will help measure success and guide future activities.

2.3 Relation to other work

The ClimEmpower team has continued the dissemination and communication efforts with D6.1 (Project Management Manual), D6.2 (Risk Management Plan), D6.8 (Data Management Plan), D5.6 (Stakeholder Engagement Plan) and D5.1 (Project Website), this second iteration of the Dissemination and Communication Plan continues on integrated dissemination and communication activities with D6.3 (Implementation Plan and Risk Contingency Plan v2) and D5.7 (Stakeholder Engagement Plan, v2) to ensure a structured, risk-aware and stakeholder-centered approach to the visibility of the project.

To maximize the impact of the project, dissemination and communication activities will accompany and support all key project outputs. With this plan, the ClimEmpower consortium aims to ensure that research results, methods and innovative solutions developed within ClimEmpower are effectively communicated to stakeholders, policy makers and the wider public. Dissemination activities will be continuously adapted to the progress of the project, including findings from new results, to promote and share the knowledge gained.

The communication strategy will focus on increasing the engagement of stakeholders gathered in the CoP as well as other relevant stakeholders, in support of project exploitation and sustainability. It will promote the development of strategies to increase climate resilience and ensure the wide availability of project results to facilitate knowledge transfer and evidence-based decision making and to promote the integration of climate resilience solutions at regional and European level.

2.4 Data, security, and ethics

2.4.1 Data accessibility and reuse

No (new) data sets relevant for ClimEmpower Data Management Plan were used or produced in preparation of this deliverable.

Project documents that were used in preparation ClimEmpower D5.3 are summarised in Table 1.

Table 1: Data used in preparation of ClimEmpower deliverable D5.3

Data set name	Format	Size	Owner & re-use conditions	Potential Utility within and outside	Unique ID
ClimEmpower Grant Agreement	PDF		Sensitive	The Grant Agreement is a legally binding contract between the consortium and the EC. The document is available on SyGMA.	GA number 101112728
ClimEmpower D6.1 Project Management Manual	PDF	1.8MB	Sensitive	The document is available on the Project's document repository, in the WP6 directory.	On Teams (Project Outputs)
ClimEmpower D6.3 Implementation plan and risk contingency plan v2	PDF	2.09MB	Sensitive	The document is available on the Project's document repository	On Teams (Project Outputs)
ClimEmpower D6.8 Data management plan	PDF	1.4MB	Public	- The document is available on Zenodo. - The document will be made available on CORDIS after the m18 review	CORDIS link N/A yet DOI: 10.5281/zenodo.10103042
ClimEmpower D5.1 Project website	PDF	3.46MB	Public	- The document is available on the Project's document repository. - The document will be made available on CORDIS after the m18 review	CORDIS link N/A yet Website URI: https://climempower.eu/

ClimEmpower D5.2 Dissemination and Communication plan, v1	PDF	1.19MB	Public	• The document is available on the Project's document repository. • The document will be made available on CORDIS after the m18 review	CORDIS link N/A yet
ClimEmpower D5.6 Stakeholder engagement plan and events report, v1	PDF	5.29MB	Sensitive	The document is available on the Project's document repository.	On Teams (Project Outputs)

2.4.2 Security and ethics

This deliverable is not considered sensitive in terms of ethics or security. Project outputs described in this deliverable have been screened for ethical issues before publication.

3 ClimEmpower Dissemination and Communication plan, v2

3.1 Updated Dissemination and Communication strategy

Building on the dissemination and communication strategy of the first version of the plan, this second iteration (D5.3) reviews progress made, lessons learned, and adjustments needed to improve impact. While the original approach focused on stakeholder mapping, message development, a multi-channel strategy, and community engagement, this updated version assesses the effectiveness of these strategies for the first 18 months of the project. It suggests improvements for the next phase of the project.

The core principles remain unchanged: ensuring broad engagement, maximizing the project's visibility, and making ClimEmpower results accessible to a wide range of stakeholders based on feedback, engagement metrics, and the project's evolving needs.

3.1.1 Stakeholder engagement and feedback integration

The original dissemination plan has identified key stakeholders, including regional authorities, policy makers, end users, scientific communities and climate initiatives. Since then, efforts have been made to actively engage these groups through targeted outreach and participation in events.

One of the most valuable aspects of stakeholder engagement has been the **Communities of Practice (CoPs)**, in which regional actors share knowledge and experience and develop solutions together.

3.1.2 Evaluation of dissemination tools and channels

The original strategy used a multi-channel approach, including the project website, social media (Facebook, LinkedIn, Zenodo, Quora), press releases, newsletters, publications, videos and participation in conferences. In this iteration, we evaluate the performance of each channel:

- Website traffic analysis indicates growing engagement, but certain sections may need to be better structured for ease of use. More in section 4.1.1.
- Social media engagement was strong in some regions but inconsistent across all platforms, indicating the need for tailored content strategies. More in section 4.1.2.
- Participation in conferences and media outreach (including a feature on Croatian national TV and the coverage of ClimEmpower conference on national and regional TV and radio stations) proved valuable in raising awareness of the project, suggesting a need for further expansion to high-profile events. More in section 4.1.2.1

3.1.3 Alignment with key deliverables and project milestones

Several important project deliverables have been completed since the original dissemination strategy, creating new outreach opportunities. With this updated plan, dissemination efforts will be in line with significant milestones like the ones listed below:

- D2.2 Climate Change resilience: indicators
- D2.3 Downscaling and data fusion for Climate Change resilience
- D3.1 ClimEmpower application architecture
- D4.1 Educational materials for increased regional CC resilience v1
- D4.3 Regional CC-resilience recommendations v1

...and others in the upcoming period.

Key findings and approaches that should be effectively communicated to stakeholders are included in these deliverables. The updated dissemination strategy focuses on customized messaging for different target audiences, ensures that scientific results are both accessible and actionable for policy makers, practitioners and community leaders.

3.1.4 Adjustments and refinements to the dissemination strategy

Performance metrics like website visits, social media activity, and content downloads provide important information about how well our first dissemination attempts worked. The following changes have been made considering the results of this evaluation:

- A more focused communication approach using content created especially for scholars, politicians, and business representatives.
- A greater emphasis on using multimedia and images to boost interaction on digital platforms.
- To encourage cross-project learning and dissemination, collaborations with other EU-funded initiatives are being expanded.

3.2 Updated Communication and Dissemination objectives

The second iteration of the plan assesses whether ClimEmpower's original communication objectives have been met and identify areas for improvement. Some key observations:

- **What worked well:** strong engagement through CoPs, participation in external events and successful media coverage.
- **What needs improvement:** Reaching out to specific stakeholder groups such as policy makers and industry representatives, expanding engagement beyond academic circles and increasing visibility in EU policy discussions. Scientific publications.

New priorities:

- Strengthen scientific communication through cooperation with research projects and publication in academic journals.

- Increase ClimEmpower's participation in policy discussions to make sure that suggestions are heard by decision-makers in the EU and the surrounding area.
- To help develop resilience solutions, increase cooperation with the private sector, especially the climate technology sector.

3.2.1 Stakeholder engagement and target audiences – adjustments

Stakeholder mapping was an important component of the dissemination strategy in the initial iteration. The second iteration takes it further by assessing stakeholder participation and pinpointing areas where engagement is lacking.

Which stakeholder groups have been actively involved in events, Communities of Practice (CoPs), and discussions? Are there specific groups, like policymakers or industry representatives, that need more focused engagement efforts? What adjustments to outreach strategies could improve participation from underrepresented groups?

3.2.2 Audience selection, v2

Table 2: Audience selection, v2

Deliverable	Month	Description	Audience
D1.2 ClimEmpower scenarios	M9	Report detailing the envisaged ClimEmpower scenarios for each of the five regions and expected contributions of partners and WPs/tasks towards realization of these scenarios.	Regional authorities, Scientific community, Climate projects and initiatives, General audience
D2.1 Climate Change resilience: identified data, services, and gaps	M9	A document stating the data needed to identify, analyse and quantify the risks faced by case studies (e.g. hazard, exposure, vulnerability), their sources, resolution etc.; Furthermore, available climate services with focus on the risks identified. By collecting this information, gaps with respect to data, usable indicators, services as well as aspects that alter the vulnerability and therefore can be used to increase resilience are identified.	Regional authorities, Scientific community, Climate projects and initiatives
D3.1 ClimEmpower application architecture	M12	Report explaining the envisaged implementation architecture of ClimEmpower applications.	Scientific community and developers. Climate projects and initiatives,
D4.1 Educational materials for increased regional CC resilience v1	M12	A set of educational materials for increasing CC-resilience literacy. V1 of deliverable will concentrate on indicating what already existing training materials, such as serious games for CC-resilience, qualitative interactive models or tutorials for existing European data and services can be used by regional CoPs and how.	Policymakers, regional authorities, general audience
D2.2 Climate Change resilience: indicators	M15	Summary of existing socio-economic, governance and climate (impact/risk/resilience) indicators covering the needs of all five regions based on a thorough analysis of commonly applied climate, socio-economic, governance indicators	Regional authorities, Scientific community, Climate projects and initiatives
D2.3 Downscaling and data fusion for Climate Change resilience	M15	A document describing the methodology for downscaling Copernicus satellite images and the automatic georeferencing of crowdsourced information from Twitter, based on the identified data gaps	Project partners, CoPs, Regional authorities, Policymakers, Potential end users, Scientific community, General audience, Climate projects and initiatives

Deliverable	Month	Description	Audience
D4.3 Regional CC-resilience recommendations v1	M18	This document will present the consensus reached through CoP activities in the form of generic and region-specific recommendations for decision makers in and beyond the five ClimEmpower regions. It will encompass lessons learned and potential improvements, particularly in terms of integrated governance and policymaking.	Potential end users, policymakers, regional authorities
D2.4 Measures and strategies for increased Climate Change resilience	M21	Overview of adaptation and mitigation measures and strategies, with anticipated impacts on indicators depicting CC-resilience, side effects and co-benefits including description of methodology for estimating the impacts of various measures and strategies on CC-resilience, including side-effects and co-benefits	Potential end users, policymakers, regional authorities
D3.2 Reusable libraries and services for climate feature extraction, data processing and indicator building	M24	Report describing the libraries, tools and algorithms developed in WP3.	Scientific community and developers. Climate projects and initiatives,
D4.5 ClimEmpower application and trial specifications	M24	This document will contain specifications of the five regional trials, including the updated scenarios, applications that will be trialled, and definitions of procedures and criteria for technical and scientific tests to be conducted during the trial and for the community validation to be conducted at the final trial workshop (which is also a final CoP workshop).	Potential end users, policymakers, Regional authorities
D4.2 Educational materials for increased regional CC resilience v2	M30	Second version of deliverable will concentrate on educational materials that were developed in the project, consistent with WP2 and WP3 key topics. Multimodal educational materials leveraging video, illustrated stories, quiz, FAQ, will be designed for individual, self-paced learning and provide ample opportunities for competence self-assessment.	Project partners, CoPs, Regional authorities, Policymakers, Potential end users, Scientific community, General audience, Climate projects and initiatives
D3.3 HTML5 framework and user-centric applications for climate resilience	M33	Application and services accompanied by a short report describing the successful deployment of end-user applications and dependent data services.	Project partners, CoPs, Regional authorities, Policymakers, Potential end users, Scientific community and developers. Climate projects and initiatives,

Deliverable	Month	Description	Audience
D4.4 Regional CC-resilience recommendations v2	M33	This document, following D4.3, will present the consensus reached through CoP activities in the form of generic and region-specific recommendations for decision makers in and beyond the five ClimEmpower regions. It will encompass lessons learned and potential improvements, particularly in terms of integrated governance and policymaking.	Potential end users, policymakers, regional authorities
D4.6 Community testing and validation report	M36	This document will summarise results of the regional trials, including both results of technical and scientific tests and the results of the community validation, and the replication potential based on the exchanges and workshops with follower regions.	Potential end users, policymakers, regional authorities

4 WP5 Enhancing the outreach and impact

Within the ClimEmpower project, Work Package 5 (WP5) focuses on dissemination, communication, outreach, and stakeholder engagement. The partners have specific roles and responsibilities within this work package.

The Faculty of Electrical Engineering and Computing (FER) will spearhead communication and dissemination tasks, working closely with partners. FER and the rest of the consortium regularly updates the Dissemination and communication plan to ensure no communication or dissemination opportunities are overlooked.

4.1 Work package 5 - Enhancing the outreach and impact

WP5 includes all dissemination and communication tasks. Specific objectives are:

- Develop dissemination and communication strategy and specific actions related to communication and dissemination.
- Coordinate scientific publications.
- Share knowledge with similar projects.
- Raise awareness among different audiences, including public administration, stakeholders, and general society, of the need for long-term planning to improve resilience and reduce CC impacts.
- Promote and encourage the broadest possible application of project methods and tools beyond the project's lifetime.
- Promote and encourage the replication of ClimEmpower case studies in other regions, as a pre-requisite for exploitation and sustainability.

WP5 is divided into five tasks:

4.1.1 Task 5.1. Develop and maintain project web site [M1-M36]

This task involves the establishment of the project's graphical standards and the development of a project website. The website features main project information, including an overview, objectives, and partner profiles. It also serves as a platform for project-related updates, covering news, workshops, conferences, and communication efforts.

Deliverable: D5.1.

- Leader: FER
- Contributors: AIT & all partners

Table 3: Website interim results

Planned						Achieved (realised) M1-M18
Tool or material	Description	Objective	Target audience	Timing	Specific KPI	
Logo and project templates	A logo serves as a visual representation of the project, creating a unique and recognizable identity. Templates provide a consistent format for various project materials. This consistency reinforces the project's messaging, maintains a unified visual style, and helps establish a cohesive communication strategy.	The objective is to establish a professional and consistent visual identity that enhances brand recognition and facilitates streamlined communication.	All audience	M1	Unique set of templates and logo	The project logo has been designed and created. Templates for deliverables, Power-Point presentations, posters, sign-in sheets, GDPR consents, and reports have been developed and secured.
Project website	www.climempower.eu The ClimEmpower project website is useful for disseminating project information, updates, and results, providing stakeholders and the public with easy access to essential details, progress reports, and multimedia resources.	The objective is to provide updated information for the project's audience.	All audience	M1 – M36 + at least 5 years after project ends	≥3000 visitors per year	2589 visitors 1.9.2023 – 17.2.2025.

Brochures presenting regional activities	Brochures for each regions 1) depicting the key CC hazards locally 2) how they are dealing with the aftermath 3) who are the regional partners involved 4) how they are empowering the specific area 5) contact person representing ClimEmpower	This objective will concentrate information location based	Regional stakeholders e.g. public authorities and citizens in the area	M1-M36		3 Brochures on local languages presented in CoP meetings.
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Progress and recommendations

The project logo and templates were successfully designed and implemented in all communication materials to ensure a consistent visual identity. Project partners developed and used templates for deliverables, PowerPoint presentations, posters, registration forms, consent forms and reports. The consistent branding helped to create a professional and uniform image and increase the visibility of the project.

- The use of these templates by all partners still needs to be improved.
- To increase engagement, it may be beneficial to create branded infographics and automated templates for social media.
- Training project partners on the use of templates and branding guidelines would improve consistency.

The ClimEmpower website (www.climempower.eu) is a central hub for disseminating project updates, findings and results. Since its launch, the website has been regularly updated with results, event summaries and news. Visitor statistics show 2,589 visitors from September 1, 2023, to February 17, 2025, approaching the target of $\geq 3,000$ visitors per year.

- SEO optimization, interactive features such as webinars, Q&A sessions and engaging multimedia content are recommended to further increase visibility. Monthly content updates, targeted outreach via social media and improved Google search optimization will help attract more visitors and achieve long-term engagement.

Regional brochures were developed to provide stakeholders with localized information on climate hazards, adaptation strategies and regional ClimEmpower partners. Three brochures were successfully produced and distributed at Communities of Practice (CoP) meetings and received positive feedback.

- Distribution should be extended to municipal offices, universities and NGOs to maximize their impact, and digital versions should be made available on the website. Further updates with new findings and milestones will ensure that the brochures remain relevant throughout the project.

4.1.2 Task 5.2. Public and professional communication [M1-M36]

This task involves the creation of material intended for the public, including the government, local administration, and industry. The objective is to raise awareness about climate change and its potential impacts, inform the audience about their role in addressing climate change,

and educate them about the project and their potential interactions with it. Activities encompass the development and distribution of project newsletters, social media posts, press releases, printable brochures, leaflets, and posters. Partners contribute by providing images, creating articles, sharing campaigns on their web pages and channels, and translating communication materials into local languages.

Deliverables: D5.2, D5.5, D5.6

- Leader: FER
- Contributors: All partners

Table 4: Public and professional communication interim results

Planned						Achieved (realised) M1-M18
Tool or material	Description	Objective	Target audience	Timing	Specific KPI	
Social media	Facebook: https://www.facebook.com/profile.php?id=61552121297472 LinkedIn: https://www.linkedin.com/in/climempower-project-41431b296/ Quora: https://climempower.quora.com Zenodo: https://zenodo.org/communities/climempower?q=&l=list&p=1&s=10&sort=newest	The objective is to utilize these platforms as less formal communication tools, tailored for a broader audience. The goal is to enhance visibility, encourage dialogue and promote awareness and understanding of climate-resilient development.	Broad er audience, potential end users	M3 – M36	≥36 posts; at least one monthly	35 posts on Facebook 8 posts on LinkedIn 11 posts on Quora 10 posts on Zenodo
Roll-up (posters)	Printed materials including the branding of the ClimEmpower project, the partner's logos and a QR code to access the project website.	To identify the project at CoP meetings, conferences, and other events.	All audiences	M1 – M36	≥7 posters	4 posters
e-newsletter	Annual digital newsletter to describe the project's progress and milestones. It will include links to the project's main news and results.	To provide a structured communication tool that consolidates project updates, achievements, and key insights.	All audiences	M12 M24 M36	3 Newsletters 3,000 recipients across Europe	1 Newsletter

Planned						Achieved (realised) M1-M18
Tool or material	Description	Objective	Target audience	Timing	Specific KPI	
Info-graphic	Key facts and outputs in form of digital graphics in an easy-to-understand way.	To present complex information in a visually engaging and easily digestible format, enhancing communication effectiveness.	All audiences	M6 – M36	3 sets of infographics	
Leaflet(s)	Project brochure with key information presented in an easy-to-understand way for a general audience.	To create accessible and user-friendly materials that quickly convey essential project details.	All audiences	M5 – M35	500 downloads or copies	3 project leaflets
Videos	Professionally made videos illustrating the regional problem statements and proposed solutions.	To visually articulate the specific challenges faced by each region regarding climate resilience and to present clear, impactful solutions.	All audiences	M30 – M36	≥5000 views on Youtube	
Training and educational material	A set of educational and training materials	To provide accessible and structured learning opportunities, enabling informed decision-making and proactive engagement in addressing climate challenges at various levels.		M12 – M36	≥150 visits/downloads	1 set of educational materials

Progress and recommendations

In the first 18 months of the ClimEmpower project, significant progress was made in dissemination and communication activities, which successfully reached stakeholders through various channels. Although many planned activities have been effectively implemented, there is still room for improvement in engagement strategies, outreach effectiveness and content delivery. As the project runs for 36 months, project consortium has time to refine and improve efforts to achieve an even greater impact in the second half of the project.

ClimEmpower has established a presence on Facebook, LinkedIn, Quora and Zenodo to target different audiences. **35 posts were published on Facebook, 8 on LinkedIn, 11 on Quora**

and 10 on Zenodo, reaching the target of ≥ 36 posts. Facebook has shown strong engagement, while LinkedIn, an important platform to reach professionals, has not performed as expected.

- The project consortium should organise a structured content calendar to increase engagement over the next 18 months by aligning posts with key milestones and relevant climate discussions.
- Engagement on LinkedIn can be improved by tailoring content to a professional audience and focusing on policy insights, scientific updates and opportunities to engage with stakeholders. ClimEmpower has already networked with numerous climate initiatives and projects on LinkedIn, fostering interactions with key stakeholders in the field of climate resilience. To further expand ClimEmpower network and increase the visibility of the project, project consortium needs to strengthen collaboration with new initiatives, research centres and experts in climate policy and sustainable development. The plan is to engage more actively in thematic discussions, create dedicated posts for key stakeholders and strengthen partnerships through joint posts and collaboration with existing EU projects.
- So far, the Quora has been mainly used as educational tool for general public, by reposting and commenting good popular science contents published by third party authors. This is in line with the “microlearning” approach introduced in D4.1 “Educational materials for increased regional CC resilience v1” deliverable and should be further extended through introduction of features and recommendations developed by the project team.
- Paid advertising for key posts could help increase reach and engage more stakeholders.

Four roll-up posters were produced and used at CoP meetings and conferences. The project leaflet, designed to provide an overview of ClimEmpower, was successfully produced in three versions and is available online for download rather than being printed to minimize environmental impact. The infographics, which were planned as a simplified way of presenting complex data, have yet to be fully developed.

- To increase visibility over the next 18 months, additional posters should be created for future events, large conferences and workshops. **Infographics** should be **prioritized** as they are a valuable way to communicate key project findings in an engaging and easy to understand format. The digital-first approach should be continued to avoid unnecessary paper waste.

In the first 18 project’s months, one newsletter has been published and showcased ClimEmpower’s goals and progress. The project supports sustainability by reducing unnecessary paper use and digitizing the newsletter.

Videos and training material

Professionally produced videos showcasing regional issues and proposed solutions are planned for M30-M36, and production has not yet begun. The first set of training and educational materials has been developed, but participation is below the target of 150 downloads/visits.

- Early engagement with production teams is important to ensure high quality videos. Planning of the script, visuals and key messages should begin soon to avoid last minute rushes.
- The training material should be promoted more actively through social media, website and events. A structured dissemination plan will ensure that these resources reach stakeholders effectively.

4.1.2.1 Workshops for general audience and media coverage

ClimEmpower has actively worked to engage the general public through workshops and events designed to raise awareness about climate resilience, sustainability, and environmental protection. These activities provide educational opportunities and foster community involvement in tackling climate change.

- **World Earth Day**, celebrated on April 19, 2024, in cooperation with the Public Institution for Nature Protection in Osijek-Baranja County (OBZ-AZP), Josip Juraj Strossmayer University's Department of Biology, and students of biology. This event, held in Podpanj Special Ornithological Reserve, focused on climate change's impact on ecosystems, invasive species, eutrophication, and biodiversity loss. ClimEmpower project was presented and professors delivered on-site lectures, while students engaged in practical activities, such as water sampling and quality analysis, to understand how climate change is affecting aquatic ecosystems. Discussions were held on the restoration and revitalization of the Ornithological Reserve, emphasizing the need for continued efforts in conservation and public education.
- **"Make Your Own Sustainable Christmas Wreath"** workshop, which took place on November 29, 2024, at Gallery Osijek. This event encouraged sustainable practices, promoting the use of recycled and natural materials in holiday decorations. After an introduction to ClimEmpower's goals, participants created their own eco-friendly Christmas wreaths, reinforcing the message that sustainability should be integrated into all aspects of daily life, including holiday traditions. The workshop also raised awareness about the environmental impact of excessive consumption, especially during festive seasons, and encouraged participants to minimize waste.

<https://www.facebook.com/zastitaprirodeobz/posts/pfbid0tbDT73XwjPYqvYHJXD9SBoW5dgYD6bz3RXFhDnmxDyNdNY-konGKeeSDNVBM2hy8pI>

- The Public Institution for Nature Protection in Osijek-Baranja County attended the **18th annual meeting**, where the experts for nature protection and conservation gather from all of the Croatian nature parks, national parks, and other public institutions that deal with nature protection on a regional scale. The meeting took place in one of Croatia's nature parks along the Adriatic Coast - Vransko jezero. Since one of the topics was climate change in protected areas, our colleagues from presented and promoted the ClimEmpower project to all of the attendants of the meeting.

https://www.facebook.com/permalink.php?story_fbid=pfbid02AN-WEExNKzZM9nk5LMimCwTDoic4B5fhj4ibe-qPhZHZ8wWd541hsANo461zcpgsyAdl&id=61552121297472

- **Drava Day 2024** - The Public Institution for Nature Protection in Osijek-Baranja County, as one of the partners on the ClimEmpower project, celebrated International Drava Day 2024, since the Drava is one of the most important rivers in the county and in Europe. With climate change and the dissemination of the project in mind, most of the activities during this celebration focused on climate adaptation and resilience. Our main goal was to educate the public about nature protection, climate changes and how to adapt to these changes. Over 700 people and the media learned something about ClimEmpower and climate change that day.

https://www.facebook.com/permalink.php?story_fbid=pfbid0gXix-oiPmGjVQFH9J4GALyrdeZ1qM3Rka66HhHBXyddzysE4Gf28gCWdzDH6F32aqI&id=61552121297472

Media Coverage and Public Awareness

In addition to workshops, ClimEmpower has actively pursued media engagement to increase public awareness of its objectives and impact.

- On January 4, 2024, HTV's (Croatian National television) Globalna Hrvatska (Global Croatia, Glas Hrvatske) show featured a segment on ClimEmpower, where project coordinator Denis Havlik introduced the project's core goals, expected results, and long-term vision. Representatives from Croatian partners Faculty of electrical engineering and computing, Public Institution for Nature Protection in Osijek-Baranja County (OBZ-AZP), and Osijek-Baranja County discussed their roles in the project and highlighted key activities being undertaken to strengthen climate resilience. This media feature played an important role in expanding the project's visibility and informing the broader Croatian audience about ClimEmpower's contributions to climate adaptation.

https://www.youtube.com/watch?v=oUSqwl_r_bA4

<https://www.facebook.com/GlasHrvatske/posts/pfbid026eGZ15xEP-BPKWrfNKTZGqfwUhZwWSgtwmMu74cRwXdLnarjpHSQNW3Zw8b3ehRryl>

- **ClimEmpower Conference: Knowledge Exchange and Stakeholder Networking**
On February 6–7, 2025, ClimEmpower hosted a major conference that brought together speakers from various sectors to discuss the impacts of climate change and explore possible adaptation solutions. The event featured sessions on nature conservation, agriculture, permaculture, food production, forest revitalization, seed exchange, modern monitoring technologies, and even reproductive health—all within the broader context of climate change resilience. One of the key outcomes of this conference was the networking and collaboration established between presenters and participants, which has the potential to strengthen ClimEmpower's impact and encourage further knowledge exchange. Such interactions contribute to ongoing partnerships, ensuring that lessons learned, and best practices are shared beyond the scope of the project. This event has been successfully advertised through web sites of the regional partners, social media and through regional and national TV and radio broadcasters:

<https://www.obz.hr/index.php/component/k2/item/4936-konferencija-climempower-osnazivanje-regija-suoceni-h-s-klimatskim-izazovima>

<https://www.obz-zastita-prirode.hr/index.php/aktualno/odrzana-climempower-konferencija-2025>

<https://radio.hrt.hr/radio-osijek/obavijesti/projekt-climempower-u-osijeku-11994261>

<https://www.hrv.hr/vijesti/vijesti/item/36757-konferencija-climempower-osnazivanje-regija-suoceni-h-s-klimatskim-izazovima>

<https://www.glas-slavonije.hr/osijek/2025/02/06/suocavanje-s-klimatskim-promjenama-673745/>

https://www.facebook.com/permalink.php?story_fbid=pfbid02kFjwxcRWQX1zMLb2GY1s16wfg5CN6iQc6XDghhKH1mWGxQwTXhLwPXZrJ4Y1jMXRI&id=61552121297472&rdid=WyRcDIYUv7SAhLVI

4.1.3 Task 5.3. Scientific dissemination [M1-M36]

This task will coordinate scientific dissemination activities of the project, including presentation of the project results at scientific conferences and publication of scientific papers.

Deliverables: D5.2, D5.5, D5.6

- Leader: FER
- Contributors: All partners

Table 5: Scientific dissemination interim results

Planned						Achieved (realised) M1-M18
Action	Description	Objective	Target audience	Timing	Specific KPI	
Attendance to conference	Different events, congresses, workshops, and conferences will be attended by the project partners with the objective of disseminating the project to potential end-users, specialised audiences and the scientific community through presentations and posters. More in the Table 8.	To disseminate project research, findings, and approaches to a specialized audience.	Potential end-users, associations and platforms, dissemination multipliers and scientific community.	M1 – M36	Participation in at least 20 conferences and scientific events	Attended 11 conferences
Scientific publication	Several scientific papers in relevant journals will be published in High-level peer-review international open journals. More in the Table 9.	To disseminate the project's findings, methodologies, and insights. Publishing in reputable journals enhances the project's visibility, establishes credibility in international academic circles.	Scientific community, potential end-users.	M6 – M36	≥5 publications in peer-reviewed journals	2 publications

During the first 18 months of the project (M1–M18), ClimEmpower partners attended **nine major conferences**, engaging with policymakers, researchers, industry representatives, and civil society.

ClimEmpower was presented in following conferences:

- 1) 4th Scientific-expert conference Adaptations to Climate Change and Preservation of Marine Ecosystems of the Adriatic Sea
 - October 6–8, 2023, Krk, Croatia
 - Presented in poster form.
- 2) “Kopački Rit: Past, Present, Future”
 - September 28–29, 2023, Faculty of Agrobiotechnical Sciences, Osijek, Croatia
 - The HORIZON ClimEmpower project was presented in the poster section.
- 3) Initial Conference: Presentation of ClimEmpower
 - February 28, 2024, Osijek, Croatia
 - 50 participants from academia, industry, and government.
 - Addressed climate resilience in agricultural production.
- 4) 10th European Summit of Regions and Cities
 - March 18–19, 2024, Mons, Belgium
 - PSTE presented ClimEmpower on kiosk to over 1,000 participants.
 - Focus on democracy, sustainable development, and European policy.
- 5) WaterMarket Europe 2024
 - March 26–27, 2024, Brussels, Belgium
 - ClimEmpower was presented as the latest research of the group in climate resilience and climate adaptation.
- 6) World Forest and Water Day – how to adapt climate change
 - March 23, 2024, Osijek, Croatia
 - 50 participants, presentation of project with highlights on permaculture and afforestation.
- 7) ‘LIFE-IP AdaptInGR: Networking of Climate Adaptation Projects and Initiatives’
 - June 12, 2024, Athens, Greece
- 8) EcoEmpower: Energy Communities & Green Transition
 - July 24, 2024, Municipality of Domokos, Greece
 - 34 participants from academia, industry, and policymakers.

- ClimEmpower was presented as part of the EcoEmpower Program.
- 9) “Climate Change and the Influence of Catastrophic Risks on the Economy”
 - September 24, 2024, Zagreb, Croatia
- 10) 5th Scientific-expert conference Adaptations to Climate Change and Preservation of Marine Ecosystems of the Adriatic Sea
 - September 26–29, 2024, Zadar, Croatia
 - Presented in poster form.
- 11) InterJIA 2024
 - October 22–23, 2024, Madrid, Spain
 - 50 PhD candidates and young researchers in the water sector.
 - Presentation on ClimEmpower’s modeling activities in Costa del Sol.
- 12) Jerez International Congress on Climate Change
 - October 24–25, 2024, Jerez, Spain
 - 300+ participants from academia, public sector, NGOs, and industry.
 - Presentation and roll-up
- 13) ClimEmpower regional conference
 - February 6–7, 2025, Osijek, Croatia
 -

Despite these successes, the project still needs to increase participation in scientific and policy-oriented conferences to meet its target of attending at least 20 conferences by the end of the project (M36).

Scientific publications:

- 1) A Comprehensive Review of Deep Learning-based Anomaly Detection Methods for Precision Agriculture
 - Journal article
 - DOI 10.1109/ACCESS.2024.3522248
 - <https://ieeexplore.ieee.org/abstract/document/10815930>
- 2) User-Driven Climate Resilience Across Southern European Regions
 - Journal Article
 - *Climate* 2025, 13(1), 2; <https://doi.org/10.3390/cli13010002>
 - <https://doi.org/10.3390/cli13010002> <https://www.mdpi.com/2225-1154/13/1/2>

Two peer-reviewed articles have been published so far, contributing to academic discussions on climate resilience. The first paper, *User-Driven Climate Resilience Across Southern European Regions* (published in Climate 2025), focuses on stakeholder engagement and risk assessments within the ClimEmpower regions. The second, *A Comprehensive Review of Deep Learning-Based Anomaly Detection for Precision Agriculture* (published in IEEE Access), explores AI applications in climate resilience.

4.1.3.1 Upcoming conferences and publications

- **AINATURE Interreg IPA ADRION Networking Event** (March 2025, Zadar, Croatia)
 - Presentation of ClimEmpower project - project scope, key topics, engagement of regional Communities of Practice to create resilience strategies, gaps and needs – data usability and availability, emphasis on cross sectoral collaboration and educational material.
- **International Conference on Remote Sensing and Geoinformation of Environment** (March 17–19, 2025, Paphos, Cyprus)
 - Abstract on climate resilience.
 - The conference proceedings will be published by SPIE and indexed in Scopus. Link: <https://rscy2025.com/>
- **Springer Climatic Change** (deadline March 31st 2025)
 - Joint MAIA/Climempower journal paper Paper on “A GenAI-based Knowledge Management System for Climate Change Data” will discuss the experiences with use of GenAI to extract knowledge from microlearning materials (related to D4.1 deliverable)
 - Paper will be submitted to special edition on “Next Generation of Knowledge Management for Climate Change Scientific Research”
- **EGU Conference** (April 27–May 2, 2025, Vienna, Austria)
 - Abstract on Costa del Sol research.
 - Abstract on climate data and services.
- **ECCA 2025** (June 2025, Rimini, Italy)
 - Presentation on urban planning and climate resilience.
 - Session on “knowledge management” proposed together with MAIA and KNOWING projects. ClimEmpower will report on experiences with using GenAI to extract knowledge from microlearning materials.
- **ICUC Conference** (July 7–11, 2025, Rotterdam, Netherlands)
 - Abstract submitted on climate resilience.
 - Abstract submitted on climate data services.
- **UDM Conference** (September 15–19, 2025, Innsbruck, Austria)

- Abstract submission on ClimEmpower research.

4.1.4 Task 5.4: Workshops for followers and replicators [M6-M36]

This task includes three EU-level workshops and 3x5 regional “public” workshops (joint activity with WP4). The EU-level workshops will be organized for regions not directly participating in the project but who could benefit from the project’s results and will include topics such as: “*climate change and its impacts*”; “*your role in combating climate change*”; “*data on climate change and how to use it*”; “*climate change resilience boosting recommendations*”. Workshops will be face-to-face (f2f) or hybrid (f2f+online) when possible, online otherwise.

Deliverables: D5.2, D5.5, D5.6

- Leader: FER
- Contributors: AIT, all, especially the CSF and RA partners

Table 6: Workshops interim results

Planned						Achieved (realised) M1-M18
Tool or material	Description	Objective	Target audience	Timing	Specific KPI	
Regional workshops	The first three regional workshops will be “invitation only”, for RAs and CoP members. The next two will include at least follower regions and the final workshops will be open for other potential adopters, policy makers and possibly even for the general public.	To facilitate direct engagement with local stakeholders, fostering collaboration, knowledge exchange, and co-creation of climate-resilient strategies.	RAs, and other regional stakeholders, future adopters	M1 – M30	≥350 participants	2 workshops per ClimEmpower region Approx. 150 participants
3 EU workshops	Key outputs of the ClimEmpower project, other relevant initiatives and studies on climate hazards, impacts and adaptation measures.	To share comprehensive project outcomes, lessons learned, and innovative approaches in climate-resilient development with a wider European audience, fostering knowledge dissemination and collaboration.	Broader public, including future adopters and policy makers	M36	≥100 participants	To be planned

Planned						Achieved (realised) M1-M18
Tool or material	Description	Objective	Target audience	Timing	Specific KPI	
Final regional event(s)	Final regional events in Croatia, Greece, Cyprus, Italy, and Spain.	To locally showcase and celebrate project achievements, engage stakeholders, and facilitate the exchange of knowledge and experiences in implementing climate-resilient strategies tailored to the unique contexts of each region.	Regional audience, regional authorities, policy makers	M36	≥100 participants	To be planned

ClimEmpower regional workshops promote cooperation between regional authorities, case study leaders, members of the Community of Practice (CoP) and future adopters of climate resilience strategies. The first two workshops in each region have been useful for identifying regional climate hazards, discussing adaptation measures, identifying missing data and integrating stakeholder input into the ClimEmpower methodologies. Around 150 participants have participated so far. Future workshops will expand their reach by including participants from follower regions and opening the sessions to policy makers and the general public to increase impact.

In addition, **three EU-level workshops** are planned to disseminate the key ClimEmpower results together with findings from other relevant initiatives and studies on climate hazards, impacts and adaptation measures. These events will provide a platform for knowledge exchange with a wider European audience, including policy makers and climate adaptation experts. These workshops are still in the planning phase and target at least 100 participants.

Final regional events will be held in Croatia, Greece, Cyprus, Italy and Spain to showcase and celebrate the successes of the project on the ground. These events will involve local authorities, policy makers and stakeholders and facilitate knowledge exchange on climate resilient strategies tailored to the unique context of each region. These events are still in preparation but are expected to attract at least 100 participants per region.

More details on the regional workshops and stakeholder engagement can be found in deliverables **D5.6** (Stakeholder Engagement Plan and Event Report) and **D5.7** (Stakeholder Engagement Plan and Event Report v2), which provide further insights and documentation on these activities.

4.1.5 Task 5.5: Liaison meetings [M6-M36]

This task will help the project engage and collaborate with the Mission governance, enable a flow of information between ClimEmpower and other Mission projects and facilitate synergy between them to maximise project achievements and/or impacts. This task supports activities as the participation of ClimEmpower stakeholders in joint workshops, the exchange of knowledge, the development and adoption of best practices, as well as joint communication activities with other Mission projects.

Deliverables: D5.2, D5.5, D5.6

- Leader: FER
- Contributors: AIT, PLINVIS, AQUA

Synergies with related projects support knowledge exchange, sharing best practices and innovative solutions. Joint activities (e.g. cross-project participation in regional workshops, co-organisation of joint workshops, joint publications...) allow pooling of resources and maximisation of the impacts of projects dissemination and communication activities. Collaboration with similar projects can also enhance both the scientific and technological work and the project's stakeholder engagement efforts. Being part of a larger network increases credibility which can ensure additional support and stakeholder engagement.

Some of these synergies will arise through cross-project activities organised by the commission and dedicated CSA projects. Others may arise through personal contacts of the project partners and involvement of the project partners in similar projects. This includes the following projects:

ICARIA - Improving ClimAte Resilience of critical Assets

www.icaria-project.eu

Project ICARIA - Improving ClimAte Resilience of critical Assets (HORIZON-MISS-2021 program, Grant agreement No. 101093806) will use asset-level modelling to understand climate-related direct and indirect impacts provoked by complex, compound and cascading disasters and the risk reduction that suitable, sustainable, and cost-effective adaptation solutions provide. The project focuses on critical assets and infrastructures not designed to consider potential changes to climate, as well as on housing and natural land areas. ICARIA will implement and replicate innovative methods and multi-risk assessment approaches in the Barcelona Metropolitan Area, the South Aegean archipelago, and the Salzburg region in Austria. The project will assist risk owners in assessing adaptation solutions' costs and benefits.

ICARIA is led by AQUATEC and several ClimEmpower project partners are also part of ICARIA consortium (including AIT). They also share similarities in methodology, modelling approach and technologies. Operative synergies between two projects at the level of algorithms, data, and technology still need to be assessed. See also section

KNOWING (Framework for defining climate mitigation pathways based on understanding and integrated assessment of climate impacts, adaptation strategies and societal transformation)

www.knowing-climate.eu

KNOWING project (HORIZON-CL5-2021-D1-01, Grant agreement No.1011056841) will develop a modelling framework to help understand and quantify the interactions between the

impacts and risks of climate change, mitigation pathways and adaptation strategies. Currently, there is a need for research that furthers our understanding of past, present, and expected changes in climate and their implications on ecosystems and society. There is also a lack of knowledge of the Earth system and the ability to predict and project its changes under different natural and socio-economic drivers. This is why a holistic, system-aware and behaviour-centred approach is needed to identify and implement realistic climate mitigation pathways.

KNOWING is also coordinated by AIT and the consortia share several other project partners. It follows a very different modelling approach to those used in ClimEmpower and ICARIA and concentrates on system level models and development pathways rather than on geographic data and decision support. Learning about this complementary approach could be of interest to ClimEmpower stakeholders / CoPs.

MAIA (Maximising the impact and accessibility of European climate research)

www.maia-project.eu

The MAIA project (European Union's Horizon Europe Research and Innovation programme, grant agreement No. 101056935) will act as an impact multiplier by providing social structures, technological and outreach activities to accompany, potentiate and help maximise the impact of climate research projects funded under Horizon Europe. MAIA constitutes the response from a group of coordinators and core partners from seven H2020 precursor projects in climate change research (BINGO, BRIGAD, CLARITY, Connecting Nature, DRIVER+, PLACARD and RESCUE). In these projects, driven by the EC's advice to identify synergies and spark collaboration, we liaised and detected a clear need for increased connectivity and a more robust approach to synergies management as means to unlock more meaningful and impact-oriented interactions. MAIA pivots around connectivity as a key enabling factor for an effective outreach. Therefore, we are envisioning specific actions for enhancing i) the connectivity of existing communities (consolidation and activation of a Pan-European community of problem owners, solution providers, and enablers); ii) the connectivity of knowledge and technological infrastructure (creation of the MAIA Portal); and iii) the connectivity of the EU climate research (coordinating an EU climate change research Cluster).

Both AIT and AQUATEC are part of the MAIA consortium, which simplifies the collaboration with this project, mainly on the topics related to ClimEmpower's impact and visibility.

VALORADA (Validated local risk actionable data for adaptation)

www.valorada-project.eu

The goal of the VALORADA project (Horizon Europe Framework Programme, grant agreement No 101112837) is to empower European regions and cities to steer the upcoming societal transformation towards sustainable and climate-resilient development. The VALORADA project is in line with the EU's Adaptation Mission aiming at supporting the transformation of 150 European regions to become sustainable and climate-resilient by 2030.

VALORADA aims to raise awareness regarding the untapped potential of existing data in effectively adapting to climate change. It achieves this by integrating both technical and governance perspectives, ensuring a comprehensive approach. It also facilitates the creation of interdependencies between various types of data, bridging the gap between in-situ data and Earth Observation/Climate data. VALORADA emphasizes the importance of ground data for climate analyses, observation, and tool validation.

ClimEmpower coordinator has recently been contacted by Valorada to evaluate potential synergies between two projects. Several opportunities for joint activities were identified and need to be further defined.

CLIMAAX (CLIMAt e risk and vulnerability Assessment framework and toolboX)
www.climaax.eu/project/

CLIMAAX is a 4-year Horizon Europe project that will provide financial, analytical, and practical support to improve regional climate and emergency risk management plans. CLIMAAX is designed to contribute to the harmonization and consolidation of the practice of climate risk assessment, leaving a legacy for upcoming European initiatives. The project started in January 2023 and runs until December 2026.

CLIMAAX Toolbox contains pan-european open data, projections and risk assessment algorithms (contained in so-called “risk workflows”) designed to support the compilation of regional climate multi-risk assessments. This Toolbox is realised as open-source software and provides a set of simple GUI elements that were realised as Jupyter notebooks. These notebooks have been recognised as potential candidates for early prototypes of the CLIMAAX WP3 services.

ECMWF serves as a bridge between two projects and the initial discussion with the project’s team has been very promising.

5 Monitoring and evaluation

This second iteration, which builds on the previous monitoring and evaluation framework, evaluates how well ClimEmpower's communication and dissemination efforts performed throughout the project's first 18 months. Lessons learnt are considered, areas for improvement are identified, and tactics for the remaining project are refined.

Progress and achievements

- Monitoring of key performance indicators (KPIs) has yielded important information on the project's impact and visibility, such as social media activity, stakeholder engagement, and workshop attendance.
- Initial assessments show successful participation in important events, active distribution of project materials, and significant engagement through Communities of Practice (CoPs).
- Stakeholders have been successfully reached by the project website, newsletters, and social media platforms; nevertheless, **additional optimization is required to enhance digital engagement.**

Areas for improvement and adjustments

- **Integrating dissemination across platforms** - all communication and dissemination materials (reports, updates, event summaries, infographics, newsletters) will be simultaneously published on the project website and social media channels to maximize reach and consistency.
- **Encouraging partner contributions** - consortium members will be actively encouraged to create and share region-specific content, ensuring localized engagement and broader participation from target audiences.
- **Increasing content variety** - stronger emphasis will be placed on multimedia content, including short explainer videos, expert interviews, success stories, and interactive infographics to make climate resilience topics more accessible and engaging.
- **Launching a content calendar** - publishing calendar will be introduced, aligning content with project milestones, events, and seasonal climate topics to ensure regular and strategic posting.
- **Expanding engagement on social media** - targeted efforts will be made to increase LinkedIn engagement by expanding ClimEmpower's network of climate resilience, environmental science, and policy experts. Quora ClimEmpower group will be mostly used to re-publish useful microlearning materials with occasional placing of contents and findings produced by the project.
- **Localized storytelling** - more regional case studies and success stories will be published, highlighting the impact of ClimEmpower's work and making project outcomes more relatable to different stakeholder groups.

- **Boosting web traffic** - search engine optimization (SEO) techniques will be implemented to improve visibility, while paid promotions and partnerships with other climate initiatives will be explored to drive traffic to the website.
- **Interactive engagement** - organizing Q&A sessions, webinars, and stakeholder discussions to encourage direct participation and engagement with project experts.

6 Risk mitigation strategy

We prioritize a proactive approach to mitigate risks associated with dissemination and communication activities.

At a project start, we conducted stakeholder analysis to understand the diverse communication needs and potential challenges of different target audiences, and what they could bring to project. This shaped dissemination and communication plans.

A clear and detailed dissemination and communication plan was developed, outlining objectives, key messages, channels, and timelines within D5.2 - Dissemination and communication plan. This ensures that all team members are aligned with their roles in executing the Plan.

Project utilises different communication channels, including social media, newsletters, press releases, workshops, conferences, journals to reach an audience we targeted by this Plan.

Regular updates on project progress will be provided together with the feedback from stakeholders. This will allow adjustments to communication strategies based on audience responses.

A crisis communication plan is in place, outlining steps to be taken in case of unforeseen challenges or negative feedback within D6.2 - Project implementation and Risk management plan.

We pay attention to cultural diversity. Different cultural norms, languages, and preferences in the project's target regions require that key messages and dissemination and communication activities be adapted so that the target audience can understand and accept messages.

Project logo and colours are included in all dissemination and communication materials to provide recognition and project image.

Data security measures, especially when disseminating sensitive information, are implemented to address privacy concerns and maintain trust with stakeholders (GDPR Consent form).

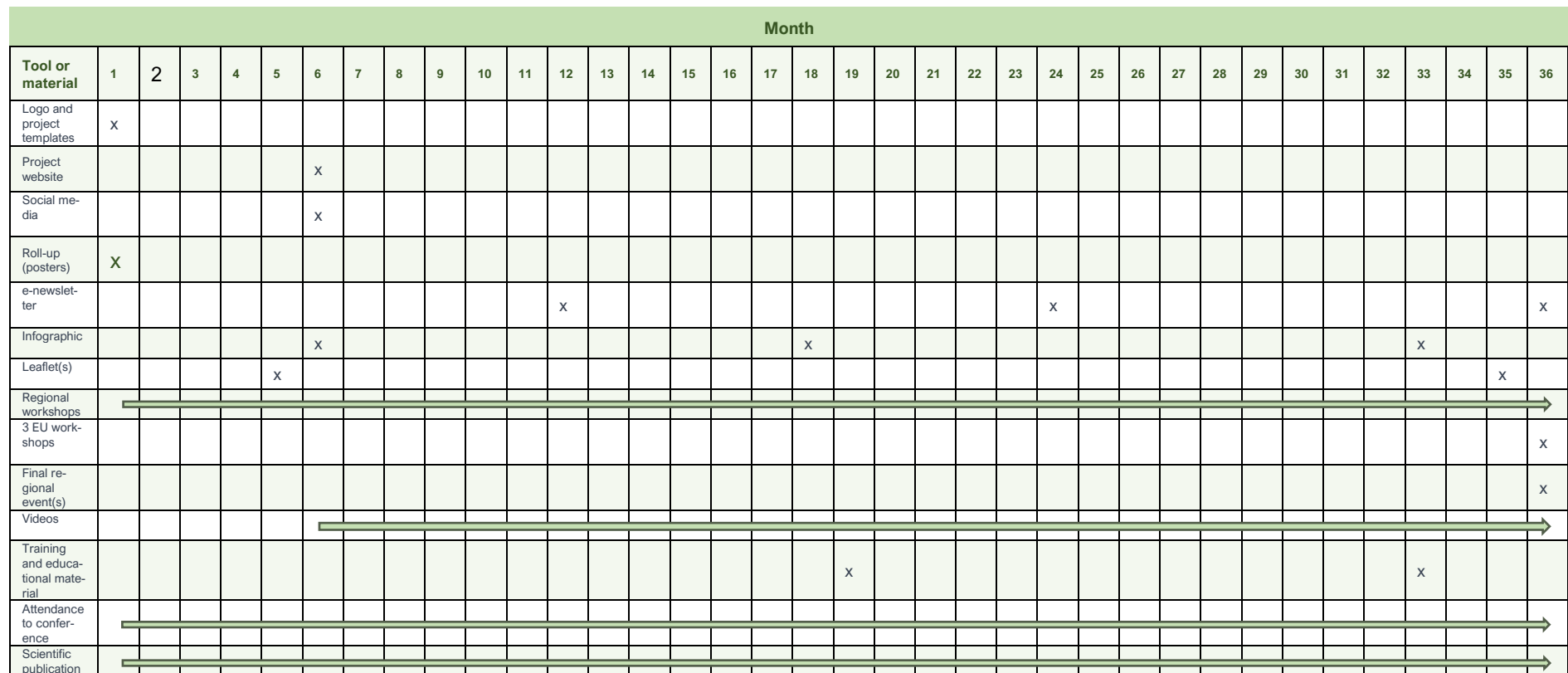
Communication strategies are monitored and evaluated using analytics and feedback mechanisms to assess **the reach and impact** of messages (or adjusting if needed).

Back up plans are developed for potential challenges in communication activities, including alternative communication channels and strategies in case of unexpected situations (D6.2 - Project implementation and Risk management plan).

Collaboration with local media is established to ensure coverage, recognizing the important role of media in reaching diverse audiences.

By incorporating these risk mitigation strategies into our communication plan, ClimEmpower aims to mitigate potential challenges, maintain effective communication with stakeholders, and ensure the successful dissemination of project information.

7 Timeline (Gantt chart)



8 Conclusion

Second iteration of ClimEmpower's Dissemination and communication plan provides an evaluation of the project's dissemination activities and identified key achievements, challenges and areas for improvement.

In the first 18 months, ClimEmpower has successfully engaged stakeholders through Communities of Practice (CoP), participated in major climate conferences, authored 2 scientific articles and maintained a digital presence on the project website and social media platforms.

Despite these efforts, improvements are needed in several areas to maximize impact. Digital presence, particularly through the website and social media, has been identified as one of the key areas for improvement. Future efforts will focus on increasing online visibility by optimizing website content, increasing the number of relevant posts, expanding social media reach, and integrating multimedia elements (videos, infographics). Consortium partners will contribute region-specific content to ensure local engagement and greater participation of the target audience.

Scientific dissemination will focus on the publication of results and deliverables in high-impact journals and increased participation in EU policy debates. Strengthening the partnership with other Horizon Europe projects and climate initiatives will further increase the visibility of ClimEmpower and contribute to knowledge sharing within communities working on climate resilience.

Final phase of the project's dissemination and communication activities will build on the experience of the first 18 months and apply corrective measures to improve dissemination and communication strategies. The aim remains to ensure that ClimEmpower's results, tools and methods reach the right audiences, inform policy and decision-making and contribute to long-term climate adaptation and resilience efforts across Europe. The third and final iteration of the Dissemination and communication plan (D5.4) will provide an assessment of the overall impact of the project on communication, evaluate the effectiveness of the strategies implemented and provide recommendations for the continuation of ClimEmpower beyond the formal end of the project.