



D6.1

Dissemination & Communication Plan

WP6 – [Communication, Dissemination, Exploitation]

June 2023

HORIZON-MISS-2021-CLIMA-02-05 – Local engagement of citizens in the co-creation of societal transformational change for climate resilience



Document History

| | |
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Partners short names / Legal name

| | |
|-----------------|---|
| APRE | Agenzia per la Promozione della Ricerca Europea |
| ATC | Athens Technology Center S.A. |
| BSC - CNS | Barcelona Supercomputing Center - Centro Nacional De Supercomputacion |
| FONDAZIONE CIMA | Centro Internazionale di Monitoraggio Ambientale - Fondazione CIMA |
| FONDAZIONE CMCC | Fondazione Centro Euro-Mediterraneo sui Cambiamenti Climatici |
| ECSA | Verein der Europäischen Bürgerwissenschaften - ECSA e.V. |
| IBE | Fundación Iberoicivis |
| ICLEI EURO | ICLEI European Secretariat GMBH (ICLEI EUROPASEKRETARIAT GMBH) |
| IIASA | Internationales Institut Fuer Angewandte Systemanalyse |
| SEI HQ | Stiftelsen The Stockholm Environment Institute |
| SEI OX | Stockholm Environment Institute, Oxford Office Limited |
| SEI TAL | Sihtasutus Stockholmi Keskkonnainstituudi Tallinna Keskus |
| UNIGE | Univeriste de Geneve |

Abbreviations

| | |
|-----|-------------------------------|
| EC | European Commission |
| KPI | Key Performance Indicator |
| GA | Grant Agreement |
| LMS | Learning Management System |
| M | Month |
| NGO | Non-governmental organization |
| TG | Target Group |
| WP | Work Package |

1 Executive summary

This document defines the strategy that will guide the dissemination and communication efforts of the AGORA Consortium throughout the duration of the project. Based on the official definitions provided by the EC, dissemination and communication activities are herein defined as:

- Dissemination: the public disclosure of the results (e.g., any tangible or intangible output of the action, such as data, knowledge, and information, whatever their form or nature, whether they can be protected or not) by appropriate means, including scientific publications, always selecting the target audience by considering potential users of the information.
- Communication: these measures should promote the project throughout the full lifespan of the project. The aim is to promote the actions and its results, providing accurate and targeted information to multiple audiences, possibly engaging in a two-way exchange. This includes using the right medium and means, targeting audiences beyond the project's own community.

The dissemination and communication plan has been developed during the first months of the project and it is integrated under WP6 – Communication and dissemination plan. The WP6 team is responsible for the overall management and support of the activities defined in the present report and oversees developing the main tools and materials to be used during the project. The present document outlines:

- Objectives of the plan
- Target audiences and respective dissemination and communication objectives
- AGORA brand identity and Communication Kit
- Main dissemination and communication tools and channels to reach the audiences
- Main activities including an indicative timeline for their implementation
- A set of Key Performance Indicators (KPI).

All partners will also be actively involved in the dissemination and communication actions implementation. The expected contributions from partners are to:

- Supply news and updates for the social media channels, web portal, and newsletter

- Interact with the project's posts on various Social Media Channels
- Participate in relevant events to promote the project and its outcomes
- Use their networks to build interactions.

2 Introduction

AGORA is a three-year project that will support the overall objectives of the Mission on Adaptation to Climate Change by leveraging and step forwarding best practices, innovative approaches, policy instruments and governance mechanisms. In doing so, it will engage communities and regions meaningfully and effectively in climate actions, accelerating and upscaling the adaptation process for building a climate resilient Europe.

The project will promote democracy, climate justice, gender equality, equity, and foster adaptive capacity and citizens' empowerment to pro-actively support decision-making processes. AGORA's main ambition, beyond the state of the art, is to promote societal transformational processes in different social, economic, and political contexts through transdisciplinary tools and approaches. Citizens, civil society organizations, academics, experts, policymakers, entrepreneurs, and other relevant stakeholders will be engaged in the co-design and co-creation of innovative problem-oriented climate adaptation solutions. Considering there is an increased awareness that there cannot be a one-size-fits-all type of solution, is expected that the co-designed and co-created approaches could be extensively adopted in Europe, catering to the needs of each context.

Specifically, AGORA will provide:

- A package of digital tools and co-developed frameworks relying on multi-directional communication technologies
- Innovative problem-oriented, geography-relevant climate adaptation solutions
- Blueprints for effective decision making and collaborative processes that build on the dialogue among stakeholders and on the integration of different types of knowledge.

A set of pilot regions will constitute the co-production arena to co-design, co-develop and co-implement climate adaptation solutions. AGORA will also develop a roadmap for transformational change and upscale of citizen engagement. This will contribute to increase the transferability of effective policy instruments, as well as ensuring long term legacy. To ensure that results gained during the AGORA project exert their full impact, effective dissemination and communication activities will be pursued throughout the project duration. Thus, this plan underlines the dissemination and communication

objectives of the AGORA project, describes measures, timeframes, and responsibilities of the partners during the lifetime of the project and defines the monitoring phases as well as the reporting of the project's achievements, in line with the EC continuum reporting strategy. Moreover, AGORA communication and dissemination will capitalize on networking activities with other projects, such as weADAPT (developed by project partner SEI OX, <https://www.weadapt.org/>), one of the leading global climate change adaptation knowledge platforms.

3 Objectives of the plan

The main objective of the dissemination and communication plan of the AGORA project is to maximize the awareness of the project and of its results, offering partners a set of guidelines, responsibilities, and timelines on how/when/where to disseminate the project. In addition, the plan also aims at encouraging the partners to use their channels (corporate websites, social networks, etc.) to support the dissemination, with the following goals:

- Raise awareness on the project activities and events
- Communicate and disseminate information and results achieved among AGORA targets groups
- Identify and use the right channels to efficiently communicate with the target groups and stakeholders (including the identification of events, social media networks, press releases, synergies with other projects and institutions, etc.)
- Produce the necessary supporting material (both printed and digital) to ensure an effective dissemination of information and results
- Facilitate regular internal communication (within the consortium) and external communication (with the various targeted audiences). In the second case, two-way communication will be carried out by using the project's official website, newsletters, and social media platforms. Content shared through these tools will inform about the latest news and developments of the project, as well as obtain feedback from targeted audiences and civil society at large
- Plan, organize and establish monitoring mechanisms to effectively carry out all communication activities.

4 Dissemination & Communication Plan strategy

The plan identifies to whom, what, why, how, where, and when to disseminate and communicate. In addition, it establishes who will oversee such activities, including the identification and monitoring of indicators of success, Key Performance Indicators (KPIs). The strategy focuses on establishing suitable dissemination and communication activities in line with the progress of the project and the use of appropriate tools, channels, and formats to communicate with the target audiences in a defined timeline.

Two main milestones support this deliverable. Firstly, the production of a landing page and social media channels (Milestone no.1). Secondly, the design and realization of the project branding including the project's institutional website (Milestone no.2).

To achieve dissemination and communication objectives in a timely and adequate manner, AGORA consortium follows the roadmap as shown in table 1:

| Type of activity | Timeline | Description |
|------------------|----------|--|
| Planning | M1-M6 | Identify the communication and dissemination strategy to ensure the engagement of the targeted audience |
| Implementation | M6-M36 | Produce a set of tools (mostly digital) to disseminate information, and results |
| Monitoring | M2-M36 | Analyse and assess the impact and success of dissemination and communication activities on social media channels and website, using the pre-established KPIs |
| Sustainability | M1-M36 | Identify and establish mechanisms to ensure persistent and long-lasting visibility of AGORA outcomes |

Table 1. AGORA dissemination & communication plan strategy.

4.1 Target groups

All communication messages will be tailored to the needs of the target audience. Since the beginning of the project, eight main target groups have been identified:

TG1 - Local Communities: to engage citizens in an active role in climate adaptation, from design to implementation. This category is composed of representatives of the following target groups (TG2-TG7) but only at the local level. This category is particularly relevant for the activities that will be carried out in the pilot regions, considering the involvement of key stakeholders in a particular geographical area.

TG2 - Academia and Research (Registered Training Authorities, universities, schools, international civil society organisations, networks, experts): to share knowledge and expertise across disciplines and inform about the project results and outcome.

TG3 - Governments and Decision-Makers (local and regional authorities for climate adaptation; policymakers at local, regional and EU levels; policy advisors, i.e., institutes and public agencies at local regional and EU levels): to ensure policy alignment, legal and institutional support, and stakeholder coordination for effective implementation and long-term sustainability.

TG4 - Civil Society (citizens, civil society organisations, NGOs, young associations): to maximise the citizens' empowerment through the project's activities and tools. Being the involvement of the young generations a fundamental aspect in view of long-term societal change.

TG5 - Citizens/Public Opinion: to raise awareness on climate adaptation, how to tackle disinformation, and enable citizen engagement in climate adaptation policy and actions.

TG6 - Investors (local businesses, small, medium, and large firms, financial institutions, publicly owned enterprises, institutional investors): to enhance engagement and awareness of the business sector in the climate adaptation strategies.

TG7 - Media (journalists, communications officers, publishers and digital media publishers, editors): to amplify the multi-audience reach of the project, increase the visibility of the activities, and enhance public awareness of climate adaptation and how to address disinformation.

TG8 - Consortium Partners and EC project officers: to ensure adequate and timely communication about the project's steps and progress.

4.2 Communication: messages and tone of voice

One of the main communication strategies of AGORA is to adapt key messages to specific target groups. Given that citizen science, stakeholder and citizen engagement, and knowledge co-production are focal points of the project, communication is always tailored in a way that allows AGORA to reach a broad audience, considering the different backgrounds of the community.

Key messages are based on scientific evidence, aiming to raise awareness about climate change and climate adaptation, counteract disinformation, and often direct the users to the scientific source (such as scientific publications and official reports). Below a list of key messages, baseline to produce communication outputs:

- To make information interactive, available and usable for all citizens and stakeholders

- Understanding what disinformation is and how to identify it
- To tackle the need for trustworthy information on climate change
- To establish an effective and comprehensive communication channel with key stakeholders
- Engaging citizens and decision-makers to actively participate in climate change adaptation and mitigation
- Raising awareness of the need to tackle climate change adaptation and recognize AGORA as one of the leading projects in achieving this goal
- Learning key concepts related to climate change impact through dynamic tools
- Comprehending the role of each stakeholder in creating adaptation strategies
- Supporting capacity building in Europe, specifically in the Pilot regions.

Moreover, AGORA identified a specific tone of voice, which will be institutional and scientific, simple but not simplistic, to avoid misunderstandings and to increase engagement. The tone will be sympathetic and friendly, as well as informative, professional, and scientific. Concrete examples will be used to help target audiences better comprehend scientific material.

Writing will avoid complicated sentences, prioritising the usage of short, full sentences. It will also use inclusive language, with alternative image descriptions and subtitles wherever applicable. There should always be a reference to the intended outcome of the AGORA project, in addition to a specific link to the experiences and applicability of the results obtained at each stage.

4.3 Key Performance Indicators

The Key Performance Indicators (KPIs) refer to the key elements that can be monitored and used to determine the performance of activities, in this case, related to the dissemination and communication of the project. This measurement contributes to assessing whether the activities are meeting the expected results and can serve as a trigger to implement corrective measures or re-evaluate the objectives.

The communication and dissemination KPIs for AGORA have been determined using the established parameters of the Grant Agreement and additional measures developed during the creation of the communication and dissemination plan. To adequately measure the success of the overall communication of the project, these KPIs will be periodically monitored. To ensure that KPIs are easy to understand and measure, five core KPIs are usually defined for outreach and engagement.

In the case of AGORA, the general KPIs that will be used to collectively measure the communication and dissemination are:

Engagement KPIs:

- 10 monthly posts collectively through AGORA's social media channels (starting after M6)
- 50% overall opening rate for the Newsletter
- 20 presentations of the AGORA project at national and international events through the lifespan of the project
- 5 publications in scientific journals

Outreach KPIs

- 1.000 followers in total on all social media channels
- 400 total participants in webinars and training events open to the general public
- 10.000 unique visits in total on website.

In section 6, details will be provided based on the specific communication tools to be implemented as well as the channels used, and their KPIs.

5 Brand identity

The brand identity of a project consists of a set of elements such as name, logo, visual distinctiveness, and the general external and internal image with which the project is perceived. During M1, CMCC developed the baseline for the visual identity of AGORA project. The logo of the project was defined through a participatory approach. Two different options for the project logo were developed by CMCC and discussed with all the partners at the kick-off meeting of the project. Following the presentation of the logos, and the internal discussion, all the partners voted for their preferred logo that was selected by the majority of votes. Between M2 and M6, CMCC and APRE expanded the collection of visuals in line with the AGORA identity, adding features such as the full brand manual, templates, banners for social media pages and social media cards.

5.1 Brand manual

A brand manual includes many different design elements, such as fonts, colour palettes, decorative motifs, and logo designs. Together, these elements create the brand identity and echo the project voice across all channels. The full Brand Manual is available as an annex to the plan (Annex 9.3). Below follows the list of the brand manual elements.

5.2 Logo

The concept of the logo was based upon the AGORA project name, which is from the ancient Greek word meaning 'square'. The literal meaning of the word agora is a 'gathering place', similar to a city's main square. The design is a representation of space from the outside to the inside, gathering all elements to a small and cosy place which is an imaginary round square.

Like roads leading to the square, the streams and efforts of the project are taken to this central place where people, ideas, efforts, and resources come together. The ideal square which inspired the logo is a classic round square where the circle element also recalls inclusion and cooperation. The lettering features lowercases and a round font, it has curves and lines which can be overlapped among the three letters "a", "g" and "o". From the section and overlapping of "g" and "o" and the consequent rotation, the designer derived the logotype.

It expresses connection and collaboration, three roads leading to a meeting point which is ideally the square, the AGORA. It also represents the interdisciplinary approach of this initiative, the cross experience of project partners and all efforts gathered to make the project happen. The dynamic shape of the logo recalls rotation and thus movement, something developing and growing, like the AGORA community.

As a result of the analysis of keywords which summarise themes and objectives of the project and the definition of the colour palette, the designer proposed different



application for the project's logo, which can be seen below (figure 1), including its claim, explained in chapter 4.2.





Logo

Institutional Color

multi-colored version of the logo is the primary logo
the blue color is considered institutional

-  C:100% - M:93% - Y:33% - K:23%
09968
-  C:0% - M:48% - Y:86% - K:0%
FF9929
-  C:82% - M:49% - Y:0% - K:0%
0F79D8
-  C:0% - M:96% - Y:23% - K:0%
E7006D







Logo

Application on Institutional background

where necessary, use the blue background








Figure 1: AGORA logo.

5.3 Claim

The claim is a sentence that encompasses the main goal of the project and immediately catches people’s attention. After analysing different alternatives, the chosen claim of AGORA is: “Just and inclusive climate adaptation”, focussing on the aspects linked to the societal transformation the project wishes to boost and the kind of climate adaptation it supports.

5.4 Communication kit

In M2 of the project, the AGORA communication kit was developed and includes:

- 1) a deliverable template, such as the one herein used,
- 2) a powerpoint template (figure 2), to support internal and external presentations of the project, and
- 3) the letterhead.

These materials have been made available to all partners, along with guidelines on how to best use them. Additional materials are under constant production, the latest being the AGORA leaflet (card) and the q-code (figure 3). The leaflet is very useful to provide readers with easy-to-understand information about the project and is designed to be viewed digitally and printed on paper. Additional material will also be produced depending on the communication needs and specific activities; for example, a scientific poster template that will be useful during conferences in the form of a rollup. Whenever AGORA communication materials shall be printed for communication purposes or to carry out specific events, the type of printing will be taken into consideration to ensure the most sustainable alternatives are chosen. Wherever possible, digital tools will be preferred to minimise environmental impact.



Figure 2: Example of AGORA power point template.



Figure 3: AGORA leaflet.

5.5 Visibility and disclaimer

As indicated in the GA (article 17.2), communication activities of the beneficiaries related to the action¹, dissemination activities, and any other major result funded by the grant must acknowledge EU support and display the European flag (emblem) and the funding statement. The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos (see figure 4 below).



Figure 4: European Union Funded Logo displayed with the AGORA logo.

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

6 Tools and channels

The achievement of the Dissemination and Communication Strategy objectives will be ensured by the complementarity of its component activities. These will ensure both project dissemination and constant and/or specific feedback from stakeholders. APRE will manage and ensure that the ongoing synergy between activities will ensure the highest benefits are obtained from content produced within the project. This will be achieved by sharing knowledge produced and project results in different communication formats (such as infographics, images, and engaging text). By selecting the adequate tool (website, social networks, events, etc.) that can deliver the message adequately to the targeted audience, communication efforts will be maximised. Communication and dissemination activities may be subject to change in order to

¹ These include but are not limited to media relations, conferences, seminars, and information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media.

respond to needs and new conditions that may arise during the project. The consistency of the activities and KPIs indicated in the subchapters will be constantly monitored and reported in periodic reports.

6.1 Website

The institutional AGORA website is the centre of the project’s online presence, providing an official communication channel to disseminate the most up-to-date information about the consortium’s achievements and activities to all target groups.

A landing page (first version of the website, see figure 5 below) was launched in M2 to guarantee an early online presence and provide interested visitors with basic project information, while the full website has been launched in M6. The link to the website page is: <https://adaptationagora.eu/>

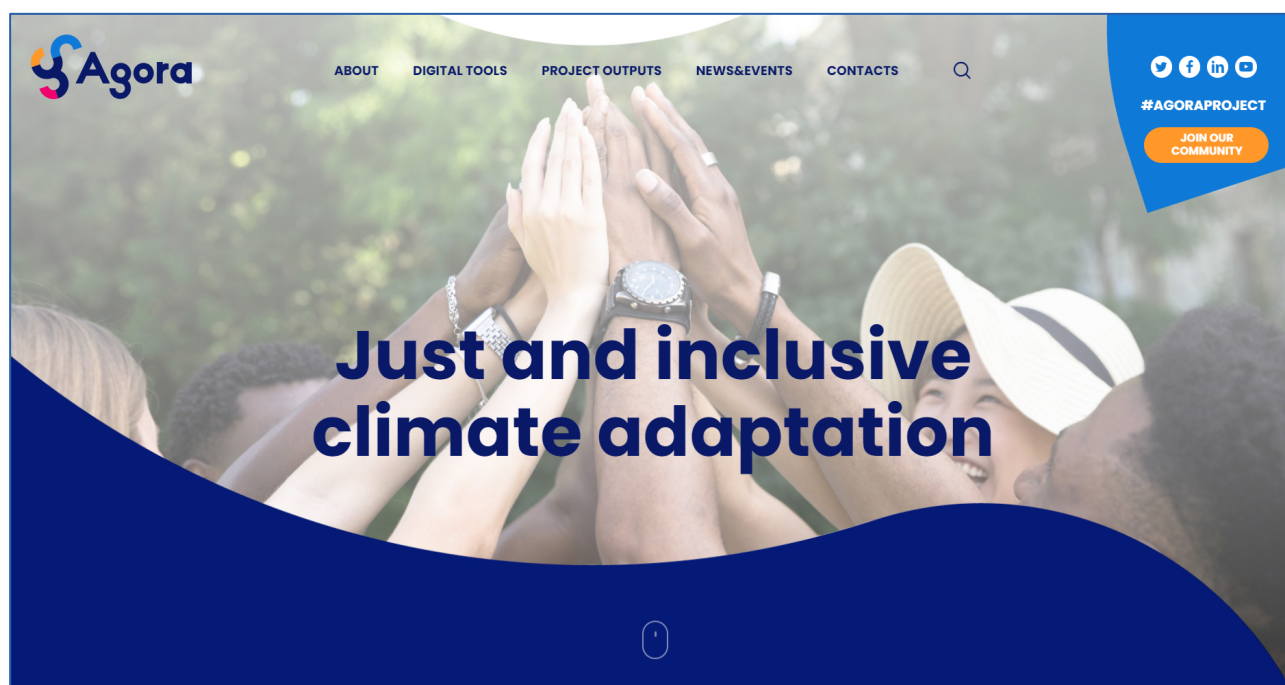


Figure 5: Screenshot of the AGORA website.

The website highlights AGORA’s concept, aims, consortium, and results, and it has a parallel site dedicated to digital tools and resources (Digital AGORA). It will be regularly updated throughout the project duration with the contribution of all partners (e.g., news and relevant articles for the sector). Hence, it represents the main contact point for external users, giving them the possibility to subscribe to mailing lists and social networks.

Furthermore, the website gives an overview of all events attended and organised by project partners, and provides links to all publications, talks, and other AGORA-related

resources. The project’s website is also the entry point for any interested user: the page ‘Join our community’ is an open form where the user can fill in their contact details to receive updates on AGORA’s activities and results via newsletter.

Following the EU’s guidelines and applicable legal frameworks, the Consortium’s Joint Agreement includes the privacy policy, which is also reflected on the projects’ site². The website structure can be found below (figure 6).

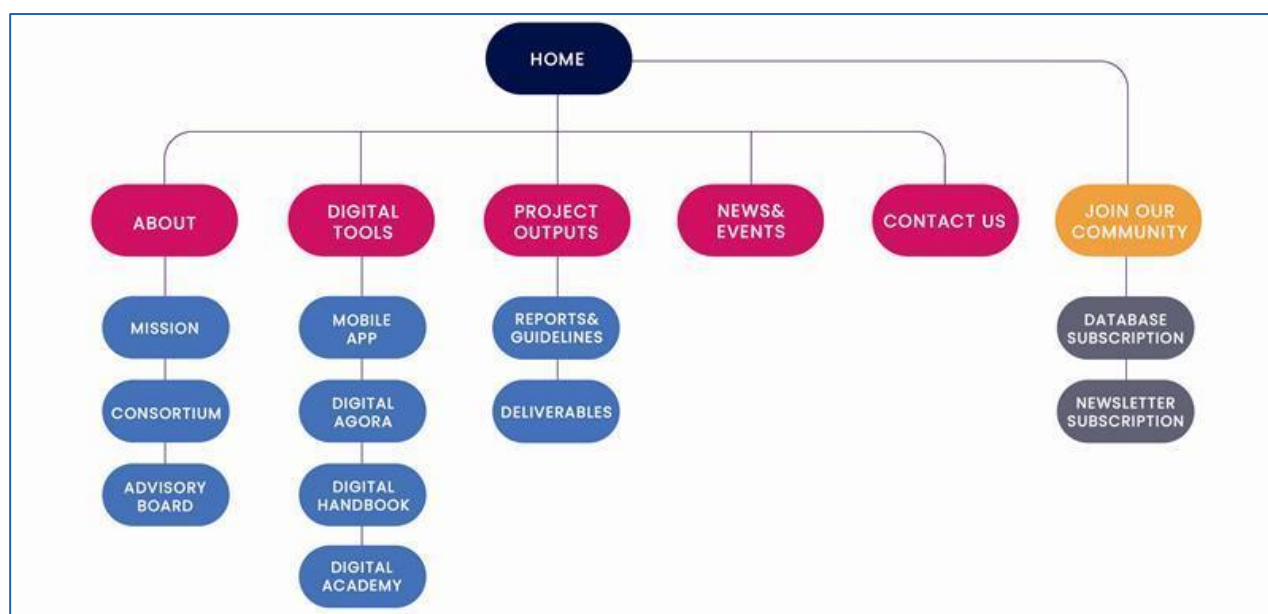


Figure 6: Website structure.

The project will use a web analytics service to track website traffic and assess useful statistics that will help optimizing the website, and the communication and dissemination strategy. In this context, the keywords previously detailed, and updated through the lifecycle of the project, will be a relevant element to properly engage with stakeholders. SEO strategies will be implemented following specific KPIs linked to the number of visitors (unique, total, recurrent), web traffic sources (organic, indirect, etc.), referrals, or AGORA’s document downloads.

The project institutional website KPIs, in line with the GA, can be found in the table below (Table 2).

| Activity/Tool | KPI | Description |
|--|---|---|
| AGORA website https://adaptationagora.eu/ | Total number of visits during the entire length of the project: | It is the backbone and the central hub of all the project’s communication activities. It will highlight AGORA’s concept, aims, consortium and results. Regularly updated throughout the project duration with the |

² For further reference see: <https://adaptationagora.eu/privacy-policy/>

| | | |
|--|---|--|
| | <p>>10,000 in the entire lifetime of the project</p> | <p>contribution of all partners (e.g., news and relevant articles for the sector), it will represent the main contact point for external users (giving them the possibility to subscribe to mailing lists and social networks). The website also gives an overview of events attended and organised by project partners, link to publications, talks, and resources produced by the project.</p> |
|--|---|--|

Table 2. AGORA dissemination & communication plan strategy.

The project AGORA relies on the engagement of the multiple target groups within each region where Pilots will be carried out, as well as where the consortium partners have their operations. During the lifetime of the project, stakeholders will be encouraged to follow the AGORA social networks and visit the website, where they can subscribe to the project newsletter and/or to the stakeholders database.

The project’s virtual³ and face to face activities⁴ will contribute to the achievement of the overall communication KPIs as well as the specific website-related indicators herein described. The monitoring of the website traffic and related KPIs will be conducted on a monthly basis and a specific report will be shared with the partners, including areas of improvement and actions to be undertaken to improve results. Communication and dissemination strategies will be constantly reinforced and improved, in order to ensure excellency in results obtained.

6.2 Social networks

Official social media accounts of AGORA were launched in M2. These tools are used for disseminating project results and activities, as well as for engaging stakeholders and inspiring conversations about climate and behavioural changes with other European and global players (e.g., partners of projects we will collaborate with), thus increasing the project’s visibility among the wider public. The information shared on Twitter, LinkedIn and Facebook addresses the different social channels styles and audience, and promotes synergies with other projects and platforms, incentivising the public to extend their networks. The tools used address specific stakeholders, as follows:

- **Twitter:** its most active users are individuals between 25-49 years old and it is mainly used by scientists, politicians, public figures, hence it will be the main

³ Among these are webinars, virtual conferences, live training sessions as well as asynchronous virtual learning activities.

⁴ Including conferences, workshops and meetings withing the pilot regions.

platform for interaction with these key stakeholders. As it is a high-paced platform, information published must be condensed and the main topics discussed should revolve around capacity building, science, daily life being impacted by climate change.

Additionally, news regarding AGORA's events, participation in climate-related events or scientific conferences will also be shared through this platform. In doing so, it will be possible to facilitate engagement with other scientists, government officials and key stakeholders fostering new collaborations within the AGORA ecosystem. It will be used more frequently than other channels to post comments and news about the achievements and progress of the project due to its inherent characteristics.

<https://twitter.com/AgoraAdaptation>

- **Facebook:** this social media tool is mostly used by users between 14-49 years old although there are differences between geographical regions. This platform is mainly used by individuals, as well as organisations and in some contexts public figures and public administrations (such as is the case of Italy). In this case, people often share personal information and there is less focus on facts, which can represent an opportunity to tackle disinformation. Videos and images are highly important, together with interaction functions such as likes, comments, follows and shares. To this end, it can be used as a tool to attract the attention of various groups of citizens, connect with different stakeholders at an organisational and individual level and directly debunk disinformation. Furthermore, it will create a connection with young researchers, students and other members of civil society to trigger their interest in the project.

<https://www.facebook.com/profile.php?id=100090701292038>

- **LinkedIn:** this tool is a business platform mostly used for networking and professional objectives, with its most active users being aged 18-54. In this context topics range from professional achievements to job offers and sharing publications, with a high content being supported by visual elements (videos, images, screenshots) or links (research publications, news articles, etc.) In this context, AGORA will use its website by presenting scientific-based data, share advancements of the project and the collaboration with other stakeholders, attracting the interest of business and organisations in the regions where it operates and exposing the project beyond its geographical boundaries.

Considering the platform creates links between different working groups and projects, it will allow AGORA to create a virtual ecosystem of linked individuals and organisations working towards similar objectives, thus creating synergies.

<https://www.linkedin.com/company/adaptation-agora/>

- **Youtube:** this communication tool is mostly used by individuals aged 14–59 and it consists of recorded videos being shared or livestreaming events, conferences, online workshops among others. Because of its inherent visual nature, and as it can be a useful communication tool to explain key concepts related to climate change risks, interview experts, broadcast live events, it will be further developed during months 7–18 with its launch tentatively around M12.

AGORA’s Youtube channel will combine visual elements produced by the Consortium as well as sharing some of the materials individually developed by a single partner, increasing the relevant content shared through this platform. The channel will also be a supporting tool to workshops, webinars and conferences organised by AGORA, and those organised by its partners with a direct connection to the project’s scope and objectives. In sub-sections 5.5 and 5.9 further details will be provided.

Below is an overview of the three launched social media channels’ main pages (figure 7).

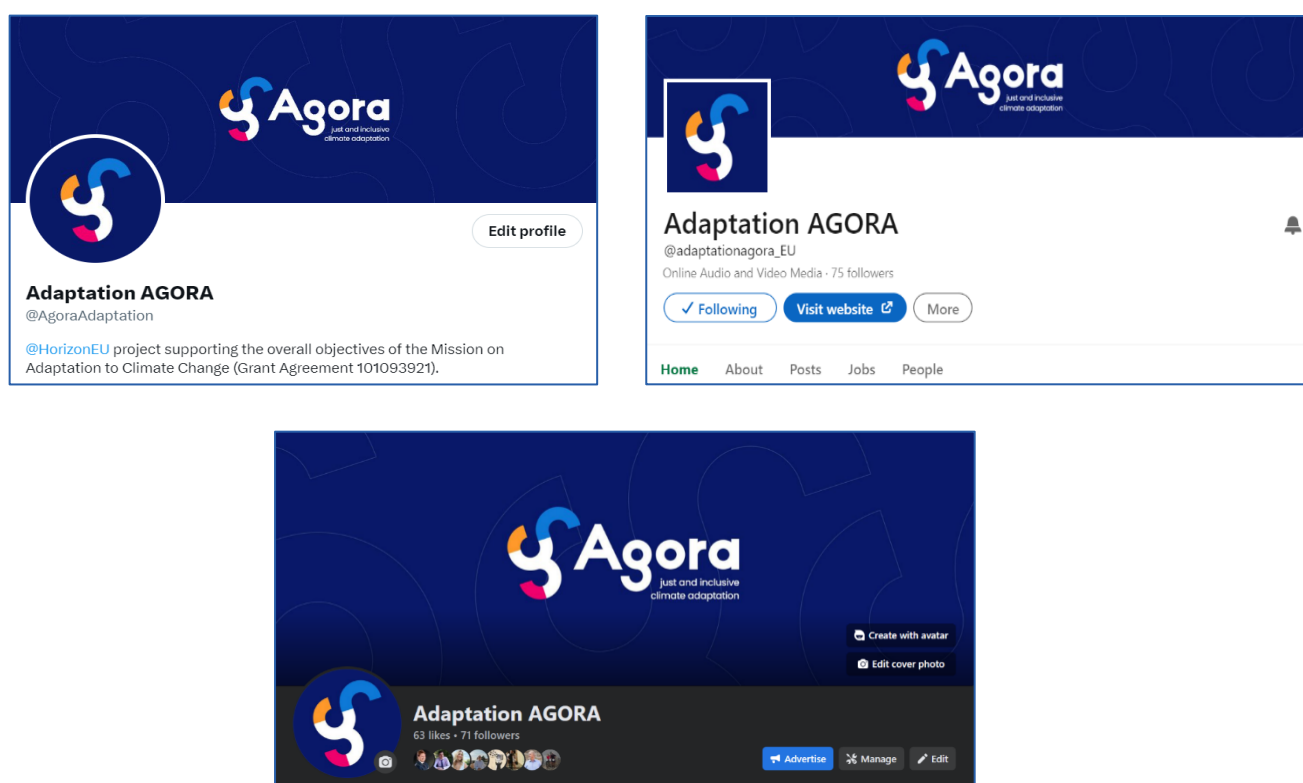


Figure 7: Screenshots of AGORA social media channels. On the left: Twitter, on the right: LinkedIn and on the bottom: Facebook.

Information on social media is shared by using simple text (for example in the case of re-sharing links to relevant conferences or webinars) and by using cards, that are one of the products of AGORA’s visual identity which links information to a specific visual. Cards sharing information that belong to the same category (such as glossary words, news,

Consortium presentations, and synergies with other projects) all have the same style, to help people identify and remember the information that is shared. With time, this



approach will teach AGORA followers to better identify information, without missing engaging events. A few examples of social media cards are shown below (figure 8).

Figure 8: AGORA social media cards.

Every time a project partner publishes content related to AGORA themes on its social media profiles, it should mention or refer to the project, raising its followers' interest towards it. At the same time, specific content will be designed to collect WP leaders/partners' views on the project and related expectations, also including a simple explanation on their contributions to the project, so that the community of AGORA will become more familiar with the project objectives and structure. This will be done in the form of a short video or interview/quote.

The table below (table 3), illustrates the KPIs related to the social media channels.

| Activity/Tool | KPIs | Description |
|--|---|---|
| Social media (LinkedIn, Twitter, Facebook, YouTube) | Number of followers >1000 (in total on all social media channels) | Active social media presence reinforces project's goals and engagement. LinkedIn, Twitter, and Facebook are already active (from M2), and YouTube will follow in the coming months as previously described. |
| Social media (LinkedIn, Twitter, Facebook, YouTube) + Website | 15.000 unique visits in total (in total on all communication channels) | Having a consolidated follower base is as important as new interactions and users constantly interacting with AGORA's platforms. The project seeks to communicate with new stakeholders and expand the audience as much as possible with constant new visitors interacting with the projects' social media and website. |
| Social media (LinkedIn, Twitter, Facebook) | 10 posts per month (in total on all communication channels) | Sharing constant project updates, as well as participation in scientific conferences or workshops is essential. Through the different platforms, there will be a monthly interaction with audiences, with the objective of increasing the follower base as well as interactions with target audiences. |
| Social media (YouTube) | Average percentage viewed (>50%) | The engagement and attention from our target audiences is essential, therefore we would expect viewers on average to watch at least 50% of the total duration of the videos. This will help ensure that aside from the number of views, people are interested in the topics and watch as much of the content as possible. |
| Social media (LinkedIn, Twitter, Facebook, YouTube) | Organic Traffic rate (>30%) | Initially, the project will leverage on the consortium's accounts. The partners will share AGORA's account to share the profile and information, and gather new followers. When the name of the project becomes a benchmark element in the fields of climate adaptation, users may be able to search |

| | | |
|---|---|---|
| | | directly the project's accounts and access them in an organic way. |
| Social media (LinkedIn, Twitter, Facebook, YouTube) + Website | AGORA's accounts referral rate (>30%) | The project's accounts should feed one another with new followers, particularly through the interaction between the website and the different accounts. In doing so, users will be able to obtain different information depending on which account it consults, following the target groups and messages described in the previous section. |
| Social media (LinkedIn, Twitter, Facebook, YouTube) + Website | Partners' accounts referral rate (>50%) | As previously stated, AGORA's partners will use their accounts to introduce the project and share information on its advancements. In doing so, they will let their current stakeholders be aware of the objectives of the project, creating a direct referral. |

Table 3. Key performance indicators of the AGORA social media channels.

6.3 Digital tools

AGORA will feature specific digital tools (mobile app, digital AGORA, two digital academies, and a digital handbook), which will integrate more traditional communication channels. The digital tools are conceived to enlarge the project's community, reaching broader audiences interested in these topics. In addition, it will allow to leave a long-lasting legacy beyond the duration of the project, in terms of usability of processes and outcomes.

AGORA Mobile App:

The gamified mobile app is envisioned as a trivia game that aims to challenge users with questions addressing climate change misinformation. Its purpose is to educate citizens about climate change and combat disinformation campaigns. By incorporating gamification elements such as a scoreboard and/or a "challenge" mode⁵, the app transforms learning into an interactive experience, encouraging greater engagement.

Since the app design process will undergo three co-design-build-and-test iterations using agile methodologies, the specific details regarding gamification and content are yet to be determined. The mobile app will be developed using the Unity engine, which

⁵ This type of feature implies users can compete with their peers, increasing the interactivity.

allows to build applications for both Android and iOS platforms. Additionally, the app's source code will be published and tracked using GitHub. Under the leadership of IBE, the app will be released in M28 with the support of APRE, IIASA, ATC.

Digital AGORA:

The Digital Agora will be built as a weADAPT microsite: an AGORA-branded space using the weADAPT platform. This tool is an internationally-recognized, long-standing online 'open space' on climate adaptation issues, that allows practitioners, researchers, and policy makers to access credible, high-quality information, to share experiences and learning, and to connect with one another. The AGORA microsite will benefit from an already working architecture for online dialogue, knowledge sharing, and accessibility to key resources and tools in weADAPT.

In addition to technological functionality, the microsite will connect with weADAPT's established global community, as well as multiple social media channels and its newsletter. Through this collaboration, the Digital Agora can ensure dissemination beyond the target regions, expanding our impact and supporting our policy and science outreach, as well as ensuring AGORA continues its legacy to support the Mission once the project ends. The layout, feel and function of the Digital Agora will be co-designed with a steering committee of representatives of key stakeholder groups and target users.

This committee will provide ongoing feedback on and input to the development of the Digital Agora to ensure it meets and evolves with users' needs. Annual user feedback surveys and insights gained from existing climate adaptation platforms engaged in AGORA will also inform ongoing development. The Digital Agora will be designed following the FAIR (Findability, Accessibility, Interoperability, and Reusability) principles to support interoperability with the European climate adaptation platform, Climate-ADAPT.

Additionally, the Digital Agora will engage with European platforms at international (e.g., I-CHANGE Environmental Impact Hub, weADAPT), national and sub-national levels that are supporting or planning to support stakeholders engaged in AGORA. In the case of Climate-ADAPT, discussions will focus on interoperability aimed at incorporating the toolbox and case studies into the platform, and on the potential value of and options for linking with the Agora discussion spaces. This will be achieved through the joint participation of CMCC; CIMA and ATC, led by SEI OX.

Digital Academies:

One of the key elements of the AGORA project is the creation of Digital Academies, through the development of WP3. Specifically, under the leadership of CMCC and with the key participation of CIMA and SEI Tallinn, the project will co-design and implement the "Digital Agora", including two "Digital Academies" – the first one to gather and

analyse relevant data and monitor climate risks; the second one on climate change disinformation.

Digital Academy to access and use Climate Data and monitor Climate Risks

This tool will constitute a key communication channel, where AGORA will build and maintain a Digital Academy to access and use Climate Data and monitor Climate Risks. In doing so, it will be a direct information tool that will support citizens and stakeholders to access and use high quality, open-source climate, and risk data.

This Digital Academy will identify, provide access to, and share guidance on how to use various open-source climate and risk data. Because of this, understanding the extent to which this data can be used will also be relevant from the communication perspective. It will also provide easy access to information and initiatives fostering climate adaptation at local and pan-European levels (e.g., from the Copernicus Climate Data Store and the PESETA studies).

The link between the Digital Academy and external initiatives which will serve as examples of how open-source climate and risk data can be applied in practice. Furthermore, it will be linked with data from citizen science activities (e.g., WeObserve). This academy will empower citizens, stakeholders, and policy makers through technical reports on how to access and use climate data for adaptation and on how (and why) integrate this data with citizen science data.

It will contribute to enhancing the visualisation of climate information leveraging existing best practices. The Academy will be released in M18, and then maintained/updated up to the end of the project.

Digital academy against Climate Change Disinformation

The Digital Academy against Climate Change Disinformation will be a web-based interactive training application, developed based on a learning management system (LMS) platform, defined based on the identified requirements for user interface and experience during WP3. The selected LMS will be accessed through the Digital Agora website and will provide trustworthy information and resources on climate change, as well as fact-checked information from credible sources.

Under the leadership of ATC and with the collaboration of CMCC, APRE and IBE, the Digital Academy will enable citizens to familiarise themselves with disinformation narratives and channels on climate change as well as with disinformation tackling approaches by providing access to

- a) trustworthy information, such as articles and scientific publications;
- b) fact-checks that debunk climate change disinformation;
- c) relevant resources, such as media literacy material; and

d) six-monthly reports on the state of disinformation around climate change.

The Academy will be released in M18, and then maintained/updated up to the end of the project.

Digital Handbook:

A digital handbook will be created to provide a multimedia, interactive collection of the lessons learnt by the project. The digital handbook is the product of a knowledge integration process that relies on the active collaboration and cross-fertilization among all the work packages. Through the project results, the digital handbook will make available a dynamic and easy-to-use narrative that will share the experiences of the project with a specific focus on the actors involved in the main topics of AGORA: climate adaptation, tackling disinformation, and community engagement for adaptation strategies.

The digital handbook will integrate multimedia narratives (i.e., videos, podcasts, interviews, infographics, factsheets, articles, and a glossary of climate adaptation). The handbook will ensure a customized path through information, guidelines, and outcomes provided by the project and included in the Digital AGORA. The digital handbook will be developed by the CMCC with the contributions of SEI OX and APRE. It will be accessible through the Digital Agora and the project website. The digital handbook will be available online for at least 5 years after the end of the project.

| Activity/Tool | KPIs (3 years) | Description | Release month |
|------------------|--|--|---------------|
| AGORA mobile app | Number of downloads (>1,500) | Gamification tool that maximises the societal impact of the project by increasing engagement with citizens and stakeholders. | 28 |
| | Total number of registered users, during the entire length of the project (>700) | Living digital environment co-designed with citizens and stakeholders, it supports networking, users' collaboration, and co-creation. The Digital Agora, through its integration with weADAPT, will provide a long-lived home for AGORA outputs and will continue to provide an online space for stakeholders to find, | 12 |

| | | | |
|-------------------|--------------------------------------|---|----|
| | | connect and discuss with one another. | |
| Digital academies | Number of downloads and views (>750) | Living digital environments to support citizens and stakeholders to access open-source climate data for adaptation and tackle climate change disinformation. | 18 |
| Digital handbook | Number of downloads and views (>750) | Dynamic and user-friendly narrative that provides a multi-level guidance capitalising on the results of the project, its experiences, lessons learnt, and challenges. | 36 |

Table 4. Key performance indicators of the digital tools.

6.4 Peer-learning workshops

In the context of Task 6.3, BSC in accordance with the task leader CIMA will organize at least three peer-learning workshops by M36 (see table 5) to encourage knowledge transfer and identify collaboration's opportunities with other relevant projects (see list in section 5.10).

These interconnections with influential initiatives will ensure the opportunity to sow and germinate partnerships and joint actions, learning from and teaching existing participatory and deliberative processes in a mutual learning process. Annual workshops to encourage knowledge transfer and collaboration opportunities will be organized both internally, in order to learn from each other experiences and identify the best strategies for involving policy-makers and citizens, and with external stakeholders to communicate the outcomes and learn from other projects and initiatives. The workshops should involve at least 10 participants in total. The peer-learning workshops will be organized online and will all be run in English.

| Peer-learning workshops | Typology | When | Main topic and organisers |
|-------------------------|----------|---------------|---|
| 1 | Internal | November 2023 | Pilot regions preliminary results and experiences exchange (ECSA is interested in taking the lead of the content) |

| | | | |
|---|----------|-----------|---|
| 2 | External | June 2024 | Synergies with other projects focusing on climate adaptation (CIMA is interested in taking the lead of the content) |
| 3 | External | June 2025 | Future prospects of climate adaptation actions (CMCC is interested in taking the lead of the content) |

Table 5. Peer-learning workshops calendar.

6.5 Online webinars

In the context of Task 6.3, APRE, in accordance with the task leader CIMA, will organize three thematic webinars by month 30 (see table 6) to promote citizens' actions and engagement to combat climate change.

They will all be run in English, and their records made available on the website for future audiences to access the content. To maximise exposure, the recording will also be available on AGORA's YouTube channel and the project website to increase the easiness with which users can access the events. Per the GA, the total number of participants should be at least 120 in total. Each webinar will be aimed at involving one or more specific target audience, and/or will be focused on one or more of the pilot areas, in collaboration with the project partner which is taking care of the specific pilot area.

| Webinars | When | Main topic |
|----------|---------------|--|
| 1 | January, 2024 | Focusing on a pilot area and taking into account hot topics that could arise from there. |
| 2 | October, 2024 | |
| 3 | May, 2025 | |

Table 6. Webinars' time plan.

6.6 Publications

Several open access options have been identified for the publication of papers: e.g., Environmental Science and Policy, Science of the Total Environment, Global and Planetary Change, Environmental Research Journal, Urban Climate, Environmental Research Letters, Environment and Planning, Journal of Environmental Assessment Policy and Management, Journal of Environmental Studies and Sciences, Journal of Environmental Planning and Management, and Frontiers in Climate. Per the GA, at least five papers/articles will be published during the lifetime of the project.

6.7 Newsletter

The consortium foresees the production of a newsletter, which registration is possible through the AGORA website. The newsletter aims at informing specific target groups (TG1, TG2 and TG3) about upcoming events, synergies with other relevant projects, and AGORA project results. APRE will produce maximum six newsletters with the support of all partners. APRE will prepare a table of contents that will be shared among the partners, each of them will develop the text, suggest images and provide pictures. APRE will be in charge of the overall design.

The below table (table 7) illustrates the preliminary newsletter time plan.

| Issues | When | Issues | When |
|--------|--------------|--------|--------------|
| 1 | October 2023 | 2 | January 2024 |
| 3 | June 2024 | 4 | October 2024 |
| 5 | January 2025 | 6 | June, 2025 |

Table 7. Newsletter time plan.

6.8 Press releases

CMCC will prepare press releases for specific target groups (TG4, TG5 and TG7) to promote specific milestones and achievements of the project with high public relevance (events, major outcomes of pilots). Press releases will be published on the website and distributed to the media list of all project partners, to reach national and international journalists and get relevant coverage, contributing to raising awareness among the groups interested in the developments of the project.

Press releases will be in English, and the project partners will provide translation into local languages and dissemination through their channels and websites. The main target of press releases are journalists, who will in turn contribute to raising awareness of the project among the general public. They will be produced considering the needs/differences of all the target groups, therefore avoiding difficult to understand concepts while keeping a scientific and institutional profile. Per the GA, there will be at least five during the lifetime of the project.

6.9 Videos

Video is an immediate tool to engage large audiences, inform and educate on project objectives and results. Messages conveyed through video are more engaging and lead to a higher retention rate. Moreover, videos can explain the project's progress in a simple and appealing language, featuring the human face of the project and its protagonists. Videos are very versatile and will be used for different purposes and to feed different channels, they can be used to produce posts in the social media channels of the project, but also to populate the website and to be collected in a multimedia gallery in the digital

handbook. During the project lifetime different kind of video formats will be produced: video teasers, educational video and in general short videos and videoclips for social media of few seconds each (max. 60). The definition of contents, core messages, target audience will be supported by all activities and partners and may evolve as the project progresses.

Short videos will be e.g. interview style videos to: professionals working in the project from the various WPs: they will explain what the main objectives of AGORA from their point of view are, what they expect from the project, challenges and opportunities; to representatives of the four pilots involved in the project, to talk about their experience and expectations; to one or more representatives of the Mission Adaptation, to talk about their expectations on how the project will be supporting the mission.

These kinds of contents will be aimed at communicating in a simple, personal and immediate way the objectives and the developments of the project, so that they can be easily understood by the general public and involve people to follow the progress and outcomes of the project. Once the pilots are fully developed, short videos will be focused on their outcomes and protagonists, to support the dissemination of project results. The collection of videos will be uploaded on the AGORA YouTube channel, as well as on the other social media channels and project website. All partners are engaged in recording videos with the coordination of APRE. APRE will prepare an educational video (max 2 minutes).

By GA, the KPIs associated to the multimedia – videos (and/or podcasts) is more than 100 visualization during the lifetime of the project.

6.10 Clustering with Mission Adaptation projects

The Mission on Adaptation to Climate Change focuses on supporting EU regions, cities and local authorities in their efforts to build resilience against the impacts of climate change. The Mission's objective is to accompany by 2030 at least 150 European regions and communities towards climate resilience. A wide range of EU-funded projects have completed or are currently undertaking research and developing innovative approaches and options for climate adaptation. They also provide associated guidance, tools, data, and case studies to help regional and local authorities deliver the EU Mission on Adaptation to Climate Change. Clustering with such projects will be helpful for AGORA to enlarge its audience and join efforts with other initiatives, maximizing the impact of the projects. The list of the Mission Adaptation projects is available in the Adaptation Portal:

<https://climate-adapt.eea.europa.eu/en/mission/the-mission/mission-projects>

The clustering strategy will encompass common internal meetings, sharing of information through common webinars, increase of the visibility by sharing the links of the other projects in AGORA web page (and vice versa), organization of common

seminars to the population presenting results of different projects. A mailing list with representative of each project will be created to empower the information exchange.

List of relevant projects (non-exhaustive):

1. <https://project-trigger.eu/>

TRIGGER will deepen current understanding of the linkage between climate, health and ecosystems and use this knowledge to advance society uptake at personal and policy level. To meet the ambition, TRIGGER will commit an interdisciplinary consortium that will develop an outreaching clinical study composed by a multi-dimensional approach that capitalises also on existing retrospective studies and will build an international climate service for global health protection, in line with COPERNICUS initiatives.

2. <https://ichange-project.eu/>

I-CHANGE aims to show that behavioural change of single citizens is possible through citizen science initiatives which are using sensors and that this has an impact of their environmental footprint. The I-CHANGE project empowers people by giving them a better understanding of their individual choices, and fosters CitizenActions for mitigation and adaptation to Climate Change.

3. <https://cordis.europa.eu/project/id/101093864>

The EU-funded **CLIMAAX** project will provide financial, analytical and practical support to regional authorities, communities and civil protection agencies in at least 50 regions. The project will deliver a standardised CRA framework and a toolbox with data, models and utilities to provide access to European and global open data archives. It will operate a financial support fund including a help desk, and validate the CRA tools and guidance material through five European pilot regional CRAs.

4. <https://transformar.eu/the-project/>

TransformAr aims to demonstrate solutions and pathways, deemed essential for climate and social resilience to achieve rapid and far-reaching transformational adaptation (TA). The project will develop an adaptive process based on open innovation, user-friendly and accessible climate data services, actionable solutions and large-scale experimentation. This will be supported by the implementation of Innovation Packages built to increase communities' social and climate resilience.

6.11 Policy Briefs

Policy briefs intend to support bottom-up EU policies and discuss the potential uptake of the project's results and the remaining research gaps. Policy briefs are intended to translate the project results into concise documents, allowing the project to reach public administrators and policy makers and have a potential impact on public policy. Policy briefs are short (maximum 3 pages), to the point and clear to the general public.

Engagement and consultation activities with policymaker groups will define a selection of key topics and project outcomes to be presented in the policy briefs. By the end of the project, two policies briefs will be produced, one by IIASA and one in collaboration between APRE and UNIGE. This last policy brief will result from the “Policy white paper: upscaling citizen engagement for climate resilience”, one of the AGORA project deliverables, due to M34.

6.12 Capacity building

Capacity building activities are part of WP5 and will be supported also by WP6, especially in making the materials prepared for capacity building a wider tool for communication and dissemination. Capacity building in WP5 is aimed at co-designing and deploying citizen science initiatives in two key areas, i.e., “Climate change adaptation”, and “Tackling disinformation campaigns on climate change”, to foster the “think global act local” concept through a continuous process of knowledge exchange.

Capacity building activities represent the basis for the Academies hosted in the Digital AGORA, which are described below. Within task 5.3 ‘Strengthen citizen resilience against climate change disinformation’, the project will select or produce suitable materials to raise awareness and increase the resilience of citizens against climate change disinformation. The material will include content in the form of short videos, articles, guides, and tips-and-tricks. It will aim to enhance media literacy and critical-thinking skills by strengthening citizens’ resilience against disinformation and improving their capacity to distinguish between misleading claims and facts.

The produced materials will be made available through the Digital Agora to populate the dedicated academy against climate disinformation and then collected in the digital handbook. Capacity building will then be central in the collaboration between WP5 and WP6.

6.13 Participation in relevant events

The participation in national and international conferences, seminars, workshops, and other types of events organised by third parties, will allow AGORA partners to directly liaise with key stakeholders (in particular with TG2, TG3 and TG4) and to provide them with constant updates on project progress. AGORA partners have already participated during the first sixth months of the project in relevant events such as the 6th European Climate Change Adaptation Conference 2023⁶ (Ireland).

⁶ The target audience is adaptation experts, researchers, policy-makers, local authorities, the private sector with a focus on businesses already engaged and taking action on climate risk, investors, NGOs, citizens organisations, youth and education organisations, community groups engaged in adaptation, communicators and all interested individuals

All the partners will be invited to plan the participation in relevant events with speeches and presentations. They will inform APRE well in advance in order to agree on all the communication materials needed and the promotion of the partner’s active participation in an event in all the AGORA channels.

AGORA partners have already identified some European and national events where the participation of the project partners may be considered:

- ClimatEurope2 webstival (Science and society dialogues on climate services and innovation), poster presentation (23/03/2023).
- European Sustainable Energy Week, talk/presentation (11/05/2023).
- Climate change and disinformation webinar, talk/presentation (16/05/2023).
- Adaptation Futures 2023, world cafe (2-6/10/2023).
- EU Green Week (3-11/06/2023).
- 6th European Climate Change Adaptation, world cafe (ECCA) (19/06/2023).
- V Curso de Periodismo Especializado de Alcañiz 2023: ‘Comunicación y ciencia. Los divulgadores esenciales’ (31/09/2023).
- European Researchers' Night (29/10/2023).

AGORA partners will be invited to identify additional events in particular at national level in order to reach the TG1 and TG4.

The project foreseen the participation in at minimum four conferences in fields as diverse as environmental science, climate science, social and economic sciences and a minimum of four talks.

Moreover, AGORA will organise the final conference by the end of the project (M36) with the aim to present outputs, results, impacts achieved to decision-makers, stakeholders and other target audiences identified throughout the project.

Below, the table (table 8) of the KPIs expected for the AGORA events.

| Event type | KPIs (3 years) | Description |
|-----------------|--------------------------------|---|
| External events | Number of events attended: >20 | Participation of partners in third party events presenting AGORA results and messages through materials and tools. News about the events attended will be on the project website 3 to 5 days after the event. |

| | | |
|------------------------|------------------------------|--|
| AGORA final conference | Number of participants: >100 | AGORA final event will be organised by APRE with the support of all partners by the end of the project to promote the project results, legacy, and exploitation opportunities. |
|------------------------|------------------------------|--|

Table 8. Key performance indicators of the AGORA events.

6.14 Workflow

APRE, in collaboration with CMCC, set a specific workflow for the social media content and website publications. Partners can send to APRE their inputs about activities performed, events attended or to be attended, interesting project-related events, project results, and other types of content, using both the excel file available on the SharePoint (see screenshot of the created file in annex 9.1), and/or by e-mail. Thanks to these inputs, APRE can set up a draft of the editorial plan for the month ahead (around the 10th of each month). Social media and website posts related to AGORA events will be co-produced in collaboration with the involved partners. In addition to partners' suggestions, APRE prepares posts about: partner organisations and their roles in the project, glossary information, synergies with other projects, events and explanatory content (such as educational cards). APRE produces a minimum of 7 posts per month, to be added to other relevant publications and re-shares. The coordinator, CMCC, has the role to validate the social media content before its publication, and this can be done by the 20th of the month (this date may change, especially in the case of last-minute news). A folder has been created on the project SharePoint, to allow a smooth validation process between APRE and CMCC. The workflow (see figure 9) has been approved at the very beginning of the project by the entire consortium, with the aim of guaranteeing good results in the social media KPIs and website and digital AGORA tools KPIs.

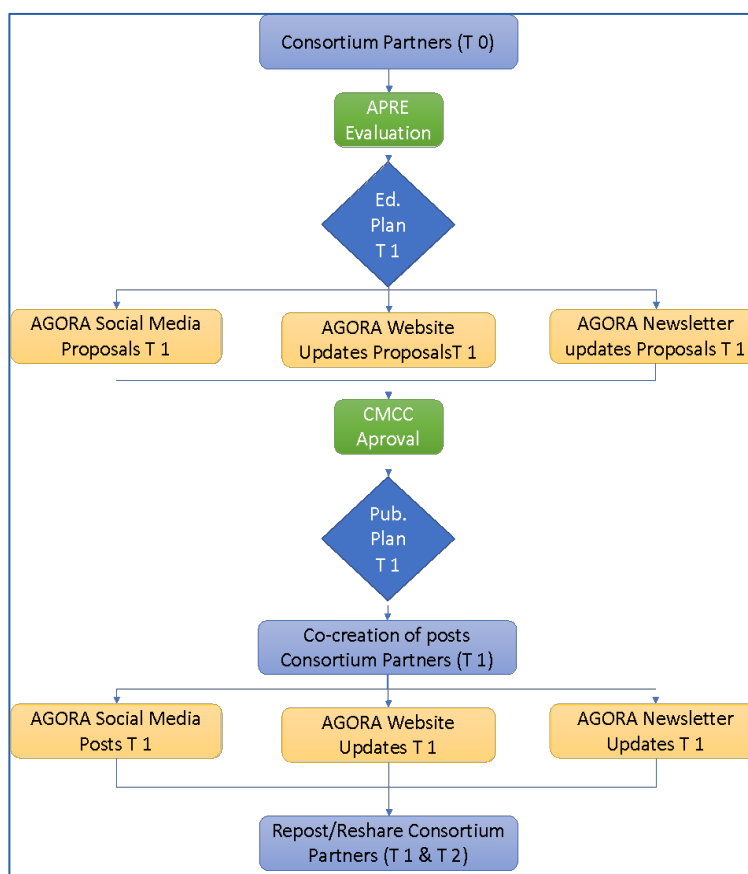


Figure 9: Workflow of publication of post on Social Media channels.

7 Communication and dissemination management structure

During the first months of the project, APRE, as the responsible partner for WP6, ensured that all resources (e.g. website, presentation slides, and social media) have a professional and uniform look, and are aligned with the visual identity of the project, which was designed by CMCC. The activities of Communication and Dissemination cover:

- Coordination, organisation, and monitoring of all dissemination activities.
- Encouraging partners to contribute to communication activities.
- Ensuring regular quality content for the various dissemination channels and activities.

7.1 Partners responsibilities

To support WP6 throughout the project, each partner of the consortium will:

- Contribute to the communication and dissemination strategy implementation.

- Enlarge the audience of the project through relevant networks and channels.
- Ensure the control of the quality of the activities implemented.

All AGORA partners will be actively involved in the implementation of communication and dissemination activities. More specifically, the expected contributions from the consortium are the following:

- Implementing dissemination activities in all the countries where partners are present and at European level
- Exploiting the partners' networks and channels to maximise the visibility of AGORA project and its results
- Helping to keep the project's social media accounts remain visible and active by supporting the development of content to be communicated
- Participating in conferences, workshops, events etc., to promote the project and its outcomes.

7.2 Consortium outreach

The potential Consortium outreach is based on the current number social media followers on the different channels of Consortium partners (table 9). All AGORA partners will be encouraged to share, like and promote AGORA news and events on their respective channels.

| Partner | Instagram | LinkedIn | Facebook | Twitter |
|------------|-----------|----------|----------|---------|
| APRE | N/A | 11,482 | 6,771 | 2,781 |
| ATC | N/A | 3,689 | 397 | 585 |
| BSC - CNS | 2,173 | 25,307 | 5,000 | 15,661 |
| CIMA | N/A | 4,967 | 3,201 | 3,371 |
| CMCC | 4,710 | 12,997 | 7,500 | 5,644 |
| ECSA | N/A | 1,814 | 2,800 | 6,086 |
| IBE | 811 | 673 | 1,900 | 4,439 |
| ICLEI EURO | N/A | 7,270 | N/A | 21,120 |
| IIASA | N/A | 11,209 | 6,800 | 12,470 |
| SEI HQ | N/A | 69,423 | 12,000 | 3,145 |
| UNIGE | 29,242 | 153,545 | 34,000 | 36,151 |

Table 9. Consortium outreach.

7.3 Internal communication, procedures, and reporting

The management of the internal communication of the project will ensure efficient communication channels between all partners to facilitate exchange of key project information, documentation, and news, and to facilitate participation in the decision-making process. Internal collaborative tools have been set up, including:

- Internal SharePoint: repository of information accessible to all partners in the consortium, gathering useful resources and project documents that are under development. The SharePoint is also the place to share news, updates, and ideas for the social media channels, web portal and newsletter.
- Mailing lists: a general project mailing list and individual lists to facilitate the communication among participants in the different WPs.

Communication procedures, internal and external to the project, were defined in M2, with dedicated files made available on the AGORA SharePoint (a screenshot of the excel file is available in Annex 9.1). Regarding activities reporting, an excel sheet was designed to capture each communication and dissemination activity carried out by AGORA partners, such as attending a conference, organizing a workshop, or participating in an interview. The file, open to the entire consortium, is available on the AGORA SharePoint (its screenshot can be found in Annex 9.2), and it contains the following main information requests:

- Date
- Type of event
- Activity title
- Location
- Link to the event
- Partner/s involved
- Partner/s role
- Participating organisation/s
- Audience type
- Number of participants
- Type of promotional materials utilised
- Main outcomes
- Number of posts in partners' social media account pages
- Additional comments

To facilitate communication and meetings, each partner appointed a primary communication referee and a possible substitute, in charge of participating in online meetings and of being responsible for specific tasks as defined by the project description included in the GA and upon request. The communication and dissemination strategy will undergo a periodic update and rolling improvements, according to the project’s development and needs.

Through the continuous monitoring, AGORA will be able to measure its performance, and propose corrective actions to improve performance and maximise impacts, if needed, thus adopting a fully scalable approach to its Communication and Dissemination strategy. Measurement of impacts and outreach will be guaranteed by the consolidated monitoring report, involving both the online, social media channels and the engagement activities (this refers also to all the project activities that will involve citizens and stakeholders), as described in the GA. To ensure the alignment within the Consortium, a periodic meeting (teleconference once a month) of the WP6 is in place, supported by a power point presentation and a rolling agenda.

8 Timeline

The table below (table 10) provides a summary of the timeline for the main dissemination and communication activities expected to be implemented throughout AGORA, according to the GA.

| Month | Activity |
|---------|--|
| M1-M2 | Logo, social media accounts, PowerPoint template, deliverable template, letterhead, holding page (preliminary version of the website). |
| M3-M6 | Design and implementation of the project branding, publishing the project institutional website, and submission of the Communication and Dissemination Plan. |
| M10-M30 | Newsletters and press releases. |
| M11-M30 | Peer-learning workshops. |
| M12-M36 | Digital tools, videos, webinars, policy briefs. |
| M24 | Draft of the Exploitation Strategy: AGORA outcomes and results. |
| M36 | Report on activities conducted to build on synergies, Dissemination & Communication Report, and Final Exploitation Strategy: AGORA outcomes and results. |

Table 10. Timeline of the main releases related to Communication and Dissemination activities.

9 Ex ante and ex post exploitation strategy

The exploitation and sustainability strategy and activities are foreseen to run primarily ex ante, thus acting as a constant advice and guidance provider for all the project's activities. This approach will facilitate:

- i) continuous and fruitful dialogue within the team;
- ii) constant reflection upon exploitation opportunities, areas of fine-tuning and improvements; and
- iii) in turn, ensure the exploitability of future results. In this sense, a general framework (to be constantly updated through the lifetime of the project) will be set up, to ensure that most of the project's activities, products, and results will have the potential to continue to be available after the project's end.

An ex-post strategy is also planned, with the aim to promote techniques, guidelines, products, and lasting impacts that can be achieved and exploited through the project lifetime and endure beyond the end of the granting period. The global strategy foresees the creation of a Final Exploitation strategy (D6.5) delivered at M36, which will serve as a crucial step towards ensuring the sustainability of the project moving forward.

10 Annexes

10.1 General information, synergies, social media plan, and KPIs monitoring

| Procedures | |
|--|---|
| Synergies (OPEN SHEET) | 1) The table will collect proposal for synergies between AGORA and other projects and initiatives. |
| General ideas - social media (OPEN SHEET) | 1) The table aims at collecting posts' ideas related to AGORA project, and which promotion on the social media may increase AGORA network and visibility 2) Feel free to add text! |
| News and events - social media (OPEN SHEET) | 1) This table is similar to the previous one called "general ideas" but focuses exclusively on news and events subjected to a deadline. News and Events can appear on the previous sheet as well (no problem v 2) Feel free to add text! |
| Social media (OPEN SHEET) | 1) Social media posts should always be confirmed (accepted) at least two weeks before the posting date. APRE will get inputs from all the partners, and validate the content with CMCC. The editorial plan 2) Social media posts will be arranged in a powerpoint presentation divided by social media channels and months, and located in the shared folder (https://fondazionecmcc.sharepoint.com/:f:/r/sites/AGO) 3) You can edit only the "comments" column before the 20th of the month before. |
| KPI (LOOKED SHEETS) | 1) The KPI (key Performance Indicators) will be constantly monitored with the aim to better manage social media, and with the aim to reach the communication and dissemination goals. 2) APRE is in charge of these two sheet. |
| IMPORTANT | Some sheets are locked and editable only by APRE. Feel free to contact "santaniello@apre.it" if you have questions/comments. |
| TO DO - ALL PARTNERS: | |
| 1) All the partners are welcome to share topic/content ideas and tags directly on the "OPEN" sheets. If your proposal refers to a "news/events" subjected to a deadline, please write a note to: santaniello@apre.it (put in cc: silvi@apre.it) | |
| 2) Fill the "synergies" sheet. | |
| 3) Fill the "general ideas-social media" sheet. | |
| 4) Fill the "news and events-social media" sheet. | |
| 5) Fill the "Social media plan - ONLY THE RED COLUMN/COMMENTS" sheet. | |

Figure 10: Excel sheets produced to support the communication and dissemination activities.

10.2 Activities monitoring file

| External meetings and events of the AGORA Consortium | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--------------------|----------------|---------------------|---|--------------------------|---|------------------------------|-----------------------------|-----------------------|---|--|----------|---------------|----------------|-------------------------------------|------------|-------|-----------|-----------|-------|----------------|---|--|--|----------------------|--|
| No. | Date (approximate) | Type | Activity | Activity title | Location (city/country) | Link to the event (if available) | Partners involved | Name of the person involved | Partner role (if any) | Participating organisations | Audience (number by type of stakeholder) | | | | | | | | | | Total Audience | Funded/Unfunded (University, type and amount) | Main Outcomes (Specify the impact for the Project) | Number of Posts in Press/Social Media (with the URL) | Additional comments | |
| | | | | | | | | | | | Scientific Community/Academic | Industry | Civil Society | General Public | Policy Makers/Political authorities | Multiscale | Media | Investors | Customers | Other | | | | | | |
| 1 | 21/03/2023 | Conference | World Café | "Plane territoriale "Piana territoriale Metropolitana" | Rady, Porcia | https://www.cmc.it/it/attivita/2023/03/21/03-21-2023 | CMCC | Paola Merogliano | Organizer | CMC, ISS, Spazio Urbano 50 | 3 | 2 | 4 | 5 | 3 | 2 | 2 | 1 | 3 | 5 | 30 | | Possible follow up | Web | Web accessible event | |
| 2 | 23/03/2023 | Conference | Poster presentation | AGORA project presentation: General presentation of the project within the poster session of a 3 days online | Online | https://www.cmc.it/it/attivita/2023/03/23/03-23-2023 | CMCC | Alfredo Reder | Oral presentation | CMCC, ESC, MARIS, IGA, CPN | | | | | | | | | | | | | | | | 5 minutes of speech with 2 general slide |
| 3 | 11/05/2023 | Public meeting | Presentation/talk | AGORA project presentation within a wider talk on climate change at local scale and the importance of adaptation actions. | Rady, Merigliano (Lecce) | https://www.cmc.it/it/attivita/2023/05/11/05-11-2023 | CMCC | Alfredo Reder | Oral presentation | Merigliano Municipality, local Order of Engineers | | | | | | | | | | | | | | | | |
| 4 | 16/05/2023 | Online webinar | Presentation | Climate Change and Adaptation: a webinar (co-organized by CMCC, ERMES, Ditegna) and AGORA project to | Online | https://www.cmc.it/it/attivita/2023/05/16/05-16-2023 | CMCC | | Oral presentation | CMCC, EDMAO | | | | | | | | | | | | | | | | |
| 5 | 02/10/2023 | Conference | World Café | Social practice community and citizen engagement | Montreal, Canada | https://www.cmc.it/it/attivita/2023/10/02/10-02-2023 | SEI Stockholm and SEI Oxford | | Session lead | | | | | | | | | | | | | | | | | Abstract submitted - pending response |
| 6 | 19/04/2023 | Conference | World Café | Social practice community and citizen engagement | Dublin, Ireland | https://www.cmc.it/it/attivita/2023/04/19/04-19-2023 | SEI Stockholm and SEI Oxford | | Session lead | | | | | | | | | | | | | | | | | Abstract submitted - pending response |

Figure 11: Activities monitoring file.

10.3 Brand manual



Figure 12: Brand manual.

10.4 Table summarising KPIs of communications tools

| Activity/Tool | KPIs | Description |
|---|--|---|
| Social media (LinkedIn, Twitter, Facebook, YouTube) | Number of followers >1000 (in total on all social media channels) | Active social media presence reinforces project's goals and engagement. LinkedIn, Twitter, and Facebook are already active (from M2), and YouTube will follow in the coming months as previously described. |
| Social media (LinkedIn, Twitter, Facebook, YouTube) + Website | 15.000 unique visits in total (in total on all communication channels) | Having a consolidated follower base is as important as new interactions and users constantly interacting with AGORA's platforms. The project seeks to communicate with new stakeholders and expand the audience as much as possible with constant |

| | | |
|---|---|---|
| | | new visitors interacting with the projects' social media and website. |
| Social media (LinkedIn, Twitter, Facebook) | 10 posts per month (in total on all communication channels) | Sharing constant project updates, as well as participation in scientific conferences or workshops is essential. Through the different platforms, there will be a monthly interaction with audiences, with the objective of increasing the follower base as well as interactions with target audiences. |
| Social media (YouTube) | Average percentage viewed (>50%) | The engagement and attention from our target audiences is essential, therefore we would expect viewers on average to watch at least 50% of the total duration of the videos. This will help ensure that aside from the number of views, people are interested in the topics and watch as much of the content as possible. |
| Social media (LinkedIn, Twitter, Facebook, YouTube) | Organic Traffic rate (>30%) | Initially, the project will leverage on the consortium's accounts. The partners will share AGORA's account to share the profile and information, and gather new followers. When the name of the project becomes a benchmark element in the fields of climate adaptation, users may be able to search directly the project's accounts and access them in an organic way. |
| Social media (LinkedIn, Twitter, Facebook, YouTube) + Website | AGORA's accounts referral rate (>30%) | The project's accounts should feed one another with new followers, particularly through the interaction between the website and the different accounts. In doing so, users will be able to obtain different information depending on which account it consults, following the target groups and messages described in the previous section. |

| | | |
|---|--|---|
| Social media (LinkedIn, Twitter, Facebook, YouTube) + Website | Partners' accounts referral rate (>50%) | As previously stated, AGORA's partners will use their accounts to introduce the project and share information on its advancements. In doing so, they will let their current stakeholders be aware of the objectives of the project, creating a direct referral. |
| AGORA mobile app | Number of downloads (>1,500) | Gamification tool that maximises the societal impact of the project by increasing engagement with citizens and stakeholders. Release M28. |
| Digital agora | Total number of registered users, during the entire length of the project (>700) | Living digital environment co-designed with citizens and stakeholders, it supports networking, users' collaboration, and co-creation. The Digital Agora, through its integration with weADAPT, will provide a long-lived home for AGORA outputs and will continue to provide an online space for stakeholders to find, connect and discuss with one another. Release M12. |
| Digital academies | Number of downloads and views (>750) | Living digital environments to support citizens and stakeholders to access open-source climate data for adaptation and tackle climate change disinformation. Release M18. |
| Digital handbook | Number of downloads and views (>750) | Dynamic and user-friendly narrative that provides a multi-level guidance capitalising on the results of the project, its experiences, lessons learnt, and challenges. Release M36. |
| Event type | KPIs (3 years) | Description |
| External events | Number of events attended: >20 | Participation of partners in third party events presenting AGORA results and messages through materials and tools. News about the events attended will be on the project website 3 to 5 days after the event. |

| | | |
|------------------------|------------------------------|--|
| AGORA final conference | Number of participants: >100 | AGORA final event will be organised by APRE with the support of all partners by the end of the project to promote the project results, legacy, and exploitation opportunities. |
|------------------------|------------------------------|--|

Figure 13: Table summarising KPIs of communications tools.