



# CLIMAS

CLIMAtE change citizens engagement  
toolbox for dealing with Societal resilience

## Deliverable 6.1 – Communication, Dissemination, and Exploitation Plan

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## List of Acronyms

Acronym	Definition
AB	Advisory Board
CA	Climate Assemblies
CDE	Communication, Dissemination, and Exploitation
CLIMAS	CLIMAtE change citizens engagement toolbox for dealing with Societal resilience
COP	Conference of the Parties
EC	European Commission
EU	European Union
KEBS	Knowledge and Evidence-Based Support (tool)
KERs	Key Exploitable Results
KIP	Key Impact Pathways
KPIs	Key Performance Indicators
LL	Living Lab
Mz	Month z
NGOs	Non-governmental organisations
ROI	Return on investment
SB	Subsidiary Bodies
Tx.y.	Task x.y. (part of WPx)

## CLIMAS Project Overview

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Climate change is one of the most critical issues to tackle today as it is foreseen to have detrimental social, environmental, and economic impacts in the near future. The last climate change events, such as flooding in Germany and Belgium in both Continental and Atlantic regions, heat waves and lack of water in both Mediterranean and Boreal regions, show that the policymakers, experts, and stakeholders' actions are not enough, and a 360° citizens engagement is urgently needed. Therefore, we need to learn from the good experience in citizens' engagement in climate change action and build up citizens' supporting infrastructure for climate adaptation measures to help the 150 European regions and local communities to resist. Climate assemblies and Living labs are considered as sustainable and reasonable tools to stimulate deliberative democracy in climate policymaking.

The ambition of the CLIMAS project is to support a transformation to climate resilience by offering an innovative problem-oriented climate adoption Toolbox, co-designed together with stakeholders by applying a values-based approach, design thinking methods and citizen science mechanisms. All that will be carried out with a gender and diversity approach. It is expected that the use of the Toolbox will anticipate possible tensions, points of controversy and dilemmas vis-a-vis the adaptation to resilience. Therefore, the Toolbox aims at enabling empowerment and engagement strategies that produce a society "resilient by design". In addition, CLIMAS will include the empirical component for testing this Toolbox and formulating scientific based guidelines for policymakers on how to shift Climate Assemblies from technically based deliberations that belong to climate change experts to multi-stakeholders' deliberations based on solving the dilemmas from a bottom-up, more societal, and value-based perspective. CLIMAS outcomes will positively influence policy development and awareness raising process and offer sustainable strategies to enhance the acceptance of citizens' led decisions by policymakers.

## Executive summary

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The present deliverable aims at defining a preliminary communication and dissemination plan to maximise the outreach of the CLIMAS project. In the first place, Section 1 presents the overall strategy and the goals (inform, raise awareness, engage, and ensure impact) of WP6 activities, project key messages, keywords, and focal point of contacts.

Section 2 describes in detail the different communication means, channels and activities, including official project visual identity, online presence and the related list of monitored KPIs.

Section 3 describes the main dissemination objectives, target audience and strategy the project will use to describe and ensure project results are available for others to use. Here the liaising activities with the Advisory Board, relevant EU-funded projects, and CINEA are described and an initial list of public project events, workshops and scientific publications that will be delivered to pursue the dissemination goals is presented.

Section 4 defines an initial exploitation plan and provides preliminary individual exploitation plans for each project partner, which will be updated in the different project phases.

Finally, Section 5 defines preliminary timeline of CDE activities and Section 6 describes how the impact of this plan will be monitored. In ANNEX A, the style guide to use CLIMAS's visual identity is provided, while in ANNEX B includes the email template for consortium members.

# 1. Introduction

The main goal of the CLIMAS project is to considerably increase the quality and rate of citizens' engagement to climate resilience in the 150 European Union (EU) regions and communities<sup>1</sup>, in line with the EU Green Deal ambition<sup>2</sup>.

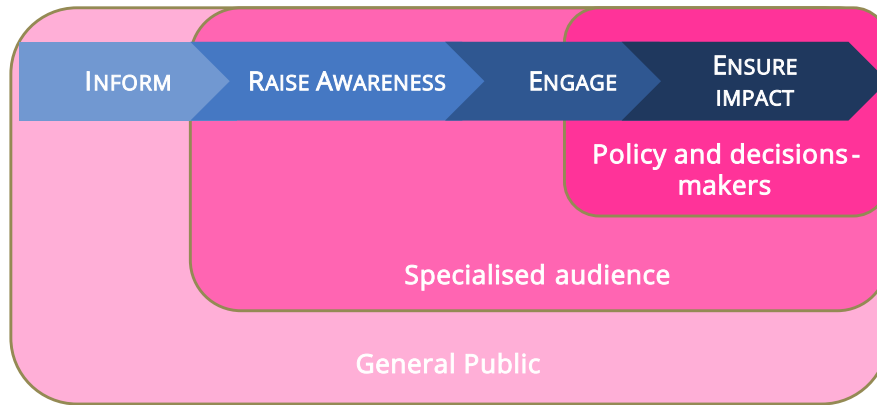


Figure 1. Communication strategy: inform, raise awareness, engage, ensure impact

The communication aim of the project is to ensure the project itself, its activities and results reach all interested stakeholders and target organisations, fostering the engagement of EU citizens in Living Labs and Climate Assemblies as well as the adoption of the proposed guidelines from policymakers.

To achieve this goal, four high-level communication objectives are considered.

- **Inform**<sup>3</sup>, by promoting the project, the results, the ongoing activities, and sharing relevant information on the consequences of climate change and the impact on European citizens.
- **Raise awareness**, by informing relevant stakeholders about the benefits associated with the expected project outcomes and the methodology producing such results.
- **Engage**, by fostering the use of the project results within the community, engaging stakeholders since the early stages (i.e., building empathy/defining issues/ideating solutions) in periodic validation activities to improve the quality of project findings.
- **Ensure impact**, guiding the European Union regulatory process, thus ensuring the long-term impact of the CLIMAS research. This is the most ambitious dissemination goal, aiming at ensuring the take-up of the project findings and results by key decision-makers.

These objectives define the strategy that guides the WP6 activities and are considered the foreground for Communication, Dissemination, and Exploitation (CDE) of the project results. The CDE strategy intends to maximise the project outreach on different categories of stakeholders by creating a strong link between the goals and target audience.

<sup>1</sup> EU regions interactive map <https://ec.europa.eu/eurostat/cache/digipub/regions/> last visit 20/3/2023

<sup>2</sup> EU Green Deal priorities and climate resilience [https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal\\_en](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en) last visit 20/03/2023

<sup>3</sup> Successful valorisation of knowledge and research results in Horizon Europe, European IP Helpdesk, March 2022, <https://op.europa.eu/en/publication-detail/-/publication/ca9e23d5-aa5b-11ec-83e1-01aa75ed71a1/language-en/format-PDF/source-search>

Towards the end of the project (M22-36), CLIMAS key messages will focus on final project listed in Table 12. In this period and beyond, the partners will ensure the project results can produce an actual impact on society via effective deployment. Throughout the overall process, focusing on the target audiences' needs remains paramount to select the most appropriate way to communicate (e.g., via digital communication or through events, using the right language).

An editorial plan and monitoring tool to assess the impact of the CDE plan will be used and kept updated regularly in collaboration with the core-group (i.e., tasks leaders, WP-leaders) and the project coordinators.

## 1.1 Project Key Messages

*Table 1 - Project key messages – Context*

CONTEXT
It is widely anticipated that the effects of climate change are affecting society, the environment, and the economy, making it one of the most critical issues of our time. Furthermore, recent events have made become evident that policymakers, experts, and stakeholders' actions are not enough, and an enhanced citizen engagement is urgently needed.
By offering a problem-oriented climate adoption toolbox co-designed with stakeholders using a values-based approach, design thinking methods, and citizen science mechanisms, the CLIMAS project intends to support a transformation to climate resilience.
To stimulate deliberative democracy in climate policymaking, climate assemblies and living labs are considered as viable and reasonable tools. Nonetheless, involving more marginalised citizens remains a challenge to be handled.
Policies should follow recommendations collected by involving citizens in the research in order to ensure the uptake of "democratisation" tools and methodologies at the level of engagement and participant selection; methods for deliberation and consensus building; legitimacy and accountability of citizens versus policymakers and politicians.

*Table 2 - Project key messages – Ambition*

AMBITION
Shift climate assemblies from mostly technical based deliberations that belong to climate change experts to multi-stakeholders' deliberations based on solving the dilemmas from a bottom-up, more societal, and value-based perspective.
Democratise the Climate Assemblies (CA) and move them from an extraordinary policy event towards an ordinary policy event.
Consolidate the praxis of the Climate Assembly deliberation and reflect on how to tackle accountability and legitimacy issues that make recommendations more acceptable by policy makers.
Set up anti-patriarchal approaches in the facilitation of Climate Assemblies.

Set Climate Assembly agenda from technical questions to values-based resolutions considering the trade-offs of the adaptation measures impacts.
Ensure the citizens access to training about the technical aspects of climate adaptation through the citizen science approach.
Monitor and disseminate the Climate Assemblies data.
Offer tools/recommendations not only for specific climate assemblies but also for citizens' assemblies

*Table 3 -Project key messages - main goal*

<b>MAIN GOAL</b>
<p>CLIMAS main goal is to accelerate the transformation to climate resilience by:</p> <ul style="list-style-type: none"> <li>• identifying and describing the underlying mechanisms to empower citizens and enhance their deliberation participation.</li> <li>• mapping and reviewing underlying tools and toolkits that can support citizen engagement and deliberation.</li> <li>• developing innovative actions through citizens engagement mechanisms praxis (e.g., climate assembly).</li> <li>• reflect on accountability discrepancies to create insights, proposals, and suggestions that support the policy making process better.</li> <li>• adopting a gender-sensitive perspective in all its activities in order to ensure a gender-transformative citizens' participation linked to climate change</li> </ul>

*Table 4 - Project key messages – approach*

<b>APPROACH</b>
<p>CLIMAS will adopt a Design Thinking approach, that can be followed in a linear yet iterative trajectory:</p> <ol style="list-style-type: none"> <li>1. Build empathy.</li> <li>2. Define the problem.</li> <li>3. Ideate.</li> <li>4. Prototype.</li> <li>5. Test.</li> </ol>

*Table 5 - Project key messages - main outcome*

<b>MAIN OUTCOME</b>
A portfolio of alternative empowering and engagement mechanisms and tools that diverse actors can access, indigenize, and deploy to best work with their socio-cultural contexts.

## 1.2 Keywords

An initial list of relevant keywords is provided here, to ensure all project communication and dissemination activities are aligned and easily identified by our target audiences:

- Climate change resilience, Climate adaptation.
- Local Communities, Citizens Engagement, Citizen deliberation, Citizen Assemblies, Climate Assemblies.
- Co-development, Co-design, Co-creation, Design Thinking, User-centred design and tools, Transition Design, Human-Centred Design.
- Guidelines and recommendations for policy makers.

## 1.3 Focal Point of Contacts in CLIMAS

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## 2. Communication

### 2.1 Communication Strategy and Objectives

Communication activities follows the approach described in Section 1. Such activities aim at maximising project impact by spreading knowledge about the project ambitions and the issues that aims to address. In particular, the communication pursues the first and second objective of:

- **Informing** by promoting the project, the results, the ongoing activities, and sharing relevant information on the consequences of climate change and the impact on European citizens
- **Raising awareness**, by informing relevant stakeholders about the benefits associated with the expected project outcomes and the methodology producing such results.

These objectives will be pursued mainly during the first period of the project (M1-14). Through communication activities the Consortium will raise awareness about the climate change impact on citizens and societies and the potential role of Climate Assemblies as a basis for presenting the CLIMAS scope. In the meantime, the project communication will be promoting the project itself, informing the stakeholders about its ambitions, raising climate literacy and aspect related to participation among citizens, especially the lower educated at risks of exclusion from the deliberation mechanisms.

### 2.2 Target Audience

The following table provides the different audiences the project will target to maximise the impact of project's results. A rationale is provided to explain the selection of the target audiences and their segmentations and clusters, as well as the correlation with WP6 objectives used to develop specific messages and activities per segment/targeted audiences, not only in communication, but also through dissemination and exploitation activities.

Table 6 - CLIMAS stakeholders

Horizon Europe Audiences	CLIMAS Stakeholder	Rationale	Objective
General Public	<ul style="list-style-type: none"> <li>• Media (trade press, general)</li> <li>• Citizens (especially those hard to reach)</li> <li>• Civil society organisations</li> <li>• Private sector, relevant SME and industry representatives</li> </ul>	The general public is becoming more and more aware of the impact our society has on climate. CLIMAS aims to engage citizens from different socio-economic backgrounds in climate assemblies and foster the discussion/organisation of assemblies in 37 EU regions and communities [1]. In particular, CLIMAS will adopt an inclusive communication approach to foster	<ul style="list-style-type: none"> <li>• Inform</li> <li>• Raise awareness</li> <li>• Engage</li> <li>• Ensure impact</li> </ul>

		the engagement of diverse and hard-to-reach audiences.	
<b>Specialised Audience</b>	<ul style="list-style-type: none"> <li>● Universities</li> <li>● Academia</li> <li>● Research organisations</li> <li>● Educational institutions</li> <li>● Living Labs</li> <li>● Climate Assemblies</li> <li>● Advisory Board</li> <li>● Experts in democratic participation and deliberation</li> </ul>	Appropriate dissemination of the project results and interaction with academic and practitioners such as those involved in the organisation and management of Living Labs and Climate Assemblies. The project will greatly benefit from the exchange of information with this group of stakeholders in the project implementation. Special attention will be given to organisations and citizens non included in the Research community through engagement campaigns.	<ul style="list-style-type: none"> <li>● Raise awareness</li> <li>● Engage</li> <li>● Ensure impact</li> </ul>
<b>Policy Makers and Regulatory Bodies</b>	<ul style="list-style-type: none"> <li>● Local and regional authorities</li> <li>● National/international associations</li> <li>● Decision makers at EU level (managing authorities and intermediate bodies of Cohesion Policy),</li> <li>● Stakeholders of Smart Specialisation Strategies,</li> <li>● Commission Representations,</li> <li>● Europe Direct Information Centres,</li> <li>● EIT Climate-KIC regional offices</li> <li>● Erasmus+ Offices,</li> <li>● EU Covenant of Mayors Office,</li> <li>● Global Covenant of Mayors</li> </ul>	The project results will affect the future work of policy makers and public bodies such as the European Commission, National and Regional/Local Authorities.	<ul style="list-style-type: none"> <li>● Raise awareness</li> <li>● Engage</li> <li>● Ensure impact</li> </ul>

## 2.3 Data management, inclusivity and gender equality in project communication

The overall Communication, Dissemination and Exploitation strategy will ensure that all partners will follow instructions and guidance included in the WP1 deliverables, namely the D1.1 Project handbook [3], D1.2 Data management plan [4], D1.3 Ethics plan [5] and D1.4 Gender equality plan [6] in WP6 activities. To ensure every person involved receives comprehensible and relatable information, no matter their cultural background or skills, layout infographics, visual maps and oral transmission will be strongly recommended in place of long texts, especially when direct interaction

with citizens is envisioned. This will be done by following an inclusive communication and design approach, also drawing from past EU funded project results such as INDIMO (Huetting, Giorgi, & Capaccioli, 2023) and in line with the most recent communication guidelines by the European Parliament<sup>4</sup>. By doing so, the overall accessibility of project communication will be increased for all and mutual interaction and understanding enhanced. From an internal organisation efficiency point of view, WP6 task leaders will promote the coordination across work packages and task leaders, especially concerning systematic stakeholder data collection and surveys envisioned in WP2, WP3, WP4 and WP5, with the objective of minimising efforts and maximising results both in terms of quality and outreach numbers.

## 2.4 Communication Means and Activities

Based on the identification of the relevant stakeholders and their needs, various means and activities for the project communication have been selected. During the project, different mixes of means and activities will be used for different types of communication. Each communication mean is expected to have a different impact on the target audience and will be used appropriately to achieve specific communication objectives.

### 2.4.1 CLIMAS Visual Identity

**Communication objective:** to inform.

The design and development of a logo is a central task in the communication activities. The project logo should be graphically appealing, manageable, and meaningful with respect to the project goals and activities. The logo works as the project graphical identity base. Through the choice of colours

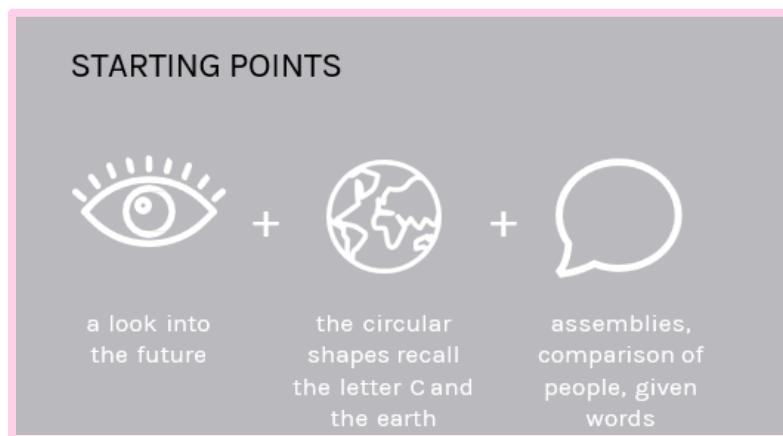


Figure 2. Pictograms employed in the CLIMAS logo

and fonts, it represents the frame which embodies every communication activity. It is the “*trait d’union*” of the project, which makes each element of the graphical identity immediately ascribed to the project and help communicate and disseminate the project purpose. CLIMAS logo tries to unite some of the keywords presented in Section

1.2 into a mood board to define the colour palette used for the elements of the logo. Colours such as light blue, green and blue, as well as evoking air and water, represent citizen empowerment on climate collective action. The warm colours such as magenta, red and yellow, in addition to evoking life and light, are intended to represent the direct participation of citizens and their active role in

<sup>4</sup> [https://www.europarl.europa.eu/external/appendix/grants/20190425\\_grants/annex-9-inclusive-communication-guidelines-of-the-european-parliament.pdf](https://www.europarl.europa.eu/external/appendix/grants/20190425_grants/annex-9-inclusive-communication-guidelines-of-the-european-parliament.pdf)

the policy-making process accelerating towards climate resilience. Furthermore, the set of pictograms presented in Figure 2 have been used as starting point to elaborate the logo for the CLIMAS project (Figure 3).



Figure 3 - CLIMAS logo with tagline

Finally, the Consortium has developed a style guide to ensure consistent use of the logo in every communication, dissemination, and exploitation activity. The document describes how to use the CLIMAS visual identity in a coherent way (ANNEX B).

#### 2.4.2 Deliverables and presentations templates

**Communication objective:** to inform (internal communication).

Templates are essential to reinforce the consistency of the project identity. The design of these tools should be coherent with the project visual representations (e.g., CLIMAS logo, typography, etc.). At the same time, templates should be adaptable to the specific needs of the Consortium members.

All partners have received the following templates to support the internal and external communication:

- Three Word templates, one for meeting agendas, one for minutes, and another one for deliverables
- One email template with a short project abstract and customised signature
- One PowerPoint slide deck template for project presentations

Additional templates to monitor CDE activities carried out by each partner will be produced throughout the project, to ensure a more efficient and standardised documentation of the project advancements.

#### 2.4.3 Website

**Communication objectives:** to inform and raise awareness.

The CLIMAS website<sup>5</sup> is one of the main information channels within the communication plan of the project. It provides general knowledge about the project such as its objectives, activities, and results. It also offers a range of functionalities, including document and resources download, information about most recent news and events, and relevant external links to project partners and EU funded research results on the same topic. Furthermore, each partner of the CLIMAS Consortium

<sup>5</sup> <http://climas-project.eu/>

will contribute to create a cross-link to the CLIMAS website on the company website to help reach the target of 150 EU regions by the end of the project, maximising the project visibility through their contribution to the search engine optimisation (SEO).

The website will help the Consortium engage with key stakeholders as well as the media and general public (reaching approximately 1200 unique visitors per year). The website structure consists of 5 main sections:

- **Home Page:** presenting the project purpose, its objectives, the timeframe, and a call to action to subscribe the project newsletter.
- **About:** this page provides further details on the project, such as the context and challenges, consortium and advisory board composition.
- **Co-creation community:** this page provides access to information and related news from the several European Living Labs and Climate Assemblies somehow involved in the research.
- **Toolbox:** linking to the toolbox description developed by WP3 and providing access to the different tools at a later stage.
- **Resources:** including all the project outcomes in terms of deliverables, reports, scientific publications, and promotional materials.
- **News and events:** showcasing the latest updates on project activities and events.

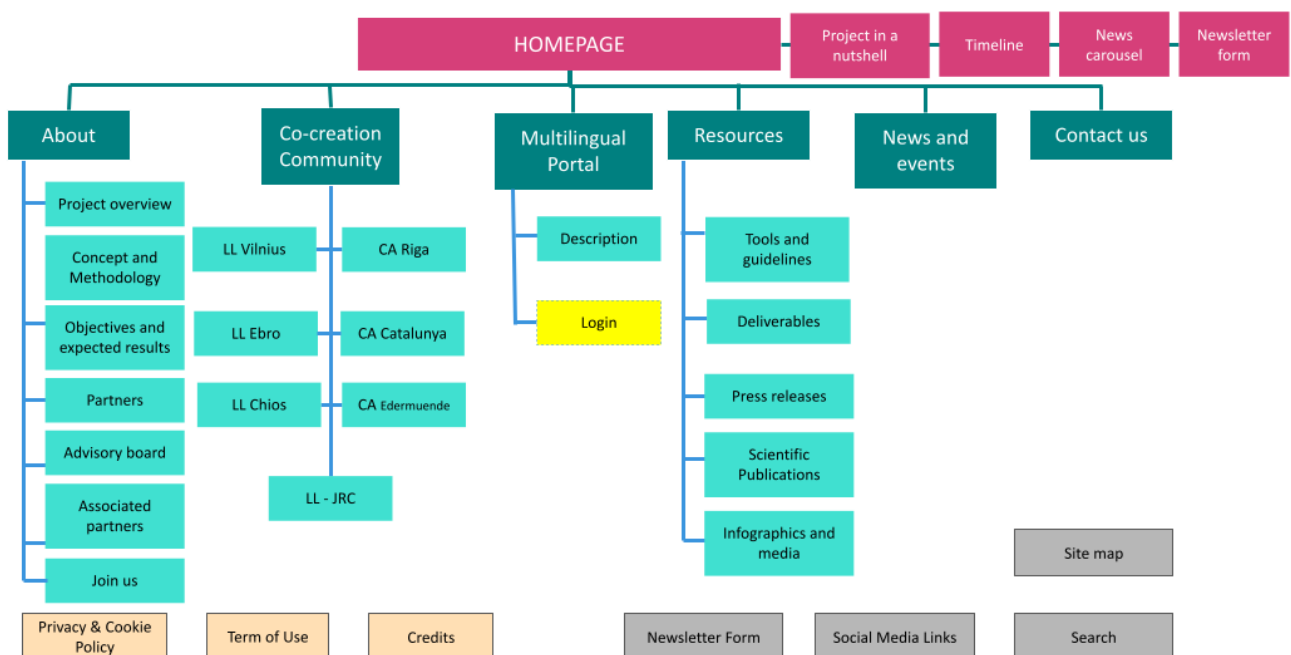


Figure 4 - CLIMAS website structure

## 2.4.4 Blogs and social media

**Communication objectives:** inform, raise awareness, engage.

CLIMAS will use the website blog in synergy with the social media channels to enlarge its group of followers and ensure a broader outreach of its findings and results. Social networks allow to easily connect with a wide range of people and facilitate the creation of a widespread community, addressing both the general public and the specialised one through the use of different social media.

Furthermore, CLIMAS will publish blogposts at least once a month to provide details about project updates, events, and results, raising awareness of different groups of audience.

CLIMAS will make use of two main social channels to increase the outreach of the project communication: Twitter<sup>6</sup>, LinkedIn<sup>7</sup>, and Instagram<sup>8</sup>. All three channels allow people to stay in touch with the project; however, LinkedIn allows communication towards specialised audiences and institutional bodies, while Twitter and Instagram target the general public and specialised audiences, especially in the younger generations. The activation of a YouTube channel will be considered during the project if convenient. Together with the project news, the social media profiles will share relevant news that relate to the project domain and that help place the project topics into specific discussions. To this aim at least two social media campaigns will be launched to increase the project outreach and build the community in the first half of the project, and to spread project results in the second half. CLIMAS aims to reach the overarching goal of 500 followers on both social media profiles by the end of the project. Teaming up through coordinated communications on each partner's official communication channels will be paramount to reach that goal.

#### 2.4.5 Brochures and flyers

**Communication objectives:** inform, raise awareness.

Flyers are one of the main products to promote both the project and its activities, such as participation in public events, workshops and fairs. They are short documents (1 or 2 pages) with a strong graphical identity; usually, they provide a brief project description, the crucial points of a conference, and its programme. Both digital and printable versions will be produced and uploaded on the website. QR codes will be used to maximise the circulation of digital versions, avoiding excessive numbers of unused paper copies. During the whole span of the project, the Consortium will produce at least 3 printed brochures in connection to public events (e.g., conferences), including most recent project results. The Consortium will consider producing brochures according to the opportunities given by each public event and the expected attendance.

#### 2.4.6 Posters and roll-ups banners

**Communication objectives:** inform, raise awareness.

Posters and roll-up banners are tools utilised to support partners participating in conferences, workshops, and other events. These two types of products help speakers give a clear presentation in public talks and improve audience involvement thanks to the graphic component of the tool. The Consortium plans to produce at least 2 posters and 2 roll-up banners according to the opportunities offered by each public event and the involved partners' willingness to increase the visibility of the project by using such products.

To ensure a homogeneous visual identity, a preeminent graphical poster template will be shared with all partners, leaving them a large degree of freedom in selecting and adding contents,

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<sup>6</sup> [https://twitter.com/Climas\\_EU](https://twitter.com/Climas_EU)

<sup>7</sup> <https://www.linkedin.com/company/climas-eu/>

<sup>8</sup> [https://instagram.com/climas\\_eu/](https://instagram.com/climas_eu/)

depending on their needs. Posters and roll-up banners will also provide access to the project website through a QR code when in physical format, whereas it will include active links to the website and social media when digital. These materials will be made available in the project website and distributed to the people interested in the project topic as soon as released.

#### 2.4.7 Mailing lists and newsletters

**Communication objectives:** inform, raise awareness, engage, ensure impact.

A newsletter subscription on a voluntary basis will be displayed on the website and its distribution promoted through social media call to actions as well as collecting signed consent forms distributed during project events and online or in person meetings. The mailing list will then be used to share periodic project updates at least once a year and up to once every three months. Segmented mailing lists will be used throughout the entire project, pursuing different objectives depending on the specific audience segment. Considering the diversified needs of the group of people that wish to receive it, the contents will be provided in a way that allows all different audiences (see Section 2.2) to follow the project progress and inform others. The newsletter will be used also as a mean to increase website traffic towards project updates and outcomes. Well known and secure free online tools such as Mailer Lite or Mailchimp may be used to monitor the engagement generated by the newsletter.

#### 2.4.8 European Commission's Channels

**Communication objectives:** inform, raise awareness, engage, ensure impact.

By collaborating with the Project Officer, the Consortium will seek opportunities to be promoted through the European Commission's channels and events. Before the end of the first year, the Consortium will explore the possibility of getting involved in the activities of CINEA - the European Climate, Infrastructure and Environment Executive Agency and receive its support in promoting project activities and results.

#### 2.4.9 Videos

**Communication objective:** inform, raise awareness, engage.

Videos represent an easy way to spread messages about the project and its results. The Consortium will provide video(s) about the citizens' engagement and project results as soon as they are available. The partners will contribute to the video development by collecting clips of activities carried out individually in the different regions. They will address the general public as well as more specialised audiences. Social media profiles will contribute by sharing the video(s) and their impact on the community will be monitored.

### 2.5 Communication key performance indicators (KPIs) and success criteria

Constant monitoring of the results of communication actions is fundamental. This allows to pinpoint actual strengths and weaknesses of the strategy pursued, to identify and implement corrective actions, to measure the effectiveness, and to report results. CLIMAS identified a preliminary set of indicators to keep track of the progress of communication activities.



Based on the periodic assessment of the success on these criteria, the project will update the communication plan, also including a refined list of concrete actions to communicate the project results and the assessment of the impact of these results on the target users.

*Table 7 - CLIMAS Communication KPIs*

<b>Communication KPI (# of)</b>	<b>M1-12</b>	<b>M13-24</b>	<b>M25-36</b>	<b>Overall</b>
<b>Posts on the CLIMAS social media (LinkedIn, Twitter)</b>	80	80	80	240
<b>Stories from the various engagement of citizens in climate deliberations</b>	5-7	5-7	5-7	15-24
<b>Brochures</b>	1	1	1	3
<b>Posters/ Rollups</b>	2	1	1	4
<b>News from the project (website and social media)</b>	20	20	20	60
<b>General press/magazine articles published</b>	3	2	4	9
<b>Newsletters delivered</b>	1	1	1	3 at least
<b>Press releases delivered to traditional media</b>	5	5	5	15
<b>Unique visitors to the website (based on Google Analytics)</b>	1200	1500	1800	4500
<b>References in other websites</b>	50	50	50	150
<b>Material downloads</b>	10	30	200	240



## 3. Dissemination

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### 3.1 Dissemination objectives and strategy

The overall goal of dissemination activities is to describe and ensure project results are available for others to use [1]. Through dissemination activities, the CLIMAS Consortium will have the opportunity to allow other researchers and practitioners to advance the state of the art of stakeholder engagement and improve climate resiliency. Dissemination comes after communication, as it benefits from the community of followers created from the beginning of the project. Having a well-founded group of followers is of paramount importance to improve the dissemination of project results.

Concerning the strategy defined in Section 1, the following objectives are the ones that will be pursued through dissemination activities:

- **Raise awareness**, by informing relevant stakeholders about the benefits associated with the expected project outcomes and the methodology producing such results.
- **Engage**, by fostering the use of the project results within the community, engaging stakeholders since the early stages (i.e., building empathy/defining problem/ideating) in periodic validation activities to improve the quality of project findings.

As the project activities begin and the first results from WP3 and WP4, (M15-21) concerning the CLIMAS toolbox development and testing, are produced, the communication moves from the project itself to its preliminary findings. During this phase, the WP6 activities will switch from communication to dissemination. The same applies to the target audience which will move from the general public to a more specialised one (see Section 2.2) to make results available for other to use. Specific stakeholder engagement activities will be done in the framework of T6.3 and T6.4 under strict collaboration with EIP. In such phase, the contribution of technical partners will be essential.

### 3.2 Target audience

Dissemination activities will focus on a more specialised audience than those targeted by communication activities. Specific audiences for dissemination purposes are the research and practitioners' community, policy makers and regulatory bodies (Section 2.2).

The different stakeholders will be involved in the project activities via different means and activities to ensure the results are available to them (free of charge) and contribute to achieving European's 2050 goals [2].

### 3.3 Dissemination means and activities

The dissemination means and activities described in this section aim to enhance the outreach of project results and make scientific results a common good.

### 3.3.1 Dissemination towards the Advisory Board

Active contribution and participation from a large set of stakeholders are key aspects for the achievement of CLIMAS' objectives. The consortium including partners and associated partners will be supported by an effective and meaningful Advisory Board that includes:

- **Susan Handy**, Professor of Environmental Science and Policy and Director of the National Center for Sustainable Transportation at the University of California
- **İlgü Özler Davis. Ş.**, Director SUNY Global Engagement Program in and former Executive Board member for Amnesty International - Human Rights and Climate Change.
- **Drosos Koutsoubas** Professor of the Department of Environment in Lesvos.

Additional members participation will be evaluated during the first six months of the project to provide a detailed overview of the CLIMAS Advisory Board terms of reference and composition in D6.6.

Advisory Board members will support the methodological work of the project; provide review, recommendations and feedback on project activities and findings; and bring an external view into the project. Moreover, AB members will support the replication and uptake of our activities, by acting as project ambassadors who will inform and invite their networks to benefit from results when they are available. Ad-hoc meetings and roundtable consultations will be organised to discuss specific areas of the project and present project results. Participation in these events will be limited to the AB members that can really contribute to the discussion, with proven experience on the topic, helping the project to obtain insights even for those areas where limited work is currently ongoing. Based on project schedule and with the purpose to maximise the support of the AB, three initial meetings (online or in person depending on the members' availability) with the AB are planned:

- **AB Meeting 1:** the first meeting is planned around M9 (September 2023) to gather feedback on WP2 activities and to refine the results to be presented in D2.1, D2.2, and D2.3.
- **AB Meeting 2:** the following gathering will take place around M21 (September 2024) in conjunction with the first public event. In these occasions, the Consortium will present the first round of results concerning the co-creation of the climate change citizens engagement Toolbox of WP3. Moreover, the 2nd AB Meeting will help the project collect experts' opinions to further improve the toolbox.
- **AB Meeting 3:** the third and last AB meeting will take place around M28 (April 2025) to present the results from the validation activities of WP4, the preliminary results of WP5, and collect input to consolidate the citizen engagement toolbox of WP3.

We are considering organising additional roundtables consultation and ad-hoc meetings in combination to testing activities carried out in WP4, as well as other events and workshops of the project. Further improvements to the present list of meetings might be presented in D6.6 – “Report on CLIMAS Advisory Board terms of reference and composition” by M6 (June 2023) and further updates might happen throughout the project lifetime.

### 3.3.2 Coordination and networking with other EU-funded projects

The Consortium will establish relations and collaborations with relevant stakeholder organisations and initiatives, identified in the Call including national, local and regional authorities, social partners,

managing authorities and intermediate bodies of Cohesion Policy, stakeholders of Smart Specialisation Strategies, Commission Representations, Europe Direct Information Centres, EIT Climate-KIC regional offices, Erasmus+ Offices, EU Covenant of Mayors Office, Global Covenant of Mayors. CLIMAS will pursue collaboration with other relevant projects funded under this topic and other topics in the Mission Climate Adaptation as well as in other relevant Missions, and in particular for topic HORIZON-MISS-2021-OCEAN-05-03: Piloting citizen science in marine and freshwater domains and HORIZON-MISS-2021-CLIMA-02: Local engagement of citizens in the co-creation of societal transformational change for climate resilience. The aim will be to foster the compatibility and potential integration of the outcome and effects of the different projects. The collaboration will include joint workshops, the exchange of knowledge, the development and adoption of best practices, or joint communication activities.

### 3.3.3 Engagement Campaigns and Knowledge Transfer

Citizens' engagement campaigns for climate change are at the core of the activities done in CLIMAS. Insights of how these campaigns are conceived, organised, implemented, and assessed will be valuable for any organisation that would like to replicate the concept. In this regard, a series of actions with the key partners in the consortium will be developed to:

- Collect relevant information of aspects that an organisation needs to know when planning an engagement campaign: scope, target audience, message, methods of interaction, ways to collect data and analyse the results. This will be done through a series of brainstorm sessions with the relevant consortium partners in the first 24 months of the project, based on their experience in implementing engagement campaigns.
- Develop a series of relevant materials for dissemination/communication of how a citizens' engagement campaign should be organised. A first set of materials will be developed until M30, expecting to be refined depending on the level of interest received from the targeted audience.

Based on these activities, a series of transferability workshops will be also organised. A first level of transferability will be arranged for the consortium partners that are implementing Climate Assemblies and Living Labs. During this stage they will be invited to share their experience and insights in pairs. A second level of transferability will be arranged between the consortium partners in charge with the development of Climate Assemblies and Living Labs and the outer community with interest in organising citizens' engagement campaigns. A series of interactive workshops will be organised to allow knowledge to be transferred between the consortium partners that developed activities with Climate Assemblies and Living Labs to other interested parties. Equally, in these workshops, a series of inspirational and successful examples from other parts of Europe will be invited to present.

### 3.3.4 Dissemination towards the European Commission

Institutional EU websites will be used to promote the project results at a European level to policy makers, researchers, and a vast variety of experts. The Consortium plans to appear at least twice on one of the following channels:

- Horizon Magazine: the EU research and Innovation Magazine spreading the latest news and features about science and innovative research projects funded by the EU.
- Research and Innovation Success Stories: a collection of the most recent success stories from EU-funded Research & Innovation.
- CORDIS: Multilingual articles and publications that highlight research results, based on an open repository of EU project information.

### 3.3.5 Third parties' events and conferences

The participation at targeted external events is another relevant channel for disseminating CLIMAS' advancement in knowledge and results. According to the opportunities offered from time to time, the Consortium will decide to attend live and/or virtual events. The project also plans to take part in events to disseminate its results, share information and create synergies with other relevant projects and initiatives organised in the framework of CINEA and similar projects.

The following list includes external events that CLIMAS may attend once first results are produced.

*Table 8 - List of external events of if interest for CLIMAS*

Name of the event	Date	Country
UN - <a href="#">Bonn Climate Change Conference</a> (SB58)	May 6 – Jun 15, 2023	DE
<a href="#">Sustainable places</a>	Jun 14 – 16, 2023	ES
<a href="#">European Climate Change Adaptation (ECCA) Conference: Actionable knowledge for a climate resilient Europe</a>	Jun 19 – 21, 2023	IE
<a href="#">EUSEW - European Sustainability Week</a>	Jun 23 – 26, 2023	BE
<a href="#">International Association for Media and Communication Research (IAMCR)</a>	Jul, 2023	FR
<a href="#">International Conference on Environmental Science and Technology (CEST) 2023</a>	Aug 30 – Sep 02, 2023	GR
<a href="#">Collective intelligence 2023</a>	Nov. 6-10, 2023	NL
<a href="#">28th session of the Conference of the Parties (COP 28) to the UNFCCC</a>	Nov 30 – Dec 12, 2023	UAE
<a href="#">European Citizens Science Association (ECSA) Conference</a>	2024 TBA	AT
<a href="#">Open Living Lab Days (ENoLL)</a>	Sep, 2024/25	SP
SECAT 2023 - Scientific Expertise, Communication and Trust	Sep 2024 TBA	/
<a href="#">Democracy R&amp;D</a>	Sep 2024 TBA	/
<a href="#">International Observatory on Participatory Democracy (IOPD) Conference</a>	Oct – Nov 2024	BR

### 3.3.6 Workshops and public events

CLIMAS will organise at least two public events to spread its findings and create networking opportunities that foster the exchange of knowledge. The Consortium partners will collaborate to produce truly engaging events with lively discussions and actual diffusion of the project results. Furthermore, a set of webinars and workshops will take place to engage citizens and experts in co-design and co-development of the project solutions (Table 12). Physical participation is expected for all public events, while webinars will be organised online, and workshops depending on the attendees' availability. Invitations will be sent out through free event planning platforms such as Eventbrite, to manage registrations and event programmes. The Consortium will create a project account and make it available for any partner to use.

A preliminary list of events is provided in the following table.

Table 9 - CLIMAS preliminary list of workshops and events

Event	Subject	Expected date	Due date (Months)
<b>Webinar 1 (T2.2)</b>	A webinar/workshop with key stakeholders is expected to be organised to set the scene of T2.2.	April 2023	M4
<b>Webinar 2 (T2.2)</b>	A second webinar/workshop will be handled to identify barriers and facilitators of citizen climate participation using previous Climate assembly cases	May 2023	M5
<b>Workshop 1 (T3.2)</b>	A first workshop to co-design methodological guidelines and manual for setting-up and facilitating Climate Assemblies will be tentatively held in the first six months of the project.	May 2023 (tentative)	M5
<b>Webinar 3 (T2.2)</b>	A third webinar will focus on reaching consensus.	June 2023	M6
<b>Workshop 1 (T3.2)</b>	A second workshop to co-design a tool on applying citizen science in Climate Assemblies	June 2023	M6
<b>Joint Follow-up Session (T2.2)</b>	A final workshop will take place to discuss the results with the attendees and consolidate them before their publication in D2.2.	September 2023	M9
<b>Workshops 3-4-5 in Climate Assemblies (CA) (T3.1)</b>	Three workshops will be organised in the framework of WP3 to co-develop a citizen-collaborative future scenario building methodology.	October 2023 – February 2024	M10-14
<b>Workshop(s) T4.1</b>	The Consortium is considering organising one or more workshops in the framework of T4.1 - "Climate Assemblies' set-up and facilitation".	November 2023 - January 2024	M11-13

<b>Event 1</b>	A public event will be organised to present the results produced by WP3, such as the Multilingual Climate Assembly Portal (T3.7)	September 2024	M21
<b>Final Event</b>	A final public event will be organised before the end of the project activities to present the results to the broader public possible and the project community.	November/ December 2025	M35-36

### 3.3.7 Scientific Publications

The Consortium aims to publish at least 10 papers in international (peer-reviewed and non-peer reviewed) scientific journals with a gold open access scheme. The paper submission will begin as soon as the project delivers its first results. Project partners involved in technical activities will present publications to selected conferences and journals, to generate understanding of the project activities and engage the stakeholders. The articles' references and, whenever possible, a copy of the publication will be available on the project website. Furthermore, the Consortium members commit to acknowledge the funding institution in every paper reporting result achieved following the activities performed in this project. A preliminary list of journals of interest for CLIMAS scientific dissemination is provided.

*Table 10 - List of scientific journals of potential interest for CLIMAS*

<b>Journal Title</b>	<b>Impact factor</b>
<a href="#">Advances in climate change research</a>	4.30
<a href="#">Citizen Science: theory and practice</a>	4.50
<a href="#">European public and social innovation review</a>	N/A
<a href="#">Frontiers in Communication</a>	5.0
<a href="#">Frontiers in Sustainable Cities</a>	N/A
<a href="#">Humanities and Social Science communications</a>	2.73
<a href="#">International Journal of the Commons</a>	2.31
<a href="#">Journal of Deliberative Democracy</a>	N/A
<a href="#">Mitigation and Adaptation Strategies for Global Change</a>	3.59
<a href="#">Science, Technology, &amp; Human value</a>	3.61

### 3.4 Open access to scientific publications

The Consortium members will ensure open access to peer-reviewed scientific publications relating to their results. In particular, the project partners will provide a copy of scientific papers on open access platforms such as:

- Zenodo<sup>9</sup>: a repository that allows all researchers to archive and share their research objects with the world-wide research community.
- Horizon Results Platform<sup>10</sup>: a public platform that hosts and promotes research results thereby widening exploitation opportunities.

### 3.5 Dissemination KPIs and success criteria

The following list of KPIs will be used to track the performance of dissemination activities and ensure the overall objective of making results available for other to use is achieved.

Communication KPI (# of)	M1-12	M13-24	M25-36	Overall
Large public events organized for external audiences	N/A	N/A	1	1
External events attended representing the project	4	4	5	13
Liaising activities with EU-funded projects	1	1	1	3 at least
Publications through EC's channels	0	1	1	2
Webinars	2	2	2	6
Workshops	2	1	1	4
Scientific publications in peer-reviewed journals	0	3	4	7
Scientific publications in peer-reviewed international conferences & workshops	0	3	4	7
Scientific publications as Open Access	0	4	6	10

Table 11. CLIMAS Dissemination KPIs

<sup>9</sup> <https://www.zenodo.org/>

<sup>10</sup> <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>



## 4. Initial Exploitation Plan

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### 4.1 Project Exploitation Plan

A successful exploitation strategy will create more acceptance among stakeholders and contribute to a better mechanism to involve and engage citizens and stakeholders in the transformation to climate resilience in the EU regions and communities. During the project, a set of specific actions will be undertaken to ensure a comprehensive and effective exploitation of project results and outcomes. This will be done through an articulated Exploitation Plan and an Exploitation Agreement establishing IPR and clear commercial routes with which project results and knowhow will be exploited in the defined market and providing commercial opportunities for all involved parties. In a later project phase and in case the Consortium finds it appropriate to manage and valorise results, the Horizon EU IP-scan services might be requested to identify relevant IP related exploitation paths, not planned previously by the Consortium<sup>11</sup>.

Exploitation Workshops with partners will be done during the initial and the mid phase of the project, in coordination with official project meetings whenever possible. This will enable all partners to share the exploitation strategy and vision as well as discuss and agree on specific actions. The opportunity for partners to sit at a table and discuss exploitation strategies is very important and will ensure full alignment of intents and partner engagement also beyond the project lifetime to ensure long term impact (see Section 1). Exploitation activities will start early in the project and will follow an Exploitation path which will evolve while the project unfolds.

The Exploitation path is organised in 3 phases:

- 1) **Initial phase (until M12):** initial mapping of project results, preliminary regulatory and market analysis. A workshop to kick-off phase 1 will be organised in M6 (June 2023).
- 2) **Mid phase (until M21):** market analysis and initial exploitation plan, validation of plan with stakeholders, exploitation workshop.
- 3) **Final phase (M30 and beyond):** finalisation of exploitable results, return on investment (ROI) analysis, exploitation agreement among partners, exploitation of project results during the final event.

### 4.2 First list of exploitable results and target users

This section provides an initial outline of the strategy for the exploitation of the CLIMAS project results. An initial set of potentially exploitable project results will be identified here. Then, the following sections will specify the potential users of each result and define some preliminary lines of action. An updated exploitation plan will be delivered with the interim report on CDE activities (D6.2) by June 2023 (M6).

To date, CLIMAS has identified eight potentially exploitable results. These are listed in Table 12.

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<sup>11</sup> Horizon IP Scan [https://intellectual-property-helpdesk.ec.europa.eu/horizon-ip-scan\\_en](https://intellectual-property-helpdesk.ec.europa.eu/horizon-ip-scan_en) last access 20/03/2023



Table 12 - List of CLIMAS key exploitable results

	EXPLOITABLE RESULTS	AIM OF THE EXPLOITATION ACTIVITIES	POTENTIAL USERS (§Table 6)	DUE DATE AND DELIVERAB.
<b>R01</b>	Methodological guidelines and manual for setting-up and facilitating Climate Assemblies	Institutionalisation Replication	<ul style="list-style-type: none"> <li>Policy Makers and Regulatory Bodies</li> <li>Specialised audience</li> </ul>	<ul style="list-style-type: none"> <li>M12 D3.2</li> <li>M34 D3.8</li> </ul>
<b>R02</b>	Methodology for citizen-collaborative future scenario building for a climate resilient society	Institutionalisation Replication	<ul style="list-style-type: none"> <li>Policy Makers and Regulatory Bodies</li> <li>Specialised audience</li> </ul>	<ul style="list-style-type: none"> <li>M18 D3.1</li> <li>M34 D3.8</li> </ul>
<b>R03</b>	Tool on applying Citizen Science in Climate Assemblies	Replication	<ul style="list-style-type: none"> <li>Specialised audience</li> </ul>	<ul style="list-style-type: none"> <li>M18 D3.3</li> <li>M34 D3.10</li> </ul>
<b>R04</b>	Tool for scenario prioritization based on citizen and expert values	Replication	<ul style="list-style-type: none"> <li>Specialised audience</li> </ul>	<ul style="list-style-type: none"> <li>M19 D3.4</li> <li>M34 D3.11</li> </ul>
<b>R05</b>	Tool to enable follow-up and Climate Assembly outcomes on dynamic climate change adaptation plan	Replication	<ul style="list-style-type: none"> <li>Specialised audience</li> </ul>	<ul style="list-style-type: none"> <li>M19 D3.5</li> <li>M34 D3.12</li> </ul>
<b>R06</b>	A knowledge and evidence-based support (KEBS) tool for Climate Assemblies' agenda setting	Replication	<ul style="list-style-type: none"> <li>Specialised audience</li> </ul>	<ul style="list-style-type: none"> <li>M20 D3.6</li> <li>M34 D3.13</li> </ul>
<b>R07</b>	Multilingual Climate Assembly Portal	Replication	<ul style="list-style-type: none"> <li>Specialised audience</li> </ul>	<ul style="list-style-type: none"> <li>M20 D3.7</li> <li>M34 D3.14</li> </ul>

### 4.3 Preliminary individual exploitation plans

The CLIMAS partners have already developed preliminary high-level Exploitation Plans according to their typology of organisation which will ensure full impact for the project. Such generic Exploitation Plans are outlined below and will be detailed during the project lifecycle.

#### 4.3.1 Vilnius Tech

Not available yet.

#### 4.3.2 CambiaMo

Exploitable Project Results
<ul style="list-style-type: none"> <li>Deployment of CLIMAS Toolbox in Climate Assemblies (CAs) <ul style="list-style-type: none"> <li><b>Main ambition:</b> to increase the citizens' participation to CAs.</li> <li><b>How:</b> By applying the tools in the different components of the CAs – from deliberation tables, stakeholders' groups, and during the CA sessions with citizens participation to the assemblies</li> <li><b>Where:</b> During the testing and calibration activities in WP4</li> </ul> </li> <li>Guidelines on maintaining the link between innovation (Living Labs) and Climate Assemblies <ul style="list-style-type: none"> <li><b>Main ambition:</b> to use the innovation produced in LLs to nourish CA activities.</li> <li><b>How:</b> through webinars and workshops organised during the CLIMAS project</li> <li><b>Where:</b> guidelines produced during WP2 (Task 2.2), then applied in WP3 and tested in WP4 activities.</li> </ul> </li> <li>Guidelines for facilitating and reaching consensus in Climate Assemblies <ul style="list-style-type: none"> <li><b>Main ambition:</b> achieve an inclusive and anti-patriarchal facilitation in CAs</li> <li><b>How:</b> the guidelines will be based on D2.2. Report on bottlenecks, barriers and drivers, and will map current value-based problems, involving stakeholders and citizens from CAs through deliberation tables.</li> <li><b>Where:</b> guidelines produced during WP2 (Task 2.2), then applied in WP3 (Task 3.2) and tested in WP4 activities (Task 4.1)</li> </ul> </li> </ul>
Target Market and users
Government and municipalities, as well as NGOs and public organisations
Route to exploitation & Deviations
<ul style="list-style-type: none"> <li>1-2 research papers.</li> <li>1 side event at United Nations Conference of the Parties (COP) or Subsidiary Bodies (SB).</li> <li>training for other researchers and administration.</li> </ul>
Outlook and future Usage
CambiaMO will share the toolbox from CLIMAS with government, municipalities, NGOs and public organisations, European regions, and cities, to organise climate assemblies and citizens assemblies in general.
IPR and Ownership of the results

Not stated

#### 4.3.3 VUB

Not available yet.

#### 4.3.4 IHS

Exploitable Project Results
<ul style="list-style-type: none"> <li>• <b>Toolbox:</b> apply, test, evaluate and further develop the toolbox in Austrian Climate Assemblies (during and after project lifetime).</li> <li>• <b>Recommendations for policy makers.</b></li> </ul>
Target Market and users
<ul style="list-style-type: none"> <li>• Tools used in Austrian CA on municipal, region, and national level.</li> <li>• Reflection of policy recommendation about Austrian conditions.</li> </ul>
Route to exploitation & Deviations
<ul style="list-style-type: none"> <li>• Research papers.</li> <li>• Monitoring and evaluation of deliberation processes.</li> </ul>
Outlook and future Usage
Not clear yet.
IPR and Ownership of the results?
Not clear yet.

#### 4.3.5 UAegean

Exploitable Project Results
<ul style="list-style-type: none"> <li>• <b>Results:</b> <ul style="list-style-type: none"> <li>○ Value based dilemmas approach.</li> <li>○ Design thinking methodology.</li> <li>○ Climate change citizens engagement Toolbox.</li> </ul> </li> <li>• <b>Main Ambition:</b> The climate change citizens engagement Toolbox will be co-created during the CLIMAS project in the Living Labs using a value based dilemmas approach and a design thinking methodology.</li> </ul>
Target Market and users
<p>The climate change citizens engagement Toolbox (with all its 6 tools and the portal) and the methodologies/approaches that will be used to co-create it (e.g. design thinking methodology, value-based dilemmas approach) will be useful to the following groups and stakeholders:</p> <ul style="list-style-type: none"> <li>• The policy makers (the municipality, the regional authorities, the central government authorities).</li> </ul>

- The citizens' groups that would like to efficiently facilitate citizens' engagement inside the groups.
- The academic and research institutions that study ways to enhance citizens' engagement.

#### Route to exploitation & Deviations

The following years, the central and local authorities will probably have to take radical measures to change the energy paradigm and align the national goals with the EUs and global ambitions. This will challenge personal habits and will have financial cost in a period of financial crisis. The University of Aegean's goal is to support the authorities (as a consultant) in their pro-climate adaptation and mitigation decisions by enhancing community engagement. In this task, we believe that the outcomes of CLIMAS will be very useful. Also, the University of the Aegean will seek to receive funding from other programs to study optimal solutions for the climate mitigation and adaptation in the vulnerable Aegean Islands' area. In these projects, the indispensable public engagement will be enhanced by using the CLIMAS toolbox.

#### Outlook and future Usage

The University of the Aegean facilitates and mentors the Chios Living lab. The results of the project (the Toolbox but also the methodologies and approaches to co-create it) will be very useful for the improvement of the present and future operation of the Chios LL. Also, other colleagues in the University that focus on more technical issues of climate adaptation and mitigation will benefit from the experience and the results of CLIMAS to add the social dimension in their perspective. Some of them have already expressed their interest to get information on the results of the project.

#### IPR and Ownership of the results?

Not stated.

### 4.3.6 EIP

#### Exploitable Project Results

- Guidelines for facilitating and reaching consensus in Climate Assemblies
  - Main ambition: to increase the knowledge of local authorities and entities for conducting citizens' awareness-raising and engagement campaigns.
  - How: information will be provided through a set of materials such as information packages, presentations, videos that can be stored on the project website. Moreover, these materials will be used during training sessions offered to partners and other externally targeted entities.
  - Where: within WP6 activities, specifically T6.3, from M6 to the end of the project during the training events.

#### Target Market and users

- Municipalities
- Public organisations

<ul style="list-style-type: none"> <li>• NGOs</li> <li>• Governmental agencies</li> <li>• City networks</li> </ul>
<b>Route to exploitation &amp; Deviations</b>
Not clear yet.
<b>Outlook and future Usage</b>
EIP will share the relevant results emerging from CLIMAS with their own network of government, municipalities, public organisations, European regions, and cities.
<b>IPR and Ownership of the results</b>
Not clear yet.

#### 4.3.7 Vilniaus Planas

Not available yet.

#### 4.3.8 Deep Blue

Not available yet.

#### 4.3.9 DELIBERATIVA

<b>Exploitable Project Results</b>
<ul style="list-style-type: none"> <li>• Results: <ul style="list-style-type: none"> <li>○ Methodological guidelines and manual for setting-up and facilitating Climate Assemblies (3.2).</li> <li>○ Manual for setting up and facilitating Climate Assemblies: testing methodology design, research participants, testing process description and presentation of the testing results, conclusions and recommendations for further actions (4.1).</li> </ul> </li> <li>• Main ambition: <ul style="list-style-type: none"> <li>○ Provide the Climate Assemblies with innovative tools for co-creating and co-designing solutions for climate resilient society.</li> <li>○ Test, calibrate and adapt the Toolbox in the context of Climate Assemblies.</li> </ul> </li> </ul>
<b>Target Market and users</b>
<ul style="list-style-type: none"> <li>• All created frameworks, tools and guidelines are potentially useful for other deliberative experiences aiming to escalate the process to future assemblies.</li> <li>• Use the value-based perspective (dilemmas oriented) as a way of organising deliberative processes.</li> <li>• Find the path to be more inclusive (reach vulnerable targets) in further projects.</li> </ul>
<b>Route to exploitation &amp; Deviations</b>
Methodological guidelines and training for other assemblies (researchers, facilitators, partners)
<b>Outlook and future Usage</b>

The knowledge generated will be used as a base for deliberative processes (value based, inclusiveness...). The idea is to improve the collective knowledge through the testing (iterate), make a spiral of learning and improve the deliberative experiences in the future.

#### IPR and Ownership of the results?

Not stated

#### 4.3.10 GL

Not available yet.

#### 4.3.11 EURECAT

##### Exploitable Project Results

- Methodologies for using citizen science in citizens assemblies and living labs:
  - **Main ambition:** the aim is to integrate climate assemblies and testing in living labs with citizen science projects. In particular will be testing at least in Ebro Delta Living Lab and, eventually in a climate assembly.
- Methodologies and tools for facilitating participation in living labs
  - **Main ambition:** The aim is to boost the current methodologies of participation in the living lab and build a participatory tool for facilitating offline and online sessions. This will be applied in the Ebro Delta Living Lab.

##### Target Market and users

- Methodologies for using citizen science in citizens assemblies and living labs.
  - These methodologies and tools are primarily targeted to citizens' climate assemblies, however, can be easily adapted to other contexts like libraries, universities, ministration, etc. The main target for the methodologies and tools is facilitators of participatory actions and citizens.
- Methodologies and tools for facilitating participation in living labs.
  - These methodologies are targeted to facilitators of participatory processes in living labs but also can be extrapolated to other contexts.

##### Route to exploitation & Deviations

Research papers

##### Outlook and future Usage

The results will be openly shared either in research papers and the materials itself to be reused in the different participatory contexts or adapted to other participatory actions.

#### IPR and Ownership of the results?

Not stated

#### 4.3.12 GENCAT

Exploitable Project Results
<ul style="list-style-type: none"> <li>Results: <ul style="list-style-type: none"> <li>Methodological guidelines and manual for setting-up and facilitating Climate Assemblies (3.2)</li> <li>Manual for setting up and facilitating Climate Assemblies: testing methodology design, research participants, testing process description and presentation of the testing results, conclusions, and recommendations for further actions (4.1)</li> </ul> </li> <li>Main ambition: <ul style="list-style-type: none"> <li>We plan to organise a climate assembly in Catalonia using some inputs from the toolbox and guidelines, as well as providing inputs from our climate assembly to adjust and improve the manuals, guidelines and toolbox.</li> </ul> </li> </ul>
Target Market and users
All created tools are potentially useful for future deliberative projects of the <i>Government of Catalonia</i> and other Catalan public administrations.
Route to exploitation & Deviations
<p>Methodological guidelines for future deliberative projects and lessons learned for better future deliberative projects of the Government of Catalonia.</p> <p>Training material for civil servants.</p>
Outlook and future Usage
The knowledge and material generated will be used as a base for our methodologies for deliberative projects (value based, inclusiveness...) and will be shared with other ministries and departments inside the Government of Catalonia for future deliberative projects.
IPR and Ownership of the results
Not stated

#### 4.3.13 IFOK

Exploitable Project Results
<ul style="list-style-type: none"> <li>Climate Assembly in Edermünde</li> <li>Methodological guidelines and manual for setting-up and facilitating Climate Assemblies (3.2)</li> <li>Manual for setting up and facilitating Climate Assemblies: testing methodology design, research participants, testing process description and presentation of the testing results, conclusions and recommendations for further actions (4.1)</li> <li>We plan to organise a Climate Assembly in Edermünde using the methodological guidelines and manual for facilitating Climate Assemblies developed in the CLIMAS</li> </ul>

project. We will provide inputs from our climate assembly to adjust and improve the manuals, guidelines and toolbox.
<b>Target Market and users</b>
All created tools are potentially useful for future deliberative projects at the municipal and local level, especially Climate Assemblies.
<b>Route to exploitation &amp; Deviations</b>
Methodological guidelines and training for other assemblies (researchers, facilitators, partners), research papers, training for other researchers and administration
<b>Outlook and future Usage</b>
The organisations will adapt the collaboration models with municipalities organisations, to organise climate assemblies and citizen assemblies in general, to consult public organisation to include citizens into collective decision-making. The knowledge generated will be used as a base for deliberative processes (value based, inclusiveness...). The idea is to improve the collective knowledge through the testing (iterate), make a spiral of learning and improve the deliberative experiences in the future.
<b>IPR and Ownership of the results</b>
Not clear yet.

#### 4.3.14 TVS

<b>Exploitable Project Results</b>
<ul style="list-style-type: none"> <li>• Methodological guidelines and manual for setting-up and facilitating Climate Assemblies</li> <li>• Manual for setting up <ul style="list-style-type: none"> <li>○ We plan to organise a climate assembly in Lithuania using the toolbox</li> </ul> </li> </ul>
<b>Target Market and users</b>
<ul style="list-style-type: none"> <li>• government</li> <li>• municipalities</li> <li>• NGOs</li> <li>• public organisations</li> </ul>
<b>Route to exploitation &amp; Deviations</b>
<ul style="list-style-type: none"> <li>• Research papers</li> <li>• Training for other researchers</li> <li>• Administration</li> </ul>
<b>Outlook and future Usage</b>



The organisations will adapt the collaboration models with municipalities organisations, to organise climate assemblies and citizen assemblies in general, to consult public organisation to include citizens into collective decision-making.

**IPR and Ownership of the results?**

Not clear yet.

## 5. Preliminary Timeline of CDE activities in CLIMAS

In Table 13, a preliminary timeline for communication and dissemination products and activities is provided integrating the communication, dissemination and exploitations plans described in previous Sections of this report.

Table 13 - Preliminary timeline

Activity	Target audience	Provisional dates/frequency
Blog publications	General Public, Specialised Audience	At least one per month during the whole project
Press release to inform about the launch of the project	General Public, Specialised Audience	M4 - April 2023
Brochure/Flyer #1	All	M4 - April 2023
Webinar 1 (T2.2)	Specialised Audience	M4 - April 2023
Webinar 2 (T2.2)	Specialised Audience	M5 - May 2023
Workshop 1 (T3.2)	General Public, Specialised Audience	M5 - May 2023 (tentative)
Website and social media online	All	M6 - June 2023
Webinar 3 (T2.2)	Specialised Audience	M6 - June 2023
Workshop 1 (T3.2)	General Public, Specialised Audience	M6 - June 2023
Workshop (T6.2 - Exploitation)	Internal	M6 - June 2023
AB Meeting 1	Specialised Audience	M9 - September 2023
Joint Follow-up Session (T2.2)	Specialised Audience	M9 - September 2023
Poster/Roll up banner #1	All	M10 M14 - October 2023 – February 2024
Workshops 3-4-5 in Climate Assemblies (T3.1)	General Public, Specialised Audience	M10 M14 - October 2023 – February 2024
Workshop(s) T4.1	General Public, Specialised Audience	M11 M13 - November 2023 – January 2024
AB Meeting 2	Specialised Audience	M21 - September 2024
Event 1	Specialised Audience, Policy Makers	M21 - September 2024
Project Teaser	All	M22 - October 2024 – March 2025
AB Meeting 2	Specialised Audience	M28 - April 2025
Final Event	All	M33 - September 2025

## 6. Impact monitoring

With a new level of ambition to boost the diversity of the impacts of EU research and innovation funding, Horizon Europe incorporates a novel approach to capturing and communicating impacts – Key Impact Pathways (KIP). The objective of this approach is to enable policy makers and the wider public to gain regular insights into the effects and benefits of the Programme over time in relation to European science, economy and the wider society [3].

In that regard, CLIMAS designed a monitoring and evaluation system with the goal to keep track of project achievements contributing towards the Key Impact Pathways (KIP). This system is thoroughly described in D1.1 [3]. In this deliverable, we focus on the way WP6 intends to track societal, scientific, and economic key impact pathways (KIP).

Table 14 - Monitoring the project impact on EC's Key Impact Pathways (KIP)

Code	Name	Area	WP6 KPIs	Activity
<b>KIP 1</b>	Creating high quality new knowledge	Scientific	<ul style="list-style-type: none"> <li>• Scientific publications in peer-reviewed journals</li> <li>• Scientific publications in peer-reviewed international conferences &amp; workshops</li> </ul>	Dissemination
<b>KIP 3</b>	Fostering the diffusion of knowledge and open science	Scientific	<ul style="list-style-type: none"> <li>• Scientific publications in peer-reviewed journals</li> <li>• Scientific publications in peer-reviewed international conferences &amp; workshops</li> <li>• Scientific publications as Open Access</li> <li>• Large public events organized for external audiences</li> <li>• External events attended representing the project</li> </ul>	Dissemination
<b>KIP 4</b>	Addressing Union policy priorities and global challenges through R&I	Societal	<ul style="list-style-type: none"> <li>• Publications through EC's channels</li> <li>• Workshops (and AB)</li> </ul>	Dissemination
<b>KIP 5</b>	Delivering benefits and impact through R&I missions	Societal	<ul style="list-style-type: none"> <li>• Liaising activities with EU-funded projects</li> </ul>	Dissemination
<b>KIP 6</b>	Strengthening the uptake of R&I in society	Societal	<ul style="list-style-type: none"> <li>• General press/magazine articles published</li> <li>• Press releases delivered to traditional media</li> <li>• References in other websites</li> <li>• Webinars</li> <li>• Workshops</li> </ul>	Communication

			• Public Events	
<b>KIP 7</b>	Generating innovation-based growth	Economic	• Joint and individual exploitation activities	Exploitation

Since societal, economic, and scientific impacts are closely linked to each other and their success also depends on a successful coordination among organised activities, the project will pursue to maximise interaction between target audiences. Moreover, thanks to citizen engagement campaigns the consortium will ensure synergies between awareness raising activities, thus fostering knowledge exchange and mutual feedback across the Living Labs and Citizen Assemblies participants (see Sec. 3.3.3), who are invited to participate to projects activities, sometimes at different degrees and in different project phases. Also, the project will pursue reaching out for many of the different EU regions and share project advancements and results relevant for those communities. This will be done in close collaboration among all partners, led by EIP. The citizen engagement campaigns implementation will be monitored, partners being asked to provide certain information to that will allow EIP to assess their impact and a report included in D6.4 - Report on Engagement Campaigns due in M34. While usually quantitative evaluation is used to assess the impact of engagement campaigns (number of participants, number of materials distributed, number of meetings, etc), a qualitative assessment will offer a better image of the impact that a campaign may have. Moreover, this type of assessment will offer a better image of the particularities of the contextual situation; this will be of great value especially for those that would like to replicate the CLIMAS approach and tools.

## 7. Conclusions

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Every year the European Commission funds researchers and key stakeholders to foster citizens' engagement into deliberation processes. The research activities produce a considerable number of results that need to create a real impact on civil society. Communication, Dissemination, and Exploitation (CDE) activities aim to ensure that such a goal is achieved in an efficient and measurable way.

This initial plan for dissemination and communication for the entire duration of the project includes:

- Target audiences and strategy of engagement.
- Planned communication and dissemination activities towards stakeholders.
- Key messages.
- KPIs definition.
- Strategic goals and targets and alignment of activities to exploit project results and communicate and disseminate them.
- Monitoring of the societal, scientific, and economic impact of CLIMAS.

## 8. References

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- [1] Grant Agreement, Project: 101094021 — CLIMAS — HORIZON-MISS-2021-CLIMA-02-05, CINEA, November 2022, <https://doi.org/10.3030/101094021>
- [2] [https://climate.ec.europa.eu/eu-action/climate-strategies-targets/2050-long-term-strategy\\_en](https://climate.ec.europa.eu/eu-action/climate-strategies-targets/2050-long-term-strategy_en)
- [3] CLIMAS D1.1 - Project Handbook, Quality and Management Plan
- [4] CLIMAS D1.2 - Data management plan,
- [5] CLIMAS D1.3 - Ethics plan
- [6] CLIMAS D1.4 - Gender equality plan

## ANNEX A – Visual Identity

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### Style guides

CLIMAS

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#### COLOR PALETTE



## CLIMAS

## FONT

USED FOR MAIN TITLES AND BODY TEXTS ON PRINT AND SCREEN MATERIAL

weight: bold and regular style: normal

## Calibri

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj**  
**Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu**  
**Vv Ww Xx Yy Zz**  
**1234 /()&!@\$**

## Lorem Ipsum

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## CLIMAS

## WEB FONT

USED FOR TITLES AND TEXTS ON WEBSITES AND DIGITAL PLATFORMS

weight: bold and regular style: normal

## Nunito

**Aa Bb Cc Dd Ee Ff Gg Hh**  
**Ii Jj Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu**  
**Vv Ww Xx Yy Zz**  
**1234 /()&!@\$**

## Lorem Ipsum

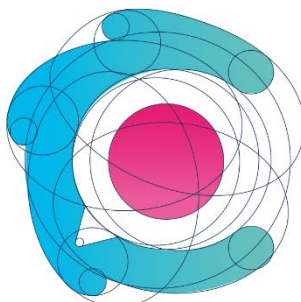
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fugit por secto tetur? Qui totat fugiaep  
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CLIMAS

## PICTOGRAM CONSTRUCTION



CLIMAS

## LOGO



CLIMAS

FULL VERSION



PLAIN VERSION



CLIMAS

NEGATIVE VERSION



CLIMAS

#### GRADIENT BACKGROUND VERSION



CLIMAS



ICON



SOCIAL LOGO

CLIMAS

#### GRAYSCALE VERSION

PLAIN VERSION



#### NEGATIVE VERSION

PLAIN VERSION



CLIMAS

#### USE LOGO ON GRAPHICAL BACKGROUNDS IN GRAYSCALE



CLIMAS

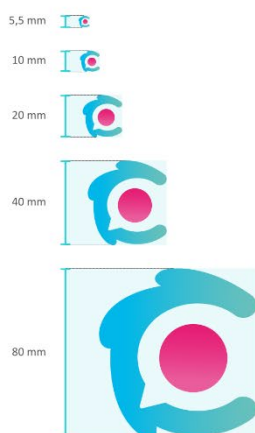
#### USE LOGO ON GRAPHICAL BACKGROUNDS IN GRAYSCALE



CLIMAS

#### SCALABILITY

Minimum size



Minimum size



CLIMAS

## WRONG USES



1. Never use shadows under the logo.
2. Never use the logo inserted in a rectangle.
3. Never use colors other than those indicated.

4. Never rotate the logo.
5. Never distort the logo.
6. Never attach another element to the logo.

CLIMAS

## USE ON BACKGROUND



White version on  
dark/homogeneous  
background



Use the version with colored  
pictogram and white text on  
medium intensity backgrounds.



Full colors version on  
light/homogeneous background

## ANNEX B – email template

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### Email body

All partners are invited to use and adapt the following text as short project abstract when presenting the project through emails:

*Dear {name},*

*We hereby contact you on behalf of the **CLIMAS project “CLIMate change citizens engagement toolbox for dealing with Societal resilience”** in order to... [add shortly the reason you are reaching out for here]*

**CLIMAS IN A NUTSHELL** *The main project ambition is to learn from the ongoing and past experiences in citizens' engagement in climate change action such as Climate assemblies and Living labs and help the diverse European regions and local communities to resist through deliberative democracy. The ambition of the CLIMAS project is to deliver an innovative problem-oriented climate adoption Toolbox, co-designed together with stakeholders by applying a values-based approach, design thinking methods and citizen science to promote their direct engagement and empowerment. CLIMAS will formulate scientific based guidelines for policymakers on how to shift Climate Assemblies from technically based deliberations that belong to climate change experts to multi-stakeholders' deliberations based on solving societal dilemmas from a bottom-up perspective.*

*We would like to... [add your email text body]*

*If you want to know more about the CLIMAS project:*

*Visit our website at [www.climas-project.eu](http://www.climas-project.eu)*

*Subscribe to our bi-annual Newsletter at [www.climas-project.eu/newsletter](http://www.climas-project.eu/newsletter)*

*Follow us on [LinkedIn](#), [Twitter](#) or [Instagram](#) or contact us at [info@climas-project.eu](mailto:info@climas-project.eu)*

## Email signature

When sending out official emails related with the project, all partners are recommended to set-up the official signature using the following structure:

[Name] [Surname]

[Organisation]

[Role in the CLIMAS project]

[CLIMAS on LinkedIn](#)



Confidentiality Notice – This e-mail message , including any attachments, is for the sole use of the intended recipient and may contain confidential and privileged information pursuant to Legislative Decree 196/2003 and the European General Data Protection Regulation 679/2016. Any unauthorised review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message.

In order to ensure correct formatting proceed as follows:

- Copy-paste the above table, including its style and formatting, in a blank document.
- Edit Name, Surname, Organisation and Role
- Save it as html format
- Open the html file in your usual internet browser
- Copy-paste the text in your customized signature box in the e-mail settings

Some additional guidance can be found here:

<https://www.mail-signatures.com/guide/>