

Title: Communication and Dissemination Plan

Summary: This document sets out a strategy for the communication and dissemination of information stemming from the BASE (Bottom-up Climate Adaptation Strategies for a Sustainable Europe) project's research and activities. It outlines a plan to connect the relevant target audiences with BASE research by means of appropriate communication tools.

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BASE dissemination strategy

Introduction

This document presents a Dissemination and Communication Strategy for the FP7 project BASE. The paper is divided into three main sections that outline the project's overall approach an overview of target groups, tools for dissemination and evaluation of dissemination and communication activities. A final section is dedicated to the monitoring and evaluation of the project's communication activities. The strategy itself is followed by a timeline for the production of dissemination deliverables and an overview of upcoming events.

1 Overall approach

This section outlines the BASE project's approach to dissemination and communication

1.1 Background

Under the EUs 7th Framework Programme (FP7) over €50 billion has been dedicated to supporting research, technological development and demonstration activities. Since 2011, FP7 projects have produced information which is crucial for the development of the EU's scientific knowledge base, innovation, economic growth and jobs. This research is also of great value and interest to a wide range of stakeholders dealing with 'real world' implementation of adaptation measures, both at policy making level and on the ground at the local level. While valuable information is being produced, further attention is required for dissemination and communication of research outcomes.¹ Above all, a level of strategic planning is necessary for communication and dissemination activities that are relevant and targeted and that ensure BASE research has the greatest possible value.

The BASE consortium is well aware of this need and has thus dedicated a work package to 'Knowledge Transfer and Dissemination' (WP8) that fully considers the interlinkages with outputs from all other work packages. The goal of this work package is to ensure that BASE research activities have maximum impact by reaching the right people, in the right way and at the right time. With this aim in mind, this document sets out a detailed strategy for disseminating information about BASE research and activities. It connects research outputs, target audiences, communication tools and provides a timeline. This document also outlines the roles and responsibilities of BASE consortium members and procedures for internal communication on dissemination activities.

1.2 BASE dissemination strategy

The BASE description of work already identifies the project's key outputs as well as the groups we would like to involve and inform of our research. However, connecting people with

¹ Interim Evaluation of the Seventh Framework Programme. Final Report of the Expert Group.12 November 2010, p 63.

research results in a way (and at a time) that is relevant for them requires thought and planning. The development of a dissemination strategy at the beginning of a project is an effective tool for planning and implementation, especially in the case of BASE where the project runs over multiple years. A dissemination strategy enables us to take a more considered view of the broad and final impact we would like BASE research to have, to plan for this and according to feedback, adjust our dissemination activities. As part of this, the dissemination plan establishes communication goals, identifies target groups for these messages, identifies tools for reaching these groups and sets out processes for measuring the success of communication activities.

To guide our dissemination strategy, we focus on a number of key questions:

- **What** is BASE and what are our aims?
- **What** resources do we have at our disposal?
- **Who** are the target audience and users of BASE results?
- **How** will we reach our intended audience?
- **How** do we ensure our dissemination strategies are effective?
- **When** should we carry out dissemination activities?

1.3 Challenges and objectives of the project

Key question: **What** is BASE and what are our aims?

Climate change may lead to serious ecological, economic and social disruptions across Europe, and carefully planned adaptation can reduce these disruptions and in some cases yield benefits and business opportunities. Europe is learning more and more about how to best adapt to climate change, however, decision makers face obstacles when devising appropriate and sustainable strategies, including:

- **Uncertainty:** The ability to plan and design adaptation options is limited by uncertainties on physical changes, socio-economic developments, and the costs and benefits of different approaches or time scales.
- **Information sharing:** information on adaptation is not complete, and even existing information is often fragmented and difficult to access. While a country regularly tackling floods (City A) may have valuable experiences and effective solutions to hand, other countries or cities facing similar challenges might be simply unaware of City A's solutions. Such examples should be shared and transferred to optimise the spread of lessons on successful adaptation.
- **Assessment:** Integrated Assessment Models can provide strategic long-term and quantitative insights but require more accurate data and critical assessment of which scale of analysis is most appropriate. At the same time, assessments of bottom-up processes need to build on past lessons and increase comparability between cases. Improvements to both types of assessment are needed to assist critical decision making.
- **The adaptation gap:** Strategic policy making is needed from the 'top-down' to avoid mal-adaptation and ensure coherence between measures and sectors. However, top-down strategies are "one size fits all" policies, and might overlook at specific local

contexts requiring tailor-made 'bottom-up' measures. There is a need for stakeholder engagement and analysis of policy-making processes to identify ways for bridging the gap between these two aspects of adaptation.

Considering this background, the BASE project aims to foster sustainable adaptation in Europe by improving the knowledge base on adaptation and making this information easier to access, understand and act upon. Over the course of 4 years, BASE will combine case studies from across Europe with the existing research, and in particular, it will look at coastal zones, agriculture & forestry, water resources, human settlements & infrastructure and biodiversity & ecosystems.

Specifically, BASE will:

- **Compile and analyse data and information on adaptation measures** and their effectiveness towards a publicly available comprehensive, integrated knowledge base. This includes analysis of social and economic benefits, sectoral adaptation costs, and policy making implications.
- **Improve and develop new assessment methods and tools** for assessing climate impacts, vulnerabilities, risks and policies.
- **Identify conflicts and synergies** at different policy levels as well as between and within sectors to highlight strategies for improving policy coherence and effectiveness.
- **Integrate bottom-up knowledge with top-down processes** through innovative approaches to assess the effectiveness, costs and benefits of adaptation strategies at different scales.
- **Bridge the gap** between specific assessments of adaptation measures and 'top down' implementation of comprehensive and integrated strategies.
- **Increase the integration of local knowledge** and perceptions of adaptation pathways through novel participatory methods and deliberative tools to create co-designed and effective adaptation strategies.
- **Disseminate project results** to policy makers, practitioners and other stakeholders to increase awareness of the impacts, costs and benefits of climate adaptation for effective and sustainable adaptation strategies through tools such as Climate-ADAPT.

At the beginning of the project, a brainstorming was conducted to define a key message that summarises these core project aims:

“BASE: Transforming knowledge into adaptation solutions”

The message is intended for use in dissemination products such as posters, flyers or presentations to communicate the project's core aim as succinctly as possible to those outside the project.

1.4 Communication goals and key messages

In addition to BASE's overall objectives, a number of specific communication goals can also be identified:

- i) to increase awareness of the need, impacts, costs and benefits of climate adaptation
- ii) to encourage increased stakeholder participation in the project and the sector it addresses
- iii) to raise awareness of the existing case studies on adaptation across Europe
- iv) to encourage stakeholders to produce information that can be shared with and used by others

To unite these individual objectives and to create a shared understanding of our aims, we propose a common communication 'vision' that will guide our work:

“To develop and make scientific and experience-based information transferable and easily accessible to decision-makers to support action for sustainable climate change adaptation in Europe.”

1.5 The consortium

*Key question: **What** resources do we have at our disposal?*

One key resource for the successful dissemination of BASE research is the consortium itself. BASE partners' knowledge and networks are fundamental to the project's impact and success. On the one hand, the consortium's expertise and the research the partners will carry out form the core of the project's outputs. On the other hand, all partners also have a rich understanding of their local and national contexts which can provide *inter alia* geographical, socio-cultural, historical, economic or political insights into how communication and dissemination work should be carried out. This includes an understanding of which stakeholders should be included in our research activities and informed of our results.

Partners' knowledge can also help identify media contacts and 'frontrunners' who can facilitate stakeholder engagement with BASE. We can also use connections to other academics working on related projects at national and EU level (particularly those from the same FP7 call for proposals as BASE; namely TopDad and RAMSES) to share insights and lessons learned. Partners' profiles, networks and communication platforms will link to additional audiences and provide further outreach opportunities. Furthermore, insights from events in partner countries can also provide interesting stories and articles on, for example, how adaptation is taking place in a particular region or sector.

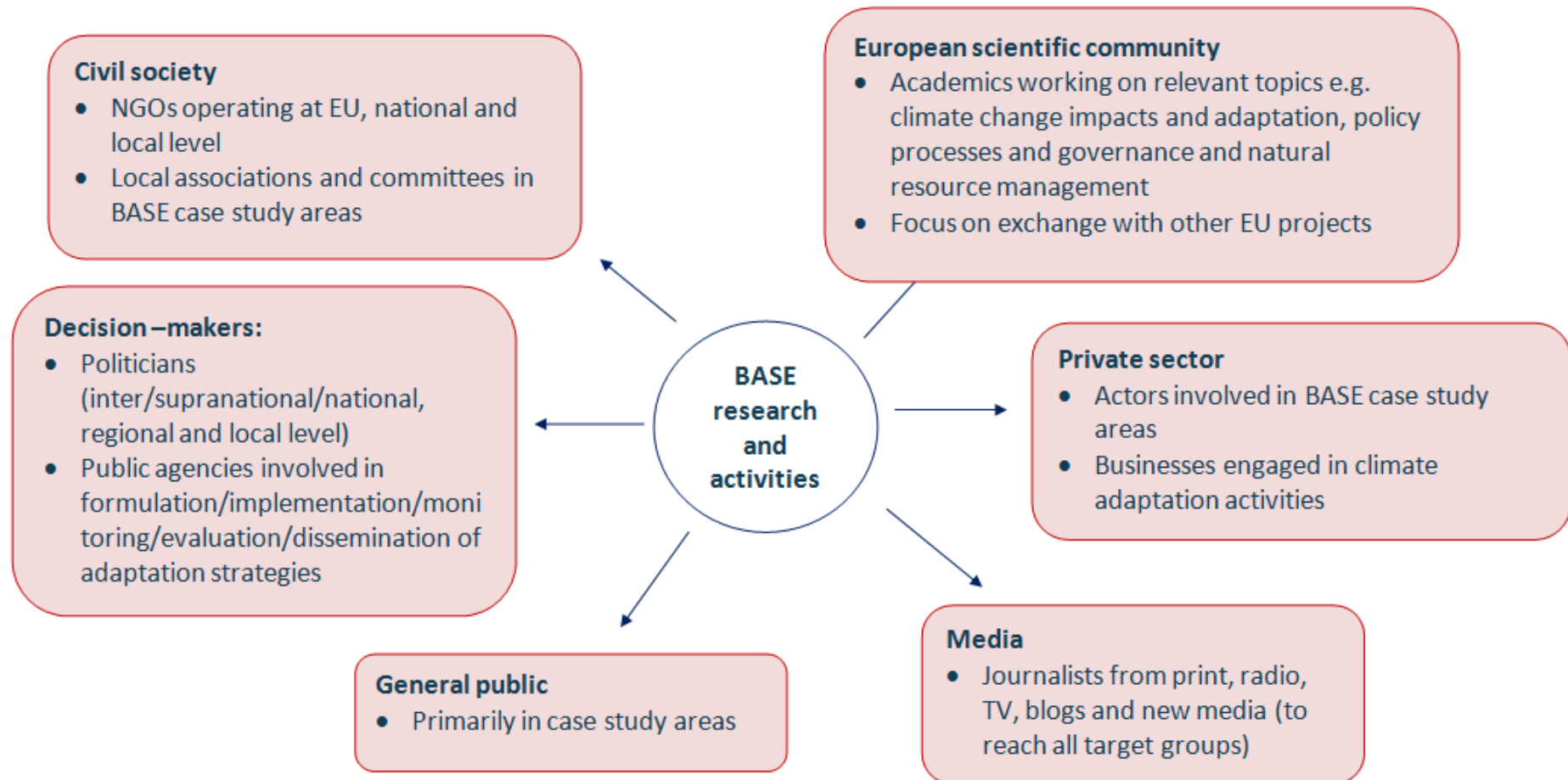
In relation to media outreach activities, partners will be encouraged to establish and manage relations with the press and media in their country, acting as a focal point for local dissemination of information about the project. WP8 will assist by producing summaries of longer project deliverables to facilitate translation by partners into local languages.

2 Target groups

*Key question: **Who** are the target audience and users of BASE results?*

To increase the uptake and use of research generated by the project it is imperative to identify relevant target audiences, to develop an understanding of their interests and to align communication activities with their needs and priorities. The target groups for dissemination were already broadly defined in the proposal stage of BASE and are developed further in this section. Figure 1 presents an overview, followed by detailed descriptions of each target group.

Figure 1: BASE target groups



2.1 Decision-makers

Politicians at international, national, regional and local level, as well as public agencies involved in the formulation, implementation, monitoring, evaluation and dissemination of adaptation strategies (broadly designated as policy makers) are relevant in this group. Due to the cross-cutting nature of climate adaptation, policy makers from a wide range of sectors are relevant for our outreach activities. In addition, the fact that adaptation takes place across multiple scales means that actors at all levels are relevant. Particular attention will be paid to policy makers local to BASE case studies, at national level in these countries and at EU level. In addition, countries with a devolved or federal system of governance, such as Germany, may also have sub-national level ministries or agencies which need to be considered in communication activities.

Ministries of environment and environment agencies

The project should seek cooperation with competent authorities at sub-national and national level. Measures undertaken in the individual countries should not be perceived as interference in the activities carried out by the national authorities, and should, wherever relevant, be in line with these institutions' own work programmes and communication activities. Therefore, cooperation and information exchange with these authorities is recommended. Furthermore, due to the fact that some of these institutions are currently running or have already run projects on climate change, synergies and experiences could be used in order to maximise the success of our communication measures.

National authorities responsible for environmental issues include:

Czech Republic: Ministerstvo životního prostředí - Ministry of Environment, Lesy ČR
Denmark: Miljøministeriet - Ministry of Environment **Finland:** Ympäristöministerio
Germany: Bundesministerium für Umwelt, Naturschutz und Reaktorsicherheit **Italy:** Ministry of the Environment and Territory, MinAmbiente - Direzione per la Ricerca Ambientale e lo Sviluppo - Department for environmental research and development, ISPRA – APAT,
Netherlands: Ministry of Infrastructure and the Environment **Portugal:** Ministério do ambiente, ordenamento do território e energia **United Kingdom:** Department for Environment, Food and Rural Affairs, Ministry of Agriculture, Fisheries and Food

In most countries, national environment agencies support the ministries of environment. These include:

Czech Republic: CENIA (Czech News Agency of the Environment), Agentura ochrany přírody a krajiny (Agency for Nature Conservation and Landscape Protection of the CR), Academy of Sciences **Denmark:** Miljøstyrelsen - Environmental Protection Agency, Elsparefonden - Electricity saving trust, Energistyrelsen - Danish Energy Agency **Finland:** SYKE Finnish Environment Institute **Germany:** Umweltbundesamt, Internationale Agentur für Erneuerbare Energien (IRENA), Deutsche Energie Agentur (DENA) **Italy:** Government agency for Environment and Territory, SCIA (Sistema nazionale per la raccolta, l'elaborazione e la diffusione di dati Climatologici di Interesse Ambientale), ENEA (Ente per le Nuove tecnologie, l'Energia e l'Ambiente) - New Technologies, Energy and Environment Agency **Netherlands:** PBL Netherlands Environmental Assessment Agency **Portugal:** Agência Portuguesa do Ambiente **United Kingdom:** The Environment Agency

Other public authorities

Comprehensive communication measures must also be implemented at regional and local level. In the context of the topic environmental protection, regional and information events are to be supported and involved in the project. Establishing partnerships at local level is in the interest and sustainability of the work being carried out under the project, as well as for local authorities and municipalities.

EU level

At a European level, key actors in the Commission include DG Clima and DG Environment. Depending on the activity, DG Agri and DG Regio may also be relevant. Furthermore the ENVI, AGRI and REGI committees of the European Parliament as well as the Environment Council and the AGRIFISH Council of the European Union should be considered as potential members of this target group.

2.2 European scientific community

This includes universities, research centres, and consultancies working on climate adaptation issues. Networks and other scientific projects, especially collaborative EU research projects can act as multipliers.

BASE is working in close cooperation with two ‘sister’ FP7 projects funded under the same call for proposals.

- RAMSES (Reconciling Adaptation, Mitigation and Sustainable Development for Cities)
- ToPDAd (Tool-supported policy-development for regional adaptation)

In addition, networks established through BASE partners’ previous and existing projects will be taken advantage of. These include for example:

- CIRCLE 2 (Climate Impact Research & Response Coordination for a Larger Europe)
- European Topic Centre on Climate Adaptation (ETC-CCA)
- Partnership for European Environmental Research (PEER)

Furthermore, national projects in BASE partner countries can also be made aware of project results and activities. Examples of these include:

- NORDSTAR (Centre of Excellence for Strategic Adaptation Research) (DK)
- Radost (Regional adaptation strategies for the German Baltic Coast) (DE)
- Knowledge for Climate (NL)
- BioAdaPT - Portuguese Climate Change Adaptation Strategy for Biodiversity

2.3 Private sector

In the private sector, stakeholders who could be included in BASE dissemination and communication activities include companies with established environmental credentials with a focus on Corporate Social Responsibility and environmental standards (e.g. ISO14000

Series Standards). However, in any situation where a company perceives climate change as having a direct impact (either positive or negative) on their activities, there may be a wish to engage in adaptation activities. In this way, a wide range of businesses should be considered as relevant stakeholders for the BASE project. This may include private water companies, agro-forestry businesses, touristic operators, transport and logistics firms and the reinsurance industry to name but a few. Which actors are ultimately targeted and involved will vary according to the activity and thematic focus.

2.4 Civil society

For the purposes of the BASE project, this group includes non-governmental organisations (NGOs) operating at national, regional and local level as well as local associations in BASE case study areas. As with the private sector, this is a group of actors which will vary according to the thematic and regional focus of the BASE outputs in question and will need to be adapted in each case. It may include environmental NGOs such as Friends of the Earth or the World Wildlife Fund but could also include those working on, for example, issues of public health or civic engagement and will be specific to the country or locality.

2.5 Media

The media play a significant role both as multipliers and as strategic partners. BASE dissemination activities may target EU wide, national and local media in order to ensure visibility of the project. These include journalists working in mainstream daily print media, specialised media for environmental issues and online and social media.

Print media

The print media landscape differs from country to country. Some countries have strong national newspapers (e.g. United Kingdom) while others have stronger regional newspapers (e.g. Germany and Sweden). In many countries news magazines also have a strong role (e.g. Germany). Examples of print media in national circulation include:

Czech Republic: Mlada Fronta, Blesk, Pravo, Haló noviny, Hospodářské noviny, Lidové noviny **Denmark:** Politiken, Morgenavisen Jyllands-Posten, Berlingske Tidende, Ekstra Bladet, BT **Finland:** Helsingin Sanomat, Kauppalehti, Aamulehti **Germany:** Bild, Der Spiegel, FAZ, Süddeutsche Zeitung, Die Welt, Die Zeit, Frankfurter Rundschau, Bild am Sonntag, Stern, Focus, Geo **Italy:** Corriere della Sera, La Repubblica, La Stampa, La Gazzetta dello Sport, Il Messaggero, Il Giorno, Il Giornale **The Netherlands:** De Telegraaf, Algemeen Dablad **United Kingdom:** The Daily Telegraph, Daily Mail/Mail on Sunday, Financial Times, The Times, The Guardian/Observer, The Independent

Online media

Online media is an increasingly popular channel for news consumption. Most national and local print media have their own websites. Additional examples at international/European level include:

www.euronews.net; www.tv5.org; www.dw-world.de; www.bbcworld.com; www.cnn.com
www.bloomberg.com; www.reuters.com;

Specialised environmental media

Many online and print media specialise in the subjects of environment and climate change. Their networks may be particularly useful for promoting the BASE project. A selection of this media includes:

Czech Republic: Ekolist, Lidé a země, Epocha, Živa, Bio, Eko, Nika, Odpady, 21.století, Koktejl Everest, Koktejl Oceán, Koktejl Speciál, Geo, Země světa, ABC, VTM Science, Vesmír, Magazín Greenpeace, Prameny, National Geographic, Koktejl, Ochrana přírody, Planeta **Denmark:** Skolernes energiforum, Dansk energi-net, Elsparefonden, Sparenergi, Øko-net, VE-Net **Germany:** ZDF.umwelt, Umwelt Magazin, Umweltschutz, das Manager-Magazin für Ökologie und Wirtschaft, Zeo2, GEO **Italy:** RAI1: Linea Verde, Canale 5: Terra, Rai3: Gaia- Il pianeta che vive, Lifegate radio, e-gazette, Greenreport, Zeroemission.tv, EcoRadio, Diritto all'ambiente, EcoAge, VerdeNatura, EcoTv, Ambiente.TV **United Kingdom:** Acclimatise, Climate Radio, Climate Change TV, Environmental Health News, Green TV, Green World magazine, WWF Action, BBC Do One Thing

Social media channels (Web 2.0)

Social media is a key way to engage with a range of audiences and will form a core part of BASE's engagement with its audiences. Twitter, facebook and youtube are the most relevant social media channels for communication of BASE activities and outputs.

Climate adaptation portals

The increasing knowledge base on climate adaptation has led to the creation of a number of portals which aim to build communities for sharing adaptation information, best practice and tools. BASE partners will engage with these portals and, where possible, seek synergies to ensure effective flows of information from and to BASE case studies. Below are some examples:

International/European level

Climate Adapt – European Climate Change Adaptation Platform: <http://climate-adapt.eea.europa.eu/>

Climate Adaptation Knowledge Exchange (CAKE): <http://www.cakex.org>

Climate Adaptation Learning Mechanism: <http://www.adaptationlearning.net/>

We Adapt: <http://weadapt.org/>

Climate Change Adaptation in Asia and the Pacific: <http://www.asiapacificadapt.net/>

The Community-based Risk Screening tool – Adaptation and Livelihoods (CRiSTAL): <http://www.iisd.org/cristaltool/>

UNFCCC pages on adaptation: <http://unfccc.int/adaptation/items/4159.php>

World Bank Climate Change Knowledge Portal (with information on mitigation and adaptation): <http://sdwebx.worldbank.org/climateportal/index.cfm>

National level

Climate Change Adaptation (Denmark) <http://en.klimatilpasning.dk/>

UK Climate Impacts Programme (UKCIP): <http://www.ukcip.org.uk/>

Federal Environment Agency Climate Adaptation Portal (Germany)
<https://www.umweltbundesamt.de/themen/klima-energie/anpassung-an-den-klimawandel>

2.6 General public and other stakeholders

These include actors involved in case studies as well as members of the general public. Dissemination targeted at these groups needs to be presented in a simple, logical way that outlines the project, its activities and outcomes in a clear and concise way. For this group in particular, it is likely to be important that such information is provided in the local language.

The project will need to consider the groups of stakeholders described above to differing extents. Who is targeted will depend on the outputs or activities being communicated which will in turn be determined by the channels of communication being used. A mapping activity was carried out at the beginning of the project to establish an initial list of stakeholder contacts. This includes around 1600 stakeholders across Europe with a potential interest in climate adaptation in Europe. The breakdown of these groups is presented below in Figures 2 and 3. It includes a large number of policy makers and could benefit from further expansion of contacts in the private and non-governmental sectors during the development of the project. Academia is reduced in number in this list as dissemination to these contacts is above all expected to take place through personal contact via BASE partners.

Figure 2: Distribution of stakeholders by region

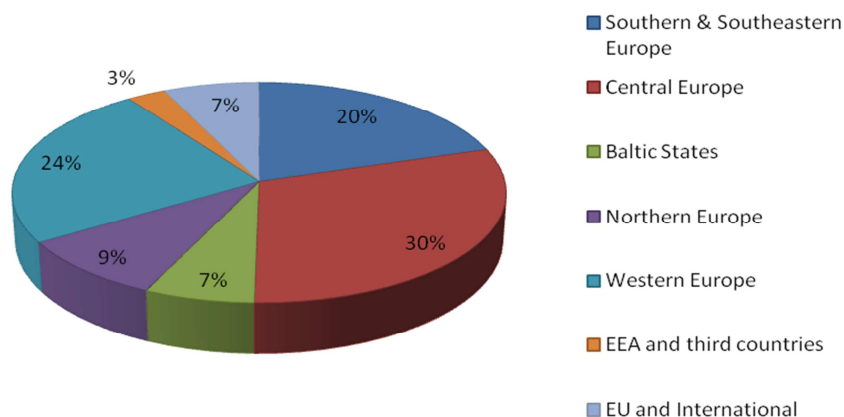
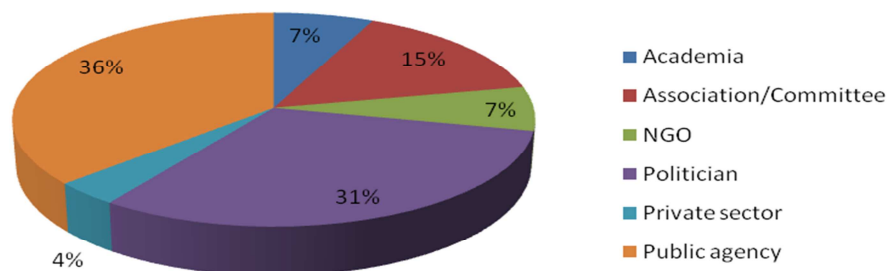


Figure 3: Distribution of stakeholders by group



3 Tools for dissemination

*Key question: **How** will we reach our intended audience?*

A number of communication tools will be used to reach the target groups identified above in order to disseminate information on BASE activities and research outputs. These tools include:

- Visual identity
- Project website
- Social media
- Project leaflet
- Newsletter
- Policy Briefs
- Scientific publications
- Stakeholder events
- Audiovisual material
- Press releases

In the following section each of these tools is described in more detail. The use of these tools will vary according to the information being communicated and the specific group being targeted.

3.1 Visual identity – Logo and slogan

The development of a visual identity and a project logo ensures project outputs are consistent and easily recognisable. A brainstorming took place to find an appropriate concept for the project logo. For this, key aspects of the project (see section 1.3) were considered. Within the description of the project, reference is made on several occasions to the gap that exists between types of knowledge, approaches and methods, and the need to bring these different elements together. A discussion of these core elements led to the suggestion that a bridge be used to symbolise the connection of different actors/countries/levels and the transfer of information from one point to another. The title of the project is incorporated into the logo and is joined to the bridging element. This concept intends to visually reduce the message to its core and to be immediately understandable and memorable.



Based on this logo, a visual identity was developed. This includes fonts, colour schemes and templates for documents and presentations for partners to use. All material includes the BASE logo and is accompanied by the European Union emblem, the FP7 logo, and acknowledgement of funding source with the statement 'The research leading to these results has received funding from the European Community's Seventh Framework Programme under Grant Agreement No. 308337 (Project BASE)'.

3.2 BASE website

The BASE website www.base-adaptation.eu (see below for screenshot) uses Drupal, an open source content management system (CMS) that has been configured and adapted to meet the needs of the project. The CMS was chosen because it is highly modular and allows for quick and powerful enhancements for new functionality and usability. It is supported by the largest CMS developer community worldwide. The CMS is managed solely by Ecologic Institute, which collects and uploads all material provided by project partners.

The website serves as a central point for information about the project. The design was developed on the basis of the BASE logo presented above (3.1) and is in keeping with the overall visual identity of the project. The structure was conceived so as to minimise the number of clicks needed to reach key information. In terms of content, the aim is to provide frequent updates to the site with information that is up to date, relevant, trustworthy and written in an accessible language (i.e. excluding project specific references to 'work packages' or 'deliverables'). Users will only re-visit the website regularly if they can expect frequently updated news and the website's success is thus reliant on the provision of content from consortium partners. In addition to providing information, the website aims to encourage public interest and interaction with an area for user photo contributions, opportunity to participate in 'climate dialogues' social media sharing functions and links to BASE social media accounts.

Informative areas of the website:

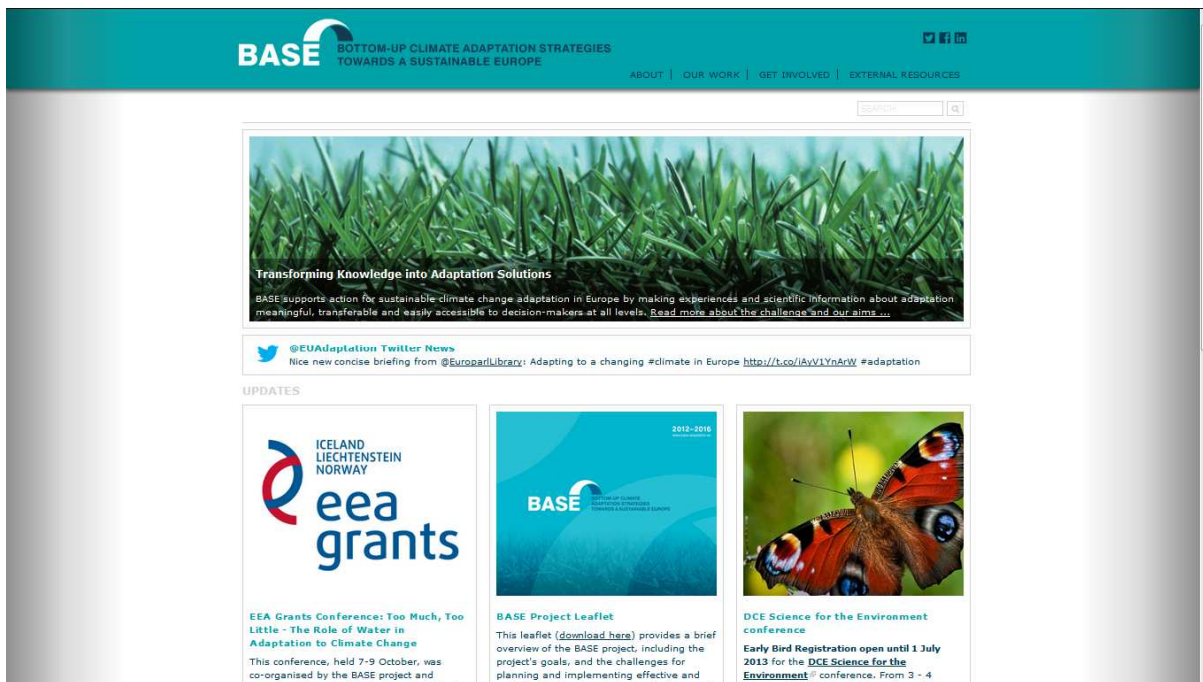
- Background to climate adaptation, the nature of the challenges for sustainable adaptation in Europe and how BASE aims to address these needs.
- Information on the consortium partners and the work they are carrying out in BASE
- An interactive map of case studies of adaptation across Europe to become populated with information as the project develops.
- A download area providing public access to publications, presentations, papers and other project outputs, available both separately and in future to be bundled in ready-made 'information packs' aimed at specific target groups (e.g. 'for local stakeholders', 'for public', 'for media', 'for policymakers').
- An events section with details of upcoming and past events on adaptation in Europe and beyond with relevance or connection to the BASE project.
- Links to online adaptation tools and web resources, other projects and external events that may be of interest. This area also connects to the CLIMATE-ADAPT web portal <http://climate-adapt.eea.europa.eu/>.

Interactive elements of the website:

- Users have the opportunity to be involved in '**Adaptation dialogues**', a moderated discussion between two stakeholders involved in climate adaptation at different levels (e.g.

the head of a local committee and a national parliamentarian). Stakeholders are asked to discuss an aspect of climate adaptation (e.g. how to evaluate and prioritise different adaptation measures).

- The **'Adaptation Snapshot'** is a gallery collecting photos of adaptation in action. These may show the creation of a physical measure e.g. the building of a dike or, for example, a discussion between affected groups or policy makers. Any visitor to the site can send images to the BASE Team for inclusion in the gallery.



Rather than creating an internal area to the BASE website for communication activities within the project, BASE uses EMDESK® (www.emdesk.eu). EMDESK is a secure, state-of-the-art, web-based collaboration and project management application providing a comprehensive set of tools for the writing and creation of project proposals, adaptation of the Technical Annex during the negotiation phase, administration of project execution, provision of updated Descriptions of Work (DoW) to complement amendments during project changes and creation of the reports that have to be submitted throughout the project. The platform is based on a modular and process-oriented concept. As regular project management software, EMDESK® comprises of integrated and flexible project planning and project management modules.

EMDESK will be the focal point of communication with partners. Partners will have access to group email, logos, templates (word documents, presentations) and other dissemination products such as flyers and policy briefs. An overview of the consortium's networks will also be uploaded and partners will be encouraged to develop this throughout the project by contributing contacts and ideas of further organisations to approach and include in BASE outreach.

3.3 Social media

The twitter handle @EUAdaptation serves as a springboard to share news on adaptation, BASE results, events announcements and other interesting articles with followers. A twitter account is a crucial tool for BASE dissemination as it provides access to a broad community of institutions and individuals interested in climate adaptation and provides a way to access stakeholders beyond the 'usual suspects' such as local communities acting at the ground level. It provides the opportunity to engage with media professionals who may be interested in environmental issues more generally but who may not have otherwise come into contact with the specific area of climate adaptation or indeed the issues that BASE covers. Furthermore, BASE is able to directly engage with decision makers such as the EU Commissioner for Climate Action, who would otherwise be difficult to access.

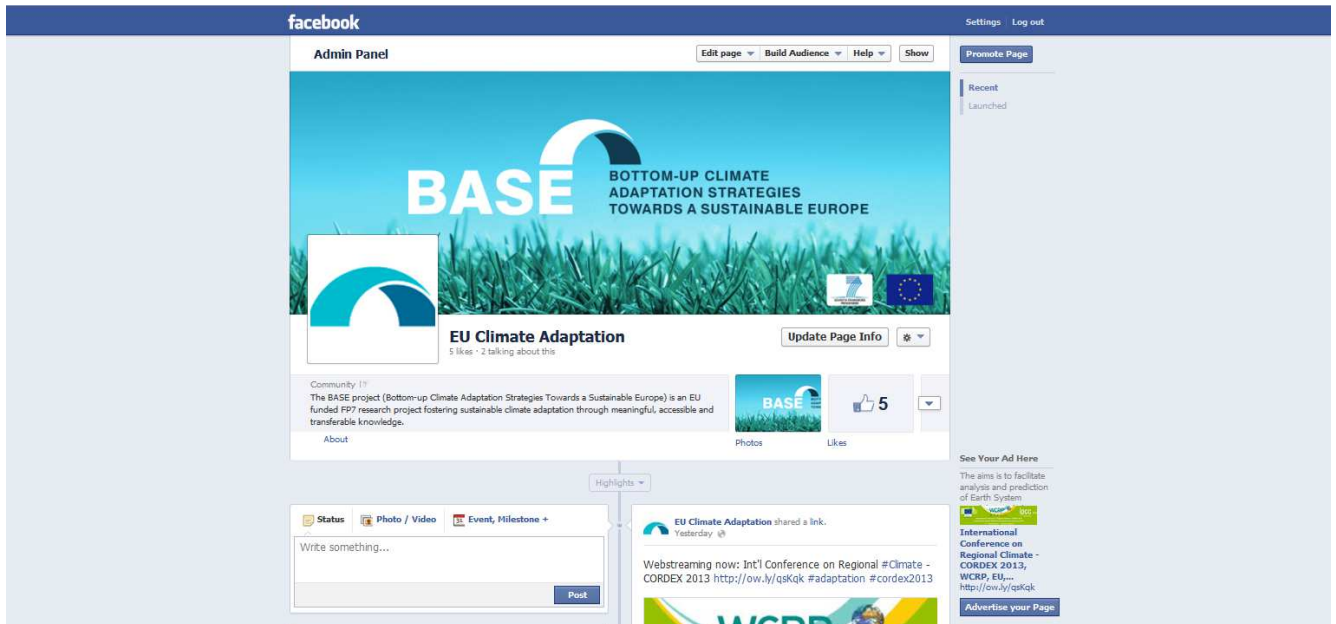
Through active twitter engagement over the course of the project, including serving as a curator of relevant European adaptation news and events, the BASE project will build a network of interested followers. This will increase uptake of BASE outcomes as they become available. To achieve this goal, engagement will target users relevant to climate issues in Europe, including practitioners, research institutions and representatives of the media.

The BASE twitter page has been built on the basis of the visual identity described in section 3.1 (see below for screenshot).



A facebook page www.facebook.com/pages/EU-Climate-Adaptation has been developed to share relevant content on adaptation and the project itself.

In addition, by clicking on the facebook icon on the website, users will be able to share the visited BASE webpage on their own facebook profile, thus promoting and further disseminating the project to a wider audience.



LinkedIn groups provide the opportunity to network, discuss and engage with other professionals working in the private, public and non-profit sectors on issues related to climate adaptation. Given the existence of already well established groups, the decision was taken to engage with these already strong networks rather than to create new groups. Groups identified as being particularly relevant to BASE include:

- AdaptAbility° Climate Adaptation Network (7,055 members)
- Coastal Adaptation - planning to adapt to coastal climate change (2,387 members)
- Knowledge for Climate - Governance of Climate Adaptation (1,440 members)
- Adaptation Learning (1,004 members)

The screenshot shows a LinkedIn group page. At the top, there's a search bar and a question: "Interested to hear your opinion on the following question: What actions can the Public Sector (e.g., local, national) take to engage private sector participation in climate change adaptation?". Below the question, it says "Manager's Choice" and lists "Chris Callieri, Principal at A.T. Kearney". There's a "Follow Chris" button. Below that, it says "Like (3) • Comment (20) • Follow • Reply Privately • 1 month ago".

The "Comments" section shows a comment from "John Bolduc, Environmental Planner at City of Cambridge". His comment reads: "The public sector can engage the private sector by including them in stakeholder processes around vulnerability assessments and preparedness planning. In my city we have a 16 member stakeholder committee working with the City on conducting the vulnerability assessment. The assessment is also designed to describe impacts in economic and public health terms. I think it's also important to talk about business continuity planning and emergency management. One of our universities has formed a climate preparedness task force and is assessing what climate change means to campus planning and emergency response. We have businesses asking for flooding information and thinking about relocating critical equipment and how to improve resiliency." Below his comment, it says "Like (3) • Reply privately • Flag as inappropriate • 1 month ago" and "Andy M., NANCY S. and 1 other like this".

Below John's comment is a comment from "NANCY SCHNEIDER, Sustainability and Sea Level Rise Adaptation Consultant". Her comment reads: "John, you are exactly right! SMEs should be part of the planning process in a local community as they are often the eyes and ears of the community as well as vital resources if disaster strikes. Community members have local knowledge and can be the spokesperson for any plan to move forward if part of the development process." Below her comment, it says "Like (3) • Reply privately • Flag as inappropriate • 1 month ago" and "Andy M., NANCY S. and 1 other like this".

On the right side of the page, there's a section titled "Top Influencers in this Group" with a list of members, including "NANCY SCHNEIDER, Sustainability and Sea Level Rise Adaptation Consultant". Below that is an advertisement for "experteer.de" with the text "Headhunter möchten Sie kontaktieren. KONTAKT BESTÄTIGEN". At the bottom right, there's a "Latest Activity" section showing recent discussions and group members.

These groups provide the opportunity to post information about BASE and to engage with other professionals working on similar issues to gain new insights and ideas for the project's research.

3.4 Project leaflet

An A5 landscape format project leaflet was produced in line with the visual identity established and with the aim of promoting the BASE project and giving a brief overview of its objectives (see screenshot below). A small number of leaflets were produced for distribution at BASE events and other adaptation related events. The electronic version (PDF for web publishing and electronic files suitable for printing) will then provide the main form of distribution and can be sent as an attachment whenever communication regarding the BASE project occurs.



The leaflet is divided into six text sections detailing the underlying challenges for sustainable adaptation in Europe, the aims of the BASE project, the case studies to be included, a list of partners and ways in which to get involved with the project (e.g. through the newsletter, adaptation dialogues and adaptation snapshot).

3.5 Newsletter

Newsletters and/or thematic factsheets (7 throughout the project) will target a broader audience with information on BASE research and insights for adaptation in Europe. In addition to highlighting the key outputs and findings of BASE as they are produced, the newsletter will also contain news stories on broader developments relevant to European adaptation, with a special focus on how the research of BASE can support or provide insights for these developments. The newsletter will also include regular original features, the 'Adaptation Dialogues' and the 'Adaptation Snapshot' as detailed above (section 3.2). The newsletter will be sent out via email through the web-based platform Mail Chimp, linking directly to the stories on the website. The use of an e-mail newsletter (in contrast to a print newsletter) allows for more detailed monitoring and evaluation data gathering (see section 4). A screenshot example can be found below. The newsletters are also available in a public archive on the BASE website: <http://base-adaptation.eu/newsletter-archive>.



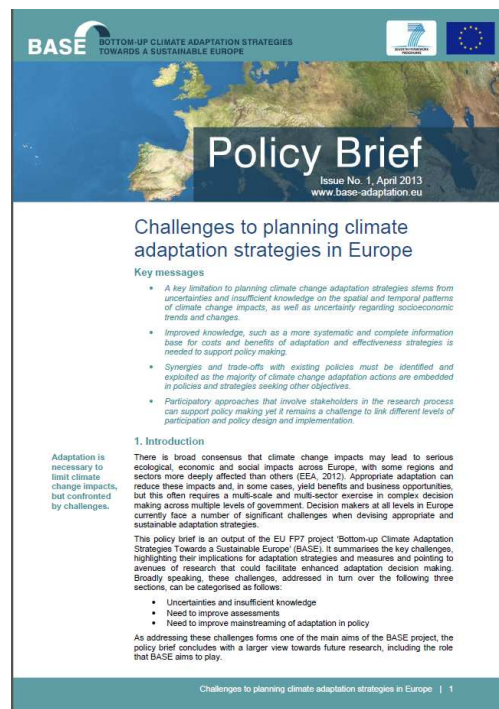
In particular, the BASE Newsletter consists of the following modules:

- **A featured story:** a relevant, timely story covering a major event, trend or key BASE output.
- **Adaptation Dialogues:** in each newsletter, the BASE team will conduct an interview or convene a dialogue between decision-makers working on adaptation issues across regions, sectors and levels in Europe. The perspectives, challenges and successes of individuals will be presented in an accessible manner.
- **Latest insights:** these news stories will include the latest climate adaptation news from the BASE project (summaries of key events and reports) and across Europe (e.g. new EU policies).
- **Bulletin Board:** this section includes the latest news for those interested in climate change adaptation in Europe, such as notices for conferences or positions.
- **The Adaptation Snapshot:** Through the newsletter (and other project activities), the BASE team will encourage individuals and groups working on adaptation issues to submit photos of 'adaptation in action'. In each newsletter, a winning entry will be included, with a short description of the adaptation activity involved. These photos, along with the others submitted, will also be hosted on the BASE website.

Social media icons are also included at the bottom of the newsletter.

3.6 Policy Briefs

Stakeholders, and decision makers in particular, will be addressed using policy briefs (four throughout the project) providing background context to the BASE project and summarising the project's research findings. Policy briefs will be produced in line with the project identity, but with imagery tailored to the specific subject matter. To increase ease of reading, each brief will include a summary of key points at the beginning of the document, along with brief summaries of key points in the margins. The policy briefs will be released periodically, targeted to provide input at key times such as the release of the EU adaptation strategy. Policy briefs will be released both in printed and online versions. Printed copies will be disseminated through partner networks and during relevant events across Europe, while the online versions will be available on the BASE website and disseminated through channels such as the BASE newsletter or the BASE twitter account. An example of the first page of a policy brief can be seen to the right.



3.7 Scientific publications and articles

As a research project, it is important that BASE results are shared with a broad academic audience. Where these outputs are published will be determined in accordance to thematic content and quality and will be decided upon in discussion with the authors. A list of potentially relevant publications for BASE research outputs includes:

- Global Environmental Change
- Nature Climate Change
- Climate Change
- New Scientist
- Environmental Science and Policy
- Environmental Policy and Governance
- Environmental Policy and Planning
- Environment and Planning
- Climate Policy Journal
- Environment: Science and Policy for Sustainable Development
- Environmental Economics
- Urban Studies

Consortium members will also be encouraged to contribute to publications with a broader audience such as popular science and policy magazines. Magazines of thematic relevance include:

- ENDS Europe
- The Ecologist
- The Parliament (EU)
- Zeo2

In addition, web-based news services and newsletters promoting new research outputs are also useful outlets for promotion of BASE findings and activities. WP8 will aim to connect to these networks to share BASE results. Some examples include:

- Science for Environment Policy
- Climate Service Centre News Scan
- Acclimatise
- CIRCLE-2 newsletter
- UKCIP newsletter
- GIZ-Newsletter: Adapt to Climate Change

3.8 Stakeholder events

Over the course of the project, BASE will organise several events to bring together policy makers, scientists, local stakeholders and industry to share information on the implementation of adaptation measures and to foster dialogue and engagement. These events will include:

- a **stakeholder panel meeting** on climate adaptation;
- **midterm review workshop** involving key scientists – representatives of the EC funded projects in the adaptation field, key international and policy organizations such as OECD, European Environmental Agency, EC DG Climate and others;
- a transnational BASE **training course** for young professionals working within policy, research institutions and the private sector to develop and implement or advise adaptation activities, transferring the knowledge gained within the case studies in WP4 and 5;
- a final BASE **international conference** where intermediate findings and final results of the project, in conjunction with the projects TopDad and RAMSES, will be presented and discussed with stakeholders.

The most appropriate methods and content for these events will be developed in coordination with the rest of the consortium. However, attention will be placed on approaches to improve interlinkages between science-policy interfaces, and that focus on making scientific and experience-based information about climate impacts and approaches to adaptation easily accessible and usable for political and private decision makers and civil society. Where relevant and possible, BASE may coordinate its events with existing events with a suitable/similar focus such as the 2nd ECCA Conference, to take place in Copenhagen in 2015.

While event formats can vary (e.g. conference, workshop, training sessions, etc), the organisation and planning of each event will generally include the following elements:

- Strategic planning,
- Organisation of venue (incl. technical equipment and catering),
- Agenda development (incl.: topics, speakers, chair, working sessions, etc.);
- Invitation management and registrations
- Preparation of delegate package (folder, map, BASE leaflet, latest publications, etc.)
- Liaising with the media
- On-site support (including, where relevant, management of live audience response systems to include participants in the discussions)
- Monitoring, note-taking and reporting (including live tweeting)

- Branding and distribution of information and promotional material (leaflets, publications, project roll-up banner)

In addition to international events organised under WP8, numerous workshops and activities will be carried out with stakeholders at local level in the context of WP5 case studies. At these events, BASE material e.g. leaflets and posters will be made available to participants and the results of the workshops fed back to WP8 for dissemination via the website, social media, policy briefs and newsletter. Where possible, video footage will be recorded at all events and in the case study sites. This footage may be used for the video trailer to be produced towards the end of the project for public dissemination (section 3.9)

3.9 Audiovisual material

Two videos will be produced under the BASE project. One brief version explaining the rationale for the project, and a longer video which will be produced towards the end of the project, gathering footage from different case study sites in Europe and will include the experiences from the international case studies.

Short video

This video will be circa 1.30 minutes in length and will target an informed audience (consistent with the target groups identified earlier in this strategy) with some knowledge of climate change and adaptation with an introduction to the project. It will explain the rationale, approach and objectives of BASE. The intention is for the video to act as a first glimpse into the project, and is to be suitable for screening at the opening of events or as an introduction to presentations.

Long video

This video will be circa 3 minutes in length and focus on perceptions, needs and best practice examples of bottom-up and top-down approaches to adaptation. The film will highlight methods and approaches developed by the project. An approach to the film development including conceptualisation, story-boarding, script development, filming and post production will be discussed within WP8 and in collaboration with activities taking place in case study areas.

In order to generate as much coverage of the BASE project as possible, both videos will be distributed and promoted through the project communication channels, such as: the Newsletter, the website, social media, partners' websites, etc. In turn, links supporting the video (such as those available through video hosting sites like Youtube) will encourage viewers to visit the BASE website and twitter account.

3.10 Press releases

Journalists will be invited to events and made aware of project outputs via the different distribution channels mentioned above. If a project deliverable or event warrants a particularly high level of attention, WP8 partners will prepare a press release. If necessary, this may also be translated into local languages by partners. Materials for media professionals will be available for download in a specialised bundle from the BASE website (see section 3.2).

4 Monitoring and evaluation

*Key question: **How** do we ensure our dissemination strategies are effective?*

Having established a vision for BASE communication (see section 1.4), it is important to determine whether this impact is being attained. To this end, both monitoring and frequent review of BASE dissemination activities will be carried out. Online dissemination tools (website, newsletters, social media) will be continuously monitored, accompanied by periodic reviews. Stand-alone activities such as events will be evaluated during, or in immediate follow-up to the activity.

Website usage will be monitored using a series of key performance indicators (KPIs) to allow for periodic evaluation.

- Total number of visitors / average visitors per day
- Total number of pages viewed / average pages viewed
- Number of unique visitors
- Number of visitors who download files;
- Number and type of downloaded files.

The impact of the **newsletter** is monitored via Mail Chimp newsletter management software. Statistics on the number of subscribers, articles viewed, downloads and location of users are included. Periodic qualitative evaluation may also be carried out to gain user feedback on the newsletter's content. Such an evaluation may provide information on the relevance, reliability and novelty of content being provided.

Twitter can be quantitatively measured using a number of integrated features contained within the management platform Hoot Suite being used by the project. Twitter includes a klout score, showing the level of 'influence' the account user has. In addition, retweets and mentions will be monitored to assess which type and presentation of information is preferred by followers. The location of followers and number of clicks can also be monitored using the HootSuite platform.

After each BASE **event** carried out under WP8, a quantitative and qualitative evaluation will be conducted. While the quantitative evaluation focuses on e.g. the total number of participants, the qualitative evaluation will be conducted on the basis of a questionnaire distributed to the participants on the (last) day of the event or online after the event. The questionnaire will be divided into five parts and the results of which be used to improve future events:

- general questions relating to the participant;
- event organisation;
- event content;
- event material; and
- overall appreciation of the event.

In detail, the following questions could be asked:

- Was the event interesting and insightful?
- Did it cover many of the issues you are interested in?
- Were you introduced to new topics and issues?
- Was the level of opportunities for interaction with other participants satisfactory?
- Was the event well-organised?

- Would you recommend this event to a friend?

In addition to these specific monitoring and evaluation activities, regular contact will be made with project partners to assess general dissemination activities being carried out in the context of the BASE project.

Internal evaluation will focus on the performance of the project team and the execution of the dissemination strategy. This focuses on whether implementation is occurring as planned, and what strengths and weaknesses can be identified in the plan. Key questions and elements to be considered include:

- Has the strategy been followed?
- What remains to be done?
- Who has responsibility for the remaining elements?
- Have past deadlines been met? Are activities on track to meet upcoming deadlines?
- Have dissemination activities been appropriately budgeted for? Which measures are/were the most cost effective?
- Have the dissemination activities worked towards the vision and objectives of BASE defined in the dissemination strategy?

External evaluation examines the impact that dissemination activities had on the target group(s). Key questions and elements to be considered include:

- Are the intended target group being reached? Are the communication channels working as perceived?
- In terms of outputs, how many people in the target groups were reached, how many times and over what period of time? What were the 'push statistics' (e.g., how many newsletters were sent out, how many articles published)?
- How is the target group receiving the dissemination activities of BASE, and are their perceptions or behaviour changing? Do they understand the intended messages?
- In terms of outtakes, what messages did target groups take away from your communication, and were these accurate and positive? What are your 'pull statistics' (e.g.: how many flyers were taken by individuals, how many times has your website been viewed, and which sections received the most traffic)?
- In terms of outcomes, have the identified goals been reached? Can any behavioural change in the target groups be observed? Did BASE dissemination activities contribute to this? If so, which messages and tools had an impact upon the target groups, and which did not?
- How can the dissemination strategy be altered to better integrate the views and experiences of your target group into BASE dissemination activities?

5 Timeplan

When should we carry out dissemination activities?

5.1 Project timeline

Year 1

Deliverable	Responsible external	Activity	Month 1 (Oct 12)	Month 2 (Nov 12)	Month 3 (Dec 12)	Month 4 (Jan 13)	Month 5 (Feb 13)	Month 6 (Mar 13)	Month 7 (Apr 13)	Month 8 (May 13)	Month 9 (Jun 13)	Month 10 (Jul 13)	Month 11 (Aug 13)	Month 12 (Sep 13)
N/A	EI	Kick-off (prep, attendance, follow up)												
Task 8.1	EI	DELIVERABLE (8.2) Communication and dissemination plan												
Task 8.2	EI	DELIVERABLE (8.1) website design and launch												
	EI	Develop and maintain website (including intranet, social media etc.)												
Task 8.3	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 1												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 2												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 3												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 4												
Task 8.4	EI, ISPRA, FFCUL, Deltares	Midterm review workshop and case-study participatn event												
	EI, ISPRA, FFCUL, Deltares	Stakeholder panel on adaptation pathways												
	EI, ISPRA, FFCUL, Deltares	Training and summer schools												
	EI, ISPRA, FFCUL, Deltares	Final conference												
Task 8.5	EI and all partners	Establishing media contacts (initial scoping)												
	EI and all partners	Outreach to media												
	EI and all partners	Promotion of scientific publications												
Task 8.6	EI, members of ETC/CCA	Linkage to Climate-ADAPT (ETC/CCA)												
Task 8.6	EI, ISPRA, FFCUL, Deltares	DELIVERABLE (8.5) Video trailer - short												
Task 8.6	EI, ISPRA, FFCUL, Deltares	DELIVERABLE (8.5) Video trailer - long												

Year 2

Deliverable	Responsible external	Activity	Month 13 (Oct 13)	Month 14 (Nov 13)	Month 15 (Dec 13)	Month 16 (Jan 14)	Month 17 (Feb 14)	Month 18 (Mar 14)	Month 19 (Apr 14)	Month 20 (May 14)	Month 21 (Jun 14)	Month 22 (Jul 14)	Month 23 (Aug 14)	Month 24 (Sep 14)
N/A	EI	Kick-off (prep, attendance, follow up)												
Task 8.1	EI	DELIVERABLE (8.2) Communication and dissemination plan												
Task 8.2	EI	DELIVERABLE (8.1) website design and launch												
	EI	Develop and maintain website (including intranet, social media etc.)												
Task 8.3	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 1												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 2												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 3												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 4												
Task 8.4	EI, ISPRA, FFCUL, Deltares	Midterm review workshop and case-study participatn event												
	EI, ISPRA, FFCUL, Deltares	Stakeholder panel on adaptation pathways												
	EI, ISPRA, FFCUL, Deltares	Training and summer schools												
	EI, ISPRA, FFCUL, Deltares	Final conference												
Task 8.5	EI and all partners	Establishing media contacts (initial scoping)												
	EI and all partners	Outreach to media												
	EI and all partners	Promotion of scientific publications												
Task 8.6	EI, members of ETC/CCA	Linkage to Climate-ADAPT (ETC/CCA)												
Task 8.6	EI, ISPRA, FFCUL, Deltares	DELIVERABLE (8.5) Video trailer - short												
Task 8.6	EI, ISPRA, FFCUL, Deltares	DELIVERABLE (8.5) Video trailer - long												

Year 3

Deliverable	Responsible external	Activity	Month 25 (Oct 14)	Month 26 (Nov 14)	Month 27 (Dec 14)	Month 28 (Jan 15)	Month 29 (Feb 15)	Month 30 (Mar 15)	Month 31 (Apr 15)	Month 32 (May 15)	Month 33 (Jun15)	Month 34 (Jul 15)	Month 35 (Aug 15)	Month 36 (Sep 15)
N/A	EI	Kick-off (prep, attendance, follow up)												
Task 8.1	EI	DELIVERABLE (8.2) Communication and dissemination plan												
Task 8.2	EI	DELIVERABLE (8.1) website design and launch												
	EI	Develop and maintain website (including intranet, social media etc.)												
Task 8.3	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 1												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 2												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 3												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 4												
Task 8.4	EI, ISPRA, FFCUL, Deltares	Midterm review workshop and case-study participatn event												
	EI, ISPRA, FFCUL, Deltares	Stakeholder panel on adaptation pathways												
	EI, ISPRA, FFCUL, Deltares	Training and summer schools												
	EI, ISPRA, FFCUL, Deltares	Final conference												
Task 8.5	EI and all partners	Establishing media contacts (initial scoping)												
	EI and all partners	Outreach to media												
	EI and all partners	Promotion of scientific publications												
Task 8.6	EI, members of ETC/CCA	Linkage to Climate-ADAPT (ETC/CCA)												
Task 8.6	EI, ISPRA, FFCUL, Deltares	DELIVERABLE (8.5) Video trailer - short												
Task 8.6	EI, ISPRA, FFCUL, Deltares	DELIVERABLE (8.5) Video trailer - long												

Year 4

Deliverable	Responsible external	Activity	Month 37 (Oct 15)	Month 38 (Nov 15)	Month 39 (Dec 15)	Month 40 (Jan 16)	Month 41 (Feb 16)	Month 42 (Mar 16)	Month 43 (Apr 16)	Month 44 (May 16)	Month 45 (Jun 16)	Month 46 (Jul 16)	Month 47 (Aug 16)	Month 48 (Sep 16)
N/A	EI	Kick-off (prep, attendance, follow up)												
Task 8.1	EI	DELIVERABLE (8.2) Communication and dissemination plan												
Task 8.2	EI	DELIVERABLE (8.1) website design and launch												
	EI	Develop and maintain website (including intranet, social media etc.)												
Task 8.3	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.3) Newsletters or factsheet												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 1												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 2												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 3												
	EI, ISPRA	DELIVERABLE (8.4) Policy brief 4												
Task 8.4	EI, ISPRA, FFCUL, Deltares	Midterm review workshop and case-study participatn event												
	EI, ISPRA, FFCUL, Deltares	Stakeholder panel on adaptation pathways												
	EI, ISPRA, FFCUL, Deltares	Training and summer schools												
	EI, ISPRA, FFCUL, Deltares	Final conference												
Task 8.5	EI and all partners	Establishing media contacts (initial scoping)												
	EI and all partners	Outreach to media												
	EI and all partners	Promotion of scientific publications												
Task 8.6	EI, members of ETC/CCA	Linkage to Climate-ADAPT (ETC/CCA)												
Task 8.6	EI, ISPRA, FFCUL, Deltares	DELIVERABLE (8.5) Video trailer - short												
Task 8.6	EI, ISPRA, FFCUL, Deltares	DELIVERABLE (8.5) Video trailer - long												

5.2 Overview of upcoming events and planned social media interventions

Date	Name	Organizer/Host	Venue	BASE relevance
August 2013				
Date	Twitter alert: Early bird registration for CORDEX 2013 (4-7 Nov) ends in 1 week			
13-16 August	2nd workshop on adaptation to climate change in mountain and coastal areas Link	Climate Service Center (CSC)	Germany (city N/A)	Exploring effective strategies for interaction between scientists and stakeholders pursuing climate change adaptation in mountain and coastal communities in North America and Europe
20 August	Twitter alert: Early bird registration for CORDEX 2013 ends today			
22-23 August	CLIMATE CHANGE IN NORTHERN TERRITORIES Sharing Experiences, Exploring New Methods and Assessing Socio-Economic Impacts Link	Northern Research Forum in cooperation with the ESPON-ENECON project	Akureyri, Iceland	<ul style="list-style-type: none"> • Territorial socio – economic impacts of climate change • Methodologies for assessing socio-economic impact • Adaptation to climate change in regions and local communities – examining methods and sharing knowledge
September 2013				

Date	Name	Organizer/Host	Venue	BASE relevance
September (?)	Twitter alert: Call for papers for CLARR 2014 (02/2013) TBA (Check site)			
3-4 September	Adaptation to Climate Change in the Baltic Sea region - Baltadapt final conference,	Baltadapt	Riga, Latvia	It will bring together policy makers across all levels, scientists and other stakeholders dealing with climate change adaptation in the Baltic Sea Region and beyond.
6-7 September	International conference on flood resilience http://icfr2013.ex.ac.uk/	University of Exeter	Peter Chalk Centre, Streatham Campus, University of Exeter, The Queen's Drive, Exeter, Devon, UK, EX4 4QJ	Themes include: <ul style="list-style-type: none"> • Data collection, urban flood modelling; mixed probabilistic/deterministic approaches • Resilient cities • Flood risk perception; minimizing social impacts of urban floods; • Shared lessons from Asia and Europe; problems of coastal cities and mega-cities; international comparative case studies
10-12 September	[CIRCLE-2] Workshop on "Adaptation to Climate Change: Revegetation to recover hydrological cycles as an Ecosystem Service." Link Link to announcement (By invitation or requests only)	CIRCLE-2	Teruel, Spain	Relation between land use and the water cycle in order to develop practical solutions for certain European regions where climate change will have important impacts on the hydrological cycle, such as droughts. Additionally, the workshop will aim to exploit available results from EC-funded research projects to explore solutions to recover some hydrological cycles. .
10-14 September	1st CIGR inter-regional conference on land and water challenges http://cserge.ac.uk/	International Centre for Advanced Mediterranean Agronomic Studies, Mediterranean	Bari, Italy	<ul style="list-style-type: none"> • Aim is to present and discuss the latest achievements in the field of sustainable use of natural resources • One of themes is "Climate change: mitigation and adaptation"

		Agronomic Institute of Bari) (CIHEAM); International Commission of Agricultural and Biosystems Engineering (CIGR)		
11 September	Twitter alert: JPI Urban Europe Call for Proposals Closes in 1 Week Link			
11-13 September	Global challenge conference: Adapting to climate change - Climate-smart development Link	Worldwide Universities Network (WUN)	University of Leeds	<ul style="list-style-type: none"> Brings researchers from WUN collaborations and investigators from programmes organised by CGIAR, EU, NCARFF, NSF and others, together to broaden their research horizons and form novel cross-network research partnerships Explores food security, water security, energy security and human security as a meta-challenge
18 September	Twitter alert: JPI Urban Europe Call for Proposals Closes Link			
20 September	Policies for climate change and European agriculture: Adaptation and mitigation Link	Agricultural Economics Society (AES)	Reading, UK	<ul style="list-style-type: none"> Brings together researchers and policy advisors to address the future direction of agricultural policies in Europe for adaptation and mitigation in the sector. In-depth analysis of challenges and options in selected countries (France, Greece and Norway) reflecting Europe's geographical diversity.
30 Sept – 02 Oct	International conference on forest fire risk modeling and mapping: "Vulnerability to	Irstea, the French National Research Institute of Science	Aix en Provence, France	<ul style="list-style-type: none"> Forest management to mitigate vulnerability Land management and risk planning to limit vulnerability

	forest fire at wildland-urban interfaces” Link	and Technology for Environment and Agriculture		<ul style="list-style-type: none"> Assessments of vulnerability
				<ul style="list-style-type: none">
October 2013				
Date	Name	Organizer/Host	Venue	BASE relevance
1-3 October	Adapting the management of coastal reserves in a changing climate Link (Conference in English)	D-EUCC (Die Küsten Union Deutschland)	Suffolk, UK	<ul style="list-style-type: none"> Designing and constructing water level management systems in an historic landscape and challenging coastal environment; Sharing best practice with colleagues from around Europe
3-4 October	Science for the Environment - Environment for Society, Identifying knowledge gaps for the climate action and resource efficiency challenge in Horizon 2020 Link	DCE, Aarhus University, Denmark, PEER	Aarhus, Denmark	<ul style="list-style-type: none"> Assessing the current status of the scientific analyses of the future environmental issues Provide input to the European Commission on the knowledge gap and future research needs to meet the Horizon 2020 challenge.
7-9 October	EEA grants conference: Too much, too little - The role of water in adaptation to climate change Link	Centre for Climate Impacts Adaptation and Modeling (CCIAM); Directorate for Civil Protection and Emergency Planning, Ministry of Foreign Affairs (DSB); EEA Grants; Portuguese Environment Agency	Myriad Crystal Center, Lisbon, Portugal	<p>The Governments of Iceland, Liechtenstein, Norway and Portugal are hosting a conference on the role of water in adaptation to climate change.</p> <p>The conference will explore:</p> <ul style="list-style-type: none"> The policy framework(s) for adaptation to climate change Adaptation policies and practices in cities, agriculture and in coastal areas The need to think beyond national borders.

8-10 October	3 day course on adaptation and mainstreaming Link As seen on UNISDR	Garama 3C Ltd (Garama)	Norwich, UK	<ul style="list-style-type: none"> 3-day residential course on adaptation and mainstreaming is aimed at development professionals and planners who need to integrate or 'mainstream' climate change into their work
9 October	THE RFSC CONFERENCE 2013 TOWARDS A EUROPEAN MODEL OF A SUSTAINABLE CITY Link	RFSC	Brussels, Belgium	<ul style="list-style-type: none"> Will offer practical solutions for advancing integrated urban development at the local level, as well as encourage an exchange of experience between European cities working with the RFSC toolkit
20 October	Twitter alert: Registration for CORDEX 2013 ends today			<ul style="list-style-type: none">
21 October	Last opportunity to contribute to InfoBase - Ultimate deadline	http://infobase.circle-era.eu/		<ul style="list-style-type: none">
29 October	Next steps for UK climate change policy: Delivering the national adaptation programme Link	Westminster Forum Projects (WFP)	Central London	<ul style="list-style-type: none"> Keynote contributions from Defra, the Committee on Climate Change, the Environment Agency and Met Office. Delegates will analyse the suitability of the NAP proposals to deliver against the UK's Climate Change Risk Assessment How climate change adaptation can be built into other areas of public policy Will bring together senior government officials with experts in business and academia, community and environmental interest groups, and other interested parties.
November 2013				
Date	Name	Organizer/Host	Venue	BASE relevance
November	Twitter alert:			

(?)	*Deltas in Times of Climate Change II (09/2014) Call for proposals to open (Check site)			
4-6 November	Third Water Framework Directive international conference: climate change impacts on water security and safety http://wfdlille2013.eu/index.htm	SCI, Institute of Water	Polytech'Lille, Lille, France	<p>The four main themes of the conference will be:</p> <ul style="list-style-type: none"> • Climate-proofed programme of measures and impacts upon ecosystems (mainly adaptation with some mitigation) • Hydroclimatic extreme events (eg droughts and floods) • Water safety and health impact, climate change effect on water-related diseases <p>Water security (eg scarcity of resources, hydroconflicts, terrorism and socio-economic issues)</p>
4-7 November	International conference on regional climate - CORDEX 2013 http://cordex2013.wcrp-climate.org/	European Commission (EC); Intergovernmental Panel on Climate Change (IPCC); World Climate Research Program (WCRP)	Brussels, Belgium	<ul style="list-style-type: none"> • Development of regional climate change projections • Use of regional climate information in impact, adaptation and vulnerability studies • Dissemination of regional climate knowledge to policy-makers and a wide range of stakeholders and decision-makers
7-8 November	Adaptation platforms in Europe: Addressing challenges and sharing lessons Link	Climate Impacts Research and Response Coordination for a Larger Europe, University of Lisbon (CIRCLE 2); European Environment Agency (EEA)	Vienna, Austria	<ul style="list-style-type: none"> • Engages platform managers and developers of national and regional web-based platforms within Europe (including Climate-ADAPT) to explore lessons learnt, experiences and challenges associated with developing and delivery of adaptation platforms. • Participation (around 50 people) is by invitation only
11-22 November	Twitter note: COP 19 opens	UNFCCC	Warsaw, Poland	

	Link			
16-17 November	Global Landscapes Forum: Shaping the climate agenda for forests and agriculture (COP 19 Side Event) Link	CGIAR Research Program on Climate Change, Agriculture and Food Security (CAAFS)	Warsaw, Poland	The Global Landscapes Forum combines into one event two of the world's most influential annual conferences on the role of forests and agriculture in mitigating and adapting to climate change:
25-26 November	14th SCARCE Conference – “Assessing and predicting the effects of global change on the quantity and quality of water in Iberian rivers” Link	CMCC/ SCARCE	Cadiz, Spain	Aim to describe and predict impacts of global change on water availability, ecosystem services in Mediterranean basins of the Iberian Peninsula and their impacts on human society and the economy. Reinforce relation established among the Mediterranean-climate regions and raise awareness of the adaptation action needed at the local level and of an integrative process
February 2014				
Date	Name	Organizer/Host	Venue	BASE relevance
24-25 February	Towards climate adapted and resilient regions CLARR	Nordwest2050	Bremen, Germany	International conference to discuss regional methods and strategies as pathways to a resilient future. Therefore, a second stream of the conference will set the focus on regional adaption strategies and innovative solutions.
March 2014				
Date	Name	Organizer/Host	Venue	BASE relevance
10 - 12 March	CIRCLE 2 Final Conference	CIRCLE 2	Lisbon, Portugal	3 day conference focused on the Science and Policy of Adaptation.

6 Sources

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