



LIFE Integrated projects 2016

Climate Action



NADAPTA

THE CLIMA
PROJECT

E. Public awareness and dissemination of results

ACTION E.2: Communication, Dissemination and Replication

Sub-Action E.2.1 “Communication and Dissemination Tools”

The LIFE-IP NAdapta-CC consortium will develop a **Dissemination and Communication Plan (DCP)** to ensure that the project results reach the targeted audiences. This Plan will be drawn up at the beginning of the project by the consortium and an external company specialized in dissemination and communication. This entity will be in charge of updating the DCP every year in collaboration with the consortium.

The DCP will have the following structure: objectives, target audience and messages, planned communication actions, materials, and channels used, timeline and indicators tracking. It will be reviewed and updated annually and the achievements and objectives achieved will be evaluated.

The DCP will describe the work to be developed in the following activities. All materials and communications will be developed **in the official languages** of the Foral Community of Navarre: Spanish and Basque. The website will also be translated into English, as well as some materials that will be used to publicize the initiative in Europe.

The actions of dissemination and communication will be designed so that the channels, tools and materials to be complementary and mutually reinforcing. This will be achieved covering all possible audience and tailor messages and channels to each of our audiences. On site and face to face communication actions will be combined with digital actions increasing the impact of both. It is what is called a 360 degrees' communication strategy.

- **Creation of the visual image and brand of the project.** It will include logo, style manual, slogans and templates for the internal communication of the project, as well as visual guidelines for the creation of all materials related to it. Given the duration of the project, this mark will be updated every two years if deemed necessary.

- **Project Website and Digital Marketing tools.** The website (in Spanish, Basque and English languages) will be the main communication tool for the project, where all the dissemination materials will be published in a timely manner. A prompt and continuous flow and exchange of information between the participants of the project and key actors and target groups. It will contain details of the project and its progress as well as the results, impacts, outcomes and the “lessons learnt”:

- Overview of the concept, objectives, the partnership and the activities proposed within the project.
- Regular news and information service on project activities and resources about Climate Change.
- Success stories will be relevant and highlighted.
- Access to a secured (consortium members only) collaborative space for sharing information and documents.
- Access to online tools for facilitating the stakeholder's participation in public consultations and public/informative events.
- Access to Social Media profiles, events, materials, etc.
- Design the web in a responsive design style to allow viewing it in mobile devices and allow a good positioning on Google.

The website will be developed by an external company and will be launched at month 6 and updated every 6 months. It also will be maintained online during 5 years after the

project's end. In order to reach the greatest number of persons, links to the project website will be included in the websites of the coordinator and associated beneficiaries.

Social Media Channels. They will be fed by news and updated content on the website and other contents published by the stakeholders involved in the sector and related to CC and project messages. It will allow to create an active and participatory community of followers around the project, and to increase the visits on the website. The following social media will be used:

- LinkedIn: to promote project actions and messages among policy makers and stakeholders and foster networking.
- Twitter: to promote project actions and messages among stakeholders, mass media and general public and foster networking.
- Facebook: to promote project action and messages for the marketing campaign focused on stakeholders and citizenship.
- You Tube/Vimeo: to promote the videos.

Furthermore, other platforms (see action E3) will be used as LIFE COMMUNITY platform and interactions with @LIFE_Programme profile on Twitter.

Newsletter. A quarterly newsletter with the latest news about the project and news about Climate Change. News will come from the project website, so that in this way the visits will be increased. A database that will include the main regional, national and European actors involved.

Mailings. Mailings with relevant invitations to workshop, events, consultations and other information which cannot wait for the newsletter publication will be sent out regularly to the same database as for the newsletter or a portion of it, depending on the profile of recipients.

- Project materials.

- **Roll-up posters:** 2 posters will be created at the beginning (1) and at the end (1) of the project to be displayed during conferences and other dissemination events.
- **Brochures and leaflets:** creation of 1.000 brochures and 1.000 leaflets, with different versions per project phase, providing information on the project in Spanish, Basque and English. These paper copies will be circulated at local and regional level so that the general public know the implementation of the integrated project. These brochures and leaflets will be also available in the project website and they will be sent by mail to the contacts included in the database of the multi-stakeholder platform created in the action A2.
- **Project videos:** The consortium will participate in the preparation of different micro videos to disseminate the results of the adaptive measures carried out in each working area (water, forestry, agriculture, health and urbanism/buildings). These videos will be available in the project website and will be disseminated through regional and national televisions.

- Relations and actions aimed at the Media.

Journalistic articles will be actively promoted on the news area of the website and Social Media (with all its interactive material), as well as through other dissemination channels such as magazines. Publications and presentations in particular with a view to raise awareness about the challenge of Climate Change.

Press conferences. In order to publicise the project actions at least two events for journalists specialised in science, environment, energy and climate will be organised. To do this, press contacts of the Press Office of the Government of Navarra will be

used and the Asociación Española de Periodistas de Información Ambiental (APIA y la Asociación Española de Comunicación Científica (AECC) will be invited to participate. These events will be hosted by the Information Point about Climate Change foreseen. In the same way, coinciding with the milestones of the LIFE-IP NAdapt-CC project and the most relevant events.

Press releases. Coinciding with the major project milestones and events press releases will be translated into different languages and sent to general and specialised Media sector in the regional and national level. In order to do this, mass and digital media databases of the Press Office of the Government of Navarra and consortium partner's will be used. It will be published as well on the website of LIFE-IP NAdapt-CC.

- Communication campaign focusing on stakeholders, catchment campaign of volunteers and citizenship.

This campaign will be defined in the Dissemination and Communication Plan of the project and will include specific messages, promotional material, a dedicated section on the LIFE-IP NAdapt-CC website, advertisements in traditional and digital media, and events aimed specifically at citizenship. For its design and implementation communication professionals will be involved and regional and local events will be detected.

The campaign will be focus in the involvement of the stakeholders of the project and the citizenship and provide them the necessary information. At the same time, a volunteer recruitment campaign will be developed with continuity during the eight years of LIFE-IP NAdapt-CC.

They will be developed in different phases throughout the project and with objectives that will progressively scale up: information, awareness, participation, involvement and commitment.

Technical articles will be written by UPNA, INTIA and GAN and published in scientific reviews and in the specialized press.

Publications. During the project, and according to the needs that are detected in the workshops and meetings held, different publications of good practices, didactic units, etc. will be made for the different sectors and target groups identified.

To coordinate all these actions will be the General Directorate of Communication and Institutional Relations of the Government of Navarra and its Communication Service. This structure has a press office with a strong presence and great experience in the realization of information and awareness campaigns aimed at citizens and key social agents.

Likewise, the communication departments of the entities that make up the consortium will be involved, so that they can use their channels and communicative tools to benefit the project. They have great experience in communicating environmental issues.

The project will also include the figure of a Communication and Press Officer Manager to coordinate all key actions (see action F1).

The Communication Manager will ensure the coordination of the press office of the Government of Navarra with the Communication departments of the consortium entities and will periodically consult with them about the Plan and will ensure good internal communication between the partners. For that a communication commission will be set up within the project with competencies in external and internal communication.

In the same way, the Communication Manager will coordinate with the LIFE communication team for consultation and information on the actions planned in the Plenary of Dissemination and Communication, and influence the knowledge of the project in the European sphere. This will use the platforms of the LIFE Program and its channels in social networks, as well as other newsletters and magazines of the European Commission.

ACTION E.4: Climate change information point and communication events

This action is aligned with the **objective PR3.2** of the SCCN 2010-2020.

Implementation of a **Climate Change Information Point** aimed at promoting the participation of stakeholders. This point will provide information, advice, resources and organize the events focus on the audience of the project to support the entire strategy of involvement and participation.

The idea is to start a "multi-service equipment", which will assume functions throughout the project, which will determine the viability of its continuity over time (post-LIFE). Some functions that can gradually assume this equipment are:

- To host a general exhibition on the project (exhibition carried out by this action).
- Provide current information on the development of the different actions.
- Facilitate the connection between the technical team that develops the project and the local population.
- Support in the organization and development of campaigns, events, etc.
- Report on facilities for public use in the river environment, scope of the project.

The Information Point will be hosted by GN. In order to provide information, specialized personnel will be hired. In addition, for the organization and coordination of the events a team of volunteers will be promoted at the beginning of the project. To this end, a catchment campaign described in the previous task will be carried out.

The consortium will organize different communication events to according to the target audience:

- 1- **Direct stakeholders:** the coordinator from the six working areas (CC monitoring, forestry, agriculture, health, water, infrastructures and territorial planning) of the project will organize **at least one workshops per year** with the stakeholders involved in the implementation actions to inform about the project results and promote proposed measures in each sector.
- 2- **General public and other stakeholders that benefit from the project's experience:** to inform about the results of the adaptive measures to be implemented in the project and their environmental and social benefits the consortium will organize **4 open days, at the end of each project phase**, aimed at general public.
- 3- **Replicating stakeholders and decision makers at regional, national and European level:** to promote the establishment of new policies related to CC and especially with Adaptation, the consortium has planned to organize the following events:
 - A **kick-off event** will be organized on November 2017. The objective of this event is to anchor the project in Navarra and to provide insight to local authorities and the stakeholders involved in the project actions.

- **1 meeting** aimed at national organisations and experts related to CC and policy makers (December 2023). The event will be held in Madrid (Spain) in coordination with the Ministry of Agriculture. It plans to gather at least 60 people.
- A **closing event** will be organized in December 2025 to present the project results and make recommendations for future replication of the LIFE-IP NAdapta-CC in other national and European regions. It will be held in Brussels in order to keep on fostering the uptake and replication by European stakeholders. The event will be web-streamed, to involve a larger number of participants (at least 100).

The project results will also be disseminated through the attendance to **national and international workshops, seminars and conferences** where the project beneficiaries will participate in. (e.g. World Symposium on Climate Change Adaptation, International Water Week, etc.)

Reasons why this action is necessary:

The organization of communication and dissemination events is essential to enhance the impact of the project. These events will be organized according to the target audience. The preparation of these events will be done by an external company expert in communication.