CrossEU

D5.2 – Dissemination and Communication Plan

WP5 - Task 5.2
April 2024

Disclaimer

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Executive Summary

This Dissemination and Communication Plan outlines the strategy and steps to raise awareness about the CROSSEU project, the concept of socio-economic resilience and climate-sensitive framework. Regular updates and modifications to this plan will be made based on collected results, with the ultimate aim of fulfilling the predefined objectives ("Dissemination & Communication Plan (V2)" by M17 (D5.3), with the final version expected by M35 (D5.4).

Keywords

Climate change, socio-economic impacts and risks, climate policy, climate resilience, interdisciplinarity, climate adaptation and mitigation, decision support, cross-sectoral, climate change impact, communication, dissemination.

Abbreviations and acronyms

Acronyms	Full word
CC	Climate Change
SE	Socio-Economic
DSS	Decision Support System
M&A	Mitigation and Adaptation
CCH	Climate Change Hotspots
STL	Storyline

CS	Case Studies
WP	Work Package

Introduction

CROSSEU is a project funded by the European Union that aims to build a climate-sensitive framework, including a ready-to-use Decision Support System (DSS) platform and technical recommendations. This framework will help investment decisions, adaptation and mitigation decisions and policies.

CROSSEU gathers 15 partners from 9 countries, with UK partners funded by UK Research and Innovation (UKRI).

To tackle all the objectives the project has set, CROSSEU was divided into 6 Work Packages (WP). WP5 is dedicated to societal sharing, communication, dissemination, and exploitation. The main objective is to make the project and its results known by a wider audience and among the stakeholders of the project.

1. Purpose and scope

1.1. Aim of this deliverable

The aim of this deliverable is to describe CROSSEU's communication and dissemination strategy. It outlines main communication goals, key messages, target audiences, tools, and channels used to engage and disseminate project outcomes.

Key Performance Indicators (KPIs) will assess the impact and effectiveness of the communication and dissemination efforts. They are detailed in Section 6 of this document.

Continuous monitoring and updates will be documented in the "Dissemination & Communication Plan (V2)" by M17 (May 2025 - deliverable D5.3), with the final version expected by M35 (Nov 2026 - deliverable D5.4).

1.2. Partners overview

The consortium of CROSSEU consists of 15 partners from 9 European countries (Table 1 and Figure 1).

Participant No.	Participant organisation name	Country
1	ADMINISTRATIA NATIONALA DE METEOROLOGIE R.A. (MeteoRo)	Romania
2	UNIVERSITY OF EAST ANGLIA (UEA)	United Kingdom
3	WORLD ENERGY & METEOROLOGY COUNCIL (WEMC)	United Kingdom
4	UNIVERSITA DEGLI STUDI DI PADOVA (UNIPD)	Italy
5	UNIVERSITY COLLEGE LONDON (UCL)	United Kingdom
6	CONOSCENZA E INNOVAZIONE SOCIETA A RESPONSABILITA LIMITATA SEMPLIFICATA (K&I)	Italy
7	HELMHOLTZ-ZENTRUM HEREON GMBH (HEREON)	Germany

8	LGI SUSTAINABLE INNOVATION (LGI)	France
9	ELECTRICITE DE FRANCE (EDF)	France
10	UNIVERSITAET FUER BODENKULTUR WIEN (BOKU)	Austria
11	DANMARKS TEKNISKE UNIVERSITET (DTU)	Denmark
12	WORLD METEOROLOGICAL ORGANIZATION (WMO)	Switzerland
13	UNITED KINGDOM RESEARCH AND INNOVATION (UKRI)	United Kingdom
14	UNIVERSITATEA DIN BUCURESTI (UB)	Romania
15	CESKA ZEMEDELSKA UNIVERZITA V PRAZE (CZU)	Czech Republic

Table 1: CROSSEU Consortium
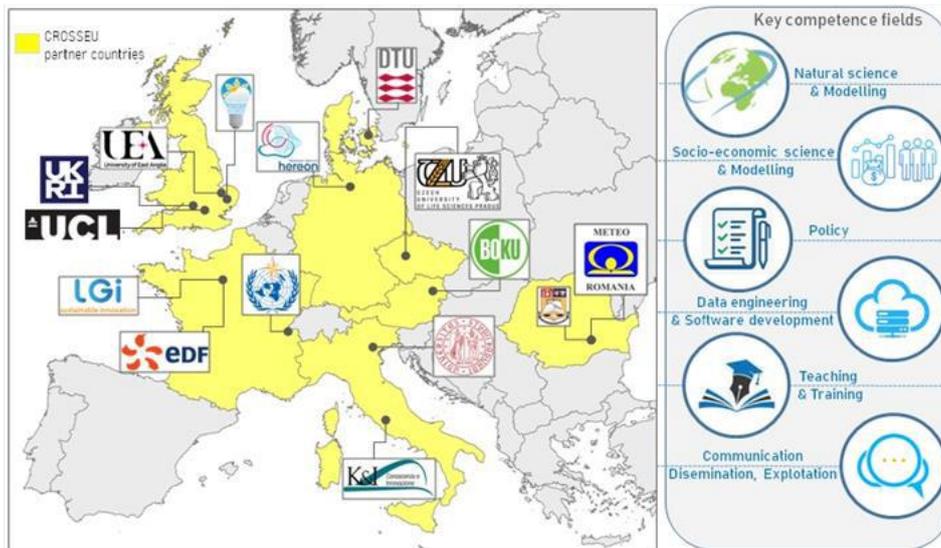
Figure 1: Diversity of the CROSSEU consortium

1.3.   Partners' contributions

Table 2 describes the contributions of each partner regarding the communication and dissemination activities in WP5, focusing on tasks 5.2 and 5.3, which are related directly to the Dissemination and Communication Plan. Tasks 5.1 and 5.4 have their own deliverables: D5.1 - Stakeholder mapping and engagement plan (T5.1), D5.7 and D5.8 Exploitation strategy (T5.4).

Task	Lead	Contributors	Partner's contribution
5.2 Public Communication	LGI	MeteoRo, UEA, WMO, K&I, BOKU, UB	• Visual identity • Project website • Social media channels • Video presenting the project and its expected outcomes • Feeding communication channels with news • Promoting CrossEU via own media channels • Contributed expertise from in-house communications team
5.3 Dissemination, user adoption & engagement with the international community	WEMC	MeteoRo, UEA, WMO, K&I, LGI, BOKU, UB	• Participation of partners in conferences and events • Coordination of publications • Visual elements to disseminate CROSSEU results • Annual project newsletter • Collaboration with relevant networks • Input of CROSSEU results to inter-governmental organisational policy development, capacity building, and initiatives • Organisation of stakeholder

| | | | workshops/webinars presenting the DSS and the results of CROSSEU

• Organisation of an online multi-stakeholder forum |
|---|---|---|---|

Table 2: Partners contribution in WP5

2. Dissemination and communication strategy

2.1.   Dissemination and communication objectives

The dissemination and communication activities are an essential part of the life of the project. The main objectives are to:

- Ensure CROSSEU visibility through channels and tools to maximise the impact, reach and result of the project to key target audiences: decision and policy makers, local, regional and national governments, practitioners, business and industry members, civil society members and NGOs, research and academia community, and other research and development and innovation (RDI) projects.
- Disseminate the knowledge and results gathered throughout the whole project to target groups through newsletters, open access publications, participation in joint events, and visually attractive materials.
- Create synergies with parallel funded projects, experts and networks under topic CL5-2021-D1-01-05 "*Better understanding of the interactions between climate change impacts and risks, mitigation and adaptation options*" through joint meetings.
- Deliver meaningful stakeholder engagement, identify upscaling opportunities, and present the results through webinars presenting the DSS.
- Promote a sustainable exploitation of the project results and maximise the impact of the project, even beyond its duration.
- Raise awareness on climate resilience and mitigation and adaptation strategies while facing extreme climatic events.
- Highlight the possible uses of the climate-sensitive framework and DSS developed by the CROSSEU project to key target audiences.

The CROSSEU dissemination and communication strategy will revolve around key messages, specifically adapted for each target audience, to maximise reach and impact.

2.2.   Target audiences

The communication and dissemination strategy will be targeted at local, national, European and potentially global levels. Some target groups have been identified as well as some refined audiences. The relevance and importance to reach these target audiences are detailed in Table 3.

Target groups	Target audiences	Why
Decision and policy makers at the European and national/regional levels	• Decision actors and policy influencers • Ministries • EC offices • Transnational agencies • National hydromet services	• Provide a better understanding of socio-economic risks related to climate change
Local and regional authorities	• Regional governments • Municipalities • Other public authorities at the regional and local levels	• Provide a better understanding of socio-economic risks related to climate change • Benefit from the project's tools and database • Integrate feedback and support local strategies to enhance resilience to climate-driven risks
Practitioners	• Climate experts • Climate service providers and users • Sectoral stakeholders	• Provide a better understanding of socio-economic risks related to climate change • Benefit from the project's tools and database, aiding in climate-smart decisions, policy anticipation, and impact mitigation, while advancing

		climate hazard research and adaptation policies
Business and Industry members	• Public and private investors • Industry players and associations	• Provide a better understanding of socio-economic risks related to climate change • Provide vital insights for informed investment decisions, leveraging actionable knowledge from relevant case studies and the (DSS)
Civil Society, NGOs	• Citizen communities • Societal/environmental NGOs/CSOs	• Provide a better understanding of socio-economic risks related to climate change • Benefit from tailored climate-related knowledge and information to mitigate losses and enhance protection, fostering multidisciplinary understanding and skill development for all publics
Research and Academia community	• Universities • Research institutions • Research Networks	• Deepen the understanding of climate change-related socio-economic risks, fostering skill

		development for the next generation of experts through various educational activities
Other RDI projects	Specific relevant projects in the frame of Horizon Europe, COST, Interreg and LIFE+	• Have access to project-generated data, tools, guidelines, and practice reports, facilitating future projects and initiatives in the same field and fostering innovative advancements

Table 3: Target audiences of CROSSEU

2.3.   Key messages

An initial set of tailored messages for CROSSEU was developed to promote the project in the most efficient way. As the project progresses and we gather more insights, these initial messages, shown in Table 4 below, will be refined and specifically adjusted for different audiences.

Target audiences	Key messages
• Decision actors and policy influencers • Ministries • EC offices • Transnational agencies	• Empower decision-makers with comprehensive insights into socio-economic risks of climate change. • Guide the crafting of effective climate policies for both mitigation and adaptation strategies. • Stress the significance of local policymakers' involvement in shaping climate action at the grassroots level. • Facilitate investment planning to bolster societal resilience against the impacts of climate change.

• Regional government • Municipalities • Other public authorities	• Equip local and regional authorities with actionable knowledge tailored to their specific contexts. • Incorporate feedback from engagement workshops to develop robust strategies for climate resilience. • Facilitate investment planning to bolster societal resilience against the impacts of climate change. • Guide the crafting of effective climate policies for both mitigation and adaptation strategies.
• Climate experts • Climate service providers and users • Sectoral stakeholders	• Develop impactful tools and databases to empower stakeholders in making informed decisions. • Engage stakeholders in the co-design process to ensure the usability and relevance of tools and applications. • Drive advancements in climate science and policy through collaborative research efforts.
• Public and private investors • Industry players and associations	• Disseminate science-based knowledge to inform investment decisions that align with climate goals. • Provide access to a repository of best practices and case studies for informed decision-making. • Foster the development and adoption of user-friendly decision support systems to navigate climate challenges.
• Citizen communities • Societal/environmental NGOs/CSOs	• Empower communities with tools and applications to mitigate climate-related risks and losses. • Deliver timely and tailored climate information to enhance community resilience and preparedness. • Promote measures to safeguard lives, livelihoods, and ecosystems from the impacts of climate change.
• Universities • Research institutions • Research Networks	• Advance interdisciplinary research to deepen understanding of socio-economic risks posed by climate change. • Facilitate knowledge transfer and capacity-building initiatives to cultivate the next generation of climate leaders. • Support collaborative research and educational programs to drive sustainable climate action.

• Horizon • COST • Interreg • LIFE+	• Foster collaboration and knowledge exchange among projects to accelerate progress in climate adaptation and mitigation. • Ensure accessibility and usability of project outputs to catalyse innovative solutions and initiatives.

Table 4: CROSSEU Key messages

2.4. Timeline

A timeline gathering all key communication and dissemination activities throughout the project has been created and will be continuously updated (Figure 2).

M1 - JAN 2024
Project visual identity
Social media
Coming soon website
PPT and Word templates

M2 - FEB 2024
Virtual background

M3 - MAR 2024
D5.1 Stakeholder mapping and engagement plan
First co-design workshops with the stakeholders

M4 - APR 2024
D5.2 - D&C plan (version 1)
Milestone 10 - Engagement communication and dissemination plans released
Milestone 11 - Project website
Flyer, roll-up, poster

M24 - DEC 2025
Newsletter 2
Video

M17 - MAY 2025
D5.3 D&C plan (version 2)
D5.5 - User adoption & engagement with the international community (version 1)

M12 - DEC 2024
Newsletter 1

M33 - SEP 2026
At least 3 stakeholders workshops to present the DSS and the results
Multi-stakeholder forum

M35 - NOV 2026
D5.4 - D&C plan (version 3)
D5.5 - User adoption & engagement with the international community (version 2)

Figure 2: CROSSEU D&C Timeline

3. Management

3.1. Content flow

To facilitate the exchange of information, a process has been established to allow all partners to collaborate on content creation and relay the information shared through CROSSEU communication channels (Figure 3).

CROSSEU uses the email address *contact@crosseu.eu* to receive news, announcements, scientific papers, pictures or any type of information concerning partner participation in events related to the project.

A specific Teams channel has also been created to facilitate the exchange of information and files between the partners and the communications team.

Once the content has been tailored according to the D&C strategy, it is distributed on relevant channels.

Figure 3: CROSSEU content flow

3.2. Responsibility of partners

Starting from the kick-off meeting of the project, the partners were strongly encouraged to get in touch with the communication and dissemination team to share any news worth communicating outside of the consortium.

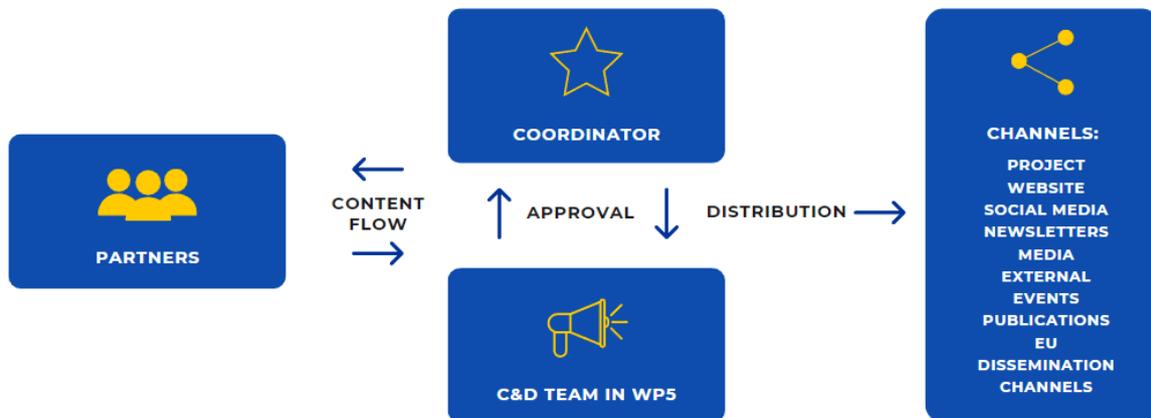They have been reminded that actively providing information is essential to the success of the communication and dissemination strategy.

To further facilitate the circulation of information, an Excel file, available on Teams, has been created (Figure 4). The partners are encouraged to list all the events and publications they are involved in, so the links and useful information are always available.

Dissemination activity	Title	Date	Place	Partners participating	Comments - description of	Link (optional)
Clustering activities	Scientific workshop	11/7/2023	Online	LGI		
Choose (as per EU portal items)		DD/MM/YYYY				
Choose (as per EU portal items)		DD/MM/YYYY				
Choose (as per EU portal items)		DD/MM/YYYY				
Choose (as per EU portal items)		DD/MM/YYYY				

Publication title	Partners involved	Publication link to Open Access

Figure 4: Extract of CROSSEU Communication, dissemination, events and publication file

4. Communication tools and channels

4.1.　　Visual identity

All the communication and dissemination tools described in this deliverable are consistent with the CROSSEU brand identity, which aligns with the image that the project wishes to convey (Figure 5).

Figure 5: CROSSEU visual brand identity
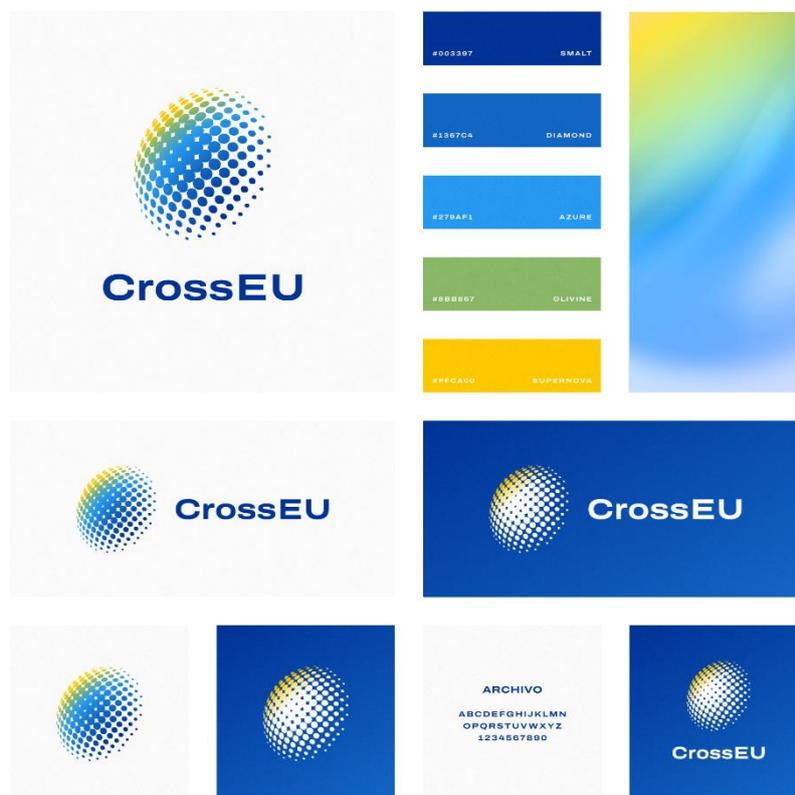
In addition, all materials, including scientific papers and publications produced by the project, will contain the mandatory EU emblem and funding acknowledgement (Figure 6), the funding of UK partners (Figure 7) and the required disclaimer (Figure 8). Moreover, it is important to note that "when displayed with another logo, the EU emblem must have appropriate prominence".

Figure 6: European Union Emblem and funding acknowledgement

To represent UK participants, all communication and dissemination tools feature the UK Research and Innovation logo (Figure 7). While the mention of UKRI should appear on all communication materials, it has to be displayed in a specific manner as shown in Figure 8. The mention of UKRI can also be done by text only without the logo.

Figure 7: UKRI logo

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.

UK participants in this project are co-funded by [UK Research and Innovation]

Figure 8: EU Disclaimer and mention of UKRI

4.1.1. Logo

One of the first actions made in Task 5.2 was to develop the project's visual identity, to ensure brand recognition from the very beginning. A series of potential logos were designed on time for the kick-off meeting of the project in Bucharest in January 2024 (M1). The logos were presented along with the visual identity and colours so that all partners could vote in a live poll for the one they preferred the most. This inclusive approach ensured that the logo not only captured the project's essence but also conveyed its objectives and identity effectively, setting a strong foundation for our brand identity from the very beginning.

The logo will be associated and included in all paper and electronic documentation as well as promotional materials.

To reinforce a strong project identity, several versions of the logo were designed. They ensure the best representation of CROSSEU in all possible situations.

The final version, chosen by the consortium during the kick-off meeting of the project, is represented in Figure 9.

Figure 9: CROSSEU Official logo

The chosen logo design embodies the concept of progressive revelation and interconnectedness. Depicting a half-sphere emerging through scattered points, it symbolises the gradual unfolding of various regions, initiatives and project participants coming together. This depiction signifies unity and collaboration. The pattern created by these points

implies a form of collective effort, emphasising the collaborative nature of the project and its ability to achieve impactful outcomes.

4.1.2. Colour palette

In the CROSSEU palette (Figure 10), the smalt dark blue and supernova yellow from the European Union were used. Predominantly cool tones were added to convey stability, analysis, and reliability. The combination of dark blue, sky blue, green, and yellow evokes integrity, intelligence, conscience, and magnanimity respectively. The use of vibrant and dynamic colours also reflects the project's energy and vitality, while also ensuring visual appeal and distinction.

SMALT	DIAMOND	AZURE	OLIVINE	SUPERNOVA
HEX #003397	HEX #1367C4	HEX #279AF1	HEX #8BB867	HEX #FFCA00
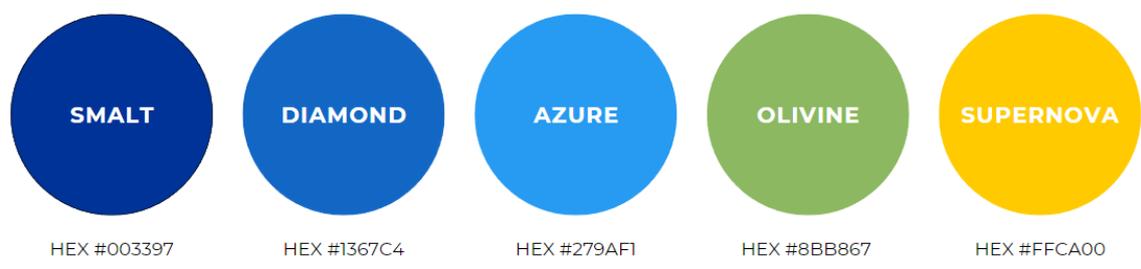
Figure 10: CROSSEU colour palette

4.1.3. Fonts

Fonts are also part of the visual identity the project wishes to convey (Figure 11).

For the logo, the chosen typography is "ARCHIVO". It aligns with the visual identity of the project by conveying a sense of modernity and professionalism. The font is clean, legible, and contemporary, ensuring clarity and coherence in communication.

The Montserrat font is used on all communication materials.

This sans-serif typeface offers a modern, geometric style, and gives a neutral yet friendly appearance. It has a good legibility, which makes it versatile for both print and digital media. Its variety of weights and styles can accommodate a wide range of design needs, from bold headlines to fine body text.

Figure 11: CROSSEU fonts

Visual sub-elements

Additional visual elements were created to dynamise the communication materials of the project (Figure 12). They provide versatility while remaining coherent with the overall graphic identity of CROSSEU.
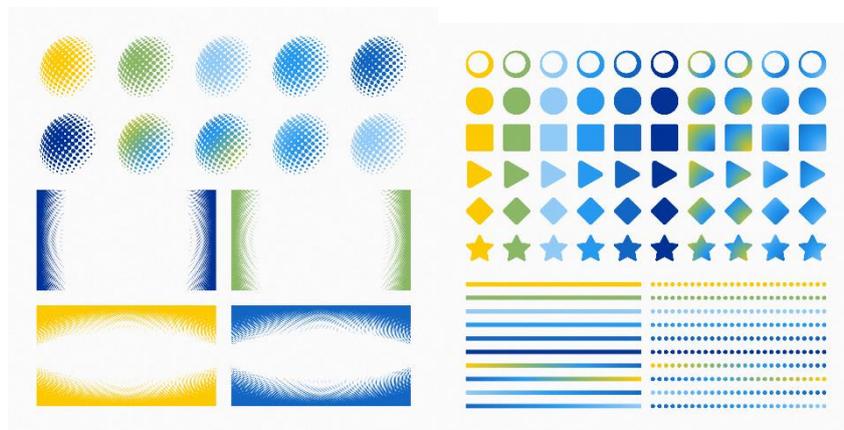
Figure 12: CROSSEU graphic sub-elements

4.1.4. Graphic handbook

To maintain a consistent use of the CROSSEU logo across various media platforms, we have developed a graphic handbook for partners. This PowerPoint document showcases the logo alternatives and provides guidelines on their appropriate usage. It also specifies the designated fonts and colour schemes. Figure 13 is an extract of this branding handbook.

Figure 13: Extract of the graphic handbook

4.2.   Project presentation template

A PowerPoint presentation template (extract in Figure 14) was designed and made available to all partners shortly after the start of the project. This template ensures that all presentations in relation to the project are consistent and participate in the recognition of the branding of the project. The PowerPoint presentation template is to be used also at events and at conferences.

Figure 14: Extract of CROSSEU PowerPoint Template

4.3.   Deliverable template

A template for the deliverables was created on Word and shared with all CROSSEU partners early in the project, so they can use it themselves on any upcoming deliverable (Figure 15). A variant was also created for the milestones.

Figure 15: Extract of CROSSEU Deliverable template

4.4.   Other materials

4.4.1. Standard presentation

A general presentation will be available in English and updated based on the project's achievements. The partners will be able to use this presentation at conferences, events, workshops, and meetings with stakeholders, and translate it if needed.

4.4.2.   Poster, Flyer and Roll-up

The poster, flyer and roll-up were designed to summarize the projects' objectives, key contact and social media information, a QR code leading to the website and the consortium's logos (Figure 16). The poster can be used as a printed material as well as in digital form. It was for example used to present the project to the stakeholders while inviting them by email.

To avoid any waste, the flyer and roll-up will be printed only on demand and only once the event and the partner's attendance has been confirmed. The roll-up will be reused whenever possible in workshops, events, and conferences.

Figure 16: CROSSEU poster, roll-up and flyer

4.4.3.   Other promotional materials

Standard and tailored visuals will be created to promote the project's events, publications, and news across all communication channels, including social media whenever it is needed.

4.5.   Project description

Two versions of CROSSEU's description have been drafted. They ensure that the project description is comprehensive and consistent in all communication materials. The partners will be able to use it in all the activities related to CROSSEU promotion, communications, publications and events.

Short version:

The CROSSEU project is dedicated to enhancing socio-economic resilience in response to climate change. It will provide decision-makers with essential tools for navigating climate risks, helping investments, and implementing effective adaptation and mitigation strategies. Over a span of 3 years, this EU funded project will assess socio-economic risks, develop climate-sensitive frameworks, and deliver a ready-to-use Decision Support

System (DSS) platform. This collaborative effort involves 15 partners from 9 countries, including partners from the UK, funded by UKRI.

Visit the project website for more information at www.crosseu.eu

Coordinator: Administrația Națională de Meteorologie R.A. (MeteoRo) - UK participants in this project are co-funded by UKRI.

Long version:

The root of CROSSEU's creation lies in the growing societal urgency to address climate change and its impacts. As climate-related risks continue to escalate, there is a growing demand for effective strategies to reduce these risks, adapt to changing conditions, and enhance socio-economic resilience.

CROSSEU will provide decision-makers with essential tools for navigating climate risks, helping investments, and implementing effective adaptation and mitigation strategies. Over a span of 3 years, this EU funded project will assess socio-economic risks, develop climate-sensitive frameworks, and deliver a ready-to-use Decision Support System (DSS) platform, based on 8 case studies in Europe and in the UK.

This collaborative effort involves 15 partners from 9 countries, including partners from the UK, funded by UKRI.

Visit the project website for more information at www.crosseu.eu

Coordinator: Administrația Națională de Meteorologie R.A. (MeteoRo) - UK participants in this project are co-funded by UKRI.

4.6. Website

The CROSSEU project website is launched during M4 of the project at *www.crosseu.eu*.

The website will gather all the information about the project that might be relevant for the stakeholders. It was designed to be accessible and aligned with the project's communication objectives to engage stakeholders. Once live, the website will be continuously updated with the latest news, events, communication items, deliverables and results, to keep frequent visitors and target audiences engaged.

The website was designed to answer the main questions about this project:

- What the project is about?
- What are the project's objectives and why?
- Who are the project partners?

- What are the latest news and events of the project?
- What are the project's case studies?

The pages will be as follows:

- The project
    - About the project
    - Project partners
- CROSSEU Work
    - The 8 case studies
    - Project results
- Resources
- News and events
    - Blog articles

Browser compatibility: the website will be compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website will be responsive and adjusted based on the screen size of the device it is viewed on, regardless of whether the device used it a desktop, tablet or mobile phone.

Monitoring: to understand how the website is used by visitors, a GDPR compliant tool like IONOS will be employed. Upcoming reports will provide insights regarding:

- How many users visit the website
- Which pages are viewed the most
- Where the majority of viewers are located

These results will enable the communication team to adapt its strategy to be more efficient and reach a wider audience.

4.7. Social media

X (Twitter) and LinkedIn are the social media channels that are used on this project to communicate any news relevant in the project and disseminate the results to a wide audience.

Tailored social media campaigns will also be created to better interact with stakeholders and the general public.

The X (Twitter) account is designed to engage the general public, journalists, and policymakers active on the platform. Although the platform's evolving role and limited reach are recognised, maintaining a presence on this major social media platform is crucial. The target is to grow our follower base to 250 by the project's conclusion.

LinkedIn, being a professional platform, is identified as the principal channel for reaching and engaging with our target audience and stakeholders. It offers significantly greater reach and value compared to other channels. We aim to achieve a follower target of 300 by the end of the CROSSEU project.

4.7.1. X (Twitter)

An X (Twitter) account was created at the start of the project under the handle @CROSSEU_EU.

X (Twitter) aims to reach the following objectives:

- Build relationships and engage with the general public, journalists and policymakers
- Disseminate the knowledge gathered during the project
- Bring the CROSSEU results closer to the target audiences.

To be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Reply to users who tweet or mention @CROSSEU_EU
- Follow and engage users who tweet content related to CROSSEU activities
- Track specific words, mentions and trending hashtags related to the project objectives

X (Twitter) will function as a platform for disseminating news published on the website, promoting events involving CROSSEU partners, and boosting content created by the project. Partners engaged in communication efforts will actively track content from other social media accounts to share on the CROSSEU X (Twitter) account.

4.7.2. LinkedIn

A LinkedIn page was created for CROSSEU under the following page: https://www.linkedin.com/company/crosseu/

Regarding the target audiences, there will be a concentrated effort to engage the project's stakeholders, consortium members and end-user group members.

To optimise responsiveness, efficiency, and proactivity on the channel, the following strategy will be applied:

- Posts on a regular basis to keep engagement
- Respond to users who mention CROSSEU
- Follow and interact with users who share content related to CROSSEU activities

- Monitor specific keywords, mentions, and trending hashtags

4.8.   Newsletters

At least 3 electronic newsletters, once every year, will be distributed throughout the project. The newsletters will inform the CROSSEU community of the latest achievements of the project, the outcomes and any relevant events, conferences and workshops. To develop interest in the newsletter, partners will be contacted in advance to share their latest news related to the project.

The newsletter will contain different sections, including:

- An editorial written by the coordinator providing an overview of the previous year
- Updates on the progress of the project
- A feature on the results achieved
- A recap of the events attended and upcoming events of interest
- Interviews and presentation of partners

Statistics of engagement and subscription will be monitored, and adjustments made if necessary to maximise engagement of the community.

The first newsletter will be distributed in M12.

A subscription pop-up box compliant with GDPR will be added to the website to encourage visitors to subscribe to the newsletter to receive the latest project results and achievements.

Occasional "newsflashes" - short news alerts - may also be sent to share specific information, related to an event organisation or a social media campaign, for instance.

4.9.   Video

A promotional video will be produced to present CROSSEU STLs, and the DSS platform around December 2025 (M24). The video will be designed to be shared across various social media platforms, and as such, will be short and easy to understand while highlighting the project's results.

It will also be available on the project website and widely disseminated on all CROSSEU social media channels.

5. Dissemination strategy

This chapter outlines the overall dissemination strategy of CROSSEU. Details will be added once the project is at a more advanced phase in a dedicated deliverable by Month 17 (May 2025) in "D5.5. User adoption & engagement with the international community (Version 1/Interim)", and by Month 35 (November 2026), "D5.6. User adoption & engagement with the international community (Version 2/Final)".

5.1. Workshops

The stakeholders will be directly involved in the project, as they are being consulted from the start of the project to co-design the DSS. This involvement from the beginning ensures that the project fits the needs of the target audiences and starts its dissemination strategy early on. A first list of stakeholders has been identified in a dedicated deliverable in Month 3 (March 2024) "D5.1 Stakeholder mapping and engagement plan".

The stakeholder workshops started in M3 and M4, at a local and European level. At least 3 co-design and co-production stakeholder workshops will be held during the project to build and test the DSS.

This engagement in the activities of the project encourages the implication of the stakeholders and opportunities to upscale the framework and DSS once the project is complete.

Three additional workshops will be organised by M33 to present the DSS and the results of CROSSEU.

5.2. Interaction and exchanges with other projects

To enhance the project's reach and impact around the theme of climate mitigation and adaptation strategies, CROSSEU will establish close collaborations and synergies with related projects, networks, clusters and initiatives. The interactions will be made at the international, European, national and regional levels to enable knowledge exchange, share best practices and secure cross-fertilisation of ideas and methodologies.

Some of the partners are already part of other initiatives and will facilitate exchanges between the projects.

A sister project in climate resilience, ACCREU, was also identified to create synergies in terms of stakeholder engagement, dissemination and communication activities. CROSSEU will, among its other actions, be mentioned in the newsletter and social media of ACCREU. CROSSEU will reciprocate on its own social media accounts.

At least 3 joint meetings are planned with other RDI projects. The projects, that are yet to be identified, will relate to the following funding programmes:

- Horizon Europe
- COST
- Interreg
- LIFE+

5.3.   Publications

Partners will engage in publication activities. Whenever possible, those publications will have a free public access.

Publications created during the project will follow the Open Science principle of Horizon Europe.

The publications will be available on the Open Access Infrastructure for Research in Europe (OpenAIRE) and submitted to peer-review. They will also be widely available on platforms like Zenodo and Github.

The website of CROSSEU will also host all the publications of the partners.

The following publication journals have been already identified as relevant for the project:

- Nature Climate Change
- Nature Sustainability
- Lancet Planetary Health
- Science of the Total Environment
- Environmental Research Letters
- Global Environmental Change
- Agricultural Systems
- Urban Climate

5.4.   Booklet and factsheet

Once CROSSEU has sufficient results, a series of visual elements to showcase and disseminate CROSSEU findings will be designed. They will represent the storylines and the case studies in an engaging way, to maximise the reach of the outcomes.

5.5.   Events and conferences

CROSSEU partners will participate in at least 12 events, including international conferences, workshops and seminars that are relevant to the

themes and work of the project. They will present findings from the project and engage in additional contact with the stakeholders through these events, aiding CROSSEU project dissemination.

Depending on the type of event and its expected outcomes, the consortium will decide what communication / dissemination method will be adapted, for example: whether a presentation or hosting a booth is more effective. The annual events identified as relevant for CROSSEU will be contacted in advance to ensure a proper representation of the project.

The following events have been already identified by the consortium as relevant:

- ICERCCCSCC
- NORDIWA
- ICUHIMS
- ICRC
- ISEE
- EGU Assemblies

Note: the links to the events are emphasising their relevance, but do not mean that the partners will attend in 2024.

5.6.   Webinars and multi-stakeholder forum

A series of interactive webinars will be held to present the results of the DSS and project to stakeholders. The project has 3 webinars planned already, with participants from at least 10 EU countries to begin to maximise target audiences.

CROSSEU will also hold an online multi-stakeholder forum towards the end of the project to present the results and the DSS.

5.7.   European dissemination channels

The project will also use European dissemination channels such as:

- Horizon Results Platform
- Innovation Radar
- Other EC publication sites

5.8.   Dissemination and uptake after the end of the project

Part of the plan for the CROSSEU project will be to ensure that the results are able to be shared with the target audiences, even after the end of the

project. To do so, several options have been considered and will be explored during the project period:

- The development of user guides, manuals, and tutorials to use the DSS effectively.
- The production of maps, graphs, and charts to present climate-related socio-economic data, to help the users understand complex information.
- An awareness campaign on social media channels, focused on climate change and the importance mitigation and adaptation strategies. It will also help in promoting the DSS.
- Collaborations with key stakeholders, including government agencies, research institutions, and nonprofit organisations, to increase the DSS's uptake and reach.

Hence CROSSEU's dissemination and communication plan is designed to maximise the impact and reach of our project during and after the project lifetime. Through strategic interactions with other projects, targeted publications and events, we aim to ensure the successful communication of both CROSSEU achievements, and its contributions to the field of climate change impacts, mitigation and adaptation.

6. Key Performance Indicators

Channel Tool	Action Purpose	Audience	Due Date	KPIs
Visual identity: project logo and templates	Ensure brand consistency, recognition, and visibility in the stakeholder community	All target groups	M3	1 project logo identity kit; Used in all deliverables/ materials
Website	Main digital tool to promote and bring visibility to the project: e.g. consortium, objectives, activities, deliverables, publications, newsletter, news/events	All target groups	M4	At least 9,000 total visits by the end of the project
Flyer & roll up	Will contain CROSSEU's objectives, expected impacts, consortium members and contact information and will be used at events, conferences and workshops to promote the project	All target groups	M6	At least 5 events where the roll-up is displayed and 200 flyers are distributed (including digital flyers online)
LinkedIn	To build an online project community in the field of CC M&A	All target groups	M1-M36	At least 300 followers by the end of the project
X (Twitter)	To build an online project community in the field of CC and M&A	All target groups	M1-M36	At least 250 followers by the end of the project

Project promotional video	To promote the CROSSEU key activities, data, products and tools in an easy-to-understand way a Pitchy video will be created	Decision- and Policy-makers; Local, national and regional govern-ments; NGOs; Practition ers; Research & Academia	M24	At least 300 views by the end of the project
E-Newsletter	To inform the CROSSEU community about key project achievements, outcomes and upcoming relevant events	All target groups	M12, M24 & M36	At least 200 subscribers by the end of the project
Scientific publications	To disseminate the project's results among leading scientific journals	Research & Academia communi ty; NGOs; Practition ers	M6-M36	10 journal submissions; 12 conference papers
Participation in scientific and business events	To disseminate the project's objectives and results and to establish synergies with other RDI projects from different programmes (e.g. Horizon, COST, Interreg, and LIFE+)	Research & Academia ; Decision- and Policy-makers; NGOs; Practition ers; Business	M1-M36	12 events and conferences attended by partners; 3 joint meeting with other RDI projects

		and Industry		
Booklet and factsheets	To describe and explain the project's climate risk storylines and case studies explored within the project in an attractive way for target audiences	All target groups	M30	At least 250 views by the end of the project
Webinars	To facilitate stakeholder uptake of the DSS by presenting the key functionalities of the DSS prototype	Decision- and Policy- makers; Business and Industry, Practitioners; Civil society and NGOs; Research & Academia community	M18-M36	At least 3 webinars with participants from at least 10 EU countries
Workshops (face-to-face, online, hybrid)	To engage key stakeholders in the co- design and co-development of the DSS, to identify upscaling opportunities and to maximise the user uptake of the DSS	Decision- and Policy- makers; Local, national and regional governments; Business and Industry, Practition	M4-M7 M18-M36	At least 3 co-design and co-production events 3 user uptake events

		ers; NGOs; Research & Academia community		

Conclusion

This Dissemination and Communication plan of CROSSEU ensures that the visibility of the project and its results are maximised. This plan will be adjusted if necessary to meet the KPIs and objectives of this plan.

An update is planned on M17 (May 2025 - deliverable D5.3) "Dissemination & Communication Plan (V2)" and on M35 (Nov 2026 - deliverable D5.4) in the final version. Those two updates will include the communication and dissemination actions taken and analyse the progression of the D&C towards the goals of the project.

CROSSEU Partners

Meteo Romania	UEA University of East Anglia	WORLD METEOROLOGICAL ORGANIZATION
Università degli Studi di Padova / TESAF	UCL	K&I Conoscenza e Innovazione
Helmholtz-Zentrum hereon	LGi sustainable innovation	eDF
BOKU	DTU	WEMC World Energy & Meteorology Council
UK Research and Innovation	UNIVERSITY OF BUCHAREST	CZU