

Update M18

The following document is an updated version of D9.1 at M18 of the LOCALISED project in order to reflect changes in regard to the original version.

Updates at M18 are added in boxes in respective chapters.

The updates were developed by Sara Dorato and Katja Firus (T6) as well as Tobias Galke and Bernd Hezel (CMF).

Disclaimer

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List of Abbreviations

CMF	Climate Media Factory
EIEE-CMCC	European Institute on Economics and the Environment-Centro Euro-Mediterraneo sui Cambiamenti Climatici
CINEA	European Climate, Infrastructure and Environment Executive Agency
CIREN	International Conference on Electricity Distribution
CSA	Coordination and Support Action
D	Deliverable
D&C	Dissemination and Communication
DG	Directorate-General
DoA	Description of Action
EC	European Commission
ECCA	European Climate Change Adaptation Conference
EMP-E	Energy Modelling Platform for Europe
EUPVSEC	European Photovoltaic Solar Energy Conference and Exhibition
IMP	Institute of Fluid-Flow Machinery
IREC	Fundación Instituto de Investigación de la Energía de Cataluña
KPI	Key Performance Indicators
M	Month (calculated from the beginning of the project in October 2021)
NGO	non-governmental organisation
ÖGUT	Österreichische Gesellschaft für Umwelt und Technik
ORCID	Open Researcher and Contributor Identifier
SCORAI	Sustainable Consumption Research and Action Initiative
SDG	Sustainable Development Goal
SECAP	Sustainable Energy and Climate Action Plan
EU	European Union
NUTS	Nomenclature des Unités territoriales statistiques
PIK	Potsdam Institute for Climate Impact Research
WP	Work package
CST	Continuous storytelling

Executive Summary

This document is intended to be a strategic and operative guide for all LOCALISED partners in regard to the communication and dissemination of project activities, results and outputs. Its aim is to provide the project team with targeted information in order to coordinate, align and efficiently implement outreach activities. The overall goal is to pave the ground and facilitate the wide knowledge and use of projects' results and with this make a concrete contribution to achieving the European Green Deal goals on reducing its net greenhouse gas emissions by at least 55% by 2030 (compared to 1990 levels).

The strategy defines the projects' unique value proposition, the communication and dissemination objectives and a common understanding of target audiences (in coherence to the stakeholder involvement strategy and mapping of D8.1), formulates key messages, describes the planned tools and activities with a related timeline and responsibilities and presents how communication and dissemination impact will be evaluated, including a set of Key Performance Indicators.

Since especially in a later phase of the project communication and dissemination will be closely linked to boost the uptake of results and with this to sustainability, exploitation is intrinsically part of presented activities and channels, although a detailed planning and strategy will start in the second half of the project.

The strategy is a development and specification of the communication and dissemination plan which was developed during the proposal phase and which is part of the Description of Action (DoA) of the LOCALISED Grant Agreement.

1 Introduction

Dissemination, communication and exploitation activities play an integral role in relaying research outcomes as well as sharing knowledge to a wider audience, fostering awareness, acceptance, engagement while paving the way for boosting the sustainability of project's results.

For the LOCALISED project, successful communication and dissemination is a prerequisite for fulfilling its mission, e.g., for obtaining above state-of-the-art results (scientifically and for the public and its stakeholders) and for guaranteeing replication, uptake and sustainability (so exploitation) of our planned outputs.

The aim of this strategy is therefore to identify the suitable channels and plan the realisation of specific products which are suitable for reaching the identified stakeholders and with this to support the visibility, transfer of knowledge and wide use of projects' results and outputs for maximising the LOCALISED impact.

In order to distinguish between communication, dissemination and exploitation, LOCALISED follows the definition of the quick guide on communication, dissemination and exploitation:

Communication: Inform, promote and communicate activities and results
Dissemination: Make knowledge and results public for others to use (Open Science)
Exploitation: Foster the use of results

Although this strategy is focusing on communication and dissemination, it also considers first ideas on exploitation, in particular in regard to a wide use of the planned tools and other project results by informing and involving networks of potential users in communication and dissemination activities from the very beginning of the project. In addition, an outlook to a more detailed exploitation and sustainability planning which will be resumed in a dedicated strategy (D9.3) is included.

Communication, dissemination and exploitation activities have different aims for different parts of the project and for different audiences at different times and will follow three phases:

- Phase 1: Raise awareness and start to engage;
- Phase 2: Consolidate, engage and disseminate;
- Phase 3: Boost and increase impact.

Therefore, this document also serves as the foundation on which to decide on how, when, and in which way to communicate with the audiences we intend to engage.

This strategy is one of the main building blocks of the “Communication, dissemination, networking, and sustainability of outputs” work package and is a development and specification of the communication and dissemination plan which was developed during the proposal phase and which is part of the Description of Action (DoA) of the LOCALISED Grant Agreement. It integrates the partners' understanding of the key messages and value propositions of the project as well as their tools for institutional communication that can be used to increase the outreach to specific target groups. These, in addition to opinions on specific projects dissemination tools, were collected through a questionnaire It is added as Annex 3.

The strategy will be updated at the end of Phase 1 (M18) and Phase 2 (M36), analysing the achievements and plan in more detail the next phase.

Update M18: This update focuses on Phase 2 (Consolidate, engage and disseminate), taking into account experiences and lessons learned from Phase 1 activities.

The chosen channels and activities are meant for a European wide communication and dissemination. In addition, to enhance the impact of the project, dedicated local communication activities could be conducted in the three participating public administrations (Barcelona, Vienna and the Metropolitan Area Gdansk-Gdynia-Sopot) in their local language to empower citizens on individual action and decarbonisation strategies, e.g., in relation to the planned citizen councils. This is part of the work on citizen engagement in WP6, based on the value proposition, vision, mission and key messages defined here.

All LOCALISED partners are invited to use the projects' communication outputs to adapt them to their local or sectoral context for a more specific outreach on the project in their networks.

2 LOCALISED Value Proposition

A value proposition defines what the project does better than anyone else and how users will benefit from participating in or following the project's development. For LOCALISED the value proposition is how the project's outcome will have a concrete impact on the actions of the target groups and the most important and unique aspects of the project (so how the project differentiates itself from other scientific research and innovation projects which are also developing end-user products and services for stakeholders and citizens supporting climate adaptation and mitigation actions).

The value proposition can be used as an introduction of the project, e.g., on a website or in presentations.

LOCALISED Value Proposition

Downscaling data referring national decarbonization trajectories to NUTS 3 level to enable local and regional administration as well as policy and business decision-makers, being crucial for achieving decarbonisation targets, to accelerate the implementation of mitigation and adaptation measures through comprehensible and self-usable tools.

This initial statement was further contextualised as follows:

Value Proposition Paragraph

Adapting to and mitigating the effects of climate change can be comparatively easy for big cities and businesses that have internal resources and capabilities to research and implement optimal planning strategies or best practices. This explains why many big cities or companies in Europe are pioneers in this area.

But what about smaller cities and businesses?

Being crucial for achieving decarbonisation targets, as most of the actions to mitigate and adapt to climate change are at the centre of cities and regions the LOCALISED project targets the NUTS 3 administrative level for the whole of Europe and develops digital and easy-to-use tools for NUTS 3 regions and their local administrations and businesses to understand what options they have to adapt to and mitigate the impacts of climate change. This will be done through a co-design process and by incorporating insights and experiences from pioneering cities.

Update M18: The Value Proposition has been taken into consideration but adapted and contextualised in accordance with the progress of the project and the usage that has been done.

3 Objectives, vision and mission of LOCALISED communication and dissemination

As described in the handbook “Communicating EU research and innovation guidance for project participants” (European Commission, 2014), dissemination and communication of European research projects, shall aim “...to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value...” This shall be achieved by:

- “showing how European collaboration has achieved more than would have otherwise been possible...;”
- showing how the outcomes are relevant to our everyday lives... *[and for LOCALISED we can add: and how these outcomes are replicable and useful for a large part of the territory];*
- making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.” *[for LOCALISED it would be: making better use of the results by tailoring the outcomes along with relevant stakeholders (decision makers, business, citizens)].*

Therefore, the LOCALISED consortium defined the following vision for the communication and dissemination of the project:

Vision for LOCALISED communication and dissemination:

By informing on the LOCALISED project through communication activities, stakeholders and other target audiences become aware of the new knowledge beyond the state of the art achieved, tools that will be created for a wide use in smaller local and regional administrations and businesses in Europe as well as of the topic on local decarbonisation and adaptation planning in general. The relevant stakeholders will be engaged to promote the wide use of the Decarbonisation Profiler and the Net-Zero Business Consultant to find suitable adaptation and mitigation activities for their area or sector.

In order to achieve this vision, LOCALISED has the following mission detailing what differentiates the project from all other projects dealing with the same topic. It defines the purpose and primary objectives related to the end-user's needs and our own team values.

Mission of LOCALISED communication and dissemination

The LOCALISED project communication and dissemination will stand out from other projects dealing with adaptation and mitigation to climate change, as the communication will target specifically NUTS 3 regions and their local administrations and businesses which usually get little notice referring to this topic as they have less budget and are less present in general discourses but which are crucial for achieving decarbonisation targets, as most of the actions to mitigate and adapt to climate change are at the centre of cities and regions. Having an integrated vision, in addition our project is going to have tailored outcomes and therefore tailored communication activities to different key actors and different levels of the society, not only decision makers but also business and citizens.

As written in the Introduction chapter, the main aim of this strategy is to identify the suitable communication and dissemination channels and plan the realisation of specific products which are suitable for reaching the identified target audiences and with this to support the visibility, transfer of knowledge and wide use of projects' results and outputs for maximising the LOCALISED impact.

With this goal in mind, the document follows three distinct objectives:

- To ensure a broad visibility and raise awareness about LOCALISED, spreading knowledge about the project and its results in offline and online channels;
- To promote and position LOCALISED methods and tools in relevant scientific, policy and business fora through dissemination activities, encouraging re-use

and verification of development and results following the principles: open science, open source and open to the world;

- To reach and stimulate European cities and regions of different sizes and their citizens as well as businesses from relevant sectors for using the LOCALISED tools and other outputs in order to improve the European capacity to adapt to and mitigate climate change through localised information and action.

All these objectives are based on the aim to make a concrete contribution to achieving the European Green Deal goals on reducing its net greenhouse gas emissions by at least 55% by 2030 (compared to 1990 levels).

4 LOCALISED communication and dissemination target audiences

The definition of the LOCALISED communication and dissemination target audiences is based on the identification of stakeholder groups along their interest and influence in the project topic. While a thorough stakeholder mapping will be realised in the next months, a first identification of stakeholder groups has been done and is reported in the Stakeholder interaction methodology (D8.1). It is based on the stakeholders identified at the time of proposal writing, potential end-users of the planned tools as well as a further planning whom to engage in the co-design process for the different phases of the tools' development. The groups are:

1. Stakeholders to be involved in co-deciding about the kind of tools that we will build;
2. Stakeholders to be involved in the co-design of the specific functionalities and the form of the tools;
3. Stakeholders supporting the wide use (transfer and replication) of the LOCALISED tools.

Each group needs to be further studied. However, it can be said from this first analysis that Group 1 has a high interest and a high influence because they are thematic networks of local and regional administrations and businesses with a high competence and also an interest in learning about new tools for their members and transferring them. Group 2 has a high interest and less influence, but is the main user group of the tools, e.g., technicians in local and regional administrations or businesses or sectorial agencies who are in charge of implementing policies or planning the distribution of subsidies, while Group 3 has lower influence and interest, e.g., journalists and media, the general public, civil society organisations, climate activists, etc. but they can be multipliers and promoters of results, without necessarily being experts in the field.




Based on this first analysis the following two main categories for communication, dissemination and exploitation purposes can be defined: (1) Beneficiaries and replicators, that we are targeting with the tools and activities (some for consultation,





some for using it) and (2) secondary users as well as multipliers, either using the new knowledge or disseminators who can reach more relevant actors or raise awareness on projects’ impacts to less technical actors.




The main communication and dissemination target audiences, and our communication and/or dissemination objectives are defined in Table 1 below, covering partly also aims for exploitation.


An overview on the main LOCALISED dissemination instruments and their relevance for the related target audiences can be found Chapter 8.

Table 1: LOCALISED target audiences, their level of engagement and communication aims

LOCALISED target audiences		Communication and / or dissemination aims	
Beneficiaries and replicators			
Networks of cities and regions at national or European level 	To engage them in co-deciding about the kind of tools that we will build, raise awareness about the project and intended outputs in the network organisations and to their members to motivate them to use the tools (future users) and to arrive to stakeholders that can be engaged in the co-design activities (see D8.1).		
Local and regional administrative actors from public authorities and sectoral agencies, e.g., energy agencies 	To inform generally about local decarbonisation and adaptation planning and the need to take action. To engage about the possibility to plan local and regional mitigation and adaptation activities by using the Decarbonisation Profiler.		
Technical professionals or technological specialists (e.g., consultant offices or technical experts in public/private entities), translating policies into actions 	To inform about LOCALISED activities and the possibilities to be engaged in the co-design and testing of tools, usefulness and how-to-use-guidance of the Decarbonisation Profiler and other tools for this target group.		

LOCALISED target audiences	Communication and / or dissemination aims
	To inform generally about local mitigation and adaptation planning.
<p>Regional and sectoral business associations and their members, startup networks e.g., sectoral or geographical organisations, startup networks, SME associations, investor groups</p> 	<p>To inform about LOCALISED activities and possibilities to be engaged in co-deciding about the Net-Zero Business Consultant.</p> <p>To inform about usefulness and how-to-use-guidance of the Net-Zero Business Consultant to be disseminated to their members.</p> <p>To inform generally about local mitigation and adaptation planning.</p>
<p>Local and regional businesses, needing to decarbonise production or other activities</p> 	<p>To inform about LOCALISED activities and possibilities to be engaged in the co-design and testing of the Net-Zero Business Consultant.</p> <p>To inform about usefulness and how-to-use-guidance of the Net-Zero Business Consultant.</p> <p>To inform generally about local mitigation and adaptation planning and the need to take action.</p>
Secondary users and multipliers	
<p>Academics in universities or research centres</p> 	To disseminate cutting edge research results to individual scientists and research networks through scientific publications, conferences, databases, to contribute to the state of the art and allow other researchers to go a step forward.
<p>Related projects</p> 	<p>To inform about project activities and findings.</p> <p>To contribute to a dialogue on end-user products and services supporting climate adaptation and mitigation.</p> <p>To identify common messages, e.g., to policy makers.</p>

LOCALISED target audiences	Communication and / or dissemination aims
	<p>To identify other complementary outcomes and synergies for their dissemination (e.g., through joint events) to common target users.</p>
<p>European institutions, e.g., EEA or Directorate Generals</p> 	<p>To inform about how LOCALISED contributes to the implementation of the European Green Deal.</p> <p>To disseminate and raise awareness about policy findings and recommendations for policies deriving from project results.</p> <p>To show the projects’ networking activities and collaboration with related projects.</p> <p>To show the impact of the project</p> <p>To contribute to EU initiatives and events, as e.g., Climate Adapt or ECCA.</p>
<p>Journalists and media</p> 	<p>To disseminate project findings and concrete results when using the project tools to inform about possibilities for localised decarbonisation and adaptation measures.</p> <p>To inform about the contribution of the project on the European Green Deal and the Paris Agreement.</p> <p>To raise awareness on the use of European funds and the success of European collaboration.</p>
<p>Climate activists, grassroots organisations, citizens’ associations, NGOs, social innovators</p> 	<p>To share information and knowledge and raise awareness on an innovative and science-based mechanism to plan local decarbonisation and adaptation measures, including possibilities for participation on local and regional level (e.g., through citizen assemblies). They can act as a sounding board for the project.</p>

LOCALISED target audiences	Communication and / or dissemination aims
General public 	<p>To raise awareness about science-based solutions for planning local decarbonisation and that local actions can contribute to mitigate and adapt to climate change.</p> <p>To inform that the European Commission funds initiatives to support the common good and show the success of European collaboration.</p>

Update M18 - All LOCALISED partners have been involved in identifying the most relevant stakeholders to be engaged in the first phase of this initial stage of the project. The focus was mainly on the interactions with the "wise" group.

5 LOCALISED community building

In order to reach out efficiently and effectively to the target audiences identified in the previous chapter, a community interested in LOCALISED activities, results and outputs should be gradually and systematically built up. It should be composed of stakeholders, in addition to the identification of contacts for those target groups which are not part of the stakeholders. They will be invited through the communication and dissemination activities and involved in activities for potential replication and upscale of LOCALISED results and outputs.

In general, it is critical to consider synergies with related and complementary initiatives and network effects created through strategic, cross-sectoral partnerships to ensure the transfer of results and the sustainability of the developed tools after the end of the project. LOCALISED will reach out to a diverse mix of audiences, from stakeholders in local, regional and European policy making, networks of businesses and public authorities (Business Europe, ICLEI, Covenant of Mayors, etc - our partners from local administrations are members in one or more of these groups), to citizens and citizens movements and groups active on decarbonisation of our society and scientists working on energy, lifestyle changes and other topics in relation to decarbonisation. This will be achieved by gradually and systematically building up an ecosystem sharing similar or complementary aims and committed to innovative solutions to reach the Paris Agreement targets. An initial mapping of organisations and projects for the LOCALISED community is presented in Annex 2.

Update M18: The mapped organisations and projects in Annex 2 were transferred to the stakeholder mapping which is regularly updated.

Associated partners

To bootstrap this community, some stakeholders from public administrations and businesses will be invited to join the group of Associated partners, while others will be informed on the project activities, results and outputs by inviting them to dedicated events and through the respective projects' dissemination tools and channels. Associated partners will be engaged in stakeholder engagement activities as defined in D8.1. Currently we have six members, and interest from two others. A maximum of 10 associated partners is planned, but the groups might be enlarged in case we need better geographical or sectoral representativeness and they will be invited through the partners' networks, the Advisory Board and the stakeholder list during the first year of the project through a Call for interest.

Update M18: The selection of the three additional associated partners has been moved to the second phase of the stakeholder engagement, when potential users will be involved in the design of the tools.

Consortium reach - activating stakeholders of networks in which LOCALISED partners are active

One of the greatest assets of our project is the quality and networks of the consortium. Therefore another strategy to foster the LOCALISED community is to activate interested stakeholders in the networks in which partners are active, e.g., Österreichischer Städte- oder Gemeindebund, Austrian national smart city stakeholder platform, Àrea Metropolitana de Barcelona, Catalonia 2030, Spanish Federation of Municipalities and Provinces (FEMP) on regional and national level or the LOCALISED partner Metropolitan Area Gdansk-Gdynia-Sopot (MAGGS) as an umbrella organisation of three cities.

As mentioned in the previous section, when it comes to communication and dissemination, we will leverage the impressive reach of organisations, both on social media as well as classic media, important events and webinar series, but also as invited keynote speakers at important scientific conferences.

Update M18: With the first project results useful for public actors now ready (e.g. D5.1) and the start of the user co-design for the tools, the identification of the most prominent networks will be continued and specific activities planned.

6 LOCALISED key messages

To ensure a continuous representation of the project as well as a coherent communication it is crucial to define certain key messages in addition to the unique value proposition (see Chapter 3) for a project that everyone who is working on the project knows and understands. This chapter therefore defines these messages and explains what they are used for and how they were generated.

Key messages can be used directly on presentations (as introductory statements), apply them on dissemination materials that need a payoff, statement or that aim to convey specific contents effectively towards a specific audience, or in social media posts, on the website and in articles referring to the LOCALISED project.

Key messages

Simple, short and clear key messages are important to give an immediate idea on different aspects of a project. If partners are using them, the project communicates coherently and with one voice. The LOCALISED project has many key-messages as it deals with different aspects of localised decarbonisation planning. The key messages listed here were generated from the DoA and the results of the questionnaire distributed to all consortium partners (Annex 3). The key-messages and as well the keywords might evolve in the course of the project and will therefore be updated accordingly with the strategy.

LOCALISED key messages:

General:

LOCALISED allows to establish a reliable framework of the current status of the energy sector at NUTS 3 level to plan feasible future scenarios and to monitor the changes from real data.

LOCALISED is the first project (to our knowledge) to scale down data for calculating decarbonisation pathways from country to NUTS 3 level for all Europe and to help to upscale the definition and implementation of mitigation and adaptation measures at local level.

The LOCALISED project informs local and regional actors in Europe on what can be achieved in regard to decarbonization at local and regional level and how they can adapt to and mitigate climate change scenarios.

LOCALISED transforms data into knowledge and concrete and feasible tools that can be used by everyone interested in local decarbonisation pathways and adaptation strategies in Europe.

LOCALISED is developing the Decarbonisation Profiler tool that provides downscaled national decarbonisation trajectories, consistent with Europe's net-zero target in all 24 EU languages helping to upscale the definition and implementation of mitigation and adaptation measures at local level, the establishment of Sustainable Energy and Climate actions plans (SECAPs) and the monitoring of related Sustainable Development Goals.

LOCALISED is developing the Net-Zero Business Consultant tool, showing to businesses available options to minimise the costs of the zero-carbon transition, and maximise its co-benefits, by understanding the availability and costs of different low-carbon technology options at the local and sectoral level, including the role of digitalisation.

LOCALISED is one of five Horizon 2020 projects developing end-user products and services for local and regional decision-makers, businesses and citizens in a co-design process, supporting climate adaptation and mitigation. Through this the project is contributing to achieve the goals of the European Green Deal on reducing net greenhouse gas emissions by at least 55% by 2030 (compared to 1990 levels), in alignment with "leaving no one behind".

LOCALISED is one of 73 projects selected for funding under the Horizon 2020 European Green Deal call that will contribute to the EU's response to the climate crisis and help protect Europe's unique ecosystems and biodiversity.

Further key messages for businesses:

LOCALISE will call attention to the already available options to minimise the costs of the zero-carbon transition while maximising its co-benefits.

The LOCALISED project will explain the costs of different low-carbon technologies at the local and sectoral level (including digitalisation).

User engagement key messages:

The LOCALISED project will put the importance of users' contributions to implement net-zero strategies.

The LOCALISED project will develop recommendations for an open, fair and inclusive discourse on communicating fair climate policies locally and globally, leaving no one behind.

Technical key message:

The LOCALISED project is targeting the technological discourse to show different perspectives on the topic of adaptation and mitigation solutions on NUTS 3 level.

LOCALISED will provide solutions to regional businesses, trade associations and investors in line with the developed decarbonisation pathways by linking and enriching model results with econometric analysis, case studies and expert interviews.

Update M18 - The above messages were used in the project communication, by adapting them to the communication tools and especially according to the context and the project ongoing activities.

7 LOCALISED Identity

The LOCALISED project has the goal to downscale national decarbonisation trajectories consistent with Europe's net-zero target to the NUTS 3 level and provide these results to local and regional authorities and businesses. To this end, the project will create effective and clearly understandable tools that transform localised data on possible decarbonisation pathways by 2030 and 2050 into knowledge for action, namely: (1) the Decarbonisation Profiler for municipalities, regions and their citizens, providing information in all 24 EU languages, and (2) the Net-Zero Business Consultant tool. The tools will allow local authorities and policy-makers as well as citizens and businesses: to identify viable combinations and best practices of (sectoral) mitigation and adaptation measures for every NUTS 3 region in Europe on how to reach the goals of the downscaled pathways; and to introduce an adapted-to-case service for implementation and monitoring of SECAPs.

The following paragraph is an attempt to summarise the project for communication purposes. ***They should be used - or a version slightly adapted to the interests of the particular target audience - by all members of the consortium and other actors that communicate about or on behalf of the project***, e.g., when describing the LOCALISED project on their website, in newsletters, and in other contexts. This ensures a consistent presentation of the project and its objectives.

The text can be used in combination with a short key message defined in Chapter 6.

Text to be used in external communication

LOCALISED is a European-funded research project that started its work in October 2021 and will make an important contribution to making information on decarbonisation pathways more accessible at NUTS 3 level. To achieve this goal, the project team will downscale national decarbonization trajectories consistent with Europe's net-zero target to local levels in order to create two interactive digital tools which will be provided to local authorities, citizens and businesses at NUTS 3 level:

- (1) the Decarbonisation Profiler for municipalities, regions and their citizens, providing information in all 24 EU languages;
- (2) the Net-Zero Business Consultant tool.

These tools will be the first ones existing in Europe to enable local authorities, policy makers and their citizens as well as businesses to identify viable combinations and best practices of (sectoral) mitigation and adaptation measures and how to implement them for NUTS 3 regions in Europe. LOCALISED starts precisely at this point, because changes need to be implemented above all at the local level, in order to counteract climate change and give NUTS 3 areas the possibility to take changes into their own hands.

How to write LOCALISED

For a coherent use of the project name, **LOCALISED shall always be written in capital letters**

Visual identity and brand

The LOCALISED identity and branding aims to give a clear, homogeneous and appealing image to the project in all its communication and dissemination activities and should support a long-lasting outreach. The logo is composed of the project name and an image that gives a hint to the pathways leading to decarbonisation and different sectors, expressed by the colours.



Figure 1: LOCALISED logo



This visual identity is, and will be, used in all the dissemination outputs, such as the project website, social media, videos, deliverables, presentations, etc.

An Identity Handbook (see Annex 1), presents the logo (with and without the projects' catchphrase - see below) and defines its use for a coherent use in communication and materials. In addition, the Handbook also includes the mandatory standard texts to be used in all publications in reference to the EU funding.

Logline

A logline is a one-sentence summary or description of the project which might be used e.g., for videos or for social media.

You might use the logline for videos or social media posts.

LOCALISED Logline

LOCALISED is an EU-funded research project that will make information on decarbonisation pathways more accessible at the NUTS 3 level by developing two digital tools that will enable users at local and regional level in Europe to identify and plan appropriate adaptation and mitigation solutions.

Pay off

The consortium agreed on the following pay off:

LOCALISED pay off

Decarbonisation pathways for local authorities, citizens and businesses

The payoff is used to explain the spirit of the project in a few words. The logo and pay off should be used together to mark all project materials.



Figure 2: LOCALISED logo and pay off

Keywords

The following keywords can be used to describe or identify the LOCALISED project and should be frequently used in the communication about the project.

Their use ensures that the LOCALISED project will be found online through the right search engine requests as well as on social media to give the project a recognition value.

Hashtags to be used in social media communication are listed at the end of Chapter 8.1.2.

You might use keywords to characterise LOCALISED.

Keywords for LOCALISED in general:

Climate change, Downscaled pathways, Actionable knowledge, End-user solutions, SECAP implementation, Sustainable Development Goals, Low-carbon business models, Citizen engagement, Responsible economic development, Energy justice

In addition, for **communication to potential users of the Decarbonisation Profiler and the Net-zero business consultant:**

Localised information for all Europe, climate change impact, Regional mitigation and adaptation feasibility, Spatial scale, Science-based, Energy transition, Energy justice, Building park retrofitting

In relation to our research:

Local information, Climate research, Data modelling, Interdisciplinary, Adaptation and mitigation

Templates

Templates for presentations, posters and deliverables shall ensure the coherent look of the project and promote the project brand. Up to now a PowerPoint presentation template and a common layout for deliverables was created and shared with partners. Others, as e.g., poster templates or social media cards, will follow.

Update M18 - The text describing the project as well as the logline were used in the communication activities following the guideline but considering also the context and the project's progressing actions. For the project promotion, some communication materials were also prepared and shared with all the project partners: Slide deck PowerPoint, Leaflet, PowerPoint template.

8 LOCALISED communication and dissemination tools and channels

In the following section all LOCALISED communication and dissemination tools and channels are briefly described. Tools are specific activities or products which are then distributed through dedicated channels, in order to arrive at the target audiences. Content is the centre of all communication activities, deriving from the activities and especially, the results of LOCALISED. Content for communication and dissemination will be produced in synergy between the dissemination and communication partners and the more technical ones. Table 2 gives an overview on the main LOCALISED dissemination instruments and their relevance for the related target audiences.

Table 2: LOCALISED main communication and dissemination instruments

Legend: * = little relevance; ** = medium relevance; *** = high relevance

	Website	Social media	Continuous storytelling	Videos	Newsletters	Materials	Policy briefs	Press releases and media	Tools	Scientific publications,	Webinars	Networking and collaborations	Events
Networks of cities and regions at national or European level	***	***	*	*	***	***	**	***	**	**	***	***	***
Local and regional administrative actors	**	**	***	***	*	**	***	**	***	*	*	***	***
Technical professionals or technological specialists	**	**	***	***	*	*	*	**	***	**	*	**	***
Regional business associations, SME associations, startup networks, etc.	***	***	***	***	**	***	*	***	***	*	**	*	***
Local and regional businesses	**	**	***	***	*	*	*	**	***	*	*	*	***
Academics	***	***	*	*	***	*	*	*	**	***	***	***	**
Related projects	***	***	**	*	***	*	*	*	*	***	**	***	***
European institutions	***	***	**	*	**	**	***	*	**	**	**	***	***
Journalists and media	*	***	***	**	*	*	**	***	*	**	*	*	*
Climate activists, grassroots organisations, NGOs, social innovators	**	***	**	***	*	*	*	**	**	*	*	*	*
General public	*	**	*	***	*	*	*	**	*	*	*	*	**

Language

Most of the LOCALISED communication and dissemination materials and tools will be delivered in English. However, some materials and other communication activities (e.g., press releases), specifically on the release of the tools or other important results for the local level might be published in other languages.

8.1 Digital presence

8.1.1 Website

Most relevant target audiences: *Networks of cities and regions at national or European level; Regional business associations, SME associations, startup networks; Academics; Related projects; European institutions*

The LOCALISED public website is the major outreach channel and entry point to the project and at the centre of the project's online presence. The content is designed to reach all target audiences and engaged stakeholders, including members of the public interested in LOCALISED outcomes. It presents LOCALISED vision and aims, the main areas of research, the resources it will produce and the expected impact. An area will be dedicated to the LOCALISED tools. A news section informs about news and events and provides stories around the project. Project partners develop ad hoc articles in the blog which are further disseminated through social media to increase project visibility, community growth and outreach. The website also presents the consortium, the members of the team and the Advisory Board (if they agree). The Continuous storytelling outputs (see Chapter 8.1.4) will be prominently featured on the website in order to arrive to a broad audience.

At the time of writing of this document it is still under discussion if certain static pages will be made available in other languages.

A holding page was online from M3 to provide interested visitors with basic project information and first news. A full developed website will be online at the end of M6. For more information, please refer to D9.2 - Online presence.

Update M18 - The LOCALISED website is implemented with new sections and contents according to the needs of partners as well as to the necessity to disseminate useful and strategic information regarding the project results. Indeed, the website is working as a repository where users can find all the interesting resources and outcomes of the project.

8.1.2 Social media strategy

Most relevant target audiences: *Networks of cities and regions at national or European level; Regional business associations, SME associations, startup networks; Academics; Related projects; European institutions; Journalists and media; Climate activists, grassroots organisations, NGOs, social innovators*

Social media are another important pillar of LOCALISED communication and dissemination. The main goals of the LOCALISED social media strategy are: 1) Dissemination of projects news, results and events; 2) Creation of an active and interested community (in line with the community described in Chapter 5). Social sharing, disseminating projects' results and creating content will help build a strong brand awareness and position by including, for example, design, tone of voice, audio-visual media. Building a community means involving people from all over the world interested in LOCALISED topics and stimulating conversations. Plus, a lot of consortium's partners are currently already using social media channels to share and create content. This will help to build networks and interest.

The project builds and actively maintains its presence on social media channels, currently with a focus on LinkedIn and Twitter, the first one since it has proven to be the most effective tool to engage the scientific community and professionals in the sector and the later as they are proven to be the most effective tools when engaging our defined communication and dissemination target groups: stakeholders, local authorities and citizens.

While some content can be used for both Twitter and LinkedIn, the two platforms have different audiences. These differences lead to some adjustments in wording, graphics and type of news in the communication.

Update M18 - Social Media is used to disseminate content regarding the projects, such as news written by a partner on a rotation system (see chapter 8.1.3), submitted deliverables, videos and participation in events. In order to increase the posts engagement and raise awareness about the project activities, all the partners are asked to re-share and disseminate the content published. As mentioned below, all the posts are accompanied with some images, and some specific templates have been created to make a strong identity of the project also in the social media channels. Looking at the KPI, it emerged that the social media channels do not have a lot of followers, even if the post engagement reached an excellent rate. Therefore, each time a post is published, partners are informed by email containing links to the content with the aim to facilitate the sharing.

LOCALISED Twitter account

Twitter will be the main channel for interaction with researchers, citizens, general public and decision-makers. The LOCALISED Twitter account is used for disseminating project's news, activities, results and resources as well as for engaging stakeholders and inspiring conversations relevant to the project.

Tone of voice

Twitter is used by various target groups, from the general public to researchers, scientists, stakeholders, politicians and local as well as European institutions. Users tend to use Twitter for sharing their content, being informed but also to express opinions. This means that the tone of voice will have to be clear, informative, not polarising and scientific when necessary. Even though researchers and insiders are a strong community on Twitter, our tone of voice avoids long, complicated sentences and too technical terms. Emojis can be used to make reading easier (see Figure 3 as example).

Inclusivity and accessibility are crucial: we promote inclusive language and will adopt subtitles for video formats and alternative texts for visual media.

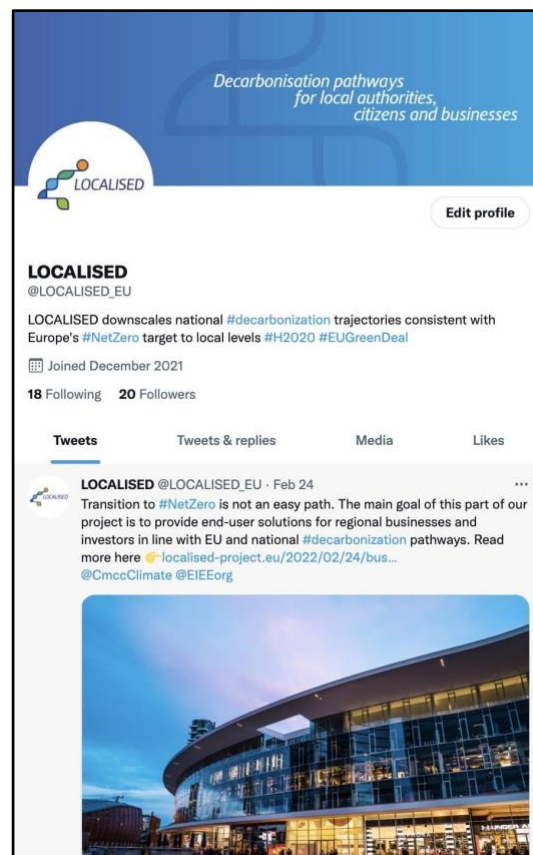


Figure 3: Example of LOCALISED Twitter post

LOCALISED LinkedIn account

LinkedIn is a more business-oriented channel: it serves the purpose of presentation and networking, increasing the visibility among decision-makers, other scientific projects as well as European organisations.

The tone of voice on the LOCALISED LinkedIn account (see Figure 4) will be polite, informative and more business-like. Inclusivity and accessibility are crucial: we promote inclusive language and will adopt subtitles for video formats and alternative texts for visual media.

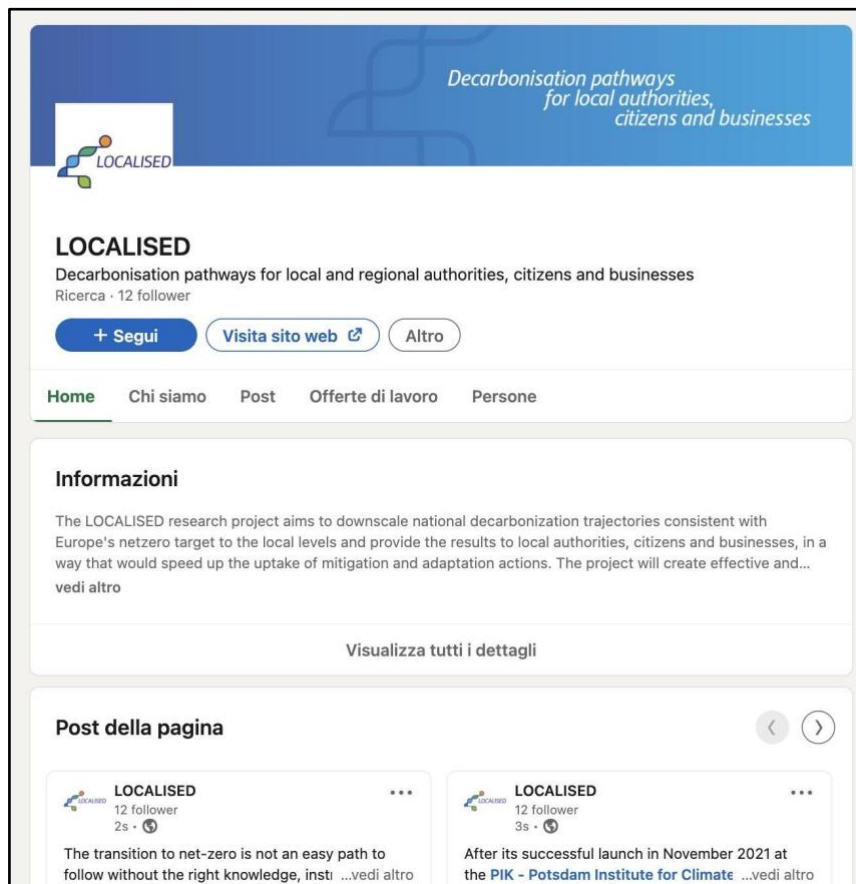


Figure 4: Overview of LOCALISED LinkedIn account

Hashtags and accounts to be used for social media communication

We analysed the most popular Twitter hashtags for climate data-driven innovation, decarbonisation, etc., as well as the European Commission to follow and engage with.

These hashtags should be used for social media communication

#environment #sustainability #decarbonisation #decarbonization #ZeroEmissions
#CarbonZero #EnergyTransition #NetZero #EUGreenDeal #knowledge2action
#pathways #SDGs #EUfunded #HorizonEU #ClimateAction #ClimateChange
#Sustainability #MitigationAndAdaptation #Solutions #EuropeanCommission
#ResearchImpactEU #EUresearch #icleieurope #regional #Energy #Efficiency
#climatecrisis #BeyondGrowth #LocalAction #SECAP #CovenantofMayors
#justtransition #RaceToZero

These might be used together with other hashtags, e.g., of your organisation or a specific research area, target group, etc.

The list is not exhaustive and other important hashtags might be added in a next version of the strategy.

Note: Hashtags have to be in upper and lower case to make sure that reading programmes for blind people can detect them.

Twitter and LinkedIn accounts of important institutions that we identified as multipliers can be found in Annex 2.

8.1.3 News creation for social media and project website

LOCALISED partners are actively contributing to the dissemination activities on social media and the project website through a “weekly rotation system” of partners. It ensures new and diversified content every week. News and tweets by partners and (in the future) pilots are elaborated by the dissemination lead for LOCALISED accounts and scheduled.

8.1.4 Continuous storytelling strategy and planned activities

Most relevant target audiences: Local and regional administrative actors; Technical professionals or technological specialists; Regional business associations, SME associations, startup networks; Local and regional businesses; Journalists and media; Climate activists, grassroot organisations, NGOs, social innovators; General public

The basic idea behind the Continuous storytelling (CST) is that we do not want to wait until the first exploitable or justifiable results of the project are available before presenting important core messages (also because the tools will be released in the beginning of 2025), but rather to flank transformative challenges and, above all, the handling of these challenges with communication relatively from the start of the project, not only focussing on the project itself. The project is not a prerequisite for the

transformation of society in terms of decarbonisation, but sees itself as part of this transformation, accordingly already during the course of the project. A lot of knowledge is represented within the consortium that is worth communicating. Different individual media elements (see below) will therefore be created that are relevant to the project topics and the European Green Deal, support decision-making, explain contexts, inspire and give orientation to raise an interest among the target audiences and motivate them to regularly follow project activities.

At the same time, interdependencies of these topics are to be united in a context. This context is the narrative framework for the CST, which as a point of reference prevents arbitrariness of the single elements and guarantees a focus. So before content is created and foreign content is curated, the first step is to define this narrative framework. The structure and content of this narrative framework becomes increasingly visible and receivable in the course of the project through assigned communicative elements and will be more and more recognisable as a grand narrative and context of meaning. This narrative framework is thus also a yardstick and alignment for the conception and selection of content.

So, the first step is to define and concretise this narrative framework. It must meet the following criteria:

- Raise awareness to a wide group of cities, regional and business stakeholders and on the impacts and value added of data-driven assessment at local and regional scale to plan coping with EU and Member State decarbonisation pathways;
- Be in line with and supporting the European Green Deal;
- Be adaptable and must cope with different media outputs and different communication and dissemination channels like social media channels, events, publications and more.

The narrative framework for the continuous storytelling will be developed in dialogue with other consortium members. Examples are:

- „Transformation is possible when both lifestyle and technological innovation go hand in hand“;
- „It is proved that mitigation is always more efficient in terms of costs and resources than adaptation. The faster we transform society, the more efficient and less costly the transformation will be in the end.“;
- „How to achieve no net emissions of greenhouse gases by 2050 and, economic growth decoupled from resource use while no person and no place is left behind.“

Based and orientated on the narrative framework (due in M9) the focus will be in the following on generating interesting content which can be communicated through the LOCALISED and partners' channels as well as looking out for content that fits to the overall narrative framework.

The elements will include e.g., quick fire-interviews with project partners to explain the benefits of the project's tools and new methods, and with the stakeholders/experts of the user partners to capture their experience and motivation on the topic. Elements could also highlight success stories, intentions, motivations and the ideas of involved (peer) protagonists and short animations explaining interconnections and scientific bases as well as infographics. Moreover, written or audio-visual stories and portraits shall change the perspective, starting from the everyday life of individual groups such as families, workers, retail employees, students, to show where their routines meet with the topics of the project. This will give a sense of convergence, of "being in this together" when it comes to climate action, and will foster knowledge exchange. The consortium will continuously be asked to identify relevant stories which are specifically targeted at communities working in the areas.

The aim is to attract interest from both the participating cities and public administrations, but particularly also from cities and other stakeholders external to the project in early project stages and beyond project duration. And to provide a visible and inspiring contribution and reference for the transformation that European societies are facing.

Update M18 - The continuous storytelling has so far taken place in the form of several blog articles and seven videos that were produced by the Climate Media Factory and project partners between October 2021 and March 2023.

8.1.5 Videos

Most relevant target audiences: *Local and regional administrative actors; Technical professionals or technological specialists; Regional business associations, SME associations, startup networks; Local and regional businesses; Climate activists, grassroot organisations, NGOs, social innovators; General public*

Videos will serve two main strains of communication within LOCALISED:

The first is the above-described context of CST. Videos provide the most engaging type of post and immediately grabs the attention of the social media user. First content in this regard has been already prepared during the kick-of-Meeting and will be published starting in M9.

Second, videos are also particularly successful in reaching a considerable number of the LOCALISED target audiences in social media and websites regarding the dissemination and exploitation of the results. Videos therefore will also be produced to promote the two tools or to showcase the results of use cases. „Walk-Trough“-Videos will explain the main functionalities and moreover an animated video glossary ensures that key content is useful and understandable for users with different knowledge backgrounds. This glossary can also be used to simplify mainstreaming within the public administration or business using the tools and the involvement of citizens for co-development of plans and measures. Next to regional specific results showing specific sector or infrastructure potentials for mitigation and adaptation, it will include and showcase what future developments mean for citizens. These will next to other communication materials stimulate the update of the results.

Update M18 - The videos aimed at creating a general interest and sense of relevance among stakeholders, breaking down the project's core aspects. In the now following second phase of the stakeholder interaction process, more specific insights into the co-creation of the LOCALISED products will come to the fore (e.g. in the form of walk-through videos or documented workshop sessions).

8.1.6 Newsletters

Most relevant target audiences: *Networks of cities and regions at national or European level; Academics; Related projects*

Newsletters are an important tool to contact stakeholders directly and inform them about project achievements and events on a regular basis. LOCALISED uses this tool in the following ways:

A project newsletter will be published every half year, starting at M9 or M12, providing a summary on activities and results achieved in that period. It is mainly aimed to keep the community built around the project informed.

In addition, some of the LOCALISED partners have established institutional newsletters with a large number of subscribers so they will publish selected project news through these, e.g., on call for interest to participate in co-design or testing activity, on published papers, upcoming events, the launch of tools, etc. In addition, we will use the newsletters of established networks for reaching out to target audiences, e.g., of ICLEI, etc.

Other possibilities might emerge, e.g., if a newsletter of the Green Deal Projects Support Office will be established, we will publish project news also through this.

Update M18 - After a proper evaluation, the project newsletter was not considered the most efficient tool for disseminating information and results. Indeed, institutional newsletters from LOCALISED partners and stakeholders are the main tools to be used for reaching out the audience of the projects (e.g. Green Deal Projects Support Office newsletter).

8.2 Communication material

Most relevant target audiences: *Networks of cities and regions at national or European level; Local and regional administrative actors; Technical professionals or technological specialists; Regional business associations, SME associations, startup networks; Local and regional businesses; Academics; Related projects; European institutions; Journalists and media; Climate activists, grassroot organisations, NGOs, social innovators; General public*

Printed material will be the main promotional instrument when participating in face-to-face events. LOCALISED will realise a leaflet aimed at providing general information on the project, including the overall approach, its innovative aspects and expected impacts. Further material, as e.g., banners, roll-ups or posters will be produced when identified as necessary for specific events. The material will be available in digital form and printed on demand.

8.3 Policy briefs

Most relevant target audiences: *Local and regional administrative actors; European institutions*

Policy briefs are a tool to translate research results into recommendations and practical insights to a non-academic audience. They should be a vehicle for providing science-based policy advice and should support readers to make informed decisions. Therefore, they can be considered as both a dissemination as well as an exploitation instrument.

LOCALISED aims to develop eight policy briefs that should show the potential of LOCALISED results for the local and regional level on decarbonisation (highlighting local impacts and pathways) and how this contributes to achieving the European Green Deal objective. Topics and structure of the policy briefs will be defined in the next version of this strategy, when first results have been achieved and the development of the tools becomes more concrete.

LOCALISED aims that two of the eight policy briefs will be developed together with related projects with common policy messages in order to increase their impact, in particular on European Commission institutions.

All briefs should include a call to action by stating precise, relevant, credible, and feasible next steps.

8.4 Press and media work and communication campaigns

Most relevant target audiences: *Networks of cities and regions at national or European level; Regional business associations, SME associations, startup networks, etc.; Journalists and media*

Many of the LOCALISED partners are well known organisations with an impressive reach to classical media, often with their own press offices. This asset will be used in particular in regard to the LOCALISED press and media work.

LOCALISED will develop press releases at key moments in the project, as e.g., organisation of workshops/events, publication of scientific papers, project activities in three participating public administrations (prepared by them in their local language), release of a tool and others. They will then be sent to the single partners press offices, asking for publishing them or distributing them to their press contacts. Press releases will be written in a way that they can be easily personalised in regard to single partner's needs, e.g., by adding a quote from the representative of the partner, the possibility to add the institution's logo, translating it, etc. in order to increase their impact.

For the launch of the tools dedicated communication campaigns to the target user groups are planned. More detailed planning will be provided in the next version of this document.

8.5 European Commission dissemination tools and link to Green Deal Projects Support Office

Most relevant target audiences: *Networks of cities and regions at national or European level; Academics; Related projects; European institutions; Journalists and media; Civil society organisations*

The European Commission offers several tools in order to disseminate information about a public event or an important result. First of all, the project officer will be informed and some tools might be available through his intervention. Then several freely accessible tools are at disposal and will be chosen for dissemination, e.g., the Horizon Magazine, Cordis Wire, etc.

LOCALISED will collaborate with the Coordination and Support Action (CSA) Green Deal Projects Support Office. At the time of writing of this document the project is not aware of specifically planned activities. However, if the occasion occurs, LOCALISED will disseminate news and results through structure.

Update M18 - Some LOCALISED outputs and resources are disseminated within several freely available tools in the context of the European Commission, above all through the actions of the Green Deal Projects Support Office that facilitates the collaboration, sharing of best practices and increasing project impact. For example, the CIRCABC platform works as an internal SharePoint for projects' members to foster effective collaboration through networking and knowledge sharing. Within this space, the LOCALISED video channel, project reports and any interesting resources can be published and shared. Moreover, some connections with affiliated projects are established (e.g. MAIA and the portal ClimateChangeMitigation.eu) that allow publishing and sharing information with various EU-funded research and coordination projects related to climate change mitigation. Other platforms that will be considered for disseminating results are Climate-ADAPT, the "Horizon EU Research and Innovation Magazine", Carbon Brief, etc.

8.6 The LOCALISED tools as dissemination instruments

Most relevant target audiences: *Local and regional administrative actors; Technical professionals or technological specialists; Regional business associations, SME associations, startup networks; Local and regional businesses*

The **LOCALISED Decarbonisation Profiler** for municipalities, regions and their citizens, providing information in all 24 EU languages and the **LOCALISED Net-Zero Business Consultant** for businesses and business organisations will be two main outputs of our project and with this two important tools to make LOCALISED known at the target audiences (and in particular the target users) and to disseminate actionable knowledge and with this to contribute to the LOCALISED overall objective to enhance decarbonisation planning at local and regional level in Europe.

The tools will have their entry point on the LOCALISED website and will drive attention to the whole project when accessing them.

Another tool that will be prominently disseminated is the semi-automated templates for dynamic SECAPs which should be made available on the Covenant of Mayors website.

8.7 Scientific dissemination

8.7.1 Scientific publications

Most relevant target audiences: *Academics; Related projects*

The LOCALISED project plans to gain new insights on local emission mitigation and adaptation measures towards carbon neutrality, methods for downscaling data, and

developing useful tools for different local stakeholder groups. All results will be published on the project website. LOCALISED publications will be Open Access as far as possible taking into account the publisher's rules, principles as described in the Data Management Plan (Costa & Seydewitz, 2022- LOCALISED D.1.1).

Based on the scientific results we see the following activities to bring them into the scientific community and debate:

- Peer-reviewed articles and other scientific publications as well as a special issue either for LOCALISED results alone or together with other Green Deal projects researching the topic of carbon neutrality. Because of the broad scope and multidisciplinary nature of the project, publications will deliberately be aimed at different journals in order to access different audiences;
- Shape the evolving debate internationally around mitigation and adaptation at local scale by presentations at major national and international conferences;
- Linking LOCALISED research with topic-related other research projects and established networks through joint activities;
- Using social networks and platforms (e.g., Twitter, LinkedIn, ResearchGate, Git, ORCID, etc.) for reaching out to relevant other scientists and research networks.

8.7.2 Scientific events

Most relevant target audiences: *Academics; Related projects*

LOCALISED aims to stimulate replication and upscale towards the academics and professional or technological specialists by presenting our research at conferences, webinars and networking meetups, using also established formats by the consortium partners. Networking events for different target groups will be used as a platform to support the promotion of the LOCALISED results and will offer the opportunity for gathering more possible users of the tools and methods to: (1) get their input and advice during the development and (2) boost the transfer, replication and upscaling in the last year of the project.

We plan to organise our own (or in collaboration with other projects) sessions or workshops during trusted conferences with a high number of participants as a strategy for reaching a high number of stakeholders directly. Therefore, the project will be present at relevant events in order to ensure knowledge brokerage (see a preliminary list in Chapter 8.9).

Finally, we also plan to organise a final scientific event at the end of the project (most likely an own session or side event at a larger conference like EMP-E) for presenting and discussing our final results within the scientific community.

8.7.3 Webinars

Most relevant target audiences: *Networks of cities and regions at national or European level; Regional business associations, Academics*

Another tool to disseminate results to a wide range of stakeholders on specific topics are webinars. LOCALISED will organise webinars hosting both project partners and experts who are happy to share their knowledge about some important topics for the project.

Webinars will be used as a platform to support on the one hand the dissemination of the LOCALISED results and with this offering the opportunity for gathering more possible users of the tools and methods to get new ideas and advice during the implementation of the project. On the other hand, they will be used to improve the knowledge about decarbonization pathways at different levels: they will be designed on the target audience that a specific topic or result wants to reach.

In LOCALISED we will use the well-established [CMCC webinar series](#) which has a broad international audience. The webinars will involve project partners and scientific experts from all over the world, who will be recruited on the basis of their expertise and research relevance for the LOCALISED topics. The participation will be on a voluntary basis. The participation to the webinars will be open to anyone interested in the LOCALISED 's achievements and results and it is free of charge.

A more detailed planning of possible topics, the number of webinars and dates will be done in the second half of the project, once first results are available.

8.8 Networking and clustering

Most relevant target audiences: *Networks of cities and regions at national or European level; Local and regional administrative actors; Academics; Related projects; European institutions*

In addition, LOCALISED will participate in networking activities for the funded projects in the area of the European Green Deal Calls (probably through the Green Deal Projects Support Office (see Chapter 8.5) and especially getting in touch with the funded sister projects of the [Topic LC-GD-9-2-2020](#) "Developing end-user products and services for all stakeholders and citizens supporting climate adaptation and mitigation" to share activities and results and to identify common outreach activities in order to maximise the impact of all projects, e.g., publishing joint publications or joint policy briefs, conducting outreach sessions and events relevant for defined target groups or a common final conference. The related projects are listed among the initial LOCALISED community mapping in Annex 2.

In addition, LOCALISED will participate in clustering events organised by CINEA and/or DG Research and Innovation, as e.g., the EU Climate Neutrality Policy and Knowledge Sharing Event 2021.

Update M18 - LOCALISED is part of the Biodiversity and Climate Change Cluster of the Green Deal Support Office. Within this cluster LOCALISED actively participates in common activities with the sister and topic-related projects. It is also in contact with the [MAIA project](#) (a coordination and support action MAIA project, which will provide and implement a set of effective measures that facilitate a wider dissemination, communications, and interconnection of completed and on-going EU climate change research projects) and tries to enter in the listed project of this initiative.

8.9 Events

Most relevant target audiences: *Networks of cities and regions at national or European level; Local and regional administrative actors; Technical professionals or technological specialists; Regional business associations, SME associations, startup networks; Local and regional businesses; Related projects; European institutions*

One important activity of our dissemination strategy is to present LOCALISED through events and scientific conferences and to organise our own (side)-events. They serve to make the project, results and outputs known to the various target audiences throughout the whole project duration.

In regard to replication and upscaling, the organisation of experience exchanges through dialogue events or workshops at larger networking events throughout Europe is planned within dedicated networks (e.g., ICLEI or Covenant of Mayors (through memberships of local partners), as they have a wide reach to the main target groups (citizens, local and regional administrations and businesses).

This includes the organisation of a final event for the main stakeholders in order to present the tools, policy briefs and other outputs, probably as a side event or session at a large European networking event, e.g., the European Week of Regions and Cities or the ECCA conference.

Following is a list of relevant conferences and events (together with the main target audience) where partners intend to present projects results or organise dialogue sessions or workshops:

1. Alliance for a Competitive European Industry and Business Europe meetings and workshops - Topic: relevant, if decarbonisation is on the agenda - Target: European business sector

2. CIRED - International Conference on Electricity Distribution - Topics: Electricity Grids; Future load; Energy Infrastructure - Target: Scientists, Grid Operators, Engineers, Decision Makers
3. City and Science Biennial - Topics: Science applied to the improvement of cities - Target: citizens of Barcelona
4. EMP-E Energy Modelling platform for Europe - Topics: development in energy modelling currently undertaken across Europe can reach policy makers and other modellers; Target: scientists, policy makers
5. EU Citizen Energy Forum - Topics: citizens' engagement for adaptation and mitigation, citizens' affectations and strategies, Target: NGOs, scientists
6. EUPVSEC: European PV Solar Energy Conference and Exhibition - Topics: Renewable Energy, Photovoltaics, Grid Integration - Target: Scientists, Renewable Energy Engineers, Renewable Energy Industry
7. European Climate Change Adaptation Conference (ECCA) - Topics: Climate Change, mitigation and adaptation; Target: scientists, business, local administrations
8. European Conference of Citizen Energy - Topics: citizens' engagement for adaptation and mitigation, citizens' affectations and strategies; Target: NGOs, local and regional administrations, business
9. European Green Week - Topics: defined yearly; Target: European citizens
10. EU Industry Week - Topic: defined yearly; Target: European industry
11. European Mobility Week - Topic: clean and sustainable urban transport; Target: European local communities
12. European Sustainable Energy Week - Topics: Climate change mitigation, Climate change adaptation, Regional and local actions for climate change; Target: scientists, business, local administrations
13. European Week of Regions and Cities - Topics: SECAPs as instruments for SDGs implementation, Adaptation and mitigation local and regional policies, Target: local and regional local administrations
14. International Conference on Climate Change, Mitigation and Adaptation Strategies - Topics: Climate change; Climate change mitigation; Environmental and economic benefits of climate change mitigation strategies; Reducing GHG and APs emissions - Target: scientists
15. Resilient Cities - Topic: resilience and sustainability; Target: local authorities
16. Smart City Events - Topic: climate mitigation, urban development; target: local authorities, businesses, citizens
17. SCORAI Sustainable Consumption Research and Action Initiative - Topics: knowledge network of researchers and practitioners committed to ecologically-sound society by changing the way we consume; Target: scientists, consumer NGOs

18. SmartCity Expo World Congress - Topics: SmartCities, SmartRegions, ClimateChange; resilience; Target: scientists, business, local administrations, citizen movements, FabLabs
19. Urban Future Conference - Topic: urban transformation - Target: public decision-makers, urban planners, citizens, business
20. World Conference on Climate Change - Topics: Climate change; Global Warming and consequences- Target: scientists
21. World Sustainable Energy Days - Topics: sustainable energy transition - Target: public authorities, business

They cover all fields and disciplines represented in the consortium. Members of the LOCALISED team, as recognised leaders in their fields, are regularly invited to give talks and keynotes in different fields – this will create new opportunities to present the latest research from LOCALISED to peers and other disciplines.

In addition to the above, regional and national replication and upscaling events are planned through the three administrative partners: the city of Vienna, the city of Barcelona and the Metropolitan Area Gdansk-Gdynia-Sopot through experience exchanges and presentations in national associations.

A calendar and work plan for this task will be part of the second or third version of the Dissemination and communication strategy where we also will decide if all events will be face-to-face or if some will be implemented as a webinar or online workshop.

Update M18 - An agenda with some events where to present LOCALISED has been defined. A more specific strategy for the regional/national level and one for the European level for replication and upscaling will be developed now that first relevant results for public actors are available and the user co-design process starts.

Events database

In order to identify other events where LOCALISED partners are able to participate in, an events database was created in the common partners' workspace. During regular project meetings it will be decided in which event to participate and which partner will represent the project.

9 Coordination and management of LOCALISED community building, communication and dissemination

9.1 The Team

Dissemination, communication and exploitation activities will be coordinated by the dissemination and communication (D&C) leading partner T6. As all partners have an impressive experience on communication and dissemination as well strong networks through which the LOCALISED outreach will be fostered, a Dissemination Team composed by a representative from PIK, ÖGUT, CMF (who have task or channel leading roles), CMCC, IREC and IMP was created. The team meets approximately once a month in order to momentarily discuss relevant strategies and activities, monitor achievements and discuss and decide adaptation of the communication and dissemination plans.

D&C leader coordinates the communication and dissemination and implementation, is responsible for the visual identity, design and printing of material; design and produce e-newsletters; coordination with CSA for common materials; coordination of participation in events; tracking and monitoring coordination.

The D&C lead will closely cooperate with the Data Manager and the project coordination team to guarantee that (i) sensitive contents (e.g., contents to be protected from exploitation, confidentiality, security and/or privacy reasons) are not improperly disclosed and (ii) sound strategies are put in place for reaching the key stakeholders (e.g., cities, regions, businesses, business organisations and citizens interested in using the LOCALISED tools).

9.2 The timeline and calendar

Communication and dissemination activities (running active for the complete duration of the project) will be carried out in **three main phases**, supporting other project activities and following the general project work plan. Each of these has specific objectives and will therefore perform specific actions using appropriate channels.

Phase 1: Raise awareness and start to engage (M1-M18). In this phase the communication and dissemination strategy (this document) defines the tools and channels to be used for the project and identifies a time plan for activities. In addition, it elaborates on different strategies to engage with each of the identified target audiences. In a next step, all the stakeholders to be included in the LOCALISED community will be identified in order to build, promote and develop a sustainable network, which will ensure the project dissemination all around Europe through a stakeholder mapping.

Dissemination tools and channels will be set up (e.g., the project website, social media channels, etc.) (M6) and project activities, first results and planned outputs will be promoted through them and through presentations at networking or scientific events. Interesting content on LOCALISED topics will be generated for all target audiences through continuous storytelling (from M9) that will hopefully attract interest from cities and businesses external to the project. We will deliver communicative tools and interventions which will nurture this interest to become real stakeholder buy-in by “continuous storytelling”. The group of associated partners will be enlarged promotion activities in the identified stakeholder groups and through the networks of partners (by M12). All project partners commit to resonate through their corporate channels LOCALISED communication messages aimed at society at large, as far as internal rules allow.

Update M18: The networking with related projects and through the Green Deal Support Office started by presenting projects to each other and identifying overlapping activities.

Phase 2: Consolidate, engage and disseminate (M19-M36). This period coincides with the main phase of collaboration and co-design activities of the two end-user tools in WP8. The LOCALISED partners from public administrations as well as the associated partners are involved in all these activities and need to be continuously informed on project developments. Interesting content on activities and results will be generated for all target audiences through the storytelling that will continue. Dissemination activities will be oriented to attract attention and pave the way for the use and uptake of knowledge and results. These include presentation of first results through scientific papers, conferences or networking events. Also, the outreach through cities and business networks and towards policy makers at European level will be started. In addition, first databases will be made public (e.g., database of current, planned and potential adaptation and mitigation measures (D4.1) and database with all the relevant data for the year 2020 (D3.3)). Dedicated local communication activities in the three participating public administrations in regard to the project's work on individual action on decarbonisation to empower citizens might take place (to be specified in the second version of this strategy) (from M13).

Phase 3: Boost and increase impact (M37-M48). The release of the two end-user tools (the LOCALISED Net-Zero Business Consultant in M41 and the Decarbonisation Profiler in M43) as well as other planned tools (the semi-automated templates for dynamic Sustainable Energy and Climate Action Plans (SECPAPs) (M36) and the Blueprint for Climate Citizen Councils in Regions and Cities (M44)) plus the final version of the data sharing platform will allow for activities to showcase their functions and usefulness to the potential end users, e.g., through replication and uptake events at national and European level. Therefore, activities will be oriented to raise awareness

about the project results and to encourage scalability and replication in future through face-to-face and online demonstration activities. In order to reach policy makers, e.g., on how tools and results can be used in order to contribute to the implementation of the European Green Deal policy messages will be summarised in policy briefs and results will be presented in policy events, e.g., the European Week for Cities and Region, Resilient Cities, ECCA conference, but also in events for other target audiences, as e.g., meetings of Business Europe or the Alliance for a Competitive European Industry. Another focus will be on coordinating with other projects in the same field to plan possible common events or policy messages.

Planning Calendar

The planning calendar (Table 3) of communication and dissemination activities serves as a roadmap to outline the strategy over the project. As the activities can change and progress during the project, this is an approximate calendar providing a framework for organising, coordinating, and optimising various communication efforts. Considering the LOCALISED communication and dissemination tools and channels described in Chapter 8, the following timetable supports the implementation of the activities.

Table 3: Calendar on LOCALISED communication and dissemination activities

Digital presence	
Publication of an article on the LOCALISED website, written by a partner	Once a Week , following an internal calendar
Publication of LinkedIn post/Tweet	Once a Week , in regards to the news
Publication of blog post and LinkedIn post/Tweet	Each time there is an interesting event (pre and/or post event)
Publication of content on the Green Deal Projects Support Office	Quarterly communications , on the latest from the EU Green Deal Projects (success stories and highlighting key events)
Communication material	
Realisation of poster, roll-up, flyers, etc.	Each time there is an event/initiatives where can be useful and strategic to distribute or showcase some project informative materials

Policy briefs	
Evaluation of net-zero decarbonation strategies for EU27 MS	End of 2023 (to be decided of both or only one); the other one in first quarter of 2024
SOIs for SECAP development, considering SDGs	
Considering adaptation and mitigation together -synergies and trade- offs	During 2024 , month need to be decided
Renovation wave analysis and regions clustering	
Equity/justice aspects in CC actions are extremely important	
Attempts to change lifestyles have to take vulnerabilities in account	
Two further ones, potentially in collaboration with other projects	2025
Press release	
In relation to start of co-design for Decarbonisation Profiler	October 2023
In relation to replication and transfer events on national level	2024 and 2025 , details to be decided
In relation to sessions at European networking events, e.g. ECCA, European Urban Resilience Forum, European Week of Regions and Cities	
In relation to policy briefs publications	2023, 2024, 2025 ; details to be decided
In relation to launch of tools	Spring 2025
Scientific dissemination	
Publications and talks according to project findings and progress made	No specific calendar possible to be defined, throughout all project duration

Events	
Events for replication and transferability to disseminate LOCALISED tools and outcomes.	Events are under planning at the time of publication of this deliverable (September/October 2023), and the final calendar for these will be added in the next update of D9.1 (M36). However, presentations at events are planned for 2024, and mainly 2025 (once the tools are published)
Final event for stakeholders /users	Between spring and September 2025
Final event for scientific community	

9.3 Dissemination impact assessment

Two general management measures will be applied to guarantee the achievement of communication, dissemination and exploitation goals: (1) periodic monitoring of Key Performance Indicators (KPIs), and (2) fine-tuning or adaptation of planned activities in Communication and Dissemination Strategy in case the KPIs fall below expectations. The monitoring will take place on a six month basis, whereas the reporting of KPIs will be a regular section in the project periodic reports to the European Commission. Table 4 shows the general project KPIs (including those in for exploitation) and their targets that will be applied by LOCALISED.

Qualitative analysis on the performance of specific project dissemination activities will also be collected, e.g., by feedback forms at events.

Table 4: LOCALISED general project KPIs

Type	Key Performance Indicators	Target
Scientific excellence of LOCALISED research activity and level of integration among partners	Nº of published works by (peer-reviewed ISI papers) consortium partners, including joint publications (cumulative)	20
	Nº of invited speeches/keynotes (cumulative)	30
	Nº of attendees at final scientific event	50
	Nº of scientists from different disciplines reached (cumulative)	3k
	Nº of associated partners	10
	Nº of local replication and upscaling events (cumulative)	12

Level of replication and upscaling	Nº of replication and upscaling events on European level (cumulative)	8
Level of visibility of the project at the EU and global levels	Average monthly visits to the project website	300
	Average duration of visits	One minute
	Total Nº of documents downloaded from the project website	200
	Nº of news/blogs/magazines articles/video clips (cumulative)	100
	Nº of followers on Twitter and other social media	3k by end of the project
	Nº of press releases (cumulative local and European level)	20
Interest in stories and insights from the project for replication	Nº of unique visitors on the LOCALISED Decarbonisation Profiler	300
	Nº of unique visitors on the LOCALISED Net-Zero Business Consultant	300
Citizen engagement	Nº of attendees in citizen councils (cumulative for all meetings and partner cities)	450
Networking activities with related projects	Nº of liaisons with external institutions working on similar themes (e.g., networking meetings, common sessions at relevant events, etc.)	5
	Nº of policy briefs developed together with related project/s	2
Progress on exploitation and business models	Nº of new business models identified and documented (filled Business Model Canvas forms)	3
	Nº of policy briefs for European policy-makers	6
	Nº of attendees at final stakeholder event	150

Tracking outreach activities

In order to collect information on implemented communication and dissemination activities of all consortium partners, two data collection sheets were created in the consortium common workspace:

- Track of talks, presentations, events of LOCALISED, indicating number and type of participants reached;
- LOCALISED research papers in scientific journals (also the planned ones).

Partners are asked regularly to update information in these documents. This helps to identify the numbers of the above shown dissemination KPIs.

Update M18 - In addition to the Followers of LOCALISED social media, the engagement rate of the posts will be taken into consideration.

10 Conclusions

The communication and dissemination strategy with the definition of target groups and main channels shall ensure a smooth and effective communication and dissemination throughout the project, in line with the general timeline of the project. Some activities cannot be planned in detail now (e.g., topics of policy briefs or a plan for events or webinars in regard to replication and uptake or concrete networking activities) as they depend on external circumstances or on first project results. Therefore, updates of this strategy are planned at the end of M18 and M36 of the project. These updates will also take into account the analysis of achievements through the KPI and respective necessary adaptations for the next phase of communication and dissemination activities.

Update M18: The communication and dissemination strategy in its second version took into account the Phase 1 awareness raising activities and results and did a more thorough planning for Phase 2 Consolidate, engage and disseminate. The updates concentrate on activities related to the upcoming co-design phase and the more thorough planning of the possibility to present results to relevant networks for starting the replication and upscaling (e.g. through strategic partnerships with ICLEI, etc.). A further and final update of this strategy is planned at the end of M36 of the project.

11 References

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- European Climate, Infrastructure and Environment Executive Agency (CINEA) (2021). *Grant Agreement number: 101036458 – LOCALISED*. (confidential).
- Firus, K. (2022). *Online presence (LOCALISED Deliverable 9.2)*.

Annexes:

Annex 1: Identity Handbook and rules for publication

Annex 2: Initial mapping of organisations and projects relevant for the LOCALISED community which can be considered as potential multipliers

- *Multipliers to target private sector end-users*
- *Multipliers to target the end-users in local and regional public administrations and decision-making*
- *Related projects/initiatives with shared interest*

Annex 3: Questionnaire sent to partners on communication and dissemination aspects