

Updated Exploitation Dissemination and Communication Plan for Outreach -v3

Deliverable D6.10



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Abstract (for dissemination, 100 words)	The RECONNECT Exploitation, Dissemination and Communication Plan for outreach derives from the C&D Strategy and Plan (D6.1). issued at the project start. The plan for outreach is expected to be periodically revised and updated along the project (M30 and M42) and outlines a systematic approach to communicating with the specific target audiences and to uptake actions to disseminate and generally exploit project outputs. The actions and strategies described in this plan are carried out under WP6 in connection with other WPs and in particular with WP5, and will run from the date of issue up to month 72, when a plan to continue activities beyond the project period will be issued.
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Executive Summary

The Communication, Dissemination and Exploitation Plan for outreach (D6.10) is intended to guide project participants' communication and dissemination, in particular externally, in view of maximizing dissemination and exploitation of RECONNECT outreach and outputs and related impacts. It should be considered a reference for communication products related to the project and, more widely, for all communications, including the way partners communicate with all internal and external stakeholders and audiences and engage them. The purpose is to maintain a consistent and uniform way of communicating about the project. The communication, dissemination and general exploitation strategy and plan will ultimately be used to guide partner outreach to all relevant target audiences, or "actors of change", to influence implementation of large-scale NbS in accordance to relevant EU, International, National and Local policies.

The Communication, Dissemination and Exploitation Plan for outreach (D6.10) is based on the communication and dissemination strategy and plan defined in deliverable D6.1 and is a mid-term updating of D6.9. This series of deliverables is intended to guide project participants' external communication and dissemination, in view of maximizing dissemination and exploitation of RECONNECT outreach and outputs when available. It should be considered a reference for communication products related to the project and, more widely, for all communications, including the way partners communicate with all internal and external stakeholders and audiences and engage them.

The RECONNECT communication, dissemination and exploitation strategy and plan began with creating original content to support the RECONNECT partners both "online" through the project website and partner websites and "offline" at meetings, events and conferences using printed materials and presentations. The RECONNECT partners are hence guided in communicating the project through a mixture of direct and indirect channels, and disseminating information based on agreed outreach timelines, what their involvement or engagement with the project is, and what media they typically consume. Moreover, the deliverable is intended to address partners to favor the uptake of project outputs by targeted users and also to liaise with marketing and business actions.

This strategy and plan presented in the report below is based on building blocks that underpin delivery under C&D&E, led by clear objectives around communication consistency, collaborative awareness raising, targeted audience outreach and tailored products for multiple communication and dissemination channels for future exploitation. Assessment of impacts, at this project stage, is getting important and hence it deserves particular attention.

These activities will continue to be built upon, exploring further linkages with other sister EU projects and NbS related work in the research, practice and policy areas in next stages of the project. The "RECONNECT Vision", outlined in D6.9, further clarifies the target areas for communication activities, drawing on the demonstrator sites, collaborators and potentials alliances external to RECONNECT to grow and mainstream NbS within both commercial and non-commercial, public and civil society arenas and communities of practices. Moreover, the implemented "RECONNECT logframe" allows the monitoring and evaluation of outcomes and the assessment of how C&D&E activities contributes to maximize expected impacts. This strategy and Plan clearly outline directly engagement with the other WPs in RECONNECT, collaboratively building joint outputs and outcomes to demonstrate the effectiveness and sustainability of NbS for reducing hydro-metrological risk.

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1 Introduction

1.1 Strategy Rationale

The communication and dissemination strategy and plan, defined in deliverable D6.1 (M3) and updated along the project lifetime into different versions of Communication, Dissemination and Exploitation Plan for outreach, is intended to guide project participants' communication and dissemination in view of maximising dissemination and exploitation of RECONNECT outreach and outputs when available. It should be considered a reference for communication products related to the project and, more widely, for all communications, including the way partners communicate with stakeholders and audiences and engage them. ***The purpose is to maintain a consistent and uniform way of communicating about the project.*** The communication, dissemination and general exploitation strategy and plan will ultimately be used to guide partner outreach to all relevant target audiences, or "actors of change", to influence implementation of large-scale NbS in accordance to relevant EU, International, National and Local policies.

Along the project, Communication and Dissemination become also activities to support Exploitation of outreach towards different target groups and in particular non-commercial users, and hence an updated and integrated plan and strategy is periodically requested. These communication, dissemination and exploitation activities (WP6), generally oriented to maximize the impact of research and push to the use of project outcomes, are connected to the commercial exploitation plan in WP5, focused on RECONNECT exploitation on the market, and are carried out in line with business plans and any upscaling and standardization activity, and run from month 18 to month 72. WP5 is responsible for the commercial exploitation activities and WP6 for the non-commercial activities focused on policy uptake and stakeholders engagement. Updating and tuning of strategies and plans during the project lifetime is done for project communications, dissemination and exploitation to respond and adapt to changing political, social and cultural contexts. For example, with the recent global changes in the face of the Covid-19 pandemic, activities need to be evaluated and adjusted to ensure appropriate outreach. As per the monitoring and evaluation plan (M&E plan) in this document, indicators and outcomes need to be periodically tuned and updated.

1.2 Project Summary

RECONNECT aims to rapidly enhance the European reference framework on Nature based Solutions (NbS) for hydro-meteorological risk reduction by demonstrating, referencing, upscaling and exploiting large-scale NbS in rural and natural areas. In an era of Europe's natural capital being under increased cumulative pressure from intensive agriculture, fisheries and forestry, and urban sprawl, **RECONNECT will stimulate a new culture of co-creation of 'land use planning' that links the reduction of hydro-meteorological risk with local and regional development objectives in a sustainable and financially viable way.** To do that, RECONNECT draws upon a network of carefully selected Demonstrators and Collaborators that cover a wide and diverse range of local conditions, geographic characteristics, institutional/governance structures and social/cultural settings to successfully upscale NbS throughout Europe and Internationally. To achieve these ambitious goals, the RECONNECT consortium brings together an unprecedented transdisciplinary partnership of researchers, industrial partners (SMEs and large consultancies) and authorities/agencies at local and watershed/regional level fully dedicated to achieve the desired outcomes of the project.

1.3 Project Outputs

The **high-level outputs** of the project are listed and described in the following. They will benefit of a wide array of users beyond the project partners and the scientific community (see Table 9), to whom most project deliverables are relevant, and to whom dissemination and exploitation activities are addressed:

- **“Ready to use” holistic ecosystem-based framework** to support co-creation and collaboration around effectively implementing NbS for reducing hydro-meteorological risk. This framework integrates a monitoring and evaluation framework which is essential for developing the evidence base and further upscale large-scale NbS.
- **Barriers and enablers for NbS** and demonstration of the application of NbS along with lessons learned from the demonstrators and collaborators **showcasing their co-creation approach to ‘land use planning’** that links the reduction of hydro-meteorological risk with local and regional development objectives in a sustainable and financially viable way.
- **RECONNECT Services Platform** supporting the evidence base of NbS, including real-time information about NbS performance. It also includes tools in support to co-creation activities in Demonstrators and Collaborators.
- **Catalogue of practices** and guidelines generated from the experience of Demonstrator and Collaborator cases, whose contents can be adapted and used for dissemination, communication and knowledge sharing activities.
- Synthesis of lessons learned through RECONNECT and production of a comprehensive report to the EC to be used as a **roadmap for NbS in Europe and beyond**. This supports the promotion of NbS and enables the uptake and mainstreaming of large scale NbS through innovative investment strategies and business models.
- **Guidance to mainstream** (i.e.replicate or upscale) **large-scale NbS** including overcoming barriers, identifying enablers, design **standards for NbS**, and business approaches to support financial viability.
- **Training Framework** including also a MOOC.

2 Building Blocks of the Communication, Dissemination and Exploitation Strategy and Plan

The Communication, Dissemination Exploitation Strategy and Plan is based on seven building blocks which are further elaborated in the following sections 3 and 4 of this document and that pave the way to the exploitation of RECONNECT outputs:

- Communication, dissemination and general exploitation goals and objectives (section 3.1).
- Identification of main Project Objectives (POs), Expected Impacts (EIs) and Key Performance Indicators (KPIs) of the RECONNECT project in relation to communication and dissemination activities (section 3.2).
- Identification of interlinkages among WPs (section 3.3) and particularly between WP5 and WP6 (section 3.4)
- Identification of the connections to Nature Based Solutions initiatives (EU and beyond) to support communication of the project and dissemination of results (section 3.5).
- Identification of target audiences (section 3.6)
- Identification and updating of project key messages (section 3.7).
- Setting out processes for measuring the success of communication, dissemination and exploitation activities and impacts (logframe, sections 4.3 and 4.4).

The present document outlines also the RECONNECT approach to each of the elements of awareness, communication, dissemination, engagement and exploitation, as defined by the European Commission (Source: EC Research & Innovation Participant Portal Glossary / Reference Terms).

Awareness will increase the knowledge and understanding of the project goals and objectives amongst all project partners and target audiences.

The approach is to develop strong visuals that can be used with most audiences to position the project as a leader in the development and implementation of innovative large-scale NBS to build resilience to hydro-meteorological risks while achieving multiple co-benefits across Europe and Internationally.

Communication is about promoting the project, its themes and the challenges it is trying to solve. Communication means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. This two-way exchange allows the audiences to get more invested in the project, the consortium and the issue it is trying to tackle. Science is no longer confined to laboratories but is being integrated into society, helped by effective communication. The aim is to reach out to society as a whole and in particular to some specific audience while demonstrating how EU funding contributes to tackling societal challenges.

Communication in RECONNECT is about promoting the project, the topic of NBS and the challenge the project is addressing across multiple audiences within and beyond our direct community.

The approach is to activate the consortium partners to promote the ambition of RECONNECT, and to support the consortium partners with adequate communication material and harmonised key messaging for multiple audiences.

Dissemination is the disclosure of the results of the project in any medium. Dissemination includes the promotion and awareness-raising of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work. This process must be planned and organised at the beginning of each project, usually in a dissemination plan. Dissemination in RECONNECT addresses targeted audience to ensure the results are used, and map out how these results are meaningful and relevant for the identified audience.

The approach is to activate the consortium partners to promote the results of RECONNECT, and to support the consortium partners with adequate packaging of the tools emerging from RECONNECT to facilitate their uptake (training, guidelines, ecc.)

Exploitation is when the project ensures the results are used during and after the projects' implementation for commercial, societal, political, improving public knowledge and action, and recommendations for policy-making, to improve policies, and/or for tackling economic and societal problems. Exploitation in RECONNECT is being developed in connection and as part of Work Package 5, which focuses on the commercial side of exploitation, while WP6 focuses activities on the non-commercial side.

Two-way **engagement** (or two-way exchange) allows the audience to become more invested in the topic, the partners and the challenge being addressed. It will help facilitate a dialogue between the consortium and the audience in a more meaningful way that enables better understanding and buy-in of results.

The approach is to identify which consortium partners can engage with which communities of practice and encourage the consortium partners to establish a relationship with one or more potential users (individuals) of the project outputs.

Moreover RECONNECT, during the first year of activity, adopted a specific **Brand Guide** with clear indications and guidelines on how to use the project logos and unify visual project identity. The document has been shared and made available to all project partners and is on-line available at www.reconnect.eu/publications.

Table 1. Overview of EU Communication and Dissemination (presentation from the EC PO at the RECONNECT kick-off meeting in September 2018)

Communication	Dissemination
About the project and results	About results only
Multiple audiences (beyond the project's own networks, includes public and media)	Audiences that may use the results in their own work e.g. scientific or project's own community, industry, professional organisations, policymakers
Inform and reach out to society, show the benefits of research	Enable use and uptake of results
Grant Agreement art. 38.1	Grant Agreement art. 29

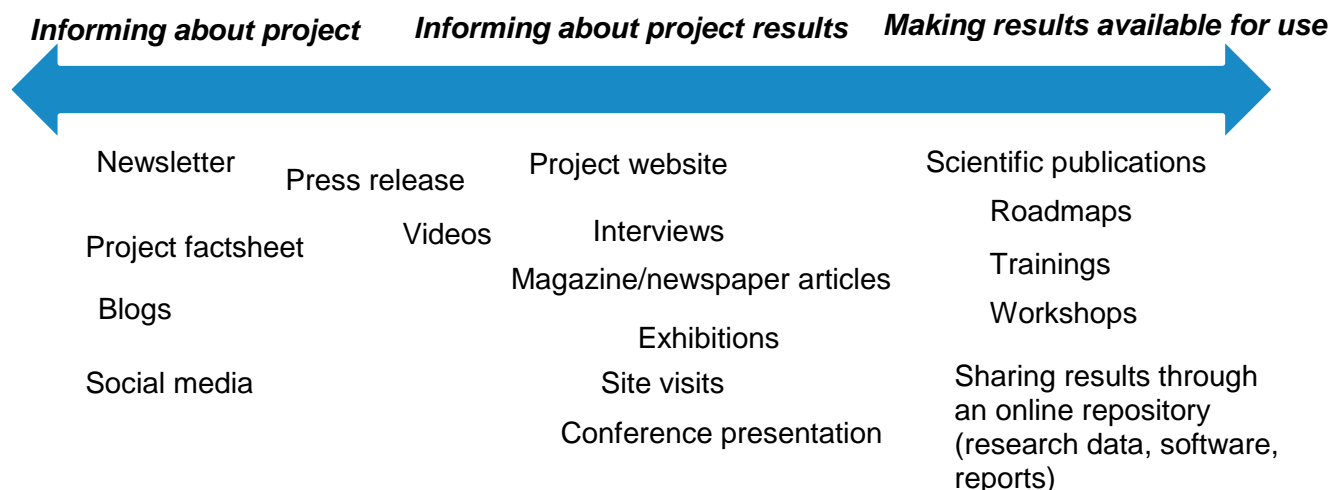


Figure 1. Spectrum of communication and dissemination (presentation from the EC PO at the RECONNECT kick-off meeting in September 2018)

The spectrum of communication and dissemination outputs are provided to support the achievement of project objectives outlined in section 1.2 and push towards exploitation.

Table 2. Overview of EU Dissemination and Exploitation (presentation from the EC PO at the RECONNECT kick-off meeting in September 2018)

Dissemination	Exploitation
Describing and making available results so that they can be used	Making use of results, for scientific, societal or economic purposes
Audiences that may make use of results	Groups and entities that are making concrete use of results
All results which are not restricted due to the protection of intellectual property, security rules or legitimate interests	All results generated during project Participant shall make best efforts to exploit the results it owns, or to have them exploited by another legal entity
Grant Agreement Art.29	Grant Agreement Art. 28

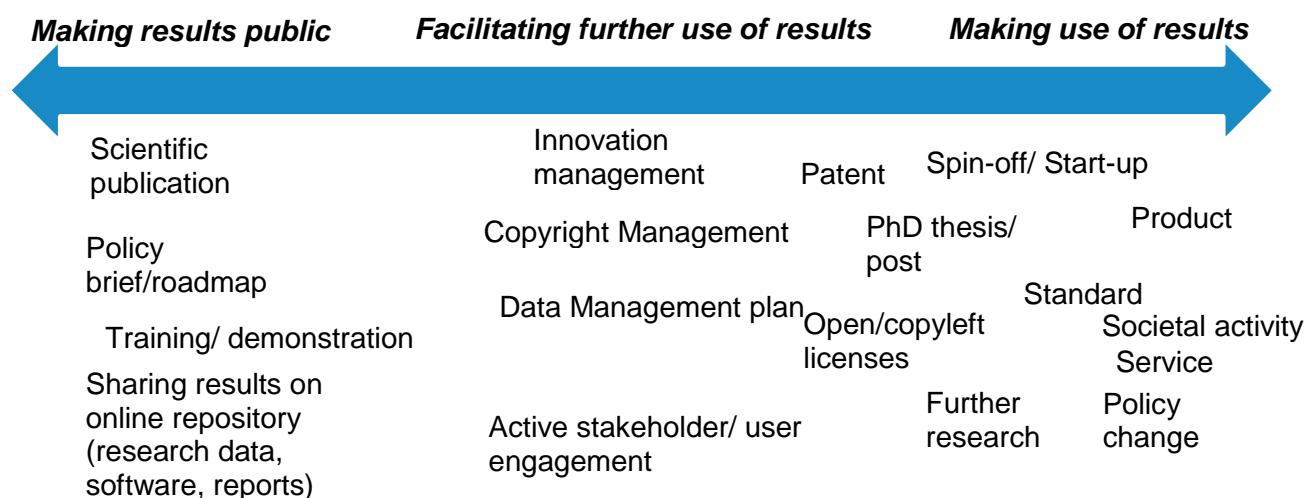


Figure 2. Spectrum of dissemination and exploitation (presentation from the EC PO at the RECONNECT kick-off meeting in September 2018)

To measure the achievement of the five main Project Objectives (POs) and to ensure they are directly contributing to the relevant expected impacts (EIs) a set of Key Performance Indicators (KPIs) have been identified.

Communication and dissemination in and around RECONNECT will happen at six distinct levels:

1. Between partners, e.g. regular skype calls, emails, face-to-face project meetings and workshops; (role of the Management Support Team, Work Package Leaders)
2. With stakeholders closely involved with the project, e.g. advisory board, participants and partners, workshop participants; (role of the Management Support Team and respected Work Package Leaders with support from WP6 Team)
3. By the project partners and the External Advisory Board (EAB) members with their respective professional communities; (WP6 team to activate individuals into this role regularly)
4. General public, scientific community, decision and policy-makers, Nature-Based Solutions practitioner communities; (role of WP6 Team)
5. Specific communication activities towards the EU Commission (role of the Coordinator)
6. Knowledge exchange with the Task Force on NBS Communicators Network on how to improve EU projects communications.

Glossary of terms used under RECONNECT

Reaching out to numerous audiences, from several disciplines and backgrounds, could lead to different interpretations and understanding of concepts and terms. To ensure the use of a consistent terminology, an extensive glossary of terms for RECONNECT is being developed and will be presented as a separate document. The glossary of terms combines (and adapts) the glossaries developed in the PEARL project, the EKLIPSE impact evaluation framework, and adds new terms that are relevant for RECONNECT. Such glossary of terms will be (partially) included in specific deliverables and will be used as reference for communication and dissemination activities. Below is a sample of key terms

contained in the glossary.

Adaptation:

The ability of a system to adjust in response to actual or changing expectations in climate or other drivers of risk.

Holistic ecosystem-based framework:

Framework to support NBS co-creation activities. The framework enables (1) to study the interactions between hydro-meteorological events and sociotechnical activities with the purpose to assess the effects of different institutional policies, cultural contexts and land management practices on the effectiveness of NBS under different circumstances and conditions; (2) to study the interdependencies between sociotechnical activities (e.g., market demand dynamics, land planning, and policy) through the analysis of interactions between drivers for demand and supply for NBS, their replication and upscaling; (3) innovative comprehensive evaluation of NBS in relation to three categories of challenges (water, nature, and people) across spatial and temporal dimensions.

Hydro-meteorological risk:

Risk associated with hydro-meteorological hazards caused by extreme meteorological and climate events such as floods, droughts, storm surges, and landslides. Following the UNISDR definition, disaster risk refers to the potential loss of life, injury, or destroyed or damaged assets which could occur to a system, society or a community in a specific period of time, determined probabilistically as a function of hazard, exposure, and capacity. It is also defined as a multidimensional concept that comprises subjective assessments based on experience and information as well as perceived or attributed risk characteristics within a certain social, cultural and historical context.

NBS Effectiveness:

The degree to which objectives are achieved and the extent to which targeted problems are solved. In contrast to efficiency, effectiveness is determined without reference to costs. For example:

- Does the NBS lead to enhanced climate resilience in the area?
- Does the NBS lead to environmental benefits?
- Does the NBS lead to social benefits?
- Does the NBS lead to economic benefits?

Upscaling

Definition of upscaling depends on discipline and context. A common understanding relates to a spatial expansion of information gathered in one particular place. Upscaling can also mean a simple geographical expansion of a specific activity. RECONNECT's upscaling strategy builds upon emerging debates in geography and transition theory. Generally, upscaling implies some kind of scale-related progression and "involves a mechanism where information from one scale is transferred to another, thereby reaching a higher level of scale and a greater impact" (van Doren et al., 2018). Related to the concept of social innovation, upscaling refers to a process by which a social innovation that is taking place in a specific context expands, diffuses or even transforms a wider governance context (Kern 2018). Furthermore, it is important to distinguish between scaling-up *means* and scaling-up *ends* (ibid., 178). Scaling-up means refers to the process of upscaling and includes various means by which this process is initiated, driven and maintained. Scaling-up ends refer to the impact that an upscaling activity has. RECONNECT focuses predominantly on upscaling means.

RECONNECT Services Platform:

Information and communications technology (ICT) solution developed in RECONNECT to support co-creation activities. The platform combines a network of distributed data, intelligent tools and standardized web-services, which is accessible through a centralized catalogue of network services. The RECONNECT Services Platform contains real-time information about the performance of NbS and intelligent evaluation tools that facilitates the co-creation process in Demonstrators and Collaborators to enable demonstration, replication and upscaling of NbS.

3 Communication, Dissemination and Exploitation Strategy

The strategy aims to create and exponentially increase awareness and understanding of how large-scale NbS can improve resilience to hydro-meteorological risks and enhance biodiversity and ecosystem services to target audiences. The strategy will be used as a reference for dissemination of outputs related to the project, as well as for overall communications between partners, to stakeholders, wider target groups and other interested parties such as the media. This is important to ensure consistency of key messages, common branding of the project and what is being communicated about the project to build strong outreach for further uptake and mainstreaming in policy, planning and training.

3.1 Communication, Dissemination and Exploitation Strategy objectives

The **key objectives of this strategy** are centred on awareness, communication, dissemination, engagement and exploitation (as defined in section 2.1) of RECONNECT outputs; this includes:

- Packaging information to be communicated to targeted audience groups (outlined in Table 9) on the relevance and application of innovative NbS in building resilience to hydro-meteorological risks and achieving co-benefits across spatial and temporal dimensions. The packaged information can be used to demonstrate the practical applicability of the products based on sound scientific data, which can support informed decision making and upscaling of NbS.
- Ensuring consistency in key messaging, branding of RECONNECT and what is being communicated and disseminated through the development and sharing of a brand guide for the communication of the project and its outputs.
- Defining the outreach approach to increase awareness on NbS and share the knowledge and experience of RECONNECT among targeted audience groups within and outside the RECONNECT consortium, including a range of stakeholders from scientists and researchers to policy makers and practitioners.
- Recognizing partner activities, channels and networks to be utilised in communicating, disseminating and exploiting RECONNECT concepts, results and achievements to targeted and wider audience groups to assist in accelerating the awareness and knowledge on NbS development, implementation and standardisation.
- Mapping of outputs from the project in order to build a clear outreach strategy for exploitation activities. This can then support the development of materials for training workshops/webinars, and various other outreach activities and events.
- Defining the outreach approach to engage with media (both press and social media) to amplify RECONNECT messaging, developments, outputs and successes around how NbS can improve resilience to hydro-meteorological risks and enhance biodiversity and ecosystem services.

- Defining the outreach approach to engage with targeted audience groups; policy makers, decision makers, practitioners, private and public stakeholders, who can help influence development, implementation, standardisation and upscaling of large-scale NbS in accordance to relevant EU, International, National and Local policies.
- Lobbying national authorities to support the deployment of NbS, through the development of a Public Affairs Strategy that would bring to a RECONNECT Community of Users. The Community of Users will serve to develop material, share experiences and get in touch different operators in the field. The scope of the Community will be to maximize RECONNECT impacts, embed RECONNECT outputs into decision-making processes to increase usage of NbS in Europe).

3.2 Project Objectives, Expected Impacts and KPIs

Under RECONNECT, there are five Objectives that are linked to nine general expected impacts - outlined in the table 3 below. Six Expected Impacts relate directly to the project communication and dissemination. The others are used by C&D to support shaping key messages to target audiences.

Here it is provided a first overview on how C&D outcomes and activities can contribute to achieve the objectives (Table 3) and expected impacts (Table 4) at project level.

Table 3. RECONNECT Objectives relating to communication, dissemination and exploitation outcomes

RECONNECT Objectives	Outcomes from C&D contributing to this
O1: Develop a holistic ecosystem-based framework which enables cross-sectoral/transdisciplinary analyses and evaluation to advance the knowledge of NBS in the context of hydro-meteorological risk reduction focusing on floods, storm surges, landslides and droughts. The framework also aims to provide for innovative comprehensive evaluation of NbS in relation to three categories of challenges (i.e., water, nature and people) across spatial and temporal dimensions	Relevant users are informed about RECONNECT results on an evidence base Knowledge on NbS is built
O2: Form the basis for the proof-of-concept regarding large scale NBS demonstrations by co-creating new cases and connecting to existing implemented reference cases and sharing experiences with European and international collaborators.	Positive behavioural changes towards NbS are triggered
O3: Identify and assess barriers related to social and cultural acceptance of NbS and policy regulatory frameworks and propose ways to overcome them	Local communities are fully engaged in co-creation of NbS
O4: Promote and pursue innovation in relation to design, operation, maintenance and decommissioning of NbS (i.e., standardisation) and also in relation to their co-creation through social innovation and active participation of stakeholders via Co-creation	Local communities are fully engaged in co-creation of NbS
O5: Enable replication and up-scaling of NbS in different contexts within the RECONNECT network of cases taking into account market dynamics, knowledge creation, institutional entrepreneurship and brokerage utilising the partners' networks	RECONNECT Brand is recognized in the EU Knowledge on NbS is built

Table 4. Expected impacts of the project relating to communication, dissemination and exploitation; and shaping key messages

<u>Expected Impacts (EI)</u>	<u>Relating to Communication, Dissemination and Exploitation</u>	<u>Relevant to shape key messages</u>
EI 1: The EU is recognised as a leader in NbS for hydro-meteorological risk reduction and climate change adaptation.	X	
EI 2: NbS is mainstreamed in land use planning, landscaping and territorial policies due to the provision of appropriate tools and best practice.	X	
EI 3: An integrated EU- wide evidence base and a European reference framework on NbS is developed.	X	
EI 4: Market demand for NbS is enhanced for hydro-meteorological risk reduction and climate change adaptation.	X	X
EI 5: Disaster risk management is improved due to enhanced capacity for providing quantitative assessments of NbS for disaster risk reduction and climate change adaptation.		X
EI 6: Human and financial costs are reduced due to better and more flexible disaster risk management with NbS.		X
EI 7: Implementation of EU policies for disaster risk prevention and reduction is enhanced.	X	
EI 8: RECONNECT contributes to the priorities of the EIP Water (this impact is out of date)		X
EI 9: RECONNECT helps to achieve the Sustainable Development Goals (SDGs), in particular SDG 15 and SDG 13.		X

Table 5 below provides the full list of project KPIs. Only three of them relate to the evaluation of the project communication and dissemination. The other seven indicators are presented as elements to be communicated to a wider audience when showcasing the project itself and can be, in a future, used to assess the degree of exploitation of outreaches. Nevertheless, KPI#8 and #9 need to be reshaped (at project level) since EIP on Water is no more active and hence indicators are no more representative of the progress and good quality of activities.

Table 5. RECONNECT key performance indicators and how they relate to communication

<u>Key Performance Indicators (KPI)</u>	<u>Evaluating the Communication</u>	<u>To be communicated based on project achievements</u>
KPI 1: At least 4 demonstrator cases, where the benefits and replicability of NBS will be validated during the project lifetime.		X
KPI 2: Specific innovation/beyond the state-of-the-art Ambitions (A) to be applied successfully (key ambitions A are described in the DoA). Targets: For		X

<u>Key Performance Indicators (KPI)</u>	Evaluating the Communication	To be communicated based on project achievements
A1, A2, A3 at least 3 demonstrator cases, for A4 at least 5 demonstrator cases.		
KPI 3: At least 2 regions with RECONNECT cases having promoted the new culture of land use planning in their regional SDOs, based on the evidence base with the project cases being available via online platform.	X	
KPI 4: At least 3 industrial partners who have adopted the prepared draft protocols and standards (P&S) for their own business.		X
KPI 5: At least 1 National association having officially promoted (P&S) among its members.		X
KPI 6: At least 3 demonstrator cases with capacity in quantitative assessment of NBS enhanced.		X
KPI 7: 5 RECONNECT cases adopting relevant EU policies in planning, design and deployment of NBS.		X
<i>KPI 8: At least 3 EIP Water events in which RECONNECT will participate.</i>	X	
<i>KPI 9: At least 1 relevant EIP Water Action Group (e.g. ESE) in which RECONNECT will participate.</i>	X	
KPI 10: At least 3 RECONNECT cases adopting sustainable use of ecosystems to adapt to climate change, and in particular to reduce the risk to hydro-meteorological events.		X

At the time of drafting the past version of this deliverable (D6.9) the project team started to develop an overarching Theory of Change on which a project vision was built. This aims to help measure and give evidence of how the development of specific RECONNECT activities concur to reach RECONNECT Expected Impacts and KPIs. This is a work in progress but has supported the development of an infographic to demonstrate in a more accessible manner what impact RECONNECT aims to achieve through its vision and what change it is expected to generate.

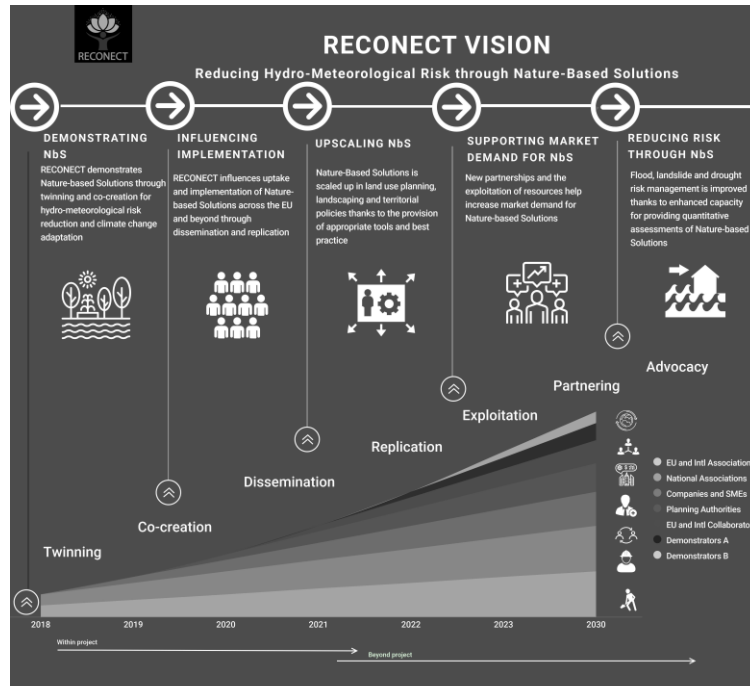


Figure 3. Infographic representing the RECONNECT's vision, derived from a RECONNECT Theory of Change

3.3 Interlinkages with Work Packages across RECONNECT

Communication, dissemination and exploitation approaches in WP6 are interlinked with and across work packages, such as:

- In WP2 the C&D activities support the engagement of local stakeholders;
- WP6 contributes to the RECONNECT scaling strategy as defined in WP4, by supporting the scaling out and impacting great numbers;
- Exploitation, in particular the commercial one, relies strongly on WP5, but a common and interconnected approach to exploitation is shared between WP5 and WP6 (see Section 2.4). Exploitation of outputs and results relies on tailoring outputs from work packages for targeted uptake and this activity involves all technical WPs with the support of WP6 for reaching and engaging targeted categories of users.
- WP6 deals also with internal and external training by exploiting and capitalizing contents and outputs that will emerge from most work packages

These interlinkages with WP6 are also essential to shape the way each deliverable is to be communicated to different audiences and how to disseminate the tools, guidelines, platforms produced by the project to support users beyond the project partners.

The WP leaders, the members of each Cluster, and the members of the RECONNECT External Advisory Board (EAB) will be instrumental in reaching out to specific audience and communities at European and international level, while the Demonstrator and Collaborator leads will be most effective to support communication and dissemination of outputs at local level.

All partners are to be activated into champions for the project and its outputs within their respective professional communities and through their organisations' communication

channels. Relevant communication materials are to be developed to support partners in this role.

3.4 Specific Interlinkages with WP5

Work package 5 aims to consolidate the evidence-base approach, to standardise and find exploitation opportunities for NbS in order to foster the deployment of good practices, focusing mainly on the commercial angle of the exploitation plan.

Under this approach, and in connection with WP5, the RECONNECT consortium proposed to develop under task 6.5 (started in M40) a “Public Affair Strategy”, to be embedded in deliverable D6.11 “Final exploitation, dissemination and communication plan for outreach”. The Public Affair Strategy will support the development of a RECONNECT Network of Users which will serve to develop material (strategic guidelines, activities) aiming at lobbying national authorities to support the deployment of NbS.

The rationale behind this proposal comes from three main assumptions:

- There is a saturation of NbS networks and platforms which are already doing much of what Task 6.5 originally described. Task 6.5, instead, wants to create something new and innovative and will be re-adapted in this sense.
- By focusing on what RECONNECT wants to achieve (e.g. maximize impacts; embed RECONNECT outputs into decision-making processes to increase usage of NbS in Europe), the consortium thinks that a Public Affairs Strategy approach gives more room of action, than just a simple network.
- The Public Affairs Strategy can be a core element of the overall C&D Strategy, effectively becoming an arm of influence which would be very different and innovative in RECONNECT consortium.

The output of Task 6.5 (issued at the project end) would then be the strategy, with a clear assessment of the stakeholders (who to impact?), the rationale (why this approach?) and the plan (how to implement the strategy). However, the strategy won't be implemented within the project but that would have to come later under another project or through a self-sustaining approach.

WP5 is also developing concepts of spinoffs related to NbS with different partners of the project or with its own knowledge, and assess the potential for large-scale nature-based solutions throughout Europe. A RECONNECT evidence base portfolio to support EU reference base is under preparation. This work will support the task of standardisation of the design, implementation and management.

Under WP6, the exploitation plan intends to align with WP5 activities but take a focus on the non-commercial uptake and mainstreaming of NbS, focusing on government and other key stakeholders for policy uptake and integration within decision-making processes, from local to national to regional levels. These activities will focus more on the use of RECONNECT outputs in their roles under governance mandates e.g. of civil society strategies. Also, exploitation in WP6 is addressed to scientific and research communities to make use of RECONNECT results for training and academic purposes and further innovate them into new research projects.

3.5 Connections with Nature-Based Solutions Initiatives (EU and beyond)

IUCN, on the behalf of the RECONNECT Consortium, joined the EU Task Force 4 on NbS Communicators crossing-over all related EU projects, to exchange knowledge and increase collective capacities on communication and dissemination amongst EU funded projects. Periodic meetings are scheduled.

Also, in connection with Task 7.8 “coordination of clustering activities with projects on related issues selected in this call or other relevant projects” the WP6 promotes joint activities and liaises with the so-called “sister projects” namely projects having been funded under the same H2020 call of RECONNECT (OPERANDUM and PHUSICOS) or under previous calls on NBS (e.g. NAIAD, UNALAB). A specific session in the RECONNECT web site has been implemented focusing on networking projects.

It is anyway particularly relevant to leverage the connections to EU activities to support the communication of the project and the dissemination of its results (activities mainly carried out in Task 6.7).

Connection with EU and international policies

The main EU policies embedding water-related risks are:

- Water Framework Directive(2000/60/EC)
- Flood Directive(2007/60/EC)
- Water Scarcity and Drought Communication
- Mission on Climate Change adaptation
- Sendai Framework
- Sustainable Developments Goals (SDGs)

The main EU policies embedding biodiversity and ecosystems regeneration are:

- Green Deal
- Biodiversity Strategy 2030
- Nature restoration law (under definition)
- UN Nature Based Solutions for Climate

Networking and Clustering Connections with EU Nature Based Solution Projects

NBS projects (

Table 6) funded via the EU are working together to:

1) Establish a common framework for NBS through:

- Taskforce on Data Management and EU NBS knowledge repository (TF1)
- Taskforce on NBS Impact Evaluation Framework (TF2)

2) Projects are developing new business and governance models and looking into financial mechanisms, essentially building the business case for NBS:

- Taskforce on Governance, Business Models and Financial Mechanisms (TF3).

3) Building a NBS & Innovative community of practice with the help of the NBS stakeholder platforms like THINK NATURE (<https://www.think-nature.eu/>), OPPLA, etc.:

- Taskforce on NBS Communicators (TF4).

Table 6. Overview of EU Nature Based Solutions projects

Project/initiative	Description	Weblink
ThinkNature ETTg	Establish science-policy-business-society interfaces to allow for continuous dialogue and interaction	https://www.think-nature.eu/ https://ettg.eu
Nature4Cities Naturvation Earth System Governance EDUCEN	Enable the systemic integration of NBS into a sustainable urban planning, new governance, business, financing models and partnerships	https://www.nature4cities.eu/ https://naturvation.eu/ https://gca.org/home http://www.educenproject.eu/
CONNECTINGNature Urban GreenUp UNALAB NAIAD GrowGreen S2S Platform Global Center on Adaptation NICE ADAPT GowGreen Ponderful	To provide a robust, EU-wide evidence base and develop a European reference framework for nature-based solutions in cities (water and climate resilience)	https://connectingnature.eu/ http://www.urbangreenup.eu/ https://www.unalab.eu/ https://naiad2020.eu/ http://growgreenproject.eu/ http://www.siwi.org/what-we-do/source-to-sea/ https://gca.org/home https://nice-nbs.eu/ https://iucn.org/adapt https://growgreenproject.eu/ https://ponderful.eu/
CLEVER Cities EdiCitNet URBiNAT proGReg	To provide a robust, EU-wide evidence base and develop a European reference framework for nature-based solutions in cities (inclusive urban regeneration)	https://cordis.europa.eu/project/rcn/216078_en.html https://cordis.europa.eu/project/rcn/216082_en.html https://cordis.europa.eu/project/rcn/216086_en.html http://www.progireg.eu/
OPERANDUM RECONNECT Phusicos	To provide evidence that NBS are flexible, multi-beneficial alternatives to traditional engineering to cope with extreme hydro meteorological events	https://site.unibo.it/operandum/en www.reconnect.eu https://phusicos.eu/

Selection of other initiatives within EU and beyond

Table 7 outlines initiatives within the EU and beyond which will be developed further throughout the project.

Table 7. Overview of related Nature Based Solutions initiatives and beyond

Initiative	Were	Supported by	Description	Link
WISE-UP or 'Water Infrastructure Solutions from Ecosystem Services Underpinning Climate Resilient Policies and Programmes'	Volta and Tana River Basins	International Climate Initiative	Demonstrated the application of natural infrastructure as a 'nature-based solution' for climate change adaptation and sustainable development	https://www.iucn.org/theme/water/our-work/current-projects/wise-climate
PANORAMA – Solutions for a Healthy Planet	Global	German Federal Ministry for the Environment, Nature Conservation , Building and Nuclear Safety (BMUB) and Global Environment Facility	A partnership initiative to document and promote examples of inspiring, replicable solutions across a range of conservation and sustainable development topics, enabling cross-sectoral learning and inspiration.	https://panorama.solutions/en/portal/ecosystem-based-adaptation
The Munich Climate Insurance Initiative (MCII) Global	Global		Launched by Munich Re in April 2005 in response to the growing realisation that insurance-related solutions can play a role in adaptation to climate change, as advocated in the Framework Convention and the Kyoto Protocol. To achieve this, MCII brings together insurers, experts on climate change and adaptation, NGOs, and policy researcher's intent on finding solutions to the risks posed by climate change.	https://ehs.unu.edu/research/climate-insurance-projectmunich-climate-insurance-initiative.html#outline
Urban Agenda for EU - Climate Change Adaptation Partnership	Global	UN Habitat	The Urban Agenda for the EU was launched in May 2016 with the Pact of Amsterdam. It represents a new multi-level working method promoting cooperation between Member States, cities, the European Commission and other stakeholders in order to stimulate growth, liveability and innovation in the cities of Europe and to identify and successfully tackle social challenges. It is grounded on 12 partnerships, aimed at addressing better	https://ec.europa.eu/regional_policy/sources/policy/themes/urban-development/agenda/pact-of-amsterdam.pdf

			regulation, funding and knowledge on the specific topics they deal with. The Municipality of Genoa, connected with GISIG and other Italian partners, is the coordinator of the Climate Change Adaptation Partnership of Urban Agenda, and also partner in Unalab.	
EU Mission on Climate change Adaptation	EU	European Union	The Mission Adaptation to Climate Change wants to adopt a systemic approach by looking at several themes such as key community systems like critical infrastructure, land use and food systems, water management, and health and wellbeing, and enabling conditions like knowledge, governance or behavioural change.	https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe_en

3.6 Target audiences for Communication, Dissemination and Exploitation

The promotion of the project actions and results, which is framed around solution-oriented communications materials, will primarily target:

- **External Expert Advisory Board (EAB):** a pool of experts who have an extensive network in their area of expertise (outlined in Table 8). The EAB will be well informed on the project and activated as champions to disseminate outputs in their respective expertise communities.
- **Government Agencies:** Agencies mandated to ensure security, planning, civil protection, environmental sustainability and health, such as Environment ministry, housing councils, tourism departments, science departments. RECONNECT will disseminate project results to the immediate participating demonstrator and collaborators agencies through the various project activities. Beyond the project's relevant government agencies, RECONNECT will reach out to EU, regional and national agencies, and where possible global networks of such agencies through the networks of IUCN, GISIG, IHE, Ramboll, TAUW and other consortium partners.
- **Policy and Decision makers:** national and local officials in charge of policies and planning and formulate, adopt, implement, evaluate, or change policies, such as market research analysts, public policy managers, research and data analysts. RECONNECT results will be disseminated to policy and decision makers and regulators directly connected to the demonstrator and collaborator sites. These contacts will be empowered to communicate further to partner cities, regions, local authorities at national and international level.
- **Expert Practitioners:** professionals with expertise in engineering, regulation land use planning, biology, insurance. RECONNECT partners form members of the practitioner community and will disseminate project results within their networks through targeted meetings, newsletters and sharing results through targeted workshops, and provide opportunities for practitioners to engage with RECONNECT activities.
- **Public and Private Stakeholders:** public sector and private companies who own land where NBS activities are implemented or planned. RECONNECT results will be disseminated to the Public and Private Stakeholders directly connected to the

demonstrator and collaborator sites. Business and industries contacts will be empowered to communicate further to partner cities, regions, local authorities at national and international level Schools, education systems, etc..

- **Finance and investor sectors:** individuals and companies who invest or have an interest in investing in NBS and sustainable development. Hedge fund managers, private capital investors, venture capital funds, social entrepreneurs, etc. RECONNECT results will be disseminated to the financiers directly connected to the demonstrator and collaborator sites.
- **Industry (and private sector):** those who plan or are generating revenue or enhancing their commercial image by implementing sustainability measures such as NBS. Service and equipment providers; Private sector CSR, commercial consortiums, etc. RECONNECT partners will disseminate knowledge and project results within their companies and organizations and through their networks to influence uptake of well-established and standardised large-scale NBS and promote a green economy.
- **EU Networks, Communities and initiatives:** The relationship and connections of project partners to the various networks and communities will be leveraged to communicate on the project goals and promote project outputs.
- **Scientific Community:** Many of the RECONNECT partners are heavily engaged in collaboration with other projects and offer access to global networks. This enables the transfer of knowledge and the opportunity for further research and practices to achieve new knowledge and techniques concerning NBS, building resilience to hydro-meteo risks, biodiversity and ecosystem restoration and enhancement and water management technology. RECONNECT scientific partners are highly motivated to provide strong evidence base on NBS for the scientific and industry communities.

Table 8. Overview of External Expert Advisory Board (EAB) members (Grant Agreement RECONNECT – Amendment Ref. No. AMD-776866-32)

Name	Key expertise
Prof. Robert Costanza, Australian National University, Australia	Ecosystem services/, social and economic benefits and/or other related benefits of large scale NBS
Robert Sanders, EBN Innovation network, Belgium	Business models, insurance, exploitation
Prof. Antje Stockman, Hafen City University, Germany	Landscape planning, integration of NBS into land management plans
Prof. Holger Schüttrumpf, President of BWK, Professor at RWTH Aachen, Germany	Eco-engineering, standardization, exploitation of results in the practice
Prof. Mark Pelling, KCL, UK	Climate adaptation, Disaster risk reduction, Qualitative risk assessment, science-policy interface, EC policy Implementation
Dr. Ole Mark, DHI, Danmark	Numerical modelling of NBS, risk assessment.
Prof. Peter Goodwin, University of Idaho, USA	Eco- hydraulics
Mr Thomas Panella and Mr Vljau Padmanahban, ADB, Philippines	Water resources and building climate resilience to climate variability, climate resilience and innovative funds
Prof. Jeroen Rijke, KIVI, The Netherlands	Flood resilience, insurance schemes for natural disasters, ecosystem services and life cycle management.
Prof. Ana Deletic, UNSW, Australia	NBS design and implementation features, cost effectiveness, multi-benefits.
Prof. Ortwin Renn, IASS, Germany	Risk governance, communication, co-creation
Prof. Zhigui SHA senior engineer, Vice President of CRSRI, China	Upscaling aspects of NBS in Asia including their design and implementation features, benefits and impacts.
Prof. Ian Barton, Emeritus Professor, University of Toronto, Canada	Adaptation to climate change, environment and development, risk assessment, policy and governance

Prof Michael B. Abbott, EIL, Belgium	Numerical modelling of NBS and stakeholder co-production
Prof. Mukand Babel, AIT, Thailand	Integrated Water Resources, Management, Floods, Droughts, Landslides, Environmental Policy Development and incorporation of NBS into Land Use Planning and Management
Matt Chadsey, Earth Economics, USA	Ecosystem services valuation, natural capital, economic assessment and benefit-cost, analysis of NBS
Marisol Estrella, UNEP, Switzerland	Ecosystems and disaster risk reduction
Prof. Marko Ivetic, Belgrade, Serbia	adaptation to climate change, environment and development, risk assessment, policy and governance (with the focus on the Eastern Europe and the Balkans)
Pritha Hariram, FMO, The Netherlands	Innovative funding schemes, financing, dissemination and exploitation strategies
Prof dr ir Arthur E Mynett	Numerical modelling of NBS and design/implementation of the Dutch 'Room for the Rivers' Concept
Prof Markus Disse, Technical University of Munich (TUM), Germany	Process-based hydrological modelling of river basins, flood risk management, sustainable management of water resources, and valuation of ecosystems services.

Table 9. Target audience, way to engage them and expected outcomes

Target audience	Role as "actor of change"	C&D actions undertaken by RECONNECT	Outcomes	Communication Channels
<i>External Expert Advisory Board (EAB)</i>	Connector role: <ul style="list-style-type: none"> - Ensure synergies with other projects - Inform practice and research communities about project scope and results - Champion the uptake of the main project outputs by specific audiences below 	The EAB is a pool of experts who have an extensive network in their area of expertise. The EAB will be well informed on the project and activated as champions to disseminate outputs in their respective expertise communities	<ul style="list-style-type: none"> - Share the results of the project with the relevant practitioner and scientific communities - Feed results from their expert communities to the project partners 	<ul style="list-style-type: none"> - RECONNECT General Assembly - RECONNECT working groups and focused meetings - Direct contacts with coordinator and WP leaders
<i>EU Networks, Communities and initiatives (see above list)</i>	Disseminator role: <ul style="list-style-type: none"> - Recognised source of information for many practitioners 	The relationships and connections of project partners to the various networks and communities will be leveraged to communicate on the project goals and promote project outputs	<ul style="list-style-type: none"> - Provide them with easy to use communication material to relay in their networks. 	<ul style="list-style-type: none"> - Partners' dissemination channels - RECONNECT Newsletters - RECONNECT Web site and social media - RECONNECT Public Affairs - RECONNECT/NBS sessions in workshops and conferences
<i>Government Agencies (mandated to ensure security, protect ecosystems, improve quality of life and health)</i>	Use of the RECONNECT assessment framework: <ul style="list-style-type: none"> - Apply it themselves as the owner of assets - Require project stakeholders to apply it in order to obtain financing or permits <p>Contribute to the Business Model:</p>	RECONNECT will disseminate project results to the immediate participating demonstrator and collaborator agencies through the various project activities. Beyond the project's relevant government agencies, RECONNECT will reach out to EU, regional and national	<ul style="list-style-type: none"> - Awareness on the project - Convince them of the quality of the project main outputs so that they decide to use them or request their use - Train them to use the project outputs - Give them a way to train others 	<ul style="list-style-type: none"> - National workshops - Training initiatives - RECONNECT Policy briefs - RECONNECT Newsletters - Showcase of RECONNECT demo activities - Focused meetings and initiatives in Demo and Collaborators

Target audience	Role as "actor of change"	C&D actions undertaken by RECONNECT	Outcomes	Communication Channels
	<ul style="list-style-type: none"> - They may finance measures (fully or partially) - Support valuing co-benefits under the mandate to protect citizens and assets, protect & restore ecosystems 	<p>agencies, and where possible global networks of such agencies through the networks of IUCN, GISIG, IHE and generally all the consortium.</p>		<ul style="list-style-type: none"> - RECONNECT/NBS sessions in workshops and conferences

Target audience	Role as "actor of change"	C&D actions undertaken by RECONNECT	Outcomes	Communication Channels
<p><i>Policy and Decision makers</i> (local authorities with a jurisdiction over the land impacted by the NBS: cities, metropolitan government, river basin authorities, etc.)</p>	<p>They are in charge of Land planning and can dedicate land to NBS.</p> <p>They set incentives or legal requirements that support the implementation of large-scale NBS.</p> <p>They deliver the permit for measures implementation and monitor impacts.</p> <p>They are not always direct users of the project outputs but have the capacity to drive their future use:</p> <ul style="list-style-type: none"> - Require project stakeholders to use the outputs in order to obtain financing or permits - Influence positive behaviour around NBS. <p>Contribute to the Business Model:</p> <ul style="list-style-type: none"> - They may finance measures (fully or partially) - Support valuing co-benefits under the mandate to protect citizens and assets, enhance quality of life, protect & restore ecosystems 	<p>RECONNECT results will be disseminated to policy and decision makers and regulators directly connected to the demonstrator and collaborator sites. These contacts will be empowered to communicate further to partner cities, regions, local authorities at national and international level</p>	<ul style="list-style-type: none"> - Awareness on the project - Convince them of the quality of the project main outputs so that they decide to use them or request their use - Train them to use the project outputs - Give them a way to train others - Support them with materials to reach out to their partner cities, regions, local authorities at national and international level. 	<ul style="list-style-type: none"> - National workshops - Training initiatives - RECONNECT Policy briefs - Press releases - RECONNECT Newsletters - Showcase of RECONNECT demo activities - Focused meetings and initiatives in Demo and Collaborators - RECONNECT Public Affairs

Target audience	Role as "actor of change"	C&D actions undertaken by RECONNECT	Outcomes	Communication Channels
<p><i>Public and Private Stakeholders</i> (those who own the land or have their activity on the land impacted by a specific large-scale NBS)</p>	<p>Adopt a positive behaviour towards NBS to enable their successful implementation and maintenance.</p> <p>Share positive attitude regarding NBS in the general media.</p>	<p>RECONNECT results will be disseminated to the Public and Private Stakeholders directly connected to the demonstrator and collaborator sites. Businesses and industries contacts will be empowered to communicate further to partner cities, regions, local authorities at national and international level Schools, education systems, etc.</p>	<ul style="list-style-type: none"> - Raising awareness through targeted knowledge transfer through educational/learning processes - Trigger positive behaviour 	<ul style="list-style-type: none"> - National workshops - Training initiatives - Showcase of RECONNECT demo activities - Press release - Layman dissemination material (brochure/reports)
<p><i>Financiers</i></p>	<p>Provide the funds to implement and maintain NBS.</p> <p>Support the NBS business model by lending funds to economic activities on the land impacted by NBS.</p> <p>Support the NBS business model by reducing the insurance value of assets located on land impacted by risks that would be reduced by the new NBS.</p> <p>Agenda setters, however they can be influenced by other actors who may not value NBS.</p>	<p>RECONNECT results will be disseminated to the financiers directly connected to the demonstrator and collaborator sites.</p> <ul style="list-style-type: none"> - In addition, project partners of WP5 will directly reach out to financiers and insurance companies to contribute to business models development. These contacts would have a national or international scope of work in which the RECONNECT outputs could be exploited. 	<ul style="list-style-type: none"> - Raise awareness amongst financiers on the need and importance of large scale NBS to building resilience to ensure long-term financing for NBS. - Connect financiers with relevant agencies seeking financial resources to implement such initiatives. - Counter anti-NBS lobbying on financiers - Convince them of the quality of the assessment framework - Train them to use the project outputs 	<ul style="list-style-type: none"> - National workshops - Training initiatives - Showcase of RECONNECT demo activities - RECONNECT Policy briefs - RECONNECT Newsletters - Press release - RECONNECT Public Affairs - RECONNECT Web site and social media

Target audience	Role as "actor of change"	C&D actions undertaken by RECONNECT	Outcomes	Communication Channels
<p><i>Industry (and private sector)</i> Those who generate revenue or enhance their commercial image by implementing NBS (Service and equipment providers; developers of NBS; Private sector CSR)</p>	<p>Service providers (e.g. equipment)</p> <p>Innovators/Developers of NBS</p> <p>Disseminate a positive image/ inspire positive action around NBS</p> <p>Influence others in the same industry by showcasing leading edge practice [domino effect, private sector influencing private sector (CSR, etc.)]</p>	<ul style="list-style-type: none"> - RECONNECT partners will disseminate knowledge and project results within their companies and organisations and through their networks to influence uptake of well-established and standardised large-scale NBS and promote a green economy. 	<ul style="list-style-type: none"> - Recognition of good practice - Share guidelines and standards - Support with materials that trigger positive behaviour 	<ul style="list-style-type: none"> - National workshops - Training initiatives - Showcase of RECONNECT demo activities - RECONNECT Public Affairs - RECONNECT Web site and social media
<p><i>Practitioners</i> (engineers, regulators, land use planners, biologists, insurance brokers, and all those whose practice should be affected by the implementation of innovative NBS)</p>	<p>Use the science or evidence base to inform decision-making and design of NBS</p> <p>Adapt their practice to uptake incremental innovations that strengthen NBS</p> <p><i>The exact role varies for each profile of practitioner and the project outputs they may be used vary from topic area to topic area (see section below the table for an overview of topics)</i></p>	<p>RECONNECT partners form members of the practitioner community and will disseminate project results within their networks through targeted meetings, newsletters, and sharing results through targeted workshops, and provide opportunities for practitioners to engage with RECONNECT activities.</p>	<ul style="list-style-type: none"> - Awareness on the project to foster exchanges - Convince them of the quality of the project main outputs so that they decide to use them - Train them to use the project outputs - Support them with materials to reach out to their professional partners at national and international level. 	<ul style="list-style-type: none"> - National workshops - Training initiatives - Showcase of RECONNECT demo activities - RECONNECT Public Affairs - RECONNECT Web site and social media - RECONNECT Newsletters - Scientific publications

Target audience	Role as "actor of change"	C&D actions undertaken by RECONNECT	Outcomes	Communication Channels
<i>Scientific Community</i>	<p>Contribute to developing the evidence base</p> <p>Validate the results of the project</p> <p>Use and build on the results for their own projects</p> <p>Develop new solutions that can be acknowledged by the project</p> <p>Scientific community should be reached out to with each of the topics listed below via the different communities in which project partners take part.</p>	<p>Many of the RECONNECT partners are heavily engaged in collaboration with other projects and offer access to a global networks. This enables the transfer of knowledge and the opportunity for further research and practices to achieve new knowledge and techniques concerning nature based solutions, building resilience to hydro-meteorological risks, biodiversity and ecosystem restoration and enhancement and water management technology.</p> <p>- RECONNECT scientific partners are highly motivated to provide strong evidence base on NBS for the scientific and industry communities.</p>	<ul style="list-style-type: none"> - Awareness on the project to foster exchanges - Awareness on project results to foster synergies between projects - Share project reports to support knowledge exchange between projects - Share publications and encourage citing 	<ul style="list-style-type: none"> - Scientific publications - Training initiatives - Workshops and Conferences where RECONNECT is presented - Giving access to project deliverables and scientific outcomes - RECONNECT Newsletters - RECONNECT Web site and social media

3.7 Key-Messages for Communicating Results

The purpose of the key messages is to provide all partners with standard information and homogenous messaging. The key messages are meant to be broad and represent the overarching objectives of RECONNECT. These can be readapted and tailored to specific messages in brochures, newsletters, short movies, press releases. They are intended as a resource for the Consortium partners to ensure homogenous communications by all project champions. The annual update of this Communication and Dissemination Strategy will offer an opportunity to further tailor these messages to the project needs.

Societal awareness

KEY MESSAGE 1: Rapid urbanisation, population growth and more frequent weather extremes are putting an increasing pressure on already contested land and water resources. Integrating green infrastructure or so-called Nature-Based Solutions (NBS) into landscape planning and development makes urban and rural areas more resilient to the impacts of climate change, such as floods or droughts. NBS also provide a wealth of social, environmental and economic benefits. RECONNECT aims to enhance the European reference framework on Nature Based Solutions for hydro-meteorological risk reduction by demonstrating, referencing, upscaling and exploiting large-scale NBS in rural and natural areas.

Value of the project's transdisciplinary approach to NBS

KEY MESSAGE 2: The conceptual strength of Nature-Based Solutions to tackle multifaceted challenges faced by society resides in its integrative, systemic approach. This approach is embedded in RECONNECT, an unprecedented transdisciplinary partnership of researchers, industrial partners and authorities at local and regional level that integrate different perspectives from relevant stakeholders so that the “solutions” proposed contribute not only to reduce hydro-meteorological risks, but also to enable multiple benefits across stakeholder groups.

Sub-messages:

- Forests in and around cities act as carbon sinks, purify the air, reduce urban noise and improve people's mental health and well-being;
- Cities can save substantial water treatment costs by investing in nature-based solutions in their watersheds such as riverbank restoration and reforestation;
- Nature Based Solutions such as wetlands, wastewater treatment ponds and soil infiltration systems can be part of the solution to global sanitation challenges, supporting the removal of contaminants.

On bridging science to policy

KEY MESSAGE 3: RECONNECT brings scientific evidence about the exclusive benefits of NBS to reduce the impacts of water-related climatic risks into policy-making to support adoption. The outcomes of RECONNECT provide policy makers and practitioners with the necessary capacities, knowledge and skills to scale up nature-based solutions, as well as how to deploy and integrate them with traditional grey infrastructure solutions.

On scaling

KEY MESSAGE 4: RECONNECT develops standards for NBS and proof of concepts that can help scale up their adoption in context-specific locations. Innovative evaluation and monitoring tools are applied to support evidence-based decision making and template business cases for large scale implementation of pilot NBS. To this purpose, a RECONNECT scaling strategy is developed in WP4.

4 Communication, Dissemination and Exploitation Plan

In the below section, the communication, dissemination and exploitation action plan is presented, which is based on the strategy and vision outlined in sections above.

RECONNECT communication and dissemination began with creating original content to support the project both online through the project website and partner websites and offline at meetings, events and conferences using printed and digital materials and presentations. At the same time, the consortium identified places to post this information and opportunities for cross-posting on respective digital channels (see D6.1 Annex 4).

The project is communicated through a mixture of direct and indirect channels, and disseminates information based on agreed outreach timelines, what their involvement or engagement with the project is, and what media they typically consume.

4.1 Communication and Dissemination timeline supporting Exploitation

A communication and dissemination timeline is available in Annex 1. Below is a summary of the strategy for the duration of the project.

In the first year, communication platforms (e.g. project website, information sheet, newsletters, and events) and social media channels (e.g. Facebook, Twitter, LinkedIn, YouTube) were established and identified to create awareness of the project, disseminate the project concepts in strategic networks and demonstrate a powerful public image of RECONNECT.

In the second and third years, RECONNECT continued to build awareness of the project results and engage in more targeted communication for specific group of networks (i.e. business partners, policy and decision makers, citizen groups, design engineers and planners, scientists, etc.). Increased awareness is achieved through the dissemination of enriched content via the communications platforms and social media channels established in the first year, through a Community of Users Network, engaging with other EC groups, and by publishing project results in journals and magazines. A National workshop was to be organised at the premises of each Demonstrator and Collaborator, even if the pandemic situation hindered the organization. Activities also include developing visual story features, media and blogs for outreach and animated videos to visually demonstrate results (using Biteable or other platforms).

The final three years will make use of a growing community to enhance dissemination and exploitation of project knowledge components through webinars (e.g. social innovation for success, monitoring and evaluation technologies and tools, business model for up-scaling, standards for design and O&M of large scale NBS, etc.), tailor made MOOC for upscaling large-scale NBS, showcasing of project results and policy briefs and guidelines. National workshops are organised at the premises of each Demonstrator and Collaborator. A final plan for Exploitation, Dissemination and Communication of outreach, including the strategy for implementing a RECONNECT Global Network (D6.11) is issued at the project end.

A final RECONNECT Conference on “Nature Based Solutions for hydro-meteorological risk” will be organised in the final year, gathering all stakeholder communities relevant for the project.

4.2 Communication and Dissemination channels supporting Exploitation

RECONNECT website

The RECONNECT project website, www.reconnect.eu, is the key entry point where stakeholders and interested users can be directed to find information related to the project. It will be a major communication channel for disseminating information and engaging stakeholders. The RECONNECT consortium is strongly motivated to provide evidence based scientific results that will be of major importance and interest for the scientific and industry communities. This content as well as media materials, blogs, news stories, multimedia products, relevant resources, events, and other project outputs (i.e. meeting reports) will be communicated through the project website. The various material will cater to the different audiences of RECONNECT. In the second project half, the RECONNECT website will be designed as a gateway to showcase and access the main project results.

RECONNECT social media

RECONNECT is producing strong and engaging content relevant for a diverse set of audiences. Social media are intended to be used to drive traffic to the project website and contribute to outreach, awareness raising and knowledge sharing around NBS. Through RECONNECT social media, we help grow the following around NBS as a promising approach to address current challenges.

RECONNECT will establish the following social media channels for disseminating information to stakeholders and a wider audience, and engaging stakeholders more proactively as outlined in Table 10.

Table 10. Overview of social media channels and how they will be used for RECONNECT

Social media channel	Description/Comment	Purpose/To what end?	Average weekly activity	KPIs
Twitter	<p>Twitter handle vs Twitter hashtag.</p> <p>As the Twitter handle is time restricted (dies after the project ends), the project will use a Twitter hashtag, which can grow and live beyond the duration of the project. Can leverage the existing partner accounts to reach a wider audience</p>	<p>Twitter is used to engage with others in the field and releasing bite-sized project/content updates, for example a new publication, event, or development. When referring to project documents, for example, the tweet should refer to full versions held</p>	<p>At least 3 posts per week</p>	<ul style="list-style-type: none"> • Rate of engagement • Amount of unique visitors • Number of followers (growth)

		on the website so as to direct traffic to the website.		
Facebook	Group or page - this should be more topical than about the project itself. Higher chance to get more engagement from the community	Engage at the community level by providing relevant posts inform and trigger a conversation, rather than an update of project outputs.	At least 1 post per week	<ul style="list-style-type: none"> • Rate of engagement • Amount of unique visitors • Number of followers (growth)
LinkedIn	Group - See above	Engage at the professional level. See above	At least 1 post per week	<ul style="list-style-type: none"> • Rate of engagement • Amount of unique visitors • Number of followers (growth)
YouTube	Promotional videos, repository of webinar recordings, demonstrations, etc.			<ul style="list-style-type: none"> • Number of views

To be effective on social media, the consortium is expected to create, share and exchange information and ideas with the online community, ensuring our content is engaging, new and relevant.

RECONNECT newsletters and stories

RECONNECT will publish at least 8-10 newsletters to communicate project outputs. Each newsletter will have a thematic focus with key contributors, to be identified, from the consortium.

Content should also be communicated using partner and stakeholder newsletters and magazines. For example, the RECONNECT blog on Medium is a great way to connect with the research community and build a narrative around the evolution of the project. Blogs are a good place to summarise articles, get feedback and have online discussions and the project intends to exploit them at the best in the remaining time.

Press releases /media relations/ policy briefs

Press releases are required for media outreach and to make the project understandable and accessible to business and news media.

Policy briefs/briefing notes are developed to influence decision making by improving the understanding of an issue, and providing options and recommendations to address the issues.

Scientific journals, papers, publications

To provide peer reviewed scientific evidence of NbS impacts to drive and expand research and science in the field. To also bridge the science-to-practice interface.

Scientific journals, papers, publications will be tracked on a regular basis in the format and as requested by the Continuous Reporting of EC H2020 project. All this scientific material is detailed in Zenodo, an open-access repository of academic-related digital information. All the scientific items produced within the project is gathered under the grant tag "RECONNECT" making them easy to find. Each publication, journal or paper uploaded in Zenodo receives a Digital Object Identifier (DOI) which makes the publications easily reachable. Zenodo is also connected with the Continuous Reporting of the ECAS Participant portal, from where is it possible to import all the RECONNECT publications archived in it.

Events, conference, workshops

RECONNECT will target high-profile events, conferences and workshops at the national, European and international level to participate and engage (e.g. organise technical sessions, workshops, etc.) with a broader audience group across the science-policy-practice interface. Engaging at this level will further contribute to the exploitation strategy of RECONNECT. Events, conference and workshops will be tracked on a regular basis in the format and as requested by the Continuous Reporting of EC H2020 project.

RECONNECT National Workshops are organized at the premises of each Demonstrator and Collaborators, to raise awareness of local and national stakeholders about NBS, their effectiveness and the way they can be introduced into land planning policies and risk mitigation measures. Two workshops are expected to be organized by each Demonstrator along the project lifetime, and one workshop by the collaborators. Results and feedbacks by these workshops and related round tables are used to better shape RECONNECT key messages and address dissemination and general exploitation activities.

Training

RECONNECT develops training activities and tools and favour learning opportunities, including training, e-learning/online courses, MOOC, webinars.

Two are the main project outcomes training oriented, which are expected to support dissemination and exploitation of RECONNECT outcomes and knowledge to selected target audiences.

- RECONNECT training framework (Ref. D6.4 (M34) and D6.12 (M50)), consisting of on-line based training modules and training material specifically designed to address the exploitation of project outcomes to selected categories of target audience (e.g. public officers, students, decision makers...)
- RECONNECT MOOC (Ref. D6.5 (M60) addressed to a wide range of users and based on serious games and innovative information and communication technologies.

When possible, the RECONNECT consortium (and namely GISIG and UNEXE, responsible for training outcomes) will create synergies with other NBS projects and Communities (e.g. PHUSICOS and OPERANDUM projects, or some NbS users communities like OPPLA) in order to standardize training tools and actions and exploit existing knowledge and material.

4.3 Monitoring and Evaluation of Communication, Dissemination and Exploitation: the WP6 logframe

RECONNECT WP6 logframe can be found below in table 11. This outlines the key activities under the main expected results under WP. The aim of this approach is to develop an M&E tool to enable clear and accountable monitoring of WP 6 activities and their associated impacts.

Table 11: WP6 logframe

Overall WP6 objective/impact: <i>To support the enhancement of the EU reference framework on NBS for hydro-meteorological risk reduction and the replication and the upscaling of RECONNECT results</i>					
Expected result 6.1: Dissemination, Knowledge sharing and communication strategy provides partners and target users with easy-to-use communication material					
Expected outcomes/impacts 6.1: RECONNECT Brand is known in EU and international networks and communities					
Activity	Output	Outcome	Indicator	Source of verification	Tools
6.1.1 Communication, dissemination and exploitation strategy and plan to project target groups	Communication, Dissemination and Exploitation Strategy and Plan documents (M18, M42 and M71)	Champion the uptake of the main project outputs by specific audiences Ensure synergies with other project and initiatives Monitor and Evaluate C&D&E impacts	N. of versions issued at M3 and then M18, M42, M71 (accompanying each interim and final report to EC)	Document of Activities, outcomes of WPs, External Review Reports	Document outlining and streamlining actions for communications, dissemination and exploitation
6.1.2 Common branding for templates, social, web site	Brand Guide – visual identity (delivered)	Communicate RECONNECT in a standard way and outcomes compliant with visual identity	Brand Guide online available for partners and stakeholders	EC guidelines, CA, RECONNECT logo	All C&D channels
6.1.3 Promotion across partners communication channels (media, press, blogs)	Articles, news on partners' communication channels, increasing RECONNECT network of stakeholders	Bridge websites and link communities online to encourage exchange virtually and increase clicks/hits/links on partner websites	N. of contents shared within partners' channels / As and when necessary – release of new project outputs / results reports etc or following key demo events /	Partner's websites and social media channels	Apply google analytics for targeted partner channel communications Social media

			workshops/conferences where results are shared		
Expected result 6.2: Generation of webstories, blogs and visual storytelling pieces on NbS success stories. Training on NbS for potential users					
Expected outcomes/impact 6.2: Positive behavioural changes towards NbS are triggered by RECONNECT communication platforms and promotional materials					
Activity	Output	Outcome	Indicator	Source of verification	Tools
6.2.1 RECONNECT web site	Project website collecting all project descriptions, info, news, outcomes	Provide a gateway to access RECONNECT information, news, results and products with 2000 downloads in Y2 and 3	N of visits, N of downloads / On a periodical basis, in occasion of submission of deliverables and project meetings ...	Google Analytics	Wordpress; Google Analytics
6.2.2 Additional web tools and social media (Facebook, Twitter, LinkedIn Group, Youtube channel, Researchgate)	Management of the mentioned social media accounts with 1000 likes/shares in year 2/3	Disseminate a positive image/inspire positive action around NbS	Number of Likes/followers / Weekly or monthly	Like/Sharing of contents - Social media	Social media analytics
6.2.3 Promotional material: 6-monthly electronic newsletters	Electronic RECONNECT newsletters	Provide partners and target audience with easy to use communication material to relay in their network	N of issues (10 in total) N of emails with newsletters opened and downloaded Every 6 months, starting from M6	Mailchimp (newsletter analytics)	Articles are written in Medium and linked in the newsletter)
6.2.4 Promotional material: leaflets and brochures	Project leaflet (translated into the Demo and Collaborators languages) RECONNECT Final Brochure	Provide partners and target audience with easy to use communication material to relay in their network	N of leaflet versions N of brochure versions Leaflet: project beginning and 2 interim report Brochure: project end	Versions on the web site available for download	PowerPoint, InDesign
6.2.5 Promotional material: production of project videos	Reconnect channel on Youtube with 500 views and at least 30	Provide partners and target audience with easy to use	N of views, N of shares, N of comments	Youtube	Youtube, Biteable (video software)

	(substantial) comments	communication material to relay in their network	On a when needed and planned basis		
6.2.6 RECONNECT presentations and posters at conferences and workshops	RECONNECT posters; RECONNECT presentations	Provide partners and target audience with easy to use communication material to relay in their network	N of presentation/ poster in main sectoral events On a when needed and planned basis	Activity sheets / direct contacts with WP6 responsible	Power Point, Infogram (infographics software)
6.2.7 Capacity building and training (Training Framework)	Training modules and training activities	Train target users to use project outputs	Training materials Webinars On a when needed and planned basis	Number of downloads for training material (500) Attendees feedback, registrations to training events	E-learning platform, web Webinar tools
Expected result 6.3: Develop and Deliver a MOOC (from M48)					
Expected outcomes/impact 6.3: Awareness is raised through targeted knowledge transfer in educational/learning processes					
Activity	Output	Outcome	Indicator	Source of verification	Tools
6.3.1 MOOC on NBS	RECONNECT MOOC	Provide target users with training materials to help them training the others	Training materials/ On a when needed and planned basis	Number MOOC access (500)	Web, App
Expected result 6.4: Develop and Implement dissemination to share results of the project with the relevant practitioner and scientific communities					
Expected outcomes/impact 6.4: Relevant practitioners, institutions and scientific communities got informed about RECONNECT results on an evidence base					
Activity	Output	Outcome	Indicator	Source of verification	Tools
6.4.1 RECONNECT scientific publications	Scientific articles, manuals, books	Share publications and encourage citing Validating the results of the project Share project publications to support knowledge exchange between projects	No. of scientific publications issued under RECONNECT on impacted journals On a when needed and planned basis with other WPs	WPs outcomes, scientific outcomes of RECONNECT	Zenodo database

6.4.2 RECONNECT workshops led within events in the sector, partners participation is coordinated	Deliver 4 sessions at identified conference and virtual workshops	Raise awareness on the need and importance of NBS to building resilience Share results of the project with relevant practitioners and scientific communities	N of workshops & participants testimonies from workshops / On a when needed and planned basis with other WPs	Attendees feedback, collection of testimonies, survey results from follow-up	GoToMeeting (any virtual conf platform), on-site meetings, use of filming equipment, Youtube Streaming
6.4.3 RECONNECT Briefing notes	4 briefing notes influence decision making and providing options and recommendations to address NBS implementation	Recognition of good practices Awareness on the project through targeted key messages and infographics	Briefing notes for policy and decision makers produced and shared / On a when needed and planned basis with other WPs	Report from stakeholders workshops, download from web site, issued versions	Project web site, newsletters, stakeholders workshops
Expected result 6.5: Deliver a “Public Affair strategy” to establish a RECONNECT Network of users					
Expected outcomes/impact 6.5: Lobby regional and national authorities to support the deployment of NBS					
Activity	Output	Outcome	Indicator	Source of verification	Tools
6.5.1 To conduct a tailored stakeholder analysis/mapping targeting specific stakeholders	Map of potential users of RECONNECT Network	Identify WHO to influence and to engage for a proper exploitation of RECONNECT results and a maximization of impacts	Number of stakeholders identified as potential members of RECONNECT network of users	Activity report	Stakeholders map/survey
6.5.2 Embed into the final plan for C&D&E of outreach, a strategy to implement a RECONNECT networks of users	RECONNECT “Public Affairs” strategy”	To maximize RECONNECT impacts in a structured way and towards targeted groups of stakeholders RECONNECT becomes the reference point for material and demo activities on large-scale NbS implementation	Stakeholders and entities showing interest in the network	Activity report	Social media, emails, survey, project events

		Connecting each other relevant stakeholders seeking for funds or expertise to implement NBS			
Expected result 6.6 National workshops in each demonstrator and collaborator clusters reach target audiences to increase awareness and learning on NbS from RECONNECT results					
Expected outcomes/impact 6.6: Awareness and engagement of local and national communities are increased. Barriers and enablers for NbS investigated at local and national scale					
Activity	Output	Outcome	Indicator	Source of verification	Tools
6.6.1. 2 national workshops in Demonstrators	Report and proceedings of the National workshop	Disseminate results to policy and decision makers directly connected to the demonstrator site	N of national Workshop N of attendees (first by M48 and second from M48 to M72)	Attendees feedback, collection of testimonies, survey results from follow-up	Face to face workshop
6.6.2. 1 national workshop by Collaborators	Report and proceedings of the National workshop	Disseminate results to policy and decision makers directly connected to the collaborator site	N of national Workshop N of attendees (starting from M42)	Attendees feedback, collection of testimonies, survey results from follow-up	Face to face workshop
6.6.3 Final RECONNECT conference "Nature Based Solutions for hydro-meteorological risk"	Final Conference	Empower participants to communicate further to partner cities, regions, local authorities at national and international level	N of attendees End of project	Attendees feedback, collection of testimonies, survey results from follow-up	Face to face conference
Expected result 6.7: Organizing common activities with other EC groups and actions so that awareness is raised about NbS through key messaging and sharing of experiences					
Expected outcomes/impact 6.7: RECONNECT outputs are integrated into EU policies and initiatives and contribute to funding allocation programmes					
Activity	Output	Outcome	Indicator	Source of verification	Tools
6.7.1 Identify most appropriate EC Water, Climate and Nature Initiatives and cluster to connect with and deliver joint activities	Sharing of experience and joint actions, mapping of RECONNECT outcomes to be exploited	Favor the exploitation of RECONNECT outputs as well as their integration into regional/EU policies and funding allocation programmes	N. of joined initiatives On a when needed and planned basis with other WPs	Registration to the initiative/cluster	Registration as a member

4.4 Monitoring and interim evaluation of C&D&E outcomes and impacts (from M1 to M42)

Based on RECONNECT WP6 logframe (table 11) this document (table 12) provides an overview of Monitoring and Evaluation of C&D&E activities carried out from project beginning (September 2018) up to M42 (February 2022). Reported indicators will help WP6 to understand how undertaken activities are contributing to get expected results and to properly address future activities to the purpose. Information included in the table below summarizes partners contribution to C&D&E, which are checked and collected in a structured way (e.g. activity sheets) on a periodic basis, for monitoring and management purposes. All data and information provided within the M&E table 12 will be integrated and detailed in the next technical report due by the end of 2021.

Table 12: Interim WP6 Monitoring and Evaluation of activities and outcomes (M1 – M42)

Overall WP6 objective/impact: <i>To support the enhancement of the EU reference framework on NBS for hydro-meteorological risk reduction and the replication and the upscaling of RECONNECT results</i>						
Expected result 6.1: Dissemination, Knowledge sharing and communication strategy provides partners and target users with easy-to-use communication material						
Expected outcomes/impacts 6.1: RECONNECT Brand is known in EU and international networks and communities						
Activity	Output	Tools	Indicator	Status of KPI at M42	Assessment of outcome/impact (notes to address future actions)	Target Audience
6.1.1 C&D&E strategy and plan	Communication, Dissemination and Exploitation Strategy and Plan documents (M3, M18, M42 and M71)	Document outlining and streamlining actions for communications, dissemination and exploitation	N. of versions of C&D Strategy and Plan issued	3 issues (D6.1, D6.9, D6.10) delivered on time Deliverable 6.9 and its updating (D6.10) include also strategy and plans for general exploitation. A logframe approach for C&D&E evaluation is included in all versions, and also a periodic monitoring and evaluation of impacts and outcomes (respectively at M30 and M42) is provided.	Addressed the uptake of the main project outputs by specific audiences <i>Key messages to be targeted for specific groups of users</i> <i>Synergies with other project and initiatives to be enforced</i> <i>Process and methodology to assess and quantify impacts must be improved</i>	RECONNECT Consortium Executive Advisory Board All target audience
6.1.2 Common branding for templates, social, web site	Brand Guide – visual identity (delivered)	All C&D channels	Brand Guide online available for partners and stakeholders	1 Brand guide publicly available for download from the web site	Communicated RECONNECT in a standard way and outcomes compliant with visual identity.	RECONNECT Consortium

					<p><i>RECONNECT consortium and stakeholders know and follow the visual guidelines of RECONNECT, make use of templates for documents and properly acknowledge the funding.</i></p> <p><i>C&D Team periodically checks for the correct use of RECONNECT Brand</i></p>	<p>Executive Advisory Board</p> <p>All target audience having to deal with the RECONNECT brand</p>
<p>6.1.3 Promotion across partners communication channels (media, press, blogs)</p>	<p>Articles, news on partners' communication channels, increasing RECONNECT network of stakeholders</p>	<p>Apply google analytics for targeted partner communications</p> <p>Social media</p> <p>Partners Activity Sheets</p>	<p>N. of contents shared within partners' channels / As and when necessary – release of new project outputs / results reports etc or following key demo events / workshops/conferences where results are shared</p>	<p>Contents shared in RECONNECT media</p> <p>News on project progress, main achievements, publications issued, meetings and assemblies are regularly published, input provided by the partners</p> <p>Contents shared in partners media</p> <p>RECONNECT information sheets on partners' institutional web sites. Published / shared RECONNECT news on institutional social media</p> <p>Press releases and communication campaign</p> <p>6 press releases</p> <p>5 communication campaign on NBS applications</p>	<p>Bridged websites and linked communities online to encourage exchange virtually and increase clicks/hits/links on partner websites.</p> <p><i>Engage project partners to provide news for RECONNECT web site and social media</i></p> <p><i>Potential of C&D channels by the consortium need to be further exploited.</i></p> <p><i>Push the use of press release and communication campaigns to increase the SH engagement at local level</i></p>	<p>All RECONNECT target audience</p>
<p>Expected result 6.2: Generation of webstories, blogs and visual storytelling pieces on NbS success stories. Training on NbS for potential users</p>						
<p>Expected outcomes/impact 6.2: Positive behavioural changes towards NbS are triggered by RECONNECT communication platforms and promotional materials</p>						
Activity	Output	Tools	Indicator	Status of KPI at M42	Assessment of outcome/ impact (notes to address future actions)	Target Audience

<p>6.2.1 RECONNECT web site</p>	<p>Project website collecting all project descriptions, info, news, outcomes Wordpress;</p>	<p>Google Analytics Wordpress counter</p>	<p>N of visits, N of downloads / On a periodical basis, in occasion of submission of deliverables and project meetings ...</p>	<p>N of unique users from M1 to M42: 14.930 N of sessions (number of accesses) from M1 to M42: 22.575 N of downloads: 4.157</p>	<p>Provide a gateway to access RECONNECT information, news, results and products with at least 2000 downloads in Y2 and 3 <i>Web site indicators are in line with plans and satisfying. By the end 2021 the web site is under revision and new sections are created, more focused on project outputs. The web site is thought to become, from now on, the gateway to the main project results and products.</i></p>	<p>All RECONNECT target audience</p>
<p>6.2.2 Additional web tools and social media (Facebook, Twitter, LinkedIn Group, Youtube channel, Researchgate)</p>	<p>Management of the mentioned social media accounts with 1000 likes/shares in year 2/3</p>	<p>Social media analytics</p>	<p>Number of Likes/followers/ Weekly or monthly</p>	<p>H2020RECONNECT (Twitter) Followers: 691 Reconnect Project (Facebook) Page Likes: 192 Page Followers: 310 LinkedIn group Members: 186 Youtube: 10 videos (497 views)</p>	<p>Disseminate a positive image/inspire positive action around NBS <i>The KPI is in line with expectations, and the number of followers has grown in particular for twitter with respect to the past period.</i> <i>Only in a few cases social media are the way to access the web site, and it is an issue to be better addressed in the next project phases.</i> <i>Each partner should better contribute to increase the number of followers, by exploiting the great potential of consortium dissemination channels</i></p>	<p>All RECONNECT target audience</p>

<p>6.2.3 Promotional material: 6-monthly electronic newsletters</p>	<p>Electronic RECONNECT newsletters</p>	<p>Articles are written in Medium and linked in the newsletter (edited and sent through mailchimp)</p>	<p>N of issues (8- 10 in total) N of emails with newsletters opened and downloaded Every 6 months, starting from M6</p>	<p>N of issues: 5 (out of 8 - 10) Number of people registered to the electronic newsletters: 400 Total number of emails containing newsletters opened: 460 N of newsletters downloaded from the website: 138 Number of articles written in Medium (and linked to the newsletters): 18</p>	<p>Provide partners and target audience with easy-to-use communication material to relay in their network</p> <p><i>Articles in Medium are in a narrative form and relate with project context and objectives and also with activities in demonstrators and collaborators. In some cases, articles have the format of interview. Contents are designed in a way to be exploited by RECONNECT Consortium to rely with their networks and stakeholders, for press release and local articles, but also to engage new stakeholders in the project.</i></p> <p><i>Encourage the registration to the RECONNECT newsletters through targeted campaigns, and also the exploitation of stories on Medium through different communication channels</i></p>	<p>RECONNECT newsletters mailing list</p> <p>RECONET Consortium</p> <p>All RECONNECT target audience</p>
<p>6.2.4 Promotional material: leaflets and brochures</p>	<p>Project leaflet (translated into the Demo and Collaborators languages) RECONNECT Final layman's brochure</p>	<p>Versions available for download on the web site</p>	<p>N of leaflet versions N of brochure versions Leaflet: project beginning and 2 interim report Brochure: project end</p>	<p>1 leaflet provided in 4 languages</p> <ul style="list-style-type: none"> – English – Bulgaria – Croatian 	<p>Provide partners and target audience with easy-to-use communication material to relay in their network</p> <p><i>Hard copy material is not fully exploited due to COVID pandemic,</i></p>	<p>All RECONNECT target audience</p>

				– Italian RECONNECT leaflet distributed in different occasions: meetings, workshops, conferences, fairs and exhibitions, networking meetings, brokerage events	hence indicators at M30 can be lower than expected A new version of the leaflet based on the RECONNECT Vision (infographics) is under design.	
6.2.5 Promotional material: production of project videos	Reconnect channel on Youtube with 500 views and at least 30 (substantial) comments	Youtube, Biteable (video software)	N of views, N of shares, N of comments On a when needed and planned basis	497 views, no share or comments for now A RECONNECT video for wide communication was launched on 13 th October 2021	Provide partners and target audience with easy-to-use communication material to relay in their network <i>Youtube channel will be used for uploading training material</i>	
6.2.6 RECONNECT presentations and posters at conferences and workshops	RECONNECT posters; RECONNECT presentations	Power Point, Infogram (infographics software)	N of presentation/poster in main sectoral events On a when needed and planned basis	RECONNECT presentations/posters in 46 national/EU/international Conferences and Workshops	Provide partners and target audience with easy-to-use communication material to relay in their network	
6.2.7 Capacity building and training (Training Framework)	Training modules and training activities	E-learning/web platforms Webinar tools	Training materials Webinars On a when needed and planned basis	6 webinars organized for internal training on WP2 and WP3 topics + 5 webinars on co-creation 15 face-to-face or hybrid training actions addressed to external audience including academics and students, government authorities, technicians RECONNECT training framework and its technical specifications are outlined in deliverable 6.4	Train target users to use project outputs <i>3 webinars for training/dissemination are expected to be organized by October 2022</i> <i>Contents are outlined in D6.4</i>	RECONNECT Consortium Government agencies Civil Protection Professionals Academics Master / PhD Students

Expected result 6.3: Develop and Deliver a MOOC (from M48)						
Expected outcomes/impact 6.3: Awareness is raised through targeted knowledge transfer in educational/learning processes						
Activity	Output	Tools	Indicator	Status of KPI at M42	Assessment of outcome / impact (notes to address future actions)	Target Audience
6.3.1 MOOC on NBS	RECONNECT MOOC	Web, App	Training materials/ On a when needed and planned basis	NOT YET STARTED	Provide target users with training materials to help them training the others <i>Connections and synergies with task 6.2 Training Framework are established</i>	To be defined
Expected result 6.4: Develop and Implement dissemination to share results of the project with the relevant practitioner and scientific communities						
Expected outcomes/impact 6.4: Relevant practitioners, institutions and scientific communities got informed about RECONNECT results on an evidence base						
Activity	Output	Tools	Indicator	Status of KPI at M42	Assessment of outcome / impact	Target Audience
6.4.1 RECONNECT scientific publications	Scientific articles, manuals, books	Zenodo database	No. of scientific publications issued under RECONNECT on impacted journals On a when needed and planned basis with other WPs	Available on Zenodo Database: Journal articles : 22 Thesis: 2 Conference Papers: 4	Share publications and encourage citing Validating the results of the project Share project publications to support knowledge exchange between projects	Scientific Community Executive Advisory Board RECONNECT Consortium
6.4.2 RECONNECT workshops led within events in the sector, partners participation is coordinated	Deliver 4 sessions at identified conference and virtual workshops	GoToMeeting (any virtual conf platform), on-site meetings, use of filming equipment, Youtube Streaming	N of workshops & participants testimonies from workshops / On a when needed and planned basis with other WPs	EGU 2020 (virtual) - organized a joint session with PHUSICOS and OPERANDUM with around 80 participants EGU 2021 (virtual) – organized a joint session with PHUSICOS and OPERANDUM	Raise awareness on the need and importance of NBS to building resilience Share results of the project with relevant practitioners and scientific communities	Scientific Community Decision Makers Private companies and practitioners

				Symhydro 2021 – organized a NBS session Stockholm World Water Week - organized a joint session with PHUSICOS and OPERANDUM		
6.4.3 RECONNECT Briefing notes	4 briefing notes influence decision making and providing options and recommendations to address NBS implementation	Project web site, newsletters, stakeholders workshops	Briefing notes for policy and decision makers produced and shared / On a when needed and planned basis with other WPs	NOT YET STARTED	Recognition of good practices Awareness on the project through targeted key messages and infographics <i>WP6 is considering to create 1 briefing note per relevant category of audience, to better address and customize key message</i>	To be defined
Expected result 6.5: Deliver a “Public Affair strategy” to establish a RECONNECT Network of users						
Expected outcomes/impact 6.5: Lobby regional and national authorities to support the deployment of NBS						
Activity	Output	Tools	Indicator	Status of KPI at M42	Assessment of outcome / impact (notes to address future actions)	Target Audience
6.5.1 To conduct a tailored stakeholder analysis/mapping targeting specific stakeholders	Map of potential users of RECONNECT Network	Stakeholders map/survey	Number of stakeholders identified as potential members of RECONNECT network of users	NOT YET AVAILABLE	Identify WHO to influence and to engage for a proper exploitation of RECONNECT results and a maximization of impacts	To be defined
6.5.2 Embed into the final plan for C&D&E of outreach, a strategy to implement a	RECONNECT “Public Affairs” strategy”	Social media, emails, survey, project events	Stakeholders and entities showing interest in the network	NOT YET AVAILABLE	To maximize RECONNECT impacts in a structured way and towards targeted groups of stakeholders RECONNECT becomes the reference point for material and	To be defined

RECONNECT networks of users					demo activities on large-scale NbS implementation Connecting each other relevant stakeholders seeking for funds or expertise to implement NBS	
Expected result 6.6 National workshops in each demonstrator and collaborator clusters reach target audiences to increase awareness and learning on NbS from RECONNECT results						
Expected outcomes/impact 6.6: Awareness and engagement of local and national communities are increased. Barriers and enablers for NbS investigated at local and national scale						
Activity	Output	Tools	Indicator	Status of KPI at M42	Assessment of outcome / impact	Target Audience
6.6.1 National workshops in Demonstrators	Report and proceedings of the National workshop	Face to face workshop	N of national Workshop N of attendees (1 by M48 and 1 from M48 to M72)	1 National Workshop in Demo A Tordera (Spain) - Attendees: 36 1 National Workshop in Demo B (Inn / Geroldsbach, Austria) - Attendees: 16 1 National Workshop in Demo B Var and Les Boucheleurs (France) - Attendees: 16	Disseminate results to policy and decision makers directly connected to the demonstrator site <i>In deliverable 6.7 a new plan for National Workshop organization is provided, in order to mitigate risks and delays due to pandemic situation</i>	Government Agencies Decision Makers Civil Protection Scientific Community Private companies and practitioners
6.6.2. National workshops by Collaborators	Report and proceedings of the National workshop	Face to face workshop	N of national Workshop N of attendees (starting from M42 to M72)	NOT YET STARTED	Disseminate results to policy and decision makers directly connected to the collaborator site <i>Need to re-schedule WS calendar due to COVID emergency</i>	Government Agencies Decision Makers Civil Protection Scientific Community Private companies and practitioners
6.6.3 Final RECONNECT conference "Nature Based	Final Conference	Face to face conference	N of attendees End of project	NOT YET STARTED	Empower participants to communicate further to partner cities, regions, local authorities at national and international level	To be defined

Solutions for hydro-meteorological risk"						
Expected result 6.7: Organizing common activities with other EC groups and actions so that awareness is raised about NbS through key messaging and sharing of experiences.						
Expected outcomes/impact 6.7: RECONNECT outputs are integrated into EU policies and initiatives and contribute to funding allocation programmes						
Activity	Output	Tools	Indicator	Status of KPI at M42	Assessment of outcome / impact	Target Audience
6.7.1 Identify most appropriate EC Water, Climate and Nature Initiatives and cluster to connect with and deliver joint activities	Sharing of experience and joint actions, mapping of RECONNECT outcomes to be exploited	Registration as a member	N. of joined initiatives On a when needed and planned basis with other WPs	IUCN joint the Task Force 4 "NBS Communicators" UNEXE registered RECONNECT to ICT4Water Cluster UIBK joint the COST Action CA1733 "implementing NBS for creating a resourceful circular city" UIBK joint the IWA-IGUR International Working Group of the IWA/IAHR Joint Committee on Urban Drainage Networking activities carried out with sister's projects (PHUSICOS, OPERANDUM and also NAIAD and UNALAB) – such as webinars to present RECONNECT results, mutual participation to project meetings, joint papers and session organizations in conferences and workshops.	Favor the exploitation of RECONNECT outputs as well as their integration into regional/EU policies and funding allocation programmes <i>Enlarge the participation to EU initiatives, including also Climate and Nature domains other than Water. Update the list of current EU initiatives</i>	Government Agencies Decision Makers Scientific Community Private companies and practitioners

4.5 Communication, Dissemination and Exploitation impacts' timeline

In this session it is shown how the C&D results, outcomes and impacts are materialized into a pathway towards impacts. The pathway is essentially a timeline, spanning from the RECONNECT start to its end, but in the context of impact, it will actually span also beyond the project end date. Based on Communication and Dissemination activities and results, RECONNECT is expected to achieve a series of outcomes along the 6 project years. Outcomes are here considered as the effects by the project activities achieved in the short period, and namely within the project lifespan. The figure below (Figure 4) gives a quantitative assessment (in %) of the degree of achievement of each outcome, estimated on the basis of the C&D Key Performance Indicators and evaluation of performed activities. Impacts are expected beyond the project end, they are more than results but they represent the long-term effects of RECONNECT, that continue even if project activities are ended.

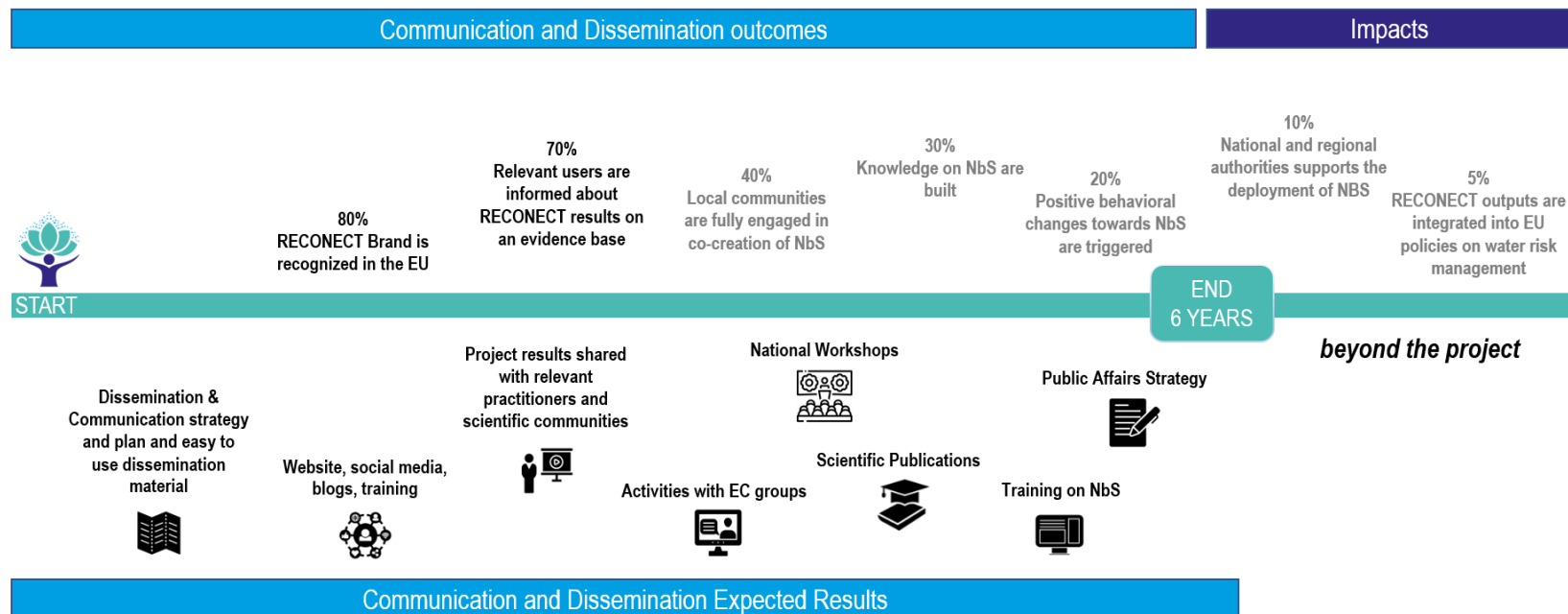


Figure 4 RECONNECT impacts' timeline

References

European Commission (March 2004) - Aid Delivery Methods, Volume 1 Project Cycle Management Guidelines

Grant Agreement number: 776866 RECONNECT
AMENDMENT Reference No. AMD 776866-32

Link to RECONNECT web pages and resources:

- Website
- Social Media
 - ✓ Facebook Page
 - ✓ Twitter Account
 - ✓ LinkedIn group (accessible upon acceptance)
 - ✓ YouTube channel
 - ✓ ResearchGate
- Resources accessible from the Publications page of the project website:
 - ✓ Brand guide (in the section Visual Identity)
 - ✓ Newsletters
 - ✓ Project leaflet (in the section Brochures, flyers)
 - ✓ Demonstrators and Collaborators posters
 - ✓ Scientific Publications
 - ✓ Press Release

Annex A. Communication, Dissemination, Exploitation Timeline

Task/Subtask	Project Year	4										5										6									
	Calendar year	2022										2023										2024									
	Project Month	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72
Responsible	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	
Task 6.1: C&D Strategy and Plan	GISIG																														
C&D, exploitation strategy and plan	GISIG																													D	
Branding guidelines and manual	GISIG, IHE																														
Promotion across partners	All partners																														
Task 6.2: Comm platform and material	GISIG																														
Reconnect web site	GISIG																														
Additional web tools and social media	GISIG, IUCN																														
RECONNECT Newsletters	IUCN, GISIG				6					7						8					9							10			
Leaflets and Brochures	GISIG																														
Project videos	All partners																														
Presentations and posters at conferences	All partners																														
Training Framework	GISIG								D																						
Task 6.3 Develop and deliver a MOOC	UNEXE																														
MOOC on NbS	UNEXE																											M	D		
Task 6.4: Dissemination actions	IUCN																														
RECONNECT scientific publications	GISIG																														
Workshops in sector events	IUCN																														
RECONNECT briefing notes	IUCN																														
Task 6.5: RECONNECT Global Network	RAMBOLL																														
Stakeholders mapping/analysis	RAMBOLL																														
Public Affairs Strategy	RAMBOLL																														
Task 6.6: RECONNECT National Workshosps	GISIG																														
National Workshops in Demonstrators	GISIG						D																						D		
National Workshops in Collaborators	GISIG					D																							D		
Final RECONNECT Conference	IHE, GISIG, IUCN																											C	D		
Task 6.7: Joint activiteis with EC groups	IUCN																														
Identify appropriate water and nature initiatives	IUCN, IHE																														

D = Deliverable
 C = Conference
 M = Milestone
 6 to 10 = Newsletter issues

