RECONECT

# Updated Exploitation Dissemination and Communication Plan for Outreach – v3

*(Version revised after the Review Meeting of June 2020 and PO comments of December 2020)*

*Deliverable D6.9*

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# Document Information

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| Abstract (for dissemination, 100 words) | The RECONECT Exploitation, Dissemination and Communication Plan for outreach derives from the C&D Strategy and Plan (D6.1), issued at the project start (and revised during the mid-term) 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. An update is expected in month 42. |
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# Executive Summary

The Communication, Dissemination and Exploitation Plan for outreach (D.6.9) is intended to guide project participants' communication and dissemination, both internally and externally, in view of maximizing dissemination and exploitation of RECONECT outreach and outputs. 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 (D.6.9) for outreach is based on the communication and dissemination strategy and plan defined in deliverable D6.1 and periodically updated along the project lifetime. This series of deliverables is intended to guide project participants' communication and dissemination, both internally and externally, in view of maximizing dissemination and exploitation of RECONECT 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 RECONECT communication, dissemination and exploitation strategy and plan began with creating original content to support the RECONECT partners both "online" through the project website and partner websites and "offline" at meetings, events and conferences using printed materials and presentations. The RECONECT 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.

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 outlined "RECONECT Vision" further clarifies the target areas for communication activities, drawing on the demonstrator sites, collaborators and potentials alliances external to RECONECT to grow and mainstream NbS within both commercial and non-commercial, public and civil society arenas and communities of practices. Moreover, the implemented "RECONECT 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 RECONECT, collaboratively building joint outputs and outcomes to demonstrate the effectiveness and sustainability of NbS for reducing hydro-metrological risk.

# Contents

# 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 the Communication, Dissemination and Exploitation Plan (D.6.9) for outreach, is intended to guide project participants' communication and dissemination, both internally and externally, in view of maximising dissemination and exploitation of RECONECT 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 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.

Starting from M18, at the end of the first Reporting Period and at the time of the first RECONECT outputs, Communication and Dissemination become also activities to support Exploitation of outreach towards different target groups including commercial and non-commercial users, and hence an updated and integrated plan and strategy is 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 RECONECT exploitation on the market, and are carried out in line with business plans and any upscaling and standardization activity, and will run from month 18 to month 60. WP5 is responsible for the commercial exploitation activities and WP6 for the non-commercial activities focused on policy uptake and stakeholder engagement. Updating and tuning of strategies and plans during the project lifetime will be done in order 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, a revised Strategy will be developed in month 42 as well as in month 71 of the project.

Please note for purpose of reviewing this document (due to changes that can not be made in the ECAS portal), the responsbility for revising and further developing this deliverable has been handed over from IWA to IUCN, as per the partner change agreement. While the task to deliver a Communications, Dissemination and Exploitation Strategy was delegated to IWA and therefore is now under IUCN's task list, this document is jointly authored and owned by GISIG. This is important as GISIG remain the lead partner on WP6 and therefore must agree and adhere to the plan outlined in this Strategy document. For future versions of this deliverable, the responsbility will therefore be shared between IUCN and GISIG to ensure the most appropriate management of WP6.

## 1.2 Project Summary

RECONECT 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, **RECONECT 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, RECONECT 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 RECONECT 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 Objectives

The overall objectives of RECONECT are outlined below:

-   RECONECT will develop a **holistic ecosystem-based framework enabling 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.
-   RECONECT will 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.
-   Through a consolidated evidence-base on co-creation processes, performance standards, cost-effectiveness, operational requirements, life cycle costs and the multiple benefits of NBS, RECONECT will **identify and assess barriers related to social and cultural acceptance of NBS and policy regulatory frameworks** and propose ways to overcome them. In addition, RECONECT **liaises and/or clusters with other relevant projects and initiatives**.
-   RECONECT will **promote and pursue innovation in relation to evaluation, selection, 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.
-   RECONECT will **enable replication and up-scaling of NBS** through the **RECONECT roadmap in different contexts** within the RECONECT network of cases taking into account market dynamics, knowledge creation, institutional entrepreneurship and brokerage. RECONECT will assess its replication potential and expand the knowledge of long-term sustainable data platforms considering existing initiatives and alternative options (e.g.OPPLA).

## 1.4  Who is in the Consortium?

The RECONECT consortium consists of 36 partners from 18 countries including the EU Member States (Netherlands, Germany, UK, Italy, France, Denmark, Croatia, Austria, Spain, Belgium, Poland, Bulgaria, and Sweden), associated countries (Switzerland, Serbia) and the international partners (Malaysia, Taiwan and Thailand). It consists of 6 Small and Medium-sized Enterprises (SMEs), 5 Industrial partners, 9 Research and Development (R&D) Organisations, 8 Universities, and 9 Governmental/Regional/Public Body organisations.

## 1.5  The Demonstrators and Collaborators Network

RECONECT draws upon a network of carefully selected Demonstrators (A and B) and Collaborators (EU and International) 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.

➢ RECONECT Demonstrator Type A are cases of large-scale Nature-Based Solutions to be fully created and validated during the RECONECT project lifetime. They are located in Germany, Denmark, Spain and Italy.

➢ RECONECT Demonstrator Type B are existing Nature-Based Solutions to be monitored, evaluated and validated by RECONECT. They are located in The Netherlands, Austria, Denmark, Switzerland, France.

➢ Finally, RECONECT performs pre-feasibility studies and knowledge sharing activities with a network of European and international collaborators. They are 5 in EU (Bulgaria, Poland, Croatia and 2 in Serbia), and 13 International (Thailand, 2 in Taiwan, Brazil, Malaysia, China, Myanmar, Australia, 2 in USA, Peru, Colombia-Magdalena, Colombia, The Carribean).

The RECONECT demonstrators and collaborators have been carefully selected out of a poll of the examined sites, particularly affected by hydro-meteo risks, to ensure the excellence of the NBS related activities but also to maximise the upscaling potential of the available knowledge and experience from the project to European and International Collaborators via their networks or projects.

All baseline information from Demonstrators A and B is presented in Deliverable 2.3. This information includes presentation on NBS case, climatic conditions, geomorphological characteristics, hydrological conditions, hydro-meteorological hazard description, stakeholder and governance, innovation potential, benefits. Based on this information, and depending on current stage of the NBS, the Scope of Works is presented as well in Deliverable 2.3, following the main line of RECONECT project for demonstration and up-scaling of the large-scale NBS.

Interactive collection of information is planned to take place in different phases of the project, including:
- Definition of KPIs (Water, Nature, People) to measure NBS effectiveness in each demonstrator case (WP3);
- Stakeholders' mapping and assessment of respective interactions (WP2);
- Twinning of Demonstrators having similar problems and approaches to hydro-meteo risks (WP2)
- Site visits by RECONECT partners and invited experts (usually on the occasion of RECONECT General Assemblies)
- National workshops for Demonstrators and Collaborators aimed to establish a stakeholders' group and create awareness on NBS potential and applicability (T6.6)

Once the relevant information is collected and put in order, an interactive application showing maps and characteristics of all types and locations of selected NBS is designed, and linked to the RECONECT main web site (www.reconect.eu).

## 1.6 Project Outputs

The **high-level outputs** of the project (listed here below) will benefit a wide array of users beyond the project partners and the scientific community, to whom most project deliverables are relevant, and to whom dissemination and exploitation activities are addressed:

- Delivery of a "ready to use" holistic ecosystem-based framework to support co-creation and collaboration around implementing NBS effectively 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.
- Identification of 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.
- The RECONECT 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.
- A 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 RECONECT 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 modules and 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 RECONECT outputs:

1) Communication, dissemination and general exploitation goals and objectives (section 3.1).
2) Identification of Expected Impacts (EIs) and Key Performance Indicators (KPIs) of the RECONECT project in relation to communication and dissemination activities (section 3.2).
3) Identification of interlinkages among WPs (section 3.3) and particularly between WP5 and WP6 (section 3.4)
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).
5) Identification of target audiences (section 3.6)
6) Identification and updating of project key messages (section 3.7).
7) Setting out processes for measuring the success of communication, dissemination and exploitation activities and impacts (logframe, section 4.3).

The present document outlines also the RECONECT 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 RECONECT 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 RECONECT, 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 RECONECT 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 RECONECT, and to support the consortium partners with adequate packaging of the tools emerging from RECONECT 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 RECONECT 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 RECONECT, 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.reconect.eu/publications.

*Table 1. Overview of EU Communication and Dissemination (presentation from the EC PO at the RECONECT 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 |

**Informing about project**     **Informing about project results**     **Making results available for use**

Newsletter

Press release

Project factsheet

Videos

Blogs

Social media

Project website

Interviews

Magazine/newspaper articles

Exhibitions

Site visits

Conference presentation

Scientific publications

Roadmaps

Trainings

Workshops

Sharing results through an online repository (research data, software, reports)

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

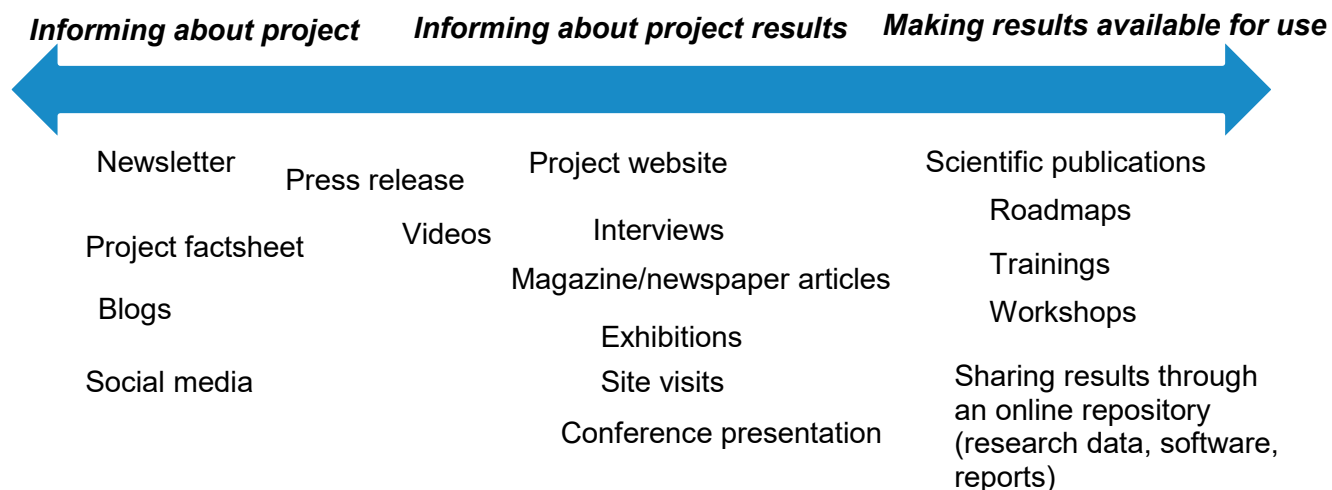| Dissemination | Exploitation |
|---|---|
| Describing and making available results so that they can be used | Making use of results, for scientific, societal or economic purposes |
| Audiences that may make use of results | Groups and entities that are making concrete use of results |
| All results 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 |
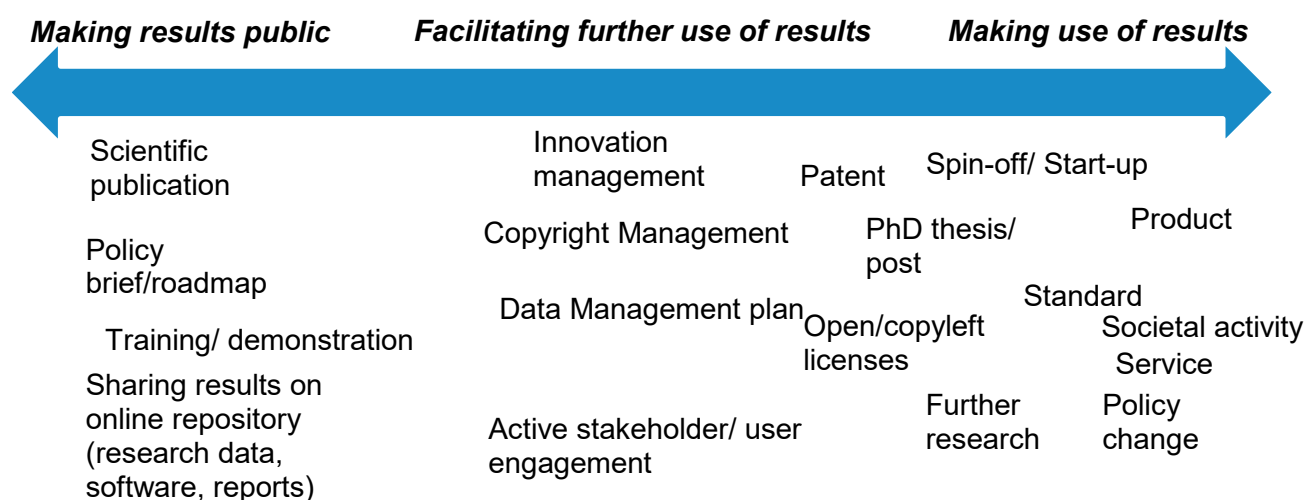
*Figure 2. Spectrum of dissemination and exploitation (presentation from the EC PO at the RECONECT kick-off meeting in September 2018)*

To measure the achievement of the five main project objectives 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 RECONECT 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 RECONECT**

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 RECONECT 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 RECONECT. 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. RECONECT'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 form 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. RECONECT focuses predominantly on upscaling means.

RECONECT Services Platform:
Information and communications technology (ICT) solution developed in RECONECT 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 RECONECT 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 RECONECT outputs; this includes:

- Packaging information to be communicated to targeted audience groups (outlined in the sections above and the M&E plan in section 4.3) 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 RECONECT and what is being communicated and disseminated through the development and sharing of brand guidelines for the project communication and outputs.

- Defining the outreach approach to increase awareness on NBS and share the knowledge and experience of RECONECT among targeted audience groups within and outside the RECONECT 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 RECONECT 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 then can 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 RECONECT 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.

- Promoting cooperation, collaboration and engagement of stakeholders around the development, implementation and standardisation of large-scale NBS. This will cultivate a Community of Users Network to identify potential partners and experts, and exchange knowledge and experience around NBS development, implementation and standardisation.

## 3.2 Expected Impacts and KPIs

Under RECONECT, there are nine general expected impacts - outlined in the Table 3 below. Five of them relate directly to the project communication and dissemination. The other four are presented here to support shaping key messages to target audiences.

At the time of drafting this revised version of D6.9 the project team has also started to develop an overarching project vision built around the expected impacts and indicators. This aims to help measure and give evidence of how the development of specific RECONECT activities concur to reach RECONECT Expected Impacts and KPIs. This is a work in progress but has supported the developed of an infographic to demonstrate in a more accessible manner what impact RECONECT aims to achieve through its vision.
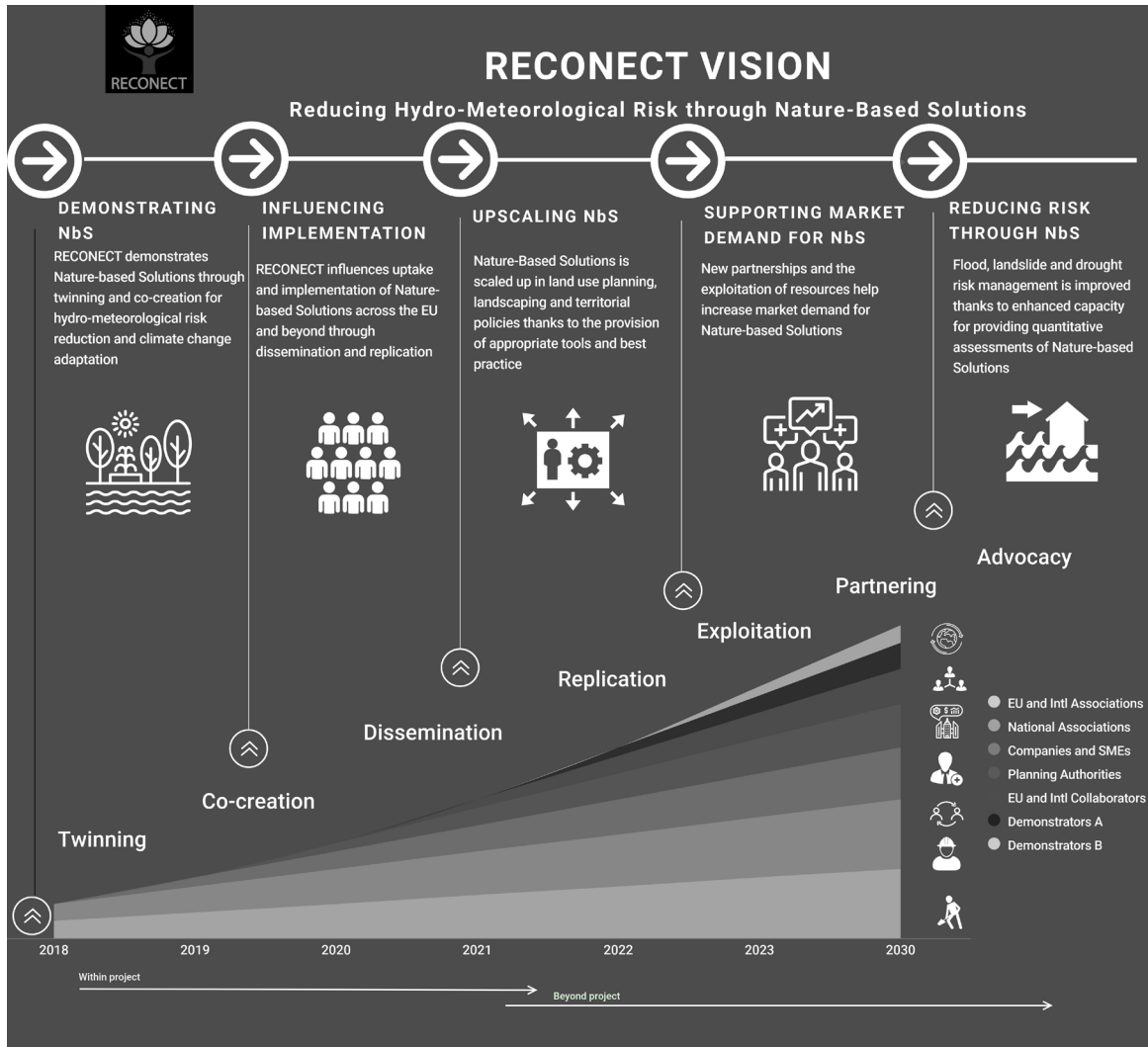
Figure 3 Infographic of RECONECT's vision

*Table 3. Expected impacts of the project relating to communication, dissemination and exploitation; and shaping key messages*

| Expected Impacts (EI) | Relating to Communication, Dissemination and Exploitation | Relevant to shape key messages |
|---|---|---|
| **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 |
| **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:** RECONECT contributes to the priorities of the EIP Water. | | X |
| **EI 9:** RECONECT helps to achieve the Sustainable Development Goals (SDGs), in particular SDG 15 and SDG 13. | | X |

Table 4 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.

*Table 4. RECONECT key performance indicators and how they relate to communication*

| Key Performance Indicators (KPI) | Evaluating the Communication | To be communicated based on project achievements |
|---|---|---|
| **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 A1, A2, A3 at least 3 demonstrator cases, for A4 at least 5 demonstrator cases. | | X |
| **KPI 3**: At least 2 regions with RECONECT 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 | |

| Key Performance Indicators (KPI) | Evaluating the Communication | To be communicated based on project achievements |
|---|---|---|
| **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 associations 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 RECONECT cases adopting relevant EU policies in planning, design and deployment of NBS. | | X |
| **KPI 8**: At least 3 EIP Water events in which RECONECT will participate. | X | |
| **KPI 9**: At least 1 relevant EIP Water Action Group (e.g. ESE) in which RECONECT will participate. | X | |
| **KPI 10**: At least 3 RECONECT cases adopting sustainable use of ecosystems to adapt to climate change, and in particular to reduce the risk to hydro-meteorological events. | | X |

RECONECT Expected Impacts are coupled to Key Performance Indicators into the "Theory of Change" table (Section 1.7), as from specified in the RECONECT DoA Table 2.1.


## 3.3 Interlinkages with Workpackages across RECONECT

There are interlinkages across work packages with the communications, dissemination and exploitation approaches in WP6:
- Local stakeholder engagement relies strongly on WP 2
- Scaling strategy is defined in WP4 and requires the support of WP6 particularly for scaling out and impacting great numbers
- Commercial exploitation and standardization rely strongly on WP5 (see Section 2.4)
- Exploitation of results relies on tailoring outputs from work packages for targeted uptake
- Training content will emerge from most work packages

These interlinkages with WP6 are also essential to shape the way each WP deliverables are 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. Section 3.6 presents an overview of the deliverables of each WP, which audience they are targeting, and what makes it relevant to that specific audience.

The WP leaders, the members of each Cluster, and the members of the RECONECT External Advisory Board 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 evidence based, 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, partners in the RECONECT consortium propose to create an organisation (e.g. foundation), built in the framework of T6.5, that would gather NBS practitioners, promoters and other NBS stakeholders in the aim to help future NBS projects. This "RECONECT NBS Global Network" will be the main collaboration between the WP5 and WP6 because of the nature of this kind of organizations needing support to communication and networking (by WP6) but also economic model and sustainability strategy (given by WP5). The work related to this organisation will start on month 40.

At this stage, WP5 is mainly 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. Ramboll is preparing the RECONECT evidence base portfolio to support EU reference base. 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 RECONECT outcomes 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 RECONECT 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)

GISIG, on the behalf of the RECONECT 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.

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 RECONECT (OPERANDUM and PHUSICOS) or under previous calls on NBS (e.g. NAIAD, UNALAB).

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
- Sustainable Developments Goals (SDGs)
- Sendai Framework

- Green Deal

The EU Research and Innovation policy agenda on Nature-Based Solutions and Re-Naturing Cities aims to position the EU as leader in 'Innovating with nature' for more sustainable and resilient societies. The policy brings together and capitalizes on major strands of knowledge and results from past EU Framework Programmes on biodiversity and ecosystems, sustainable urban development, natural resources management, climate change mitigation and adaptation, and disaster risk reduction. Table 5 outlines relevant EU policies.

*Table 5. EU policies on ecosystem based approaches*

| Policy | Ecosystem-based initiative | Information mechanism |
|---|---|---|
| Climate adaptation | Ecosystem-based adaptation | ClimateAdapt |
| Biodiversity | Green Infrastructure | BISE |
| Water retention | Natural water Retention measures | NWRM platform |
| Disaster risk | Eco-DRR | DRMKC, PEDRR |
| Research and innovation | Nature-based Solutions | Oppla |

### *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 platform 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<br><br>ETTG | Establish science-policy-business-society interfaces to allow for continuous dialogue and interaction | https://www.think-nature.eu/<br><br>https://ettg.eu |
| NAIAD<br><br>WeAdapt<br><br>PLACARD<br><br>SEI Initiative on Transforming | Promote the uptake of ecosystem-based approaches for disaster risk reduction and climate change and the exploration of the concept of the insurance value of ecosystems | http://naiad2020.eu/<br><br>https://www.weadapt.org<br><br>https://www.placard-network.eu<br><br>https://www.sei.org/projects-and-tools/projects/sei-initiative-on-transforming-development-and-disaster-risk/ |

| | | |
|---|---|---|
| **Development and Disaster Risk (TDDR)**<br><br>**INCCCETT 4CB** | | |
| **Nature4Cities**<br><br>**Naturvation**<br><br>**WWF Sweden's Council of Trustees**<br><br>**Earth System Governance**<br><br>**EDUCEN**<br><br>**RISC-KIT** | Enable the systemic integration of NBS into a sustainable **urban** planning, new governance, business, financing models and partnerships | https://www.nature4cities.eu/<br><br>https://naturvation.eu/<br><br><br>https://gca.org/home<br><br><br>http://www.educenproject.eu/<br><br>http://www.risckit.eu/np4/home.html |
| **CONNECTINGNature**<br><br>**Urban GreenUp**<br><br>**UNALAB**<br><br>**GrowGreen**<br><br>**S2S Platform**<br><br>**Global Center on Adaptation** | 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/<br><br>http://www.urbangreenup.eu/<br><br>https://www.unalab.eu/<br><br>http://growgreenproject.eu/<br><br>http://www.siwi.org/what-we-do/source-to-sea/<br><br>https://gca.org/home |
| **CLEVER Cities**<br><br>**EdiCitNet**<br><br>**URBiNAT**<br><br>**proGIreg** | 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<br><br>https://cordis.europa.eu/project/rcn/216082_en.html<br><br>https://cordis.europa.eu/project/rcn/216086_en.html<br><br>http://www.progireg.eu/ |
| **OPERANDUM**<br><br>**RECONECT**<br><br>**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<br><br>www.reconect.eu<br><br>https://phusicos.eu/ |

There are also a number of COST Actions which RECONECT can connect with (see Table 7). The European Cooperation in Science and Technology (COST) provides funding for the creation of research networks, called COST Actions. These networks offer an open space for collaboration among scientists across Europe and beyond.

*Table 7. Overview of relevant COST Actions*

| Name | Description | Link |
| --- | --- | --- |
| Implementing nature based solutions for creating a resourceful circular city | The COST Action aims to establish a network testing the hypothesis that: "A circular flow system that implements NBS for managing nutrients and resources within the urban biosphere will lead to a resilient, sustainable and healthy urban environment". Five working groups will deal with the built environment, urban water, resource recovery, urban farming and transformation tools connecting the WGs and the socio-economic impact. | https://www.cost.eu/actions/CA17133#tabs|Name:overview |
| Natural Flood Retention on Private Land (Land4Flood) | Natural Water Retention Methods for flooding need to be implemented on private land and consider: economic issues, property rights, public participation, and public subsidies. The COST Action aims to address these different aspects and to establish a common knowledge base and channels of communication among scientists, regulators, land owners and other stakeholders in field. | http://www.land4flood.eu/network-of-networks/ |
| Payments for Ecosystem Services (Forests for Water) - | Synthesize knowledge, provide guidance and encourage collaborative research to improve Europe's capacity to use Payments for Ecosystem Services (PES) to achieve Water Framework Directive (WFD) targets & other policy objectives through incentives for planting woodlands to reduce agricultural diffuse pollution to watercourses. | https://www.forestresearch.gov.uk/research/pesforw/ |

**Selection of other initiatives within EU and beyond**

Table 8 outlines initiatives within the EU and beyond which will be developed further throughout the project.

*Table 8. 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 | https://ec.europa.eu/regional_policy/sources/policy/themes/urban-development/agenda/pact-of-amsterdam.pdf |

| | | | 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 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. | |
|---|---|---|---|---|

## 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. 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. RECONECT will disseminate project results to the immediate participating demonstrator and collaborators agencies through the various project activities. Beyond the project's relevant government agencies, RECONECT 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. RECONECT 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. RECONECT 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 wit RECONECT activities.
- **Public and Private Stakeholders**: public sector and private companies who own land where NBS activities are implemented or planned. RECONECT 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. RECONECT results will be disseminated to the financers 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. RECONECT 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 RECONECT 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. RECONECT scientific partners are highly motivated to provide strong evidence base on NBS for the scientific and industry communities.

*Table 1. Target audience, way to engage them and expected outcomes*

| Target audience | Role as "actor of change" | C&D actions undertaken by RECONECT | Outcomes | Communication Channels |
|---|---|---|---|---|
| *External Expert Advisory Board* (EAB) | Connector role:<br>- Ensure synergies with other projects<br>- Inform practice and research communities about project scope and results<br>- 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 | - Share the results of the project with the relevant practitioner and scientific communities<br>- Feed results from their expert communities to the project partners | - RECONECT General Assembly<br><br>- RECONECT working groups and focused meetings<br><br>- Direct contacts with coordinator and WP leaders |
| *EU Networks, Communities and initiatives* (see above list) | Disseminator role:<br>- 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 | - Provide them with easy to use communication material to relay in their networks. | - Partners' dissemination channels<br>- RECONECT Newsletters<br>- RECONECT Web site and social media<br>- RECONECT Global Network<br>- RECONECT/NBS sessions in workshops and conferences |

| Target audience | Role as "actor of change" | C&D actions undertaken by RECONECT | Outcomes | Communication Channels |
|---|---|---|---|---|
| *Government Agencies* (mandated to ensure security, protect ecosystems, improve quality of life and health) | Use of the RECONECT assessment framework: <br> - Apply it themselves as the owner of assets <br> - Require project stakeholders to apply it in order to obtain financing or permits <br><br> Contribute to the Business Model: <br> - They may finance measures (fully or partially) <br> - Support valuing co-benefits under the mandate to protect citizens and assets, protect & restore ecosystems | RECONECT will disseminate project results to the immediate participating demonstrator and collaborator agencies through the various project activities. Beyond the project's relevant government agencies, RECONECT will reach out to EU, regional and national agencies, and where possible global networks of such agencies through the networks of IUCN, GISIG, IHE and generally all the consortium. | - Awareness on the project <br> - Convince them of the quality of the project main outputs so that they decide to use them or request their use <br> - Train them to use the project outputs <br> - Give them a way to train others | - National workshops <br> - Training initiatives <br> - RECONECT Policy briefs <br> - RECONECT Newsletters <br> - Showcase of RECONECT demo activities <br> - Focused meetings and initiatives in Demo and Collaborators <br> - RECONECT/NBS sessions in workshops and conferences |

| Target audience | Role as "actor of change" | C&D actions undertaken by RECONECT | Outcomes | Communication Channels |
|---|---|---|---|---|
| *Policy and Decision makers* (local authorities with a jurisdiction over the land impacted by the NBS: cities, metropolitan government, river basin authorities, etc.) | They are in charge of Land planning and can dedicate land to NBS.<br><br>They set incentives or legal requirements that support the implementation of large-scale NBS.<br><br>They deliver the permit for measures implementation and monitor impacts.<br><br>They are not always direct users of the project outputs but have the capacity to drive their future use:<br>- Require project stakeholders to use the outputs in order to obtain financing or permits<br>- Influence positive behaviour around NBS.<br><br>Contribute to the Business Model:<br>- They may finance measures (fully or partially)<br>- Support valuing co-benefits under the mandate to protect citizens and assets, enhance quality of life, protect & restore ecosystems | RECONECT 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 | - Awareness on the project<br>- Convince them of the quality of the project main outputs so that they decide to use them or request their use<br>- Train them to use the project outputs<br>- Give them a way to train others<br>- Support them with materials to reach out to their partner cities, regions, local authorities at national and international level. | - National workshops<br>- Training initiatives<br>- RECONECT Policy briefs<br>- Press releases<br>- RECONECT Newsletters<br>- Showcase of RECONECT demo activities<br>- Focused meetings and initiatives in Demo and Collaborators |

| Target audience | Role as "actor of change" | C&D actions undertaken by RECONECT | Outcomes | Communication Channels |
|---|---|---|---|---|
| *Public and Private Stakeholders* (those who own the land or have their activity on the land impacted by a specific large-scale NBS) | Adopt a positive behaviour towards NBS to enable their successful implementation and maintenance.<br><br>Share positive attitude regarding NBS in the general media. | RECONECT 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. | - Raising awareness through targeted knowledge transfer through educational/learning processes<br>- Trigger positive behaviour | - National workshops<br>- Training initiatives<br>- Showcase of RECONECT demo activities<br>- Press release<br>- Layman dissemination material (brochure/reports) |
| *Financiers* | Provide the funds to implement and maintain NBS.<br><br>Support the NBS business model by lending funds to economic activities on the land impacted by NBS.<br><br>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.<br><br>Agenda setters, however they can be influenced by other actors who may not value NBS. | RECONECT results will be disseminated to the financiers directly connected to the demonstrator and collaborator sites.<br>- 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 RECONECT outputs could be exploited. | - Raise awareness amongst financiers on the need and importance of large scale NBS to building resilience to ensure long-term financing for NBS.<br>- Connect financiers with relevant agencies seeking financial resources to implement such initiatives.<br>- Counter anti-NBS lobbying on financiers<br>- Convince them of the quality of the assessment framework<br>- Train them to use the project outputs | - National workshops<br>- Training initiatives<br>- Showcase of RECONECT demo activities<br>- RECONECT Policy briefs<br>- RECONECT Newsletters<br>- Press release<br>- RECONECT Global Network<br>- RECONECT Web site and social media |

| Target audience | Role as "actor of change" | C&D actions undertaken by RECONECT | Outcomes | Communication Channels |
|---|---|---|---|---|
| *Industry (and private sector)* Those who generate revenue or enhance their commercial image by implementing NBS (Service and equipment providers; developers of NBS; Private sector CSR) | Service providers (e.g. equipment)<br><br>Innovators/Developers of NBS<br><br>Disseminate a positive image/ inspire positive action around NBS<br><br>Influence others in the same industry by showcasing leading edge practice [domino effect, private sector influencing private sector (CSR, etc.)] | - RECONECT 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. | - Recognition of good practice<br>- Share guidelines and standards<br>- Support with materials that trigger positive behaviour | - National workshops<br>- Training initiatives<br>- Showcase of RECONECT demo activities<br>- RECONECT Global Network<br>- RECONECT Web site and social media |
| *Practitioners* (engineers, regulators, land use planners, biologists, insurance brokers, and all those whose practice should be affected by the implementation of innovative NBS) | Use the science or evidence base to inform decision-making and design of NBS<br><br>Adapt their practice to uptake incremental innovations that strengthen NBS<br><br>*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)* | RECONECT 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 RECONECT activities. | - Awareness on the project to foster exchanges<br>- Convince them of the quality of the project main outputs so that they decide to use them<br>- Train them to use the project outputs<br>- Support them with materials to reach out to their professional partners at national and international level. | - National workshops<br>- Training initiatives<br>- Showcase of RECONECT demo activities<br>- RECONECT Global Network<br>- RECONECT Web site and social media<br>- RECONECT Newsletters<br>- Scientific publications |

| Target audience | Role as "actor of change" | C&D actions undertaken by RECONECT | Outcomes | Communication Channels |
|---|---|---|---|---|
| *Scientific Community* | Contribute to developing the evidence base<br><br>Validate the results of the project<br><br>Use and build on the results for their own projects<br><br>Develop new solutions that can be acknowledged by the project<br><br>Scientific community should be reached out to with each of the topics listed below via the different communities in which project partners take part. | Many of the RECONECT 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.<br><br>- RECONECT scientific partners are highly motivated to provide strong evidence base on NBS for the scientific and industry communities. | - Awareness on the project to foster exchanges<br>- Awareness on project results to foster synergies between projects<br>- Share project reports to support knowledge exchange between projects<br>- Share publications and encourage citing | - Scientific publications<br>- Training initiatives<br>- Workshops and Conferences where RECONECT is presented<br>- Giving access to project deliverables and scientific outcomes<br>- RECONECT Newsletters<br>- RECONECT Web site and social media<br>- RECONECT global network |

## 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 RECONECT. 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. RECONECT 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 RECONECT, 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, green roofs and walls can be part of the solution to global sanitation challenges, supporting the removal of contaminants.

### *On bridging science to policy*

**KEY MESSAGE 3:** RECONECT 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 RECONECT 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:** RECONECT 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 RECONECT 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.

RECONECT 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 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) will be established and identified to create awareness of the project, disseminate the project concepts in strategic networks and demonstrate a powerful public image of RECONECT.

In the second and third years, RECONECT continues 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 will be 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 (e.g. EIP Water, ICT4Water cluster, etc.), and by publishing project results in journals and magazines. A National workshop is organised at the premised of each Demonstrator and Collaborator. Activities will 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 our 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, and training framework including customised e-learning and open source tools. A National workshop is organised at the premises of each Demonstrator and Collaborator. An updated plan for Exploitation, Dissemination and Communication of outreach (D6.10) is issued.

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

The conference can include a session dedicated to the training of stakeholders and operators about project main topics and applications, supported by the RECONECT Training Framework and material.

## 4.2 Communication and Dissemination channels supporting Exploitation

### RECONECT website

The RECONECT project website, www.reconect.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 RECONECT 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 RECONECT.

### RECONECT social media

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

RECONECT 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 9.

*Table 9. Overview of social media channels and how they will be used for RECONECT*

| Social media channel | Description/Comment | Purpose/To what end? | Average weekly activity | KPIs |
|---|---|---|---|---|
| Twitter | Twitter handle vs Twitter hashtag.<br><br>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 | 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 | At least 5 posts per week in the last year | • Rate of engagement<br>• Amount of unique visitors<br>• Number of followers (growth) |

| | | example, the tweet should refer to full versions held 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 | • Rate of engagement<br>• Amount of unique visitors<br>• Number of followers (growth) |
| LinkedIn | Group -<br><br>See above | Engage at the professional level.<br><br>See above | At least 1 post per week | • Rate of engagement<br>• Amount of unique visitors<br>• Number of followers (growth) |
| YouTube | Promotional videos, repository of webinar recordings, demonstrations, etc. | | | • Number of views |

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

### *RECONECT newsletters and magazines*
RECONECT 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.

### *Press releases /media/ 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.

Blogs are 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.

***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 "RECONECT" 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 RECONECT publications archived in it.

***Events, conference, workshops***
RECONECT 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 RECONECT. 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.
RECONECT 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 RECONECT key messages and address dissemination and general exploitation activities.

***Training***
RECONECT 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 going to support dissemination and exploitation of RECONECT outcomes and knowledge to selected target audiences.

1) RECONECT training framework (Ref. D6.4 (M34) and D6.12 (M50), consisting of on-line based training modules and training paths specifically designed to address the exploitation of project outcomes to selected categories of target audience (e.g. public officers, students, decision makers…)
2) RECONECT 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 RECONECT consortium (and namely GISIG and UNEXE, responsible for training outcomes) will create synergies with other NBS projects and Communities (e.g. 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

RECONECT WP6 logframe can be found below in table 10. 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 10: WP6 logframe*

| **Overall WP6 objective/impact:** *To support the enhancement of the EU reference framework on NBS for hydro-meteorological risk reduction and the replication and the upscaling of RECONECT results* | | | | | |
|---|---|---|---|---|---|
| **Expected result 6.1: *Dissemination, Knowledge sharing and communication strategy provides partners and target users with easy-to-use communication material to relay with networks and communities, as well as*** | | | | | |
| **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<br><br>Ensure synergies with other project and initiatives<br><br>Monitor and Evaluate C&D&E impacts | N. of versions issued at M3 and then M18, M42, M60 (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 RECONECT in a standard way and outcomes compliant with visual identity | Brand Guide online available for partners and stakeholders | EC guidelines, CA, RECONECT logo | All C&D channels |
| **6.1.3** Promotion across partners communication channels (media, press, blogs) | Articles, news on partners' communication channels, increasing RECONECT 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<br><br>Social media |

| | | | workshops/conferences where results are shared | | |

| Activity | Output | Outcome | Indicator | Source of verification | Tools |
|---|---|---|---|---|---|
| **Expected result 6.2: Communication platforms and promotional materials trigger positive behavioural change towards NBS through generating webstories, blogs and visual storytelling pieces on NBS success stories** | | | | | |
| **6.2.1** RECONECT web site | Project website collecting all project descriptions, info, news, outcomes | Provide a gateway to access RECONECT 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 RECONECT newsletters | Provide partners and target audience with easy to use communication material to relay in their network | N of issues (10 in total)<br><br>N of emails with newsletters opened and downloaded<br>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)<br><br>RECONECT Final Brochure | Provide partners and target audience with easy to use communication material to relay in their network | N of leaflet versions<br><br>N of brochure versions<br>Leaflet: project beginning and 2 interim report<br><br>Brochure: project end | Versions on the web site available for download | PowerPoint, InDesign |
| **6.2.5** Promotional material: production of project videos | Reconect 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) |

| Activity | Output | Outcome | Indicator | Source of verification | Tools |
|---|---|---|---|---|---|
| | (substantial) comments | communication material to relay in their network | On a when needed and planned basis | | |
| **6.2.6** RECONECT presentations and posters at conferences and workshops | RECONECT posters; RECONECT 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 <br> 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 <br><br> Webinars <br> On a when needed and planned basis | Number of downloads for training material (500) <br><br> Attendees feedback, registrations to training events | E-learning platform, web <br><br> Webinar tools |

| Expected result 6.3 – Develop and Deliver a MOOC (from M48) so that 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 | RECONECT MOOC | Provide target users with training materials to help them training the others | Training materials/ <br> 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 | | | | | |
|---|---|---|---|---|---|
| **Activity** | **Output** | **Outcome** | **Indicator** | **Source of verification** | **Tools** |
| **6.4.1** RECONECT scientific publications | Scientific articles, manuals, books | Share publications and encourage citing <br><br> Validating the results of the project <br><br> Share project publications to support knowledge exchange between projects | No. of scientific publications issued under RECONECT on impacted journals <br> On a when needed and planned basis with other WPs | WPs outcomes, scientific outcomes of RECONECT | Zenodo database |
| **6.4.2** RECONECT workshops led within events in the sector, | Deliver 4 sessions at idenftied conference | Raise awareness on the need and importance of NBS to building resilience | N of workshops | Attendees feedback, collection of testimonies, | GoToMeeting (any virtual conf platform), on-site meetings, use of filming |

| | | | & participants testimonies from workshops / On a when needed and planned basis with other WPs | survey results from follow-up | equipment, Youtube Streaming |
|---|---|---|---|---|---|
| partners participation is coordinated | and virtual workshops | Share results of the project with relevant practitioners and scientific communities | | | |
| **6.4.3** RECONECT Briefing notes | 4 briefing notes influence decision making and providing options and recommendations to address NBS implementation | Recognition of good practices<br><br>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 – Community of Users network | | | | | |
|---|---|---|---|---|---|
| **Activity** | **Output** | **Outcome** | **Indicator** | **Source of verification** | **Tools** |
| **6.5.1** Establish a global network of users associated to the business plans | RECONECT Global Network | Share guidelines and standards<br><br>Train end users to use project outputs<br><br>Connect financers with relevant entities seeking for funds to implement NBS | People in the team / On a when needed and planned basis with other WPs | | |
| **6.5.2** Support to establishing the RECONECT Global Network (TNC, IUCN, GIS, INSPIRE and Copernicus Communities, etc) | RECONECT Global Network | Feed results from these expert communities to project partners | Membership / no. of events participated in across various networks /Regular continued engagement and periodic attendance of meetings when they arise | Meeting notes, website news updates of various NBS related platforms | Contacts, direct engagement |

| Expected result 6.6 *National workshops in each demonstrator and collaborator clusters reach target audiences to increase awareness and learning on NbS from RECONECT results* | | | | | |
|---|---|---|---|---|---|
| **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<br><br>(1 by M18 and 1 from M30 and M48) | 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<br><br>(starting from M24) | Attendees feedback, collection of testimonies, survey results from follow-up | Face to face workshop |
| **6.6.3** Final RECONECT 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<br><br>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.* | | | | | |
| **Activity** | **Output** | **Outcome** | **Indicator** | **Source of verification** | **Tools** |
| **6.7.1** Identify most appropriate EC Water Initiatives and cluster to join and deliver joint activities (e.g. EIP Water Actions) | Sharing of experience and joint actions, mapping of RECONECT outcomes to be exploited | Favor the exploitation of RECONECT outputs as well as their integration into regional/EU policies and funding allocation programmes | N. of joined initiatives<br><br>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 M30)

Based on RECONECT WP6 logframe (table 10) this document (table 11) provides an overview of Monitoring and Evaluation of C&D&E activities carried out from project beginning (September 2018) up to M30 (February 2021). 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 11 will be integrated and detailed in the next technical report due by the end of 2021.

*Table 11: Interim WP6 Monitoring and Evaluation of activities and outcomes (M1 – M30)*

| Overall WP6 objective/impact: *To support the enhancement of the EU reference framework on NBS for hydro-meteorological risk reduction and the replication and the upscaling of RECONECT results* | | | | | | |
|---|---|---|---|---|---|---|
| **Expected result 6.1: Dissemination, Knowledge sharing and communication strategy provides partners and target users with easy-to-use communication material to relay with networks and communities, as well as** | | | | | | |
| **Activity** | **Output** | **Tools** | **Indicator** | **Status of KPI at M30** | **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 | 2 issues (D6.1 and D6.9) delivered on time, and subject to revision as by the First Review Report<br><br>Deliverable 6.9 is the updating of D6.1 and includes also strategy and plans for general exploitation.<br><br>A logframe for C&D&E is included in both versions, and also a first monitoring and evaluation of impacts and outcomes (at M30) is provided. | Addressed the uptake of the main project outputs by specific audiences<br><br>*Key messages to be targeted for specific groups of users*<br><br>*Synergies with some other project and initiatives to be enforced*<br><br>*Process and methodology to Monitor and Evaluate C&D&E impacts to be improved and connected with project management procedures (WP7)* | RECONECT Consortium<br><br>Executive Advisory Board<br><br>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 RECONECT in a standard way and outcomes compliant with visual identity.<br><br>*RECONECT consortium and stakeholders know and follow the* | RECONECT Consortium<br><br>Executive Advisory Board |

| Activity | Output | Tools | Indicator | Status of KPI at M30 | Assessment of outcome/ impact (*notes to address future actions*) | Target Audience |
|---|---|---|---|---|---|---|
| | | | | | *visual guidelines of RECONECT, make use of templates for documents and properly acknowledge the funding.*<br><br>*C&D Team periodically checks for the correct use of RECONECT Brand* | All target audience having to deal with the RECONECT brand |
| **6.1.3** Promotion across partners communication channels (media, press, blogs) | Articles, news on partners' communication channels, increasing RECONECT network of stakeholders | Apply google analytics for targeted partner channel communications<br><br>Social media<br><br>Partners Activity Sheets | 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 | **Contents shared in RECONECT media** News on project progress, main achievements, publications issued, meetings and assemblies are regularly published, input provided by the partners<br><br>**Contents shared in partners media** RECONECT information sheets on partners' institutional web sites. Published / shared RECONECT news on institutional social media<br><br>**Press releases and communication campaign**<br><br>press releases (on Portofino, Varna and Kamchia River Basin, Odense)<br><br>1 communication campaign on NBS applications in Thur River Basin organized in Taipei (Taiwan) | Bridged websites and linked communities online to encourage exchange virtually and increase clicks/hits/links on partner websites.<br><br>*Engage project partners to provide news for RECONECT web site and social media*<br><br>*Potential of C&D channels by the consortium need to be further exploited.*<br><br>*Push the use of press release and communication campaigns to increase the SH engagement at local level* | All RECONECT target audience |

| | | | | | | |
|---|---|---|---|---|---|---|
| *Expected result 6.2: Communication platforms and promotional materials trigger positive behavioural change towards NBS through generating webstories, blogs and visual storytelling pieces on NBS success stories* | | | | | | |
| **Activity** | **Output** | **Tools** | **Indicator** | **Status of KPI at M30** | **Assessment of outcome/ impact (*notes to address future actions*)** | **Target Audience** |

| 6.2.1 RECONECT web site | Project website collecting all project descriptions, info, news, outcomes Wordpress; | Google Analytics Wordpress counter | N of visits, N of downloads / On a periodical basis, in occasion of submission of deliverables and project meetings … | N of unique users from M1 to M30: **8.837** <br><br> N of sessions (number of accesses) from M1 to M30: **14.140** <br><br> (these indicators are a bit underestimated since, for technical reasons, the data collection stopped in December 2020 -and restarted in March 2021-, hence we missed around 3 months of registrations) <br><br> N of downloads: about 3000 | Provide a gateway to access RECONECT information, news, results and products with at least 2000 downloads in Y2 and 3 <br><br> *Web site indicators are in line with plans and satisfying. By the end 2021 the web site will be revisited and a new section, more focused on project outputs, created. The web site is thought to become, in the coming period, the gateway to the main project results and products.* | All RECONECT target audience |
|---|---|---|---|---|---|---|
| 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 | Social media analytics | Number of Likes/followers/ Weekly or monthly | H2020RECONECT (Twitter) Followers: **515** <br><br> Reconect Project (Facebook) Page Likes: **180** Page Followers: **283** <br><br> LinkedIn group Members: **174** <br><br> Youtube: **9 videos (81 views)** | Disseminate a positive image/inspire positive action around NBS <br><br> *Despite the KPI is in line with expectations, it seems that RECONECT social media are underexploited. Each partner should better contribute to increase the number of followers, by exploiting the great potential of consortium dissemination channels. A campaign to advertise RECONECT social media through partners dissemination channels will be soon undertaken by WP6 team* | All RECONECT target audience |
| 6.2.3 Promotional material: 6-monthly | Electronic RECONECT newsletters | Articles are written in Medium and linked in the newsletter (edited | N of issues (10 in total) | N of issues: **4 (out of 10)** <br><br> Number of people registered to the electronic newsletters: **400** | Provide partners and target audience with easy to use communication material to relay in their network | RECONECT newsletters mailing list |

| electronic newsletters | | and sent through mailchimp) | N of emails with newsletters opened and downloaded<br><br>Every 6 months, starting from M6 | Total number of emails containing newsletters opened: **460**<br><br>N of newsletters downloaded from the website: **138**<br><br>Number of articles written in Medium (and linked to the newsletters): **14** | *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 RECONECT Consortium to rely with their networks and stakeholders, for press release and local articles, but also to engage new stakeholders in the project.*<br><br>*Number of people registered to the Newsletters should be increased through targeted campaigns (even if GDPR and privacy policies represents a great constraint)*<br><br>*Contents of the articles must be valorized and also exploited in other communication and dissemination material. This should be encouraged* | RECONET Consortium<br><br>All RECONECT target audience |
|---|---|---|---|---|---|---|
| **6.2.4** Promotional material: leaflets and brochures | Project leaflet (translated into the Demo and Collaborators languages)<br><br>RECONECT Final layman's brochure | Versions available for download on the web site | N of leaflet versions<br><br>N of brochure versions<br><br>Leaflet: project beginning and 2 interim report<br><br>Brochure: project end | **1** leaflet provided in **4** languages<br>– English<br>– Bulgaria<br>– Croatian<br>– Italian<br><br>RECONECT leaflet distributed in different occasions and meetings and particularly in almost 10 exhibitions attended by project partners in: S. Francisco (USA), Hamburg (DE), Nice (FR), Stuttgart,(DE), Paris FR), Brussels (BE) | Provide partners and target audience with easy-to-use communication material to relay in their network<br><br>*Hard copy material is not fully exploited due to COVID pandemic, hence indicators at M30 can be lower than expected*<br><br>*A new version of the leaflet based on the RECONECT Vision (infographics) is under design.* | All RECONECT target audience |

| | | | | and in around 20 networking events in: Genoa (IT), Dolni Chiflik (BG), Slovenia, Hamburg (DE), Paris (FR), Copenhagen (DK), Odense (DK), Hamburg (DE), Austria, Varna Province (BG), Belgrade (Serbia), Hamburg (DE), | | |
|---|---|---|---|---|---|---|
| **6.2.5** Promotional material: production of project videos | Reconect 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 | **81** views, no shares or comments for now | Provide partners and target audience with easy to use communication material to relay in their network  *Youtube channel is expected to be exploited in next months, when a general video on RECONECT will be available and digital training material uploaded there.* | |
| **6.2.6** RECONECT presentations and posters at conferences and workshops | RECONECT posters; RECONECT presentations | Power Point, Infogram (infographics software) | N of presentation/ poster in main sectoral events On a when needed and planned basis | RECONECT presentations/posters in 15 national/EU/international Conferences (Austria, Portugal, France, Serbia, Sweden, Spain, Denmark, Italy, Belgium, USA, Thailand)  RECONECT presentations/posters in 13 national/EU/international workshops (Austria, Switzerland, Italy, Germany, Serbia, Denmark, Belgium, St. Maarten, Taiwan, Colombia) | 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 WPs 2 and 3 topics  10 face-to-face training actions in Varna – Kamchia River Basin, Portofino, Inn River Basin | Train target users to use project outputs  *Deliverable 6.4 will be issued in June, including the results of interviews and survey on training needs within the Consortium, definition of training contents and* | RECONECT Consortium  Government agencies  Civil Protection |

| | | | | Activities to design the RECONECT training framework have started | *training tools. Scope of training framework is to standardize RECONECT training and maximize the exploitation of technological and scientific outcomes* | Professionals<br><br>Academics<br><br>Master / PhD Students |

| Expected result 6.3 – Develop and Deliver a MOOC (from M48) so that awareness is raised through targeted knowledge transfer in educational/learning processes | | | | | | |
|---|---|---|---|---|---|---|
| **Activity** | **Output** | **Tools** | **Indicator** | **Status of KPI at M30** | **Assessment of outcome / impact** (*notes to address future actions*) | **Target Audience** |
| **6.3.1** MOOC on NBS | RECONECT 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<br><br>*Connections and synergies with task 6.2 Training Framework are established* | To be defined |

| Expected result 6.4 – Develop and Implement dissemination to share results of the project with the relevant practitioner and scientific communities | | | | | | |
|---|---|---|---|---|---|---|
| **Activity** | **Output** | **Tools** | **Indicator** | **Status of KPI at M30** | **Assessment of outcome / impact** | **Target Audience** |
| **6.4.1** RECONECT scientific publications | Scientific articles, manuals, books | Zenodo database | No. of scientific publications issued under RECONECT on impacted journals On a when needed and planned basis with other WPs | Available on Zenodo Database:<br><br>Journal articles: **15**<br><br>Thesis: **2**<br><br>Conference Papers: **2** | Share publications and encourage citing<br><br>Validating the results of the project<br><br>Share project publications to support knowledge exchange between projects | Scientific Community<br><br>Executive Advisory Board<br><br>RECONECT Consortium |
| **6.4.2** RECONECT workshops led within events in the sector, | Deliver 4 sessions at idenftied conference and | GoToMeeting (any virtual conf platform), on-site meetings, use of filming equipment, Youtube Streaming | N of workshops & participants testimonies from workshops / | EGU 2020 (virtual) - organized a joint session with PHUSICOS and OPERANDUM with around 80 participants | Raise awareness on the need and importance of NBS to building resilience | Scientific Community<br><br>Decision Makers |

| | virtual workshops | | On a when needed and planned basis with other WPs | EGU 2021 (virtual) – proposal for a joint session with PHUSICOS and OPERANDUM<br><br>Stockholm World Water Week - proposal for a joint session with PHUSICOS and OPERANDUM<br><br>Symhydro 2021 – Proposal for a NBS session | Share results of the project with relevant practitioners and scientific communities | Private companies and practitioners |
| partners participation is coordinated | | | | | | |
| **6.4.3** RECONECT 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 /<br>On a when needed and planned basis with other WPs | NOT YET STARTED | Recognition of good practices<br><br>Awareness on the project through targeted key messages and infographics<br><br>*WP6 is considering to create 1 briefing note per category of audience, to better address and customize key message* | To be defined |

**Expected result 6.5 – Community of Users network**

| Activity | Output | Tools | Indicator | Status of KPI at M30 | Assessment of outcome / impact (*notes to address future actions*) | Target Audience |
|---|---|---|---|---|---|---|
| **6.5.1** Establish a global network of users associated to the business plans | RECONECT Global Network | | People in the team /<br>On a when needed and planned basis with other WPs | NOT YET STARTED | Share guidelines and standards<br><br>Train end users to use project outputs<br><br>Connect financers with relevant entities seeking for funds to implement NBS | To be defined |
| **6.5.2** Support to establishing the | RECONECT Global Network | Contacts, direct engagement | Membership / no. of events participated in | NOT YET STARTED (BUT CONNECTED WITH TASK 6.7) | Feed results from these expert communities to project partners | To be defined |

| | | | | | | |
|---|---|---|---|---|---|---|
| RECONECT Global Network (TNC, IUCN, GIS, INSPIRE and Copernicus Communities, etc) | | | across various networks /Regular continued engagement and periodic attendance of meetings when they arise | | | |

| Expected result 6.6 – National workshops in each demonstrator and collaborator clusters reach target audiences to increase awareness and learning on NbS from RECONECT results | | | | | | |
|---|---|---|---|---|---|---|
| **Activity** | **Output** | **Tools** | **Indicator** | **Status of KPI at M30** | **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 M18 and 1 from M30 and M48) | 1 National Workshop in Demo A Tordera (Spain) - Attendees: 36 1 National Workshop in Demo B (Inn / Geroldsbach, Austria) - Attendees: 16 | Disseminate results to policy and decision makers directly connected to the demonstrator site *Need to re-schedule WS calendar due to COVID emergency* | 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 M24) | NOT YET STARTED | Disseminate results to policy and decision makers directly connected to the collaborator site *Need to re-schedule WS calendar due to COVID emergency* | Government Agencies Decision Makers Civil Protection Scientific Community Private companies and practitioners |
| **6.6.3** Final RECONECT conference "Nature Based Solutions for hydro-meteorological risk" | 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 |

| 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.* | | | | | | |
|---|---|---|---|---|---|---|
| **Activity** | **Output** | **Tools** | **Indicator** | **Status of KPI at M30** | **Assessment of outcome / impact** | **Target Audience** |
| **6.7.1** Identify most appropriate EC Water Initiatives and cluster to join and deliver joint activities (e.g. EIP Water Actions) | Sharing of experience and joint actions, mapping of RECONECT outcomes to be exploited | Registration as a member | N. of joined initiatives<br><br>On a when needed and planned basis with other WPs | IUCN joint the Task Force 4 "NBS Communicators"<br><br>UNEXE registered RECONECT to ICT4Water Cluster<br><br>UIBK joint the COST Action CA1733 "implementing NBS for creating a resourceful circular city<br><br>UIBK joint the IWA-IGUR International Working Group of the IWA/IAHR Joint Committee on Urban Drainage<br><br>Networking activities carried out with sister's projects (PHUSICOS, OPERANDUM and also NAIAD and UNALAB) – such as webinars to present RECONECT results, mutual participation to project meetings, joint papers and session organizations in conferences and workshops. | Favor the exploitation of RECONECT outputs as well as their integration into regional/EU policies and funding allocation programmes<br><br>*Push the participation of RECONECT into EU / International Water initiatives* | Governent Agencies<br><br>Decision Makers<br><br>Scientific Community<br><br>Private companies and practitioners |

# References

Vojinovic, Z. and Abbott M. (2012). Flood Risk and Social Justice. From quantitative to qualitative flood risk assessment and mitigation. Urban Hydroinformatics Series. IWA Publishing.

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

Link to RECONECT 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

Project year / Calendar year / Project month header:

| Project year | 1 | | 2 | | 3 | | 4 | | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|
| Calendar year | 2018 | 2019 | | 2020 | | 2021 | | 2022 | | 2023 |
| Project month | 1–4 | 5–16 | | 17–28 | | 29–40 | | 41–52 | | 53–60 |
| Month letter | S O N D | J F 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 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/Sub-Task table (D = Deliverable, M = Milestone; markers shown at approximate project month):

| Task/Sub-Task | Responsible | Markers |
|---|---|---|
| **Task 6.1 – C&D Strategy** | **IUCN** | (full duration) |
| C&D, exploitation strategy and plan | IUCN | D (m3), D (m17), D (m49), D (m60) |
| branding guidelines manual | GISIG, IHE | |
| Promotion across partners channels | GISIG, All | |
| **Task 6.2 – Comm platforms and material** | **GISIG** | (full duration) |
| RECONECT web site | GISIG | M (m3), D (m17), D (m49), D (m60) |
| Additional web tools and social media | GISIG | |
| RECONECT Newsletters | GISIG | D (m7), D (m13), D (m22), D (m27), D (m31), D (m36), D (m40), D (m45), D (m49), D (m55), D (m60) |
| Leaflet and brochures | GISIG | D (m3), D (m33), D (m55), D (m60) |
| Production of videos | All partners | |
| Posters at conferences and workshops | All partners | |
| Training Framework | GISIG | D (m35), D (m55) |
| **Task 6.3 – Develop and deliver a MOOC** | **UNEXE** | (months ~49–60) |
| MOOC on NBS | UNEXE | M (m57), D (m60) |
| **Task 6.4 – Develop dissemination actions** | **IUCN** | (full duration) |
| RECONECT scientific publications | IUCN | |
| Led workshops in sector events | IUCN | |
| RECONECT briefing notes | IUCN | |
| **Task 6.5 – Community of user network** | **STRANE** | (months ~41–60) |
| Global network associated to business plan | STRANE | |
| Support to establishing the Global Network | IUCN, GISIG | |
| **Task 6.6 – National Workshops** | **GISIG** | (months ~17–60) |
| 2 national workshops in Demonstrators | GISIG | D (m34), D (m46) |
| 1 national workshop in Collaborators | GISIG | D (m34), D (m46) |
| Final RECONECT conference | IHE, GISIG, IUCN | D (m48) |
| **Task 6.7 – Joint activities with EC groups** | **IUCN** | (months ~17–36) |
| Identify appropriate EC Water Initiatives | IUCN, IHE | |

Legend:
D = Deliverable
M = Milestone

With the amendment of December 2020, the duration of RECONECT has been extended of 12 months. The project duration now is 72 months instead of 60 and the expected end is on 31st August 2024. Due to this extension, the Deliverable 6.5 (RECONECT MOOC), Deliverable 6.11 (Final C&D&E Strategy and Plan) and the Deliverable 6.14 (On-line proceedings of National Workshops v3), originally due in M60, has been postponed to M71. In the next version of the RECONECT C&D&E Strategy and Plan (due in M42) a new Gantt chart and organization of work in view of this extension is studied and provided.