

# Communication and visualisation strategy

Deliverable D9.2

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## Abstract

Our communication and visualisation methodology consists of three intertwined approaches (know, like, trust; engagement triangle; internal and external communications) which will help structure the communication activities over the project lifetime, engage audiences, and align internal and external communications.

The strategy identifies target groups and a set of relevant communication channels and tools. The executed strategy is digital and non-digital: the digital part of it will be shaped around a well-designed interactive website and Twitter account, a good mix of offline activities (e.g. workshops, conferences) are also foreseen.

We aim to make RECEIPT tangible and engage target audiences with attractive narratives. We will tailor the dissemination activities for each storyline, while ensuring that the results are brought together in a coherent way. The importance of regular contact with partners is highlighted.

The communication and visualisation strategy defines clear and evaluable objectives for the communication and dissemination support. The objectives will be assessed year by year and the activities will be monitored and assessed through a range of indicators. It also sets out important challenges and presents them with solutions.

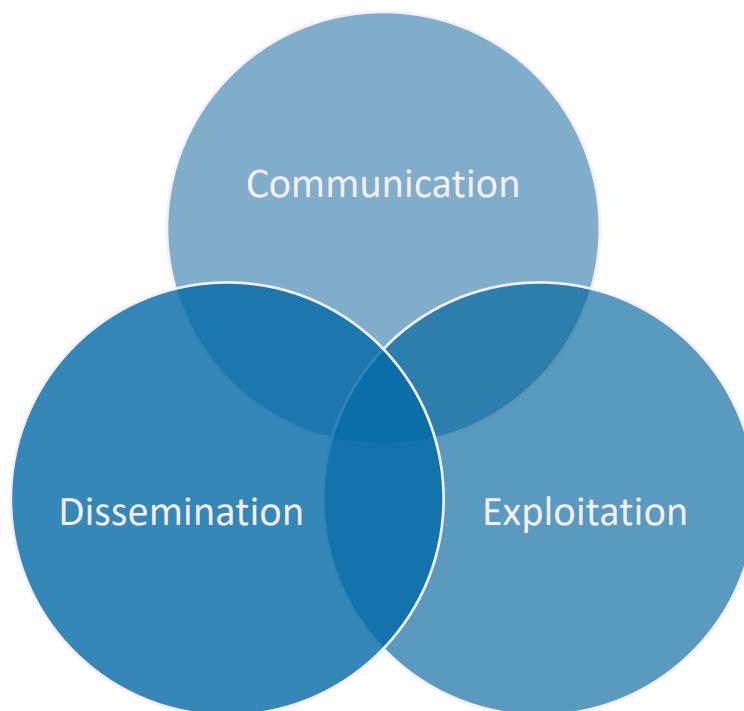
The strategy will be regularly updated.

## Glossary

Communication<sup>1</sup> on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

Dissemination<sup>1</sup> is the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium. As such, communication refers to the promotion of the action with targeted information to multiple audiences, while to disseminate results means to make them public by appropriate means. Dissemination of results cannot replace communication activities (or vice-versa).

Exploitation<sup>1</sup> is the utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.



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<sup>1</sup> [http://ec.europa.eu/research/participants/portal/desktop/en/support/reference\\_terms.html](http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html)

# 1. Introduction

The communication, dissemination and exploitation activities are coordinated in close collaboration with the WPs partners.

Arctik is in charge of drafting the communication and dissemination strategy in a collaboration with NLeSC who are responsible for the visualisation part of the strategy. The official release is scheduled at month 6.

The purpose of the present communication and visualisation strategy is to define and establish an effective framework which will guide the communication, visualisation, dissemination and exploitation activities throughout the project. This communication strategy will contribute to the successful implementation of the project and reinforce the project's potential impact on policy and management.

The remainder of the document is structured as follows: In chapters 2 and 3, the communication objectives and the overall strategy are outlined. Chapter 4 and 5 define the target groups and methodology how to reach them. Chapter 6 outlines the communication activities and describes how the consortium plans to utilise multiple channels and tools to spread the RECEIPT message to its targeted audiences. In chapter 7, the document identifies key project outputs, messages and unique selling points that need to be communicated. Chapter 8 explains how the success of the dissemination efforts will be evaluated throughout the project and chapter 9 outlines briefly the next steps for the exploitation of the project results.

## 2. Objectives

In this chapter the communication and visualisation objectives and challenges of the strategy are outlined.

### 2.1. Objectives of the project

RECEIPT aims at developing and implementing a novel stakeholder driven storytelling concept that explores the connections between European socio-economic activities and the impacts of climate change in remote areas. The storylines to be developed are from the sectors of European food security, European finance, international development, commodities and manufacturing, and European coastal infrastructure.

### 2.2. Long-term objectives

RECEIPT communication and visualisation strategy **aims to:**

**Objective 1:** Identify and reach the right audience to promote the science-based sectorial storylines developed within the project.

The results from the project need to be communicated to the level where decisions are taken in order to ensure effective stakeholder engagement. A key role of the communication and dissemination support will be to successfully promote the findings.

**Objective 2:** Raise awareness about the interconnected risks and spill-over effects of climate change from beyond EU borders.

**Objective 3:** Stream the risk assessment of the European socio-economic impacts to the EU, as well as to national and local policy makers.

The case studies' results will lead to the formulation of policy recommendations that will be disseminated towards policymakers and risk management audience.

### 2.3. Short-term objectives

To achieve the communication and dissemination objectives set out above, the communication strategy defines the following short-term objectives:

**Short-term objective 1:** Set the foundation

Create a coherent and recognisable **visual identity** for RECEIPT and establish the basis for community development around RECEIPT. The aim is also to establish timely and efficient internal communication capabilities by using SharePoint.



Table 1. Short-term objective 1: related deliverables and milestones, tasks, activities and products

Related deliverables and milestones	Related tasks	What it means: activities and products
D9.1 Logo and visual identity	Visual identity and RECEIPT logo	Develop logo, visual identity, templates, project leaflet
D9.2 Communication and visualisation strategy	Development and delivery of communication, dissemination and exploitation plans	Develop a detailed communication and visualisation strategy.
D9.3 RECEIPT Website – climatestorylines.eu	Establishment of a community around a well-designed website	Develop a dynamic website which will be the basis for community development Put together an active twitter account and a monthly digest
MS36 Outreach and visualisation strategy	Information materials for the general public	Initiate user/stakeholder mapping: identification of users/stakeholders and user needs

**Short-term objective 2:** Definition and delivery of communication and dissemination activities targeted to specific key audiences and national and international research initiatives

Tell RECEIPT story to identified target groups: elaborate tailor-made messages and maintain a dynamic website to ensure a continuous process of exchange and feedback among project participants and stake holders.

Table 2. Short-term objective 2: related deliverables and milestones, tasks, activities and products

Related deliverables and milestones	Related tasks	What it means: activities and products	Release month
D2.4 Assessment of the value of storylines for stakeholders	An assessment of storylines and their importance for their targeted audience	<ul style="list-style-type: none"> <li>Develop a main assessment tool</li> <li>Interview stakeholders</li> </ul>	M36
D9.6 Storyline video(s)	A video showing the dependency of the EU on external, direct and indirect factors and its vulnerability to remote climate impacts	<ul style="list-style-type: none"> <li>Develop a storyboard</li> <li>Find footage</li> <li>Organise shooting if needed</li> <li>Develop a video</li> </ul>	M24
D9.8 Communication campaign	A dissemination campaign targeting policymakers, stakeholders and the media.	Identify relevant policymakers, stakeholders and media outlets to contact	M48
MS37 First blogpost “Tales of climate change”	First blogpost “Tales of climate change”	Edit and publish the first blog post online	M6
MS38 First storyline online	First storyline online	Edit and publish the first storyline online	M12

**Short-term objective 3:** Tailor the dissemination and exploitation plan for each storyline

**Short-term objective 4:** Development and delivery of an interactive game

Develop an interactive game and raise awareness about the vulnerabilities of stakeholders in different sectors to remote climate change impacts.

*Table 3. Short-term objective 3: related deliverables and milestones, tasks, activities and products*

D9.7 Interactive game	Interactive online game to illustrate the vulnerabilities of stakeholders in different sectors to remote climate change impacts.	<ul style="list-style-type: none"> <li>• Select suitable scenarios from the WPs for the online simulation</li> <li>• Develop the online game</li> <li>• Publish it online</li> <li>• Promote it to relevant stakeholders</li> </ul>
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## 2.4. Objectives of the visualisation strategy

**Objective 1:** Make it possible and easier for scientists to create visual storylines based on their research data and to reach wider audiences and inform decision-makers.

**Objective 2:** Make use of state-of-the-art visualisations and web-based storytelling techniques to enhance the communication around scientific facts concerning global and local climate change and its impact on Europe.

**Objective 3:** Develop rich storylines around multi-tiered Socio-Economic impact analyses aided by web-based visualisations.

## 2.5. Challenges and opportunities

The communication on the project will inevitably encounter some challenges. We have identified some important challenges and present them with solutions.

**Challenge:** Communicate complex topic in an easy way.

The scope and diversity of the stories that are developed could become too large. If so, there would be a significant challenge in keeping up with the features necessary for the storyline building tools.

**Solution:** Be simple and straightforward describing the overall goal of the project with a story. Use examples and define concrete socio-economic impacts in the storylines.

**Challenge:** Multiplicity of partners and actors.

**Solution:** Master communication and coordination of promotion activities among actors. The project will decentralise the communication towards the communication partners, while retaining the control of the message produced.

**Challenge:** Ambitious in the goal to bridge the gap between science and society.

**Solution:** Shift away from a research-centric communication and benefit from existing communication channels that target business, interest groups, associations, media and other interested stakeholders.

**Challenge:** Communicate to different target groups. Different target groups speak different languages and with different professional vocabulary. It is important to take this into account.

**Solution:** Adapt the message to different target audiences.

**Challenge:** Communication is left aside from research and technology discussions; partners “forget to communicate”.

**Solution:** Keep focus on communication activities in support of RECEIPT's strategic objectives. Regular reminder “is there something to communicate?”. Coordinator support and regular meetings. Define a particular communication activity when a scientific milestone has been achieved.

**Challenge:** Build an EU picture out of several storylines with different degree of advancement and stakeholder involvement.

**Solution:** Tailor the dissemination and exploitation plan for each storyline but ensure that the results are brought together in a coherent way to enable their exploitation to areas outside the storylines.

**Challenge:** Communicate effectively but avoid “overselling” achievements.

**Solution:** Ensure that the communication relies on actual findings, creation of knowledge and innovation of consortium partners.

**Challenge:** Not timely or not enough stakeholder interaction to determine the right scope, audiences and tones for the storylines.

**Solution:** Start early with stakeholder interaction, keep the final audience in mind when developing both software and storylines, and when researching underlying data for the storylines. Think of the story you wish to tell before starting long and intensive research, to make sure any research in the project is done in the support of telling a RECEIPT story.

**Challenge:** Not timely or not enough feedback to align the visualisation and storytelling software features to the needs of the researchers in the project.

**Solution:** The earlier we define what our Minimum Viable Product would be and which features could be added at later times, the easier it will be to keep hold of the scope, and to make sure we can at least accommodate most of the researcher's wishes.

**Challenge:** The data to be added on request of the researchers could fall outside of our ability to handle in a web-based tool. This might happen if the datasets chosen are too large, too complex, or are not using known formats.

**Solution:** The Data Management Plan will prescribe what formats to use for data within the project, this will be overseen by members of the Data Protocol Panel. In case datasets become too large or complex, we will have to see if we can host them in a different manner (e.g. an

ESGF node, Web Data Services or similar), reduce their detail, or reduce their size by focusing on what specifically we need to see in support of the storyline.

After outlining the communication and visualisation objectives, challenges and solution, this communication strategy moves on to discuss the overall communication strategy. Afterwards the targeted audience will be detailed in a separate chapter.

### 3. Strategy - How to communicate the purpose and opportunity within RECEIPT?

Before detailing the communication, content and channels previewed for the project, it is important to mention that the RECEIPT communication and visualization strategy has the following guiding principals at heart:

- Make RECEIPT tangible and illustrate how RECEIPT helps solve an issue or a problem.
- Engage people with compelling narratives: RECEIPT has a story to tell. It requires a modern message that will be attractive for policymakers, businesses, and media, but also for the general public. We will develop storylines that resonate with daily lives. We will use the following guiding principle: 'Use concrete narratives of current and future dependencies to construct an integrated risk assessment.'
- "Stay close" to the partners and deliverables: Have regular contact with different partners in order to stay informed of the state of play of their activities.
- Tailored approach: Tailor the dissemination and exploitation plan for each case study but ensure that the results are brought together in a coherent way to enable their exportation to areas outside the case studies.
- Personas representing different target groups will be created and will be implemented as micro-stories in the RECEIPT storylines.

## 4. Target groups

RECEIPT is ambitious in its goal to bridge a gap between science and society. This goal is attainable by shifting away from a research-centric communication and benefit from existing communication channels that target business, interest groups, associations, media and other interested stakeholders. Defining the target audience is important to get the message of RECEIPT across. Three kinds of audiences have been defined: societal partners, potential users, and stakeholders.

### 4.1. Main target groups

#### Societal partners

These are the societal partners in the project consortium and steer the development of the sector-specific storylines. For each sector (WPs 3-7) one societal partner is responsible for the storyline development. We will design a co-creation strategy with these societal partners to organise the interaction with stakeholders in WPs 3-7.

#### Potential users

This group consists of organisations which potentially benefit from the RECEIPT results and products. They can be affiliated to project partners or can be directed towards the project organisation via the targeted outreach activities. Examples of this are agricultural organisations or insurance companies that are not involved in the project but who could potentially benefit from the storyline evaluation sessions throughout the project.

#### Stakeholders

This is a large category of people who are potentially interested in RECEIPT or might communicate this interest during the life of the project. Their engagement and involvement in the project will be designed and managed by the societal partners, which will also focus on further identifying specific sub-audiences within this wide category. The online platform and the social media managed by WP9 will provide the tools to build and maintain an engaged community around the project. A stakeholder interaction protocol will be identified.

Table 4.1. Identified target groups – Private sector

Name of organisation (audience type)	Country	Sector
Agrifood Business Partners	Ireland	European food security
NHO	Norway	all
SIEUSOIL	European	European food security
Invest in Flanders	Belgium	European food security
Water Alliance	The Netherlands	Coastal infrastructure
Blue Con NL	The Netherlands	Food security
Royal Eijkelkamp	The Netherlands	Food security
Water Partnership	The Netherlands	Coastal infrastructure
COCEREAL	Belgium	Food security
Copa-Cogeca	European	Food security
FoodDrinkEurope	European	Food security
BusinessEurope	European	all
Alliance for Competitive European Industry	European	Manufacturing and international cooperation
European sectorial manufacturing associations	European	Manufacturing and international cooperation
ACEA	European	Manufacturing and international cooperation
EREF	European	Manufacturing and international cooperation
Insurance Europe	European	Financial sector
CEA	France	Manufacturing
Adaptation Fund	international	Financial sector
DNV GL Maritime		Coastal infrastructure

Table 4.2. Identified target groups – EU policy makes on internal and external EU policies

Name of organisation (audience type)	Country	Sector
JPI Climate	European	all
Climate Copernicus	European	all
EURADA	European	European food security
Rural policy centre	The UK	European food security
JRC	European	all
EASME	European	all
European Commission DG CLIMA, DG ECHO, DG	European	all

Name of organisation (audience type)	Country	Sector
REGIO, DG AGRI, DG NEAR, DG DEVCO, EEAS & FPI		
EU Maritime & Fish	European	all
DRMKC	international	all
EEA	European	all
ERCC	European	all
ECMWF	European	all
CAN EUROPE	European	all
Council of European Municipalities and Regions (CEMR)	European	all
European Climate Foundation	European	all
International centre for climate governance	European	all
Karl-Heinz Florenz, Member of the European Parliament, EPP	Germany	all
European Greens	European	all
Simona Bonafè, Member of the European Parliament, S&D	Italy	all
Climate Alliance	European	all
European Climate Research Alliance	European	all
MEP Water Group	European	Coastal infrastructure
EIP Water-Agri Focus group	European	Food security and coastal infrastructure
EBCD Intergroup	European	all
ELO	European	all
OECD High Level Risk Forum	international	all
UNISDR	international	all
European Policy Center	European	all
Climate-KIC	European	all
Climate-KIC Nordic	European	all
Climate-KIC Italy	European	all
Global Water Partnership	international	Coastal infrastructure
JPI Oceans	European	Coastal infrastructure
WaterX	European	Coastal infrastructure
Environmental protection agency	international	all
Euro-Mediterranean Information System in the Water sector	international	Coastal infrastructure
WRI Climate	international	all
Partners for Resilience (PfR)	international	all



Name of organisation (audience type)	Country	Sector
Climate Risk	international	all
Nature4Climate	international	all
Center for Risk and Resilience (C2R)	international	all
Copernicus Marine	European	Coastal infrastructure
Global Resilience	international	all
European Association of Env. & Resource Economists	European	Financial sector
Adaptation Exchange by the NWP	international	all
Global Water Partnership	international	all
European Investment Bank	European	Financial sector
NAP Global Network	international	all
Climalia	European	all
Center for Urban Disaster Risk Reduction + Resilience	international	all
Proadapt	international	Financial sector
GFLAC	Latin America	Financial sector
Climate Investment Funds	international	Financial sector
ASSAR	Africa and Asia	all
Technopolis Group	international	all
Climate Diplomacy	international	all

Table 4.3. Identified target groups – Scientific community

Name of organisation (audience type)	Country	Sector
Water Europe	Belgium	Coastal infrastructure
Scientia	international	all
ICLEI	international	all
Centre for Environmental studies Germany	Germany	all
Catalan Water Institute	Spain	Coastal infrastructure
UN University - EHS	international	all
UN University - CRIS	international	all
International Center for Climate Change and Development	international	all
Wageningen University and Research	The Netherlands	all
Kompetenzzentrum Wasser Berlin	Germany	Coastal infrastructure
Climate Impact Lab	international	all
EGU	European	all

Name of organisation (audience type)	Country	Sector
UK Climate Resilience Programme	The UK	all
Copernicus Masters	European	all
International Journal of Disaster Risk Science	international	all
Gender & Disaster	international	all
Climate Analytics	international	all
Coastal-TEP	European	coastal infrastructure
ICRA	Spain	all
RUS-Copernicus	European	all
VITO	Belgium	all
Hydrologic Science	international	all
Prof Jon Coaffee	The UK	all
The Water Research Foundation	International	all
ClimateXChange	Scotland	all
CCRE CEMR	European	all
WorldSocialScience	international	all
European Urban Knowledge Network - EUKN EGTC	European	all
Adaptation Community	international	all
Global NEST	international	all
EU Research Results	European	all

Table 4.4. Identified target groups – Local and national risk managers and authorities

Name of organisation (audience type)	Country	Sector
Prevention, Preparedness and Response to Natural and Man-made Disasters in the Eastern Partnership Countries	international	all
The Federal Office of Civil Protection and Disaster Assistance (BBK)	Germany	all
Portuguese National Authority for Civil Protection (ANPC PRT)	Portugal	all
European Council of Spatial planners	international	Coastal infrastructure
AESA development with a perspective	international	all
RiskManagement360	Italy	all
EuropeAid	European	all
Understanding Risk	international	all
GNDR	international	all
Disasters Charter	international	all

Name of organisation (audience type)	Country	Sector
Urban Resilience Hub	international	all
PEDRR	international	all

Table 4.5. Identified target groups – Media

Name of organisation (audience type)	Country	Sector
EU Observer	European	all
WWF EU	European	all
EDIE Net	The UK	all
New Europe	European	all
the Guardian	The UK	all
Waste Planning	international	all
I am Expat	international	all
The Times	international	all
Sveriges Radio Vetenskap & Miljö - Klotet	Sweden	all
EFE Verde	Spain	all
IIGCC	The UK	all
Hydrology WORLD	international	all
Oasis HUB	international	Coastal infrastructure
PreventionWeb	international	all
IOPenvironment	international	all
IISDRS	international	all
Sam Illingworth	international	all
Geoscience Communication	international	all
Water News Europe	European	all
Water News Global	international	all

These lists are not exhaustive and will be constantly updated during the duration of the project. The stakeholder “living list” will be updated every new cycle of the communication strategy and so will be the applicable protocol. Furthermore, social media scrapping will be executed for further identifying relevant stakeholders.

## 4.2. Synergies

Several RECEIPT partners are involved in national/international research activities that offer great synergy opportunities for sharing expertise and dissemination RECEIPT research findings and results. Some RECEIPT partners were/are also involved in other relevant EU-funded

projects, which ensures scientific continuity and provides valuable dissemination opportunities that will be considered.

RECEIPT's links with national and international research and innovation activities:

- RECEIPT consortium partners are involved in many past and on-going EU projects that provide relevant input, and RECEIPT will build directly on the knowledge gained. See table 5.
- RECEIPT sister project CASCADES

With our sister project CASCADE, we are planning the following activities:

- Tagging each other on social media to allow easy sharing and amplification of our messages.
- Sharing our events calendar in an attempt to represent each other at events as well as host side events or conference sessions together
- Being present at each other's GAs to learn best practices
- Actively looking for overlap in policy outcomes to write joint policy briefs and host a joint policy event if possible
- Posting guest blogs on each other's websites
- Share our communications strategies

*Table 5. Involvement of RECEIPT partners in other EU projects.*

Project	Project purpose, gap to be filled and output used by RECEIPT	RECEIPT partners involved
CASCADES	To be confirmed	To be confirmed
Digital.water-city	To be confirmed	To be confirmed
EUMACS	To be confirmed	To be confirmed
ASSET EnergyTransition	To be confirmed	To be confirmed
Soclimpact Project	To be confirmed	To be confirmed
SIM4NEXUS	To be confirmed	To be confirmed
COACCH Project	To be confirmed	Deltares
GREENDC Project	To be confirmed	To be confirmed
S2S4E	To be confirmed	To be confirmed
TOMRES Project	To be confirmed	To be confirmed
EUCP_H2020	To be confirmed	Bart van den Hurk, Deltares
HoNESt	To be confirmed	To be confirmed
Brigaid_eu	To be confirmed	To be confirmed
INHERIT	To be confirmed	To be confirmed
JRC PESETA III	To be confirmed	To be confirmed

This list is not exhaustive and will be updated during the duration of the project. Furthermore, social media scrapping will be executed for further identifying relevant synergies.

#### Actions points:

- To enhance the visibility of RECEIPT, the project will create explicit links and synergies with parallel EU initiatives and strategically integrate RECEIPT into highly visible EU events and programmes. We will expand the RECEIPT community as multipliers; use co-branding and high-profile stakeholders to promote the results.
- The project will liaise with Member States to better coordinate activities and yield more synergies among Member States as well as with the European Commission and their programmes.

In the two previous chapter of this communication and visualisation strategy, a details strategy and targeted audiences have been identified. In the following chapter it will be discussed how the audiences will be reached in order to achieve the communication and project objectives outlined earlier.

## 5. Methodology

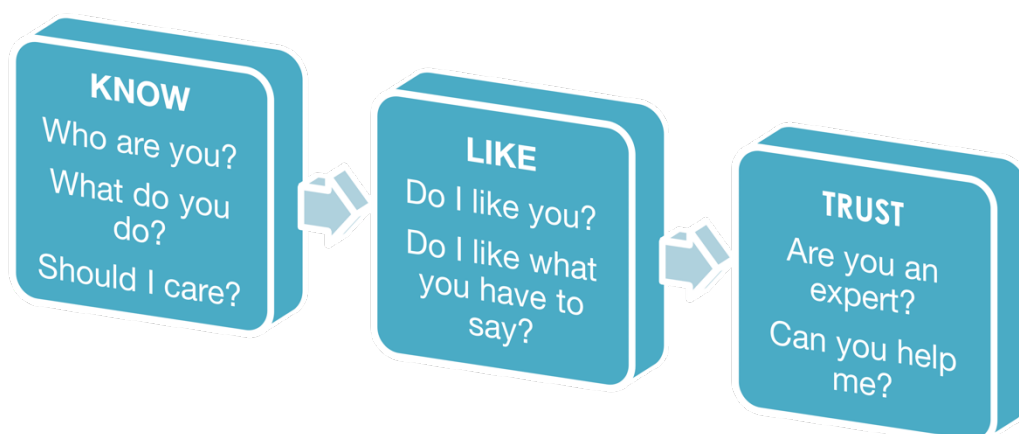
This section of the communication strategy answers the question “How are we going to achieve our communication objectives?”. We are to follow a three-core methodology in order to fulfil the objectives listed in chapter 2: The methodology entails:

- structuring the communication activities over the project lifetime
- helping engage the audiences
- aligning internal and external communication.

### 5.1 KNOW | LIKE | TRUST: Three cumulative steps in RECEIPT

To facilitate the uptake of the RECEIPT findings into policy and management, our communication activities are going to follow the “know-like-trust” approach. This approach is originally used in sales and marketing, but it has also proven effective in the communication field.

The approach develops around the idea that people usually engage and do business with those they know, like and trust, and in that order.



Here is how this approach will be implemented in RECEIPT:

#### 5.1.1. Communication that catches the eye | KNOW

To raise awareness about the interconnected risks and spill-over effects of climate change from beyond EU borders and achieve the uptake of the RECEIPT products, RECEIPT should be made known. Creating attractive visuals and coherent visual identity is a first step towards achieving this objective. It provides consistency in the communication and it helps attracting attention.

As the visual identity is usually the first thing many people will associate the RECEIPT project with, all RECEIPT visual should be clean, photo- or graphic-oriented and telling about the content of the project at a glance.

# Receipt



## 5.1.2. Provide useful information | LIKE

Once RECEIPT has been made known to its target groups, more detailed information about the project should be provided so that the audience can actively engage with the project's content. There are different ways to achieve this:

- a short article
- a video that could be a motion design video, a recorded interview
- an infographic
- an executive summary, etc.

The same storyline is to be approached from different story angles to engage as many people as possible.

## 5.1.3. Go deeper | TRUST

At this stage, the target audience is already engaged and expects serious and dedicated content. New methods, case studies and an interactive game will be brought to their attention.

The consortium partners play an important role here as the audience will be kept interested through scientific articles, reports, developed storylines, engaging data visualisations, as well as the consortium presence at workshops and events.

We communicate because we want to engage our audience and prompt them to actions. Therefore, we will include calls to action wherever appropriate to ensure that audience members engage with the project.

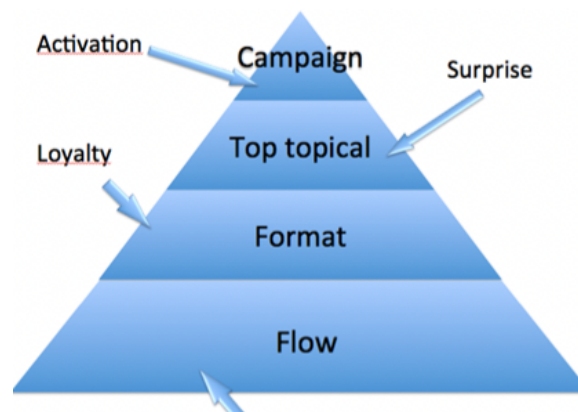
## 5.2 Engagement triangle

The strategic approach of the engagement triangle helps structure communication activities over time. The triangle has proven effective and facilitates placing different communication activities on a **timeline following the different layers of the triangle** leading to an effective engagement of target audiences, both internal and external.

The triangle is focused on attracting 'customers' or users (people new to the RECEIPT project) on the top and focused on keeping them engaged towards the bottom layers.

Overall, the engagement triangle serves the objective of integrating better quality forecasts into policy and management. It forms the basis for an effective process to secure target-oriented communication as well as for large-spectrum communication.

On top of the pyramid, there is the **Campaign**. A campaign serves to attract new 'customers' or in our case, audience members.



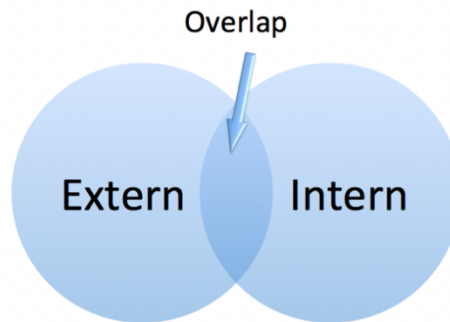
Typically, a campaign will be organised once or twice a year. An example for RECEIPT is the promotional video and the interactive game.

The second level of the engagement triangle - **Top topical** communication refers to engagements via external hooks, for example the International Day of Climate Action. On average, a Top topical communication action will be organised on a monthly basis or every two months.

To maintain the steady relationship over time, a fixed **Format** is used to enhance loyalty among audience members, which is to be done often and consistently. An example for such communication activities could be a monthly digest, case study updates, stories and guest posts.

At the bottom of the pyramid there is the **Flow**, this refers to the daily interaction with audience members via social media and via email or through an active twitter account.





### 5.3 Internal and external communications

RECEIPT internal communication and external communication are closely inter-linked and inter-dependent. The content and messages of our internal and external communications are similar and complete each other.

Communication is vital for any project that involves more than one person, and the need to collaborate increases with the complexity of the project. We propose therefore that a good collaboration is established between the technical experts and the communication experts. The technical experts will provide the correct information and the communication experts the know-how to translate this information for the target audience and bring it to them.

Internal communication will:

- Encourage knowledge sharing among members of RECEIPT by exchanging information and build strong knowledge management for better knowledge translation
- Develop the group's cohesion to encourage productivity and cooperation

As part of communication efforts, a **storyline workshop** and a **communication lunch** were organised during the kick-off meeting of the project so that the technical experts and the communication could exchange ideas.

## 6. Communication activities, tools and channels

We will execute a strategy based on online/web-based communication activities, multiplying communication channels and tools using the same/similar content.

All activities and tools will be drawn from professional communications and eScience technologies, including storytelling, institutional communications, media relations, video production, data visualisation and web and (digital) data analysis.

The activities discussed here will be updated regularly and shared with the WP1 partners and the Management Board.

### 6.1. Website – [climatestorylines.eu](http://climatestorylines.eu)

The project website is one of the main communication channels of the project. The webpage will be a platform for sharing information and ensures a continuous process of exchange and feedback between the users and project partners. A searcheable name has been selected due to the nature of the project and the aim to attract more visibility and members of the general public and the media.

Communicating the objectives, the results and the impacts of RECEIPT will be the main purpose of the website.

Artik leads the website creation, development and maintenance. The structure of the website will be reviewed and updated along the project. Website development is based on a progressive and interactive process in which the RECEIPT partners will be involved.

#### *News items*

All the partners will be encouraged to publish:

- Regular updates on their activities for RECEIPT
- Any news that they see fit (presentation of activities, presentation of reports, participation in events, speeches, etc.)

### 6.2. EC channels and tools

Any relevant opportunity to communicate and disseminate the project activities and results via the EC and Horizon 2020 communication channels, including social media, will be considered to help raise the profile of the project and reach out to a wider audience.

In addition, we will consider using some of the free tools made available by the European Commission to H2020 projects, such as:

Publications	<a href="#">Horizon Magazine</a> <a href="#">Project stories</a> <a href="#">research*eu results magazine</a> <a href="#">research*eu focus</a> <a href="#">Newsletters</a>
Audiovisual	<a href="#">Futuris Magazine - EuroNews</a>
Events	<a href="#">Events on the CORDIS website</a>

Online news	<a href="#">Headlines on Commission's Research &amp; Innovation website</a> <a href="#">CORDIS Wire</a>
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## 6.3. Storylines

Storylines are the main focus of the project. The storyline concept can only be effective if the chosen narratives are strongly inspired by practical evidence from stakeholders. RECEIPT targets a selection of sectors. All communication platforms that will be developed aim to convey the findings of the storyline and risk assessment to the policy domain and broader public.

Key Performance Indicators will be defined and monitored to measure communication impacts. Using policy briefs and -reviews, the risk assessment results will inform policies. In addition, innovative web-based hazard and risk visualisation tools will be designed to facilitate uptake of the storyline- and risk information by the sectors and broader public. All reports and data will be published online, allowing a transparent and reproducible documentation of the storylines.

A sectorial storyline specific section will be created on the project website.

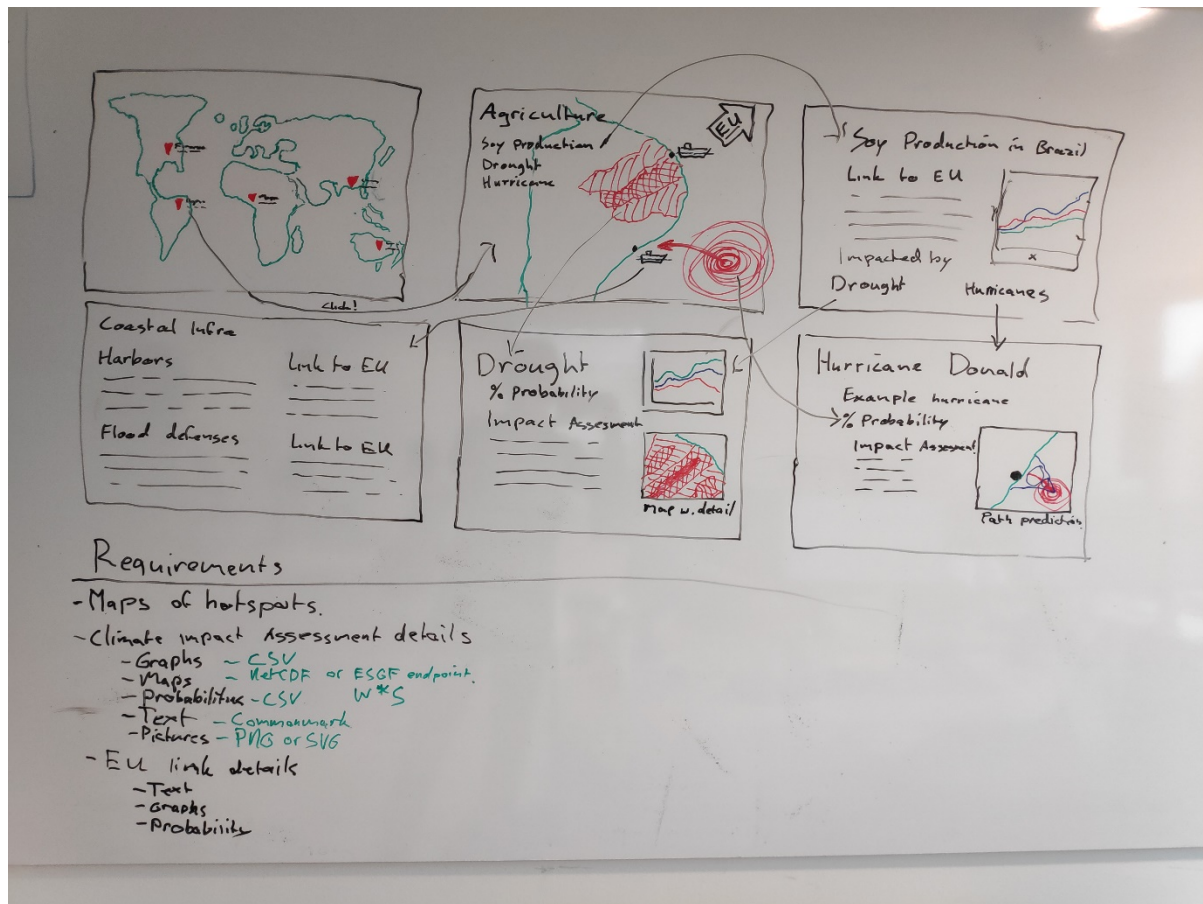
## 6.4. Visualisations

The goal of the work in WP9 for the visualisation team is to enable the scientists in the consortium in WP 3-7 to construct visual stories. A web application will be created for this purpose. To make certain this software created is aligned to the needs of the scientists, the work on these tools will be done according to the Agile methodology. A natural cycle of incremental development and feedback will be used.

The team from the eScience Center will, in the first few months, focus on delivering a working prototype. After this initial Minimum Viable Product (smallest working prototype, with the absolute minimum of requirements covered) has been created, the subsequent work will focus on incremental updates, in which the features to be developed will be selected from a prioritised list. This list will be constructed and updated together with representatives from the Work Packages.

This method of working will ensure that the users of the web application (the scientists constructing the storylines) will have agency in the selection of the features and can test the system as soon and often as possible between sprints.

The MVP requirements should be determined and agreed between the WP leaders. To spark discussion, a brainstorm in the eScience Center team has resulted in a possible storyboard for the MVP depicted below.



## 6.5. Stories

In RECEIPT, a story is just a component of the storylines to be developed. It is an effective way to make people remember your message. The aim is to highlight stories coming out of the RECEIPT case-studies and on-going project research that could be of interest for specialised or general media as well as for national or European policy makers.

A story can be e.g. a particular news on a case study, an achieved impact or a result that provides a tangible illustration on how the work done by RECEIPT project partners helps solve an issue or a problem.

The following questions can be used to build stories:

- How does your work relate to everyday life?
- Where is the human interest?
- Who/what are the main characters?
- What was at stake?
- How was the problem resolved?
- Are there any cool details?

## 6.6. A storyline builder tool

A dynamic-web based tool for scientists will be developed to facilitate the documentation of their storylines.

## 6.7. A storyline teller tool

A visual storyline communication tool will be developed and linked to the project website. It will be vital in the communication of complex storylines with the targeted audiences. It will aim at enabling users to explore storylines and gain insights into the effects of climate change scenarios.

## 6.8. An interactive game

An interactive online game will be developed illustrating the vulnerabilities of stakeholders in different sectors to remote climate impacts. Possible scenarios will be simulated. It will be yet to be discussed if the interactive game could be connected to a storyline visualizer tool that is also to be develop within RECEIPT.

## 6.9. Policy briefs and recommendations

All case studies result will be summed up in policy briefs, recommendations or assessments that will be actively communicated through the different online and offline communication tools of the project.

## 6.10. Blog posts

To enhance trust among customers, RECEIPT will use a fixed Format with a consistent frequency (e.g. blog post in "Tales of climate changes" series.

## 6.11. Videos

Project video(s) (interviews, snapshot videos, case-study visits, ...) will be prepared. A video showing the dependency of the EU on external, direct and indirect factors and therefore its vulnerability to remote climate impacts will be created.

Videos will be published on Vimeo and on the website's media corner. For each video's dissemination a social-media strategy will be applied and paid placement on YouTube/Vimeo will be used to increase video views.

## 6.12.Promotion materials

### Project leaflet

The leaflet will be also downloadable from the website.

### Roll-up

A roll-up banner will be designed based on the design of the project leaflet.

### Web banners

For sister projects and partners' websites

### Poster

Posters will be used to communicate RECEIPT's objectives at events and conferences.

### Social media (Twitter)

An active twitter account will be set up with a monthly digest. The account will be administered by Arctik and managed through tweet deck. All WP10 partners as well as the project coordinator will be given access to the account as contributors, which allows them to tweet, retweet, like etc. Tweets should be RECEIPT-related and the content of new tweets should:

- avoid jargon
- have active, personal voice
- be factual rather than opinions

### Promotion of scientific publications

### Events and conferences

Events provide a setting where knowledge can be shared, messages are disseminated, and insights can be collected:

- Interactive workshops with user group members
- Project workshops
- Participation in business conferences

All partners are also invited to suggest event opportunities at local, national and international levels. Special attention will be paid to disseminating the policy relevant results of RECEIPT through securing speaking slots at policy events such as events organised by EIP Water/Agri, EBCD Intergroup, the EC, international climate adaptation events and conferences and participating as experts in workshops organised by the EP Committees.

Digital metrics will be used to ensure monitoring of the actions and critical evaluation. Side-events and dedicated parallel sessions will be organised together with other complementary European projects helping to raise awareness about the interconnected risks and spill-over effects of climate change from beyond EU borders. Feedback and additional useful knowledge will be collected to the implementation of the RECEIPT research agenda.

## Media relations

Press releases and Press brief Internal communications platform SharePoint will be used as an internal platform for sharing of documents and for discussions within the RECEIPT community. Media efforts will be made to generate interest in the press corps about the stories and their tangible impacts.

## Internal meetings

- GA meeting
- Management Board (MB) meetings
- Science and Services Advisory Board (SSAB meetings)
- Tele/video conferences
- Partners' existing mechanisms, publications, etc.

In this chapter, the communication and visualisation strategy outlined the different channels that would be used throughout the project to spread the RECEIPT message. In the following chapter, more concrete content related to the different project deliverables and the project unique selling points will be discussed.



## 7. Communication content

This section aims to identify the different Work Package activities and outputs that are considered to be relevant to the target audiences. Having this in mind, dialogue between partners is crucial in the project, so that all relevant activities and results of the project are communicated to the public through WP9.

RECEIPT has 10 work packages, of which several will result in relevant information to be shared with users, potential users, stakeholders and the general public.

Table 5 (in Annex I) presents the relevant project outcomes to be communicated. The table does not mention all project outputs, but only includes those that are considered to have results relevant for communication activities.

### 7.1 Unique Selling points (USPs)

A unique selling point (USP) is a factor that differentiates a product from its competitors, such as the lowest cost, the highest quality or the first-ever product of its kind. A USP could be thought of as “what you have that competitors don’t”. A successful USP promises a clearly articulated benefit to consumers, offers them something that competitive products can’t or don’t offer, and is compelling enough to attract new customers.

For RECEIPT, USPs support the creating of narrative which will serve as the basis for developing key messages per target audience. This is a non-exhaustive list that would be updated throughout the project with the support of RECEIPT societal partners.

Unique Selling Propositions	Comments
<b>Local risk managers and authorities</b>	
RECEIPT will explore the causal relations between sectors and remote climate effects	
Connection between local (micro) stories and the bigger (climate) picture	
Connection between socio-economic & physical science	
Focus on products such as risk assessments and risk prevention opportunities for the European economy	for all decision-makers (private, policy makers)
Adaptation strategies for viability under a future climate	Also for the scientific community
Products that are delivered are based on solid science & high quality	also for other target groups
<b>Policy makers at (inter)national level</b>	
Contribute to assessing the impact on private and public finances under future climate.	International decision-makers working on public finances and future climate
Contribute towards policy coherence and cohesive resilience in Europe	Decision-makers working on cohesive policies in Europe



Provide relevant and quantitative information on the European risks from remote global climatic features.	Decision-makers working on disaster risk reduction and risk mitigation policies in Europe
Identified remote climate change effects that may hamper achieving the EU internal and external policy objectives	Decision-makers working on EU external policies
Recommendations on how and by how economic damages can be avoided by different policy instruments	
<b>Scientific community</b>	
Innovative methods to construct climate change messages at targeted sectoral/geographical regions	
Innovative visualisation techniques	
Good coupling between science and practice.	Illustration to funders of research
<b>Private sector</b>	
Identified potential risks for the different sectors due to remote climate disasters	
Targeted stakeholder participation	
<b>General Public</b>	
Supporting "what if" storylines	
<b>Media</b>	
Stories that illustrate impact of climate change	Suggestion: think of innovative/novel ways of disseminating (e.g. graphic novel, portfolio of cases)

The next chapters will outline the next steps of the communication and visualisation part of the project – the evaluation, dissemination and exploitation of results.

## 8. Evaluation and dissemination of results

Performing an evaluation is necessary to analyse the effectiveness of the actions taken, in order to optimise future actions. The communication and dissemination activities of RECEIPT will be regularly monitored and assessed through a wide range of indicators.

SWOT analysis – strengths, weaknesses, opportunities and threats. This kind of analysis will be executed on yearly basis. SWOT analysis identifies how to maximise the potential strengths and opportunities of communication activities, while minimising the impact of the weaknesses and threats. The strengths and weaknesses usually arise from within an organisation (e.g. human resources, management, staff commitment, obstacles), and the opportunities and threats from external sources (e.g. stakeholder resistance, reduced budget).



### Quantitative

- Website: google analytics to monitor the use of the project website
- Number of comments on the website
- Twitter: tweets, RTs, likes and followers
- Prepare campaign posts for different social media channels that will be shared with the project partners
- Number of articles published and read
- Number of articles, press releases published on other websites
- Number of scientific publications
- User uptake of the tools

Yearly figures and comparison.

### Qualitative

- User interviews/survey in the course and at the end of the project
- Quality of deliverables, visuals, photos, interviews, media actions
- The activity Excel will serve as a monitoring and evaluating table

The above-mentioned analyse methods will be executed on yearly basis.

## 9. Exploitation of results

A detailed exploitation strategy will be prepared at the end of the project. In view of the delivered project results, the best ways will be outlined on how to reach the scientific, societal and economic interest groups.

# Receipt