Deliverable A1.1: Stakeholder Engagement Strategy and Communication Plan

LIFE URBANPROOF
CLIMATE PROOFING URBAN MUNICIPALITIES

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Acknowledgements

The project is being implemented by the following partners:

Coordinator Beneficiary

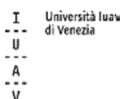Department of Environment, Ministry of Agriculture, Rural Development and Environment *(Cyprus)*

Associated beneficiaries

National Technical University of Athens *(Greece)*

National Observatory of Athens *(Greece)*

University of Venezia *(Italy)*

Municipality of Reggio Emilia *(Italy)*

Municipality of Strovolos *(Cyprus)*

Municipality of Lakatamia *(Cyprus)*

Municipality of Peristeri *(Greece)*

LIFE UrbanProof

CONTENTS

TABLES

FIGURES

LIFE UrbanProof

LIFE UrbanProof

1. EXECUTIVE SUMMARY

The present report was prepared in the framework of the co-financed European LIFE LIFE UrbanProof project "Climate Proofing Urban Municipalities" project (LIFE UrbanProof LIFE15 CCA/CY/000086). The project aims to increase the resilience of municipalities to climate change by equipping them with a powerful tool (UrbanProof toolkit) that supports their climate change adaptation planning.

The present report (Deliverable A1.1) is part of Action A1 of the project "Stakeholders Engagement Strategy and Communication Plan" and it includes the development of the project's Stakeholder Engagement Strategy & Communication Plan in order to effectively disseminate and communicate the project to all relevant stakeholders and target audience.

The development of the Stakeholder Engagement Strategy & Communication Plan is based on the main objectives of the project implementation, but also on the requirements set by the EU funded, LIFE UrbanProof project (i.e. grant agreement). The development of the plan conducted by the project team aims at: (a) raising awareness and informing stakeholders and target audience about climate change and (b) maximizing the impact of the project by making the results and deliverables of the project available to the stakeholders and to the wider audience. Therefore, the implementation of the plan is crucial for the success of the project and for the sustainability of outputs in the long term.

The communication and dissemination plan of the LIFE UrbanProof project was developed taking into account the different recipients of the dissemination and communication activities by identifying the target groups:

- ✓ General public of the local community (students, families)
- ✓ Collective bodies (e.g. associations, federations, organizations) and Media of local level
- ✓ Companies and industries

✓ Local and regional authorities and national bodies Scientific community (universities, research centers)

✓ Policy and decision makers at EU, national, regional and local level

For the optimal organization of the activities, the strategic plan is divided into two phases of implementation, following the respective stages of the LIFE UrbanProof project, which includes:

1. Communication and dissemination activities of project results and outputs
2. Monitoring activities in order to measure the impact of the project communication and dissemination plan

More specifically, the first phase includes an overview of all dissemination opportunities identified through communication tools such as event attendance (e.g. conferences, workshops, etc.), project publications (e.g. notice boards, brochures, news releases as well as conference papers, articles in professional journals etc.) and project presentations (e.g. to local stakeholders, etc.) is presented, complemented also by online activities based around the project website, and through the main social platforms (e.g. Facebook). The communication and dissemination activities have been designed and are addressed to target the key audiences and stakeholders and to maximize awareness of the project objectives, means and results.

Different means for communicating and disseminating the project are foreseen that include traditional methods, such as printed and electronic promotional material, news releases, website, scientific journals and more innovative and interactive approaches such as, communication platforms, which will be supplemented by events directly related to the project (e.g. workshops) and events of wider scope (participation to conferences, etc.).

The second phase involves the monitoring of the project's communication plan and strategy. All communication and dissemination actions shall be monitored by the project team against specific key progress indicators at frequent intervals. The project team shall valorize the progress of the project's communication strategy and provide

relevant feedback to the EC with respect to the effectiveness and the impact of dissemination and communication activities.

2. PROJECT DESCRIPTION

The overall aim of the LIFE UrbanProof project is to increase the resilience of municipalities to climate change equipping them with a powerful tool for supporting better informed decision making on climate change adaptation planning. As part of this project, selected regional climate models and statistical scale relegation techniques will be used for the assessment of climate change in the future at regional and local level. In addition, the existing and future vulnerabilities and available adaptation measures to climate change will be identified and evaluated.

Subsequently, an online decision making support tool that integrates the above and will be employed in the four participating municipalities and the selected small-scale adaptation measures will be implemented based on the results of the tool applications. In the end local adaptation strategies for each of the municipalities will be developed.

The methodology of the project LIFE UrbanProof includes the following actions:

- Recording of the existing situation in the partner municipalities

- Simulation of current climate and projection of future changes in climate

- Climate change vulnerability and adaptation assessment

- Development and demonstration of the UrbanProof toolkit, for supporting better informed decision-making

- Implementation of selected green and soft adaptation measures at the partner municipalities

- Development of local climate change adaptation strategies for the partner municipalities

The operations will be performed using the UrbanProof Tool and the information levels at which the user has access are shown in the following Figure.
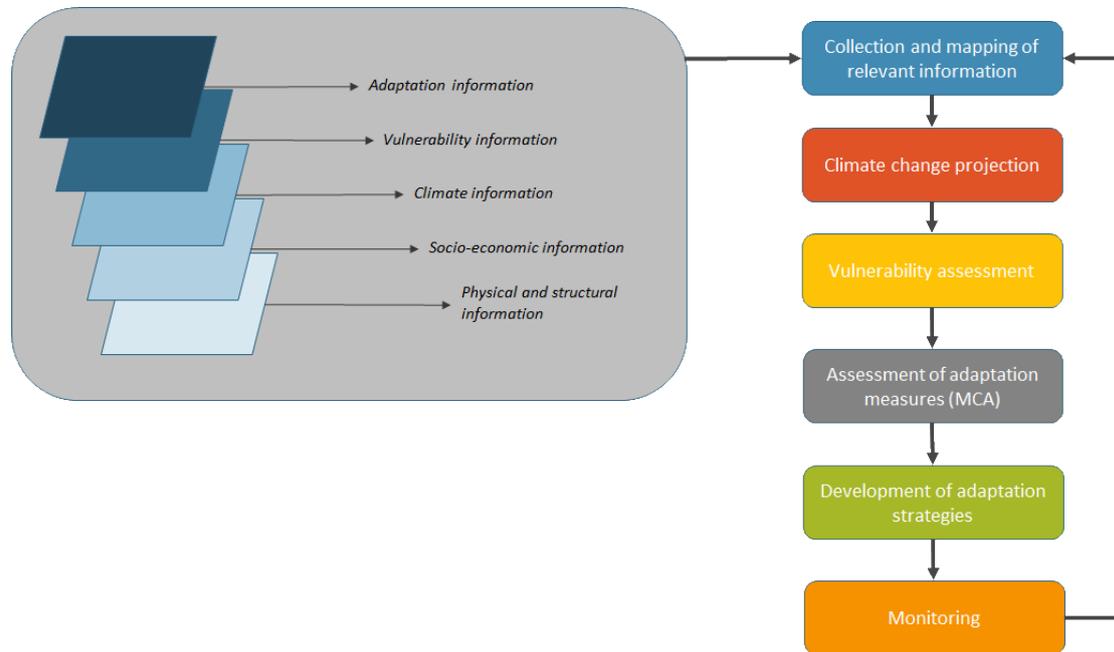
Figure 1: Methodology of the UrbanProof toolkit

Specifically the Toolkit will:

▶ provide insight into the expected changes in climate,

▶ enhance understanding on climate change impacts and on the mechanisms defining vulnerability,

▶ enable the exploration and evaluation of the available adaptation options and,

▶ provide guidance for monitoring the adaptation process.

2.1.   Main objectives of the project

To develop, implement and demonstrate an innovative and interactive decision support tool (UrbanProof toolkit) for urban adaptation planning, which will provide local decision makers, stakeholders and target groups with access to visual information (in the form of maps and graphs) on climate change, vulnerability, adaptation and monitoring and, will guide them, step-by-step, through the whole adaptation process - To develop local adaptation strategies for the partner

municipalities (total population: 413,000; total area: 29,600 ha) - To bridge the gap between scientific and local understanding of climate change - To provide information on the future climate changes at local level - To identify the impacts and evaluate the vulnerabilities of the partner municipalities to climate change - To enhance public involvement and participation in adaptation planning - To identify, evaluate and prioritize adaptation options - To implement, demonstrate and promote green and soft adaptation measures at the partner municipalities in order to increase public awareness on climate change adaptation –To promote the adoption of the proposed methodology and adaptation options in order to maximize transferability and replicability - To provide detailed guidance in order for other municipalities to employ the proposed methodology - To promote public awareness on climate change and on the associated risks for the municipalities as well as on the available options for addressing them - To achieve social and political approval of the adaptation strategies to be developed - To gain public acceptance and to ensure continuity and economic sustainability of the proposed adaptation strategy - To ensure active participation and engagement of local stakeholders during the implementation of the adaptation strategy.

2.2. Expected results

Among the expected results of the projects is to develop an integrated Stakeholder Engagement Strategy. The stakeholders' involvement and engagement has been placed as one of the cornerstones of the project implementation.

The indicative project results presented as follow:

- Recording of the existing situation in the partner municipalities with regard to climate change
- Identification and assessment of the climate changes affecting or expected to affect the partner municipalities
- Assessment of climate change vulnerability and risk of the partner municipalities (total population:413,000; total area:29,600 ha)

- Review and evaluation of the state-of-the-art urban adaptation techniques and methods

- Implementation of green infrastructure projects in the partner municipalities of Cyprus and Italy

- Development of a web-based platform and of a decision support toolkit (UrbanProof toolkit) for urban adaptation planning and community-based participation

- Evaluation of the technical and economic viability of the toolkit

- Toolkit administrator guide and demonstration/tutorial video

- Development of local adaptation strategies for the partner municipalities

- Presentation of the adaptation strategies to the local councils of the partner municipalities and endorsement

- Evaluation of the project impact on the climate change problem targeted

- Assessment of the project socio-economic impact on the local economy and population

3. STAKEHOLDER ENGAGEMENT STRATEGY

3.1. Stakeholder Mapping

The stakeholder mapping process aims to identify which stakeholders need to be engaged, in order to achieve the highest impact for the project. The stakeholder's selection based on the content, the expected results and the impacts of the project, as well as the available resources, the objectives of the engagement, and the willingness or the ability of the stakeholders to engage and to be involved to the project.

It is noted that the participant selection strongly determines the results of an engagement process. In addition, under the framework of an effective representation can enhances the ability of better learning and trust between participants and that unrepresentative or restrictive participant selection may lead to less favorable project results, and may even lead to increased conflict.

Stakeholder mapping is a collaborative process of research, debate, and discussion that draws from multiple perspectives to determine a key list of stakeholders across the entire stakeholder spectrum. Mapping can categorized into three phases, which presented following:
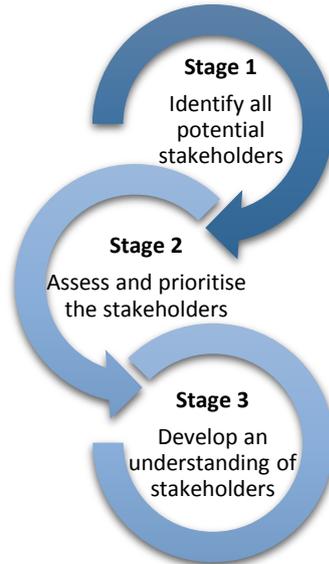
The results from the above mentioned stages will be considered by the project team in order to establish what level of engagement is required, the timing and role of the engagement, and ultimately which methods of engagement are to be adopted for each one.

The Plan will include the following information:

Project stakeholders	Identification of those stakeholders considered in the preparation of the plan
Stakeholder analysis	Mapping where stakeholders are *currently* located in relation to their contribution to, and participation in, the project
Stakeholder transition	Identifying where stakeholders are not considered to be located the most appropriate position (within the contribution / participation map) and would ideally be transitioned to another position.
Stakeholder management	Defining the actions needed to maintain or change the position of the stakeholders within the map
Plan review	Setting out the process used to judge whether or not the engagement actions have been, or are likely to be successful, and whether any refinement of this plan is required

Stage 1: Stakeholder identification

During the current stage, the project team will identify stakeholders which may be able not only to contribute to the project but also to motivate them to become involved. In order to identify all the interested parties, it is essential to deliberate all people, or group of people who may affect or/and can affect, or/and may have an interest in the project. Stakeholder's involvements in the identification process itself is also sought with the purpose of defining and refining the scope of the issues being considered, and provides more-comprehensive information about who might have a stake in those issues.

Taking into account that the project is implemented in three different areas, it is also considered appropriate to include local stakeholders from all three areas, as well as from a wider regional, national and European level.

However, the stakeholder identification process should be reassessed frequently throughout the project, in order to be ensured that no groups or individuals have been missed. This means that may involve identifying new stakeholders that need to be engaged through the project duration or as stakeholder needs and priorities change over the project implementation. In the early stages of the project, it is also sought to enter into dialogue with scientists working in other groups who are likely to oppose the project, this may help identify potential conflicts that could arise. It is important to ensure that groups or individuals that are considered to be potential sources of conflict are not left out of the engagement process simply because they have opposing views.

The stakeholders were initially selected following the **ex-ante approach**, according to which stakeholders are identified in advance, in relation to likely stakeholder categories, taking into consideration particular sectors or groups of relevance and specific roles or functions of different actors (e.g. data users, policy makers, local communities).

Other methods used for identifying key stakeholders are:

▶ Brainstorming and consulting with project partners and with other organisations that have been involved in similar activities

► Initiating self-selection by promoting the engagement process and encouraging individuals with an interest to come forward

► Using 'snowball sampling' techniques, whereby one stakeholder identifies further stakeholders until no additional new stakeholders are identified

► Utilising existing stakeholder lists and databases of the project partners in order to identify other groups, networks and agencies

The identification and selection of the LIFE "UrbanProof" stakeholders is based on the climate change impacts on the sector they are involved in and/or on their role in adaptation planning. An initial identification of the groups of stakeholders that are considered to be relevant to the project, is presented following:

► **National authorities**. This stakeholder category includes the ministries relevant to the urban adaptation sectors to be examined in the framework of the project. Those stakeholders will be involved in the project mainly in the following actions:

  ► Dissemination of the project results to other municipalities and regions and encouraging them to adopt the proposed methodology,

  ► promote the adoption of the proposed methodology at European level,

  ► evaluation the adaptation measures,

  ► evaluation the UrbanProof toolkit,

  ► mainstreaming adaptation into the relevant sectoral policies

  ► Integration of the implementation of the adaptation measures to the national and EU funds.

► **Regions, neighbouring municipalities and Unions in the partner countries**. This stakeholder category will be involved in the project mainly in the following actions:

  ► Evaluation of the adaptation measures,

  ► Evaluation of the UrbanProof toolkit,

  ► Joint implementation of certain adaptation measures in the case of neighbouring municipalities,

  ► announcing invitation for tenders for the implementation of the adaptation measures in the case of regions,

  ► adopting the proposed methodology

▶ **Relevant local and regional departments of the partner countries**. This stakeholder category will be involved in the project mainly in the following actions:

  ▶ Provide the necessary information for recording the existing situation in the partner municipalities,

  ▶ Decision making on the future frames which be examined with respect to climate change,

  ▶ Evaluation of the adaptation measures,

  ▶ Decision making on the small-scale green infrastructure measures to be implemented

  ▶ Evaluation of the UrbanProof toolkit,

  ▶ Evaluation of the adaptation strategies

▶ **Local, national environmental and health Non-Governmental Organizations and Civil Society Organizations**. This stakeholder category will be involved in the project mainly in the following actions:

  ▶ Evaluation of the adaptation measures,

  ▶ Evaluation of the UrbanProof toolkit,

  ▶ Dissemination of the project results and promoting the proposed methodology

▶ **Companies involved in the field of design and construction of environmental** (incl. water, energy, transport) technologies and projects or providing consulting services. This stakeholder category will be involved in the project mainly in the following actions:

  ▶ Evaluation of the adaptation measures,

  ▶ Implementation of the small-scale green infrastructure measures,

  ▶ Applying the proposed methodology to other municipalities

▶ **Banks or insurance companies**. This stakeholder category will be involved in the project mainly in the following actions:

  ▶ Diffusion of the project results for incorporating climate change issues in their risk plans.

▶ **Academic bodies, research institutes in the fields of environmental, engineering, physics, medicine, economics, social and legal studies.** This stakeholder category will be involved in the project mainly in the following actions:

  ▶ Provide insight on climate change vulnerability, based on their scientific research outcomes

  ▶ Evaluation of the adaptation measures,

  ▶ Evaluation of the UrbanProof toolkit,

  ▶ Dissemination of the project results and the proposed methodology

▶ **International organizations, NGOs, platforms, initiatives and networks**. This stakeholder category will be involved in the project mainly in the following actions:

  ▶ Evaluation of the UrbanProof toolkit

  ▶ Dissemination of the project results and the proposed methodology.

The following table (Table 1) presents all the necessary details of the identified UrbanProof stakeholder groups, reasons to be involved them and reasons why they might be willing to engage into the project.

Table 1: Identified UrbanProof stakeholder groups, reasons for engagement and interests/benefits

Stakeholder group	Reasons to involve	Interests / benefits
Citizens	▶ Awareness raising ▶ Exercising pressure on governments & companies ▶ Ensure project outcomes are accepted and adopted	▶ End users ▶ Protection from climate change impacts ▶ Economic benefits and reduction of losses to livelihoods, assets
Relevant departments of the national & regional authorities & of the partner municipalities	▶ Provision of access to data required ▶ Contribution of expertise ▶ Ensure usefulness & relevance of project outputs ▶ Evaluation & approval of project outputs ▶ Mainstreaming adaptation into relevant policies & integration to the national and EU funds ▶ Foster dissemination of results ▶ Promote wider adoption & replication of project outputs ▶ Liaison to other entities & involvement of citizens	▶ Opportunity to develop better policies based upon rigorous scientific knowledge ▶ Funding opportunities for necessary projects
Neighbouring municipalities and Unions in the partner countries	▶ Awareness raising ▶ Evaluation & approval of project outputs ▶ Adoption & replication of project outputs ▶ Foster dissemination of results ▶ Involvement of citizens	▶ End users ▶ Increasing awareness ▶ Enhancing sustainability & profile ▶ Funding opportunities
Academic bodies	▶ Provision of access to relevant research results ▶ Foster research ▶ Sharing scientific expertise and provision of advise ▶ Evaluation & approval of project outputs ▶ Networking	▶ Publications ▶ New research opportunities ▶ Potential collaboration ▶ Networking ▶
Local, national environmental and health Non-Governmental Organizations and Civil Society Organizations	▶ Evaluation & approval of project outputs ▶ Ensure usefulness & relevance of project outputs ▶ Foster dissemination and adoption of project results ▶ Exercising pressure on governments & companies ▶ Better networking with organizations and link to individuals	▶ Interest in using the new data produced ▶ Increased local publicity through engagement.
Environmental/ consulting Companies	▶ Providing technical expertise to the project. ▶ Evaluation & validation of project outputs ▶ Implementation & Replication of project outputs	▶ Increased local publicity through engagement. ▶ Possibility of networking with potential new customers.

Banks, insurance companies	▶ Diffusion of the project results for incorporating climate change issues in their risk plans.	▶ Minimise financial risk of non-accounted factors ▶ Increase products
Relevant international organizations, policy groups etc.	▶ Evaluation & approval of project outputs ▶ Foster dissemination of results and adoption of policies	▶ Enrich database of experiences and best practices on the issue. Exploitation of results for the improvement of policy
Educational staff & students	▶ Foster dissemination of results	▶ Enrich and update educational material ▶ Increase awareness ▶ Professional opportunities
Media	▶ Wide dissemination of project results. ▶ Link to citizens	▶ Material for stories/news

Stage 2: Assess, analyse and prioritise

The second stage of the stakeholder mapping process includes the assessment and analysis of stakeholders in order to prioritise them in relation to the necessity for their engagement. It has been noted that it is not necessary each stakeholder or group of stakeholders to engage in the same level, or at the same time of the project, while the same stakeholder may be engaged through different ways at the various stages of the project implementation. In order to determine which stakeholders are best to contribute and which will be affected by the project, and therefore critical to involve, it is important to take into account the relevance of stakeholders. The identification of stakeholders may result in a complex list of people and organisations that the project team may never have capacity to engage fully with. Therefore, it is also considered necessary to identify their interests and roles in relation to the project and to prioritise them according to their importance to, and influence over, the project.

The stakeholders influence presented in the Figure 3. (i.e. whether they can make useful contributions and positively influence the project or if they may pose obstacles to the project success, and whether they will be affected by the project outcomes), against the stakeholder interest in the project. Stakeholders are plotted based on whether they have a high/low interest in, and high/low influence on, the project. Each of the four boxes represent a 'level' of engagement, ranging from the lowest level ('inform'), through the middle levels ('consult' and 'involve') to the highest level ('collaborate') based on Figure 2:
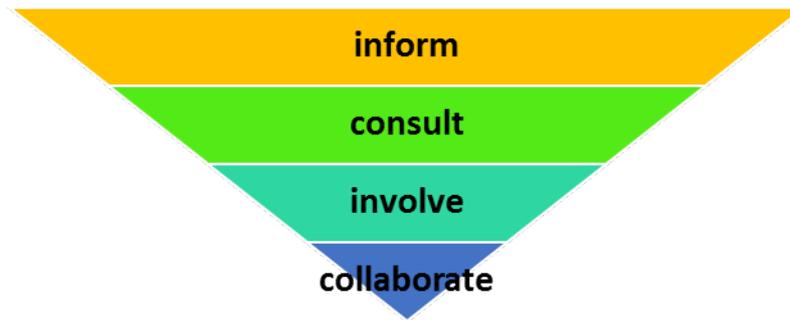
Figure 2: Levels of stakeholder engagement

✴ '**Collaborate**' box (high interest – high influence): Stakeholders represented in this box are those with which it is likely to be most beneficial for the project to engage. They are identified as potential suppliers of relevant information, permissions and resources, or may be significantly impacted by the final project outcomes.

✴ '**Involve**' box: Stakeholders represented in this box are highly influential, but have little interest in the project or low capacity and or resources to engage. As a result, they may have significant influence over the success of the project, but may be difficult to engage throughout the project process. To address this issue, particular efforts may be necessary to engage this group in the project and therefore the efforts should initiate as early as possible in the project process.

✴ '**Consult**' box: Stakeholders represented in this box are those that may have high interest but low influence in the project and although by definition they could support the project, they lack the capacity to significantly contribute to the project and produce beneficial impact. Nevertheless, they may prove particularly useful by forming alliances with other more influential stakeholders. These are often the marginal stakeholders which are usually 'hard to reach', and that might require special attention to ensure their engagement and to empower them to equally engage in the project process with more influential stakeholders.

✴ '**Inform**' box: Stakeholders represented in this box are those who may have little interest in or influence over project outcomes. In general, there is less need to consider them in much detail or to realize particular efforts to engage with them when the project resources are limited.

LIFE UrbanProof 16
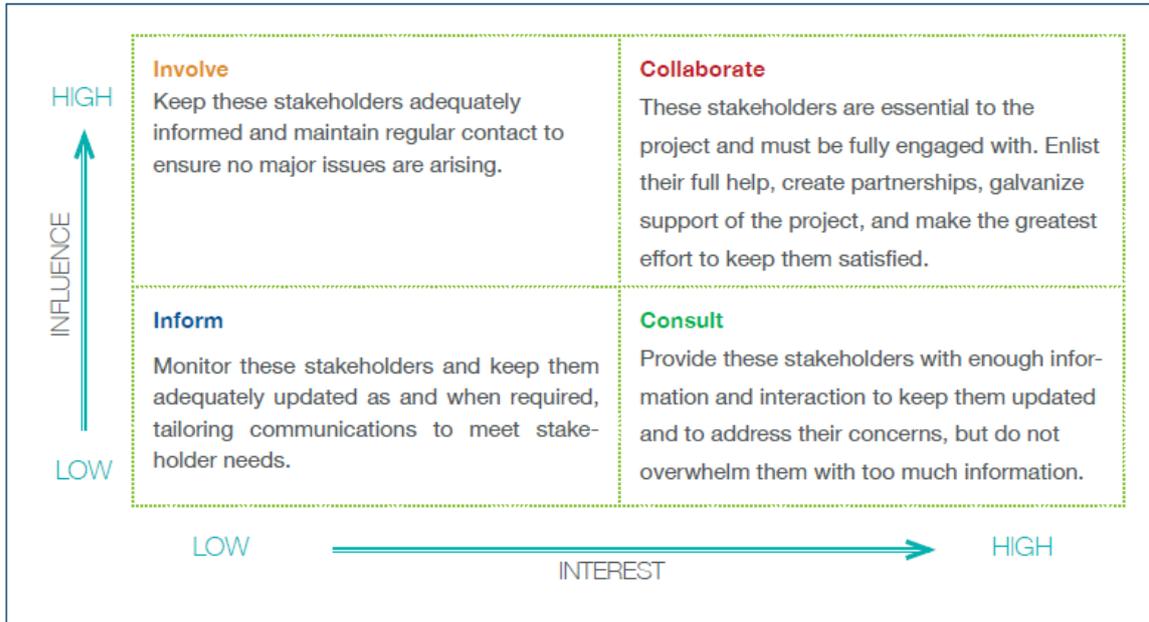
Figure 3: Plotting stakeholder influence against interest

Figure 4: UrbanProof stakeholder influence against interest (current situation)

By following this approach, it is possible to better tailor the appropriate levels of stakeholder engagement and type of engagement activities to the different stakeholder groups, as it is shown next:

✳ **Inform** → Stakeholders in this box should be adequately updated with information on the project scope, problem addressed, objectives and outcomes to help them recognise the problem, assess the available alternatives, recognise opportunities and

discover potential solutions. Information must always be tailored to the specific needs of each stakeholder group.

✳ **Consult** → Stakeholders in this box should provide feedback, as well as, be informed and consulted on several projects issues such as the design of the ADAPT2CLIMA tool, the parameters used for climate change projection, the methodologies applied for the vulnerability assessment, the assessment of the alternative adaptation measures and the decision making for the development of the local adaptation strategies for agriculture. Care will be taken so as to not overwhelm stakeholders with information outside of their area of expertise/interest.

✳ **Involve** → Stakeholders in this box should work directly with the project team throughout the project duration to ensure that their concerns and requirements are well understood, taken into consideration and, where appropriate, are satisfied through the project actions.

✳ **Collaborate** → Stakeholders in this box should work in partnership with the project team, in relevant aspects of the decision making process. This includes inter alia any actions necessary for ensuring that these stakeholders remain fully satisfied, such as the development of alternative methods and the identification of preferred solutions or outcomes.

A summary of the potential benefits for stakeholders arising from their level of engagement in the project is presented in the table that follows (Table 2).

Table 2: Summary of potential benefits from stakeholder engagement in the project

BENEFITS OF ENGAGEMENT	LEVEL OF ENGAGEMENT			
	Inform →	Consult →	Involve →	Collaborate
BENEFITS TO RESEARCH TEAMS	Higher profile and enhanced reputation Useful contacts for future engagement Improved dissemination of results Enhanced impact of research Increased support for the research	Improved chances of funding success Better knowledge Opportunities for learning Better quality data	More resources provided Potential to improve methods	Improved research questions Better analysis Increased potential to leave a legacy
BENEFITS TO STAKEHOLDERS	Opportunities for learning Better access to knowledge Improved decision-making Improved policies	Access to better technologies Business opportunities Sense of inclusion and involvement	Opportunities to be paid for providing data or facilities	Opportunities to influence or drive research A sense of ownership
BENEFITS TO WIDER SOCIETY	Better knowledge applied in policy and practice Reduced barriers between science and society	Improved trust and respect Access to opportunities	Better evidence	Shared responsibilities and decision-making More relevant and more inclusive research

The target audiences of the project have also been broken down to levels of behavioral change in relation to overall communication goals, as these are depicted next:

- 🍃 **Awareness**: People have heard of the issue/problem addressed

- 🍃 **Understanding**: People understand the issue/problem addressed and the need for action

- 🍃 **Acceptance**: People understand the issue/problem addressed and accept their role in addressing it and what they need to do differently

- 🍃 **Support/Action**: People support what the issue/problem that needed to addressed and are actively engaged in satisfying needs.

As it can be understood, it is also important to identify the initial behaviour levels of the target audience (e.g. through surveys at the project start) and to monitor the progress achieved in behaviour change which is attributed to the project engagement and communication actions (e.g. through repetition of surveys), in order to locate any

gaps in the interaction between the project and the target audience and to put efforts in filling them.

Stage 3: Understanding stakeholders

When prioritizing the identified stakeholders and considering how and when to engage with them, it is important to obtain a greater understanding of their motivations, interests, expertise and capacity to engage. Following, the key points the project team took into account during the process of understanding stakeholders are provided:

❖ Existing relationships between the project and the stakeholders

❖ Knowledge that the different stakeholders possess and that may be relevant to the project

❖ Potential positive or negative views of the stakeholders on the project and its outcomes. Potential for any conflict arising amongst stakeholders or between stakeholders and the project

❖ Appropriate means of communication and need to be adapted in order to reach certain groups or individuals

❖ Willingness to engage; if not, reasons and means for overcoming them. Barriers to participation and/or engagement.

In the engagement process it is also helpful to try understanding relationships between stakeholders. The stakeholders could also be consulted for their views on the stakeholder mapping process (when appropriate) to ensure they agree with the view of the project team. The latter may also prove to be an effective method for establishing an open and transparent relationship.

In the table that follows, the current situation as identified by the project partners with respect to the stakeholders' willingness to engage and the respective need for the project team to increase engagement efforts, is depicted.

Table 3: Identified UrbanProof stakeholder groups' willingness to engage and need to increase efforts

Stakeholder group	Willingness to engage	Need to increase efforts
Citizens	Low	High
Municipalities	Low	High
Competent national & regional authorities	Medium	Medium
Policy makers, politicians	Low	High
Professional groups, consulting companies	Medium	Medium
Companies engaged with environmental technologies, projects	High	Low
Non-Governmental Organizations (NGO) and Civil Society Organizations (CSO)	High	Low
Scientific community (research institutions)	Medium	Medium
International policy makers, groups & institutions	High	Low
Educational staff, students	Medium	Medium
Media	Medium	High

The above table used to understand stakeholders will be reviewed periodically throughout the project duration for a number of reasons, including: (i) stakeholders may wish greater involvement at different stages of the project to those originally identified by the project team; (ii) new stakeholder groups may also state their willingness to be involved; (iii) a need may arise for engaging stakeholders over subject matter or issues that were not foreseen at the project start; (iv) there may be a shift in the direction of the project or its outcomes which should be communicated.

This analysis process aims at indicating the varying levels of engagement required throughout the project. The appropriate stages where engagement should take place, the types of appropriate engagement activities and any potential barriers inhibiting engagement, become clearer by developing a better understanding of the stakeholders.

The following table presents the different techniques selected according to each stakeholder group (Table 4).

Table 4: Selected communication techniques according to each stakeholder group

Participation technique	Relevant local, regional and national authorities	Academic and research institutions	NGOs and CSOs	Relevant international organizations, policy groups etc	Environmental companies and consulting companies	Insurance companies and banks	Media	General public
Informative material	X	X	X	X	X	X	X	X
Scientific reports		X	X		X			
Website	X	X	X	X	X	X	X	X
Interviews	X	X	X		X			
Questionnaires and surveys	X	X	X	X	X	X		X
Project events	X	X	X	X	X	X	X	X
Workshops	X	X	X		X	X		
Training seminars	X		X		X	X		
UrbanProof toolkit & platform	X	X	X	X	X	X	X	X
Social networks	X	X	X	X	X	X	X	X
Layman's report	X		X	X	X		X	X
Press releases	X	X	X	X	X	X	X	X

In the following table, the type of stakeholder involvement is described and the selected means of involvement are presented per project action and stakeholder group.

Table 5: Stakeholder involvement and means of involvement per projection action and stakeholder group

Project action	Stakeholder groups	Description of involvement	Means
ACTION C.1: Recording of the existing situation in the partner municipalities	- Relevant national, regional, local authorities - Competent government departments - Scientists and researchers in relevant fields - Professional groups	- Contribution in better depiction of actual situation through experience sharing - Provision of access to available data and research - Liaison to other entities/data suppliers	Reports, workshops, interviews, emails, questionnaires
Action C.2: Simulation of current climate and projection of future changes in climate	- Relevant national, regional, local authorities - Scientists and researchers in relevant fields - Competent government departments	- Provision of access to available meteorological data	emails, datasheets
ACTION C.3: Water-related vulnerability and adaptation assessment	- Relevant national, regional, local authorities - Competent government departments - Professional groups - Scientists and researchers in relevant fields - Non-Governmental Organizations (NGO) and Civil Society Organizations (CSO) - Insurance companies and credit institutions	- Evaluation of the adaptation options - Vulnerability and risk assessment - Sharing technical expertise	Meetings, questionnaires, reports
ACTION C.4: Heat-related vulnerability and adaptation assessment	- Relevant national, regional, local authorities - Competent government departments - Scientists and researchers in relevant fields - Professional groups - Companies engaged in environmental technology and consulting companies - Insurance companies and credit institutions - Non-Governmental Organizations (NGO) and	- Evaluation of the adaptation options - Vulnerability and risk assessment - Sharing technical expertise	Meetings, questionnaires, reports

	Civil Society Organizations (CSO)		
ACTION C.5: Development of the UrbanProof toolkit for supporting cities in adaptation planning	- Relevant national, regional, local authorities - Competent government departments - Scientists and researchers in relevant fields - Professional groups - Companies engaged in environmental technology and consulting companies - Non-Governmental Organizations (NGO) and Civil Society Organizations (CSO)	- Provide feedback for the formulation of the tool - Setting stakeholder needs and requirements - Ensure that the tool will be useful, user-friendly & tailored to users needs	Meetings, questionnaires, Consultation, web platform
ACTIONS C.6: Implementation, optimization and demonstration of the UrbanProof toolkit	- Local communities - Competent government departments - Non-Governmental Organizations (NGO) and Civil Society Organizations (CSO) - Other national or international policy makers or policy groups - Scientists and researchers in relevant fields - Educational staff and students - Media - General public	- Participation to the demonstration of the tool - Promote transfer and replication of the proposed methodologies - Approve the proposed methodology -	Web platform, questionnaires, Demonstration events, training seminars, videos, Meetings, workshops
ACTION C.7: Implementation of selected green and soft adaptation measures	- Companies engaged in environmental technology and consulting companies - Relevant local, regional and national authorities - Scientists and researchers in relevant fields - Educational staff and students - Media - General public	- Show with real examples the effect of adaptation measures - Check the validity of the alleged achievements	Green infrastructure, EWS, Notice boards, demonstration events, videos

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	- Local communities		
ACTION C.8: Development of local adaptation strategies for the partner municipalities	- Relevant local, regional and national authorities - Scientists and researchers in relevant fields - Professional groups - Non-Governmental Organizations (NGO) and Civil Society Organizations (CSO) - Companies engaged in environmental technology and consulting companies - General public	- Check the proposed adaptation measures & make suggestions for enhancing the adaptation strategy. - Ensure official adoption of strategies	Policy briefs, consultation, Web platform, Reports, workshop, meetings
ACTION C.9: Replication and transfer strategy	- Relevant local, regional and national authorities - Competent government departments - Consulting companies - Scientists and researchers in relevant fields	- Promote transfer and replication of the proposed methodologies	Guidelines, meetings
ACTIONS E: Communication and dissemination of results	- Relevant local, regional and national authorities - Academic institutions and research institutes - Non-governmental organizations and local citizens associations, national and international interest - Academia (in the environmental field, the climate change, engineering, physics, medicine and other related disciplines). - Companies engaged in environmental technology and consulting companies - Insurance companies and credit institutions - Media - General public	- Involvement of citizens - Foster dissemination of project results. - Publication of results - Awareness - Networking - Link to the public - Promote transfer and replication of the proposed methodologies	Newsletters, leaflets, notice boards, posters, radio and TV announcements, website, press articles, facebook, twitter, press conferences, events, scientific publications, Policy briefs

4. COMMUNICATION PLAN

4.1. Description & objective of the communication & dissemination plan

As it is mentioned above, a communication and dissemination plan is primarily a public relations plan, including media relations, though it may include some wider communication and dissemination tools such as advertising and direct marketing (Spark, 2014). According to Joubert, 2014, an integrated plan has to be flexible and dynamic due to the communication needs and priorities that will change throughout the lifecycle of a project (Joubert, 2014).

A dissemination and communication plan is an ongoing activity for any purpose that serves, depends upon, or is in any way connected with the community. During its implementation, the purpose, the audience, the message and tools may change, but the need to maintain relationship with key people and groups of people will remain.

The Communication Plan is important for a project because:

- ✓ It provides to the project team a planned, structured approach to the project communications actions and ensures that all the key stakeholders are included where appropriate;
- ✓ It will make the communication efforts more effective and lasting.

In order to develop a communication plan it is essential to follow seven steps. According to Joubert, 2014 the steps are:

Step 1: Who do we want to reach?

Step 6: Roles and timeframes

Step 7: Monitoring and evaluation plan

Step 2: What do we want to achieve?

Step 5: How will we reach them?

Step 3: What do we know about key audiences?

Step 4: What are our key messages?
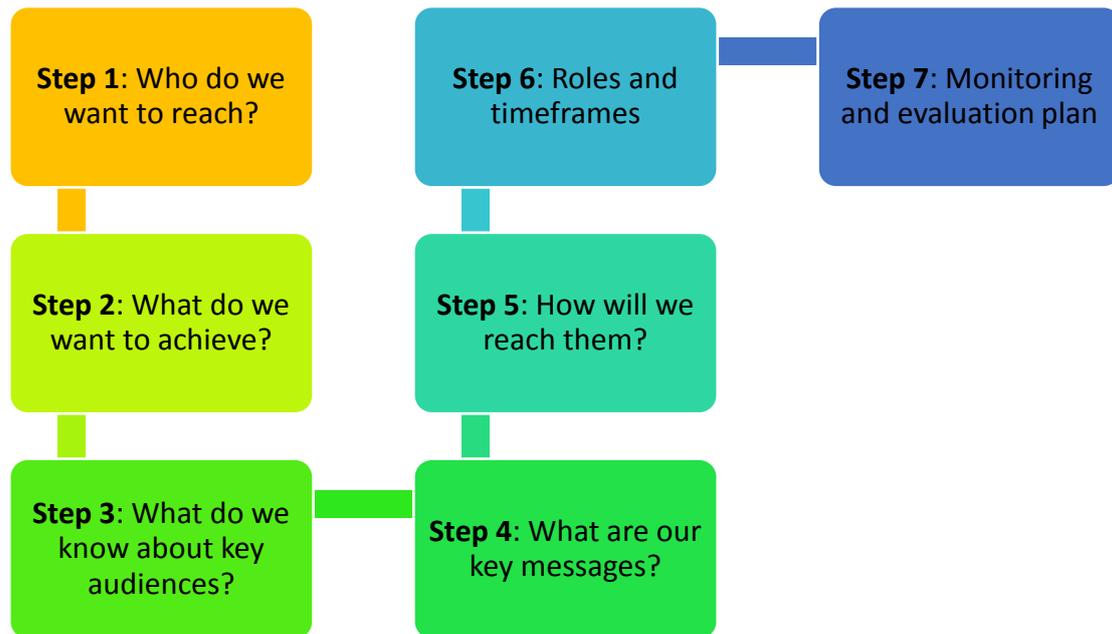
During the 1st step it is necessary to identify all the key persons, or groups that are related to the project and/or affected or can influence or may have interest in the project. At the 2nd step it is vital to understand "how can we get to know and understand them better" (Joubert, 2014) and to create the methodology which will be followed, this means that different messages are needed for different audiences (groups: public and stakeholders), whereas different tools and methods are needed to reach each group (Community Tool Box, 2017). At the 3rd step, it is important to understand and get to know better the key audience (Joubert, 2014). At the 4th step, it has to be clarified the message that you want to disseminate with the communication plan (Joubert, 2014). At this point the most important is the language that will be used according to each different audience. Then during the 5th step all the necessary activities, tools and materials that will be used should be selected in order to achieve the communication goals (Joubert, 2014). The most common tools and material which are used frequently for information dissemination are posters, brochures, newsletters, events, etc. (Community Tool Box, 2017). At 6th and 7th step, it has to be identified who will do what and when and what is needed to implement this plan in terms of skills and expertise (Joubert, 2014).

According to Comfort (1999), it is also noted that the participation of a well-informed public enhances the skills of the local communities into current issues in each level

which is necessary. Furthermore, the transferability facilitates collective activities of the selected groups of people, which results to the ability of the local community to understand easier and better the prevailing issues in order to give fair and sustainable solutions (Comfort, 1999).

The communication plan aims at an integrated dissemination and informative action that ensures the diffusion of the project at a local, regional, national and EU level. Simultaneously, the communication plan aims to raise the awareness of the general public on climate change and its impacts as well as the consecutive effects on public health. In order to achieve the best available results from the implementation of the communication plan the project team has identified the target groups of stakeholders that may have a significant role on the project's implementation actions. Specifically, it is foreseeable to follow tailor made communication actions, which includes, specialized communication material (such as posters, brochures etc.), organization of targeted workshops and site visits.

The implementation of the communication plan for the LIFE "UrbanProof" project aims to promote social cohesion and to build an independent community with less environmental impacts and healthier communities.

4.2. Description of the communication plan

The communication plan that will be followed during the LIFE "UrbanProof" project aims at an integrated dissemination and information strategy which at the same time promotes the projects' targets and expected results to the general public and to the interested parties. Simultaneously, the communication plan for the LIFE "UrbanProof" aims to increase the environmental awareness about climate change and its impacts to urban municipalities.

All the including dissemination and raising awareness measures of this communication plan have been planned in order to cover all the necessary dissemination needs throughout the project duration. At the same time, envisaged actions vary according to the target group which is being addressed each time. The combination of different

media and communication tools is defined in order to ensure effective communication and diffusion of each message to every social group interest.

As previously mentioned, in order to achieve the best communication results the project team has identified the target groups of stakeholders which may have a significant role for the project implementation. In specific, personalized information and communication will be followed with each target group separately, with specially adapted tools and communication activities tailored to the characteristics of each group.

4.3. Awareness actions by groups of recipients

According to the principles of environmental education, the language, the content, the level of analysis and the objectives of the dissemination and public awareness actions vary according to the characteristics and needs of the affected parties. A typical example would be the use of appropriate language coding according the target age group.

In order to implement the integrated dissemination actions for the general public and the stakeholders, the following steps are proposed (Figure 5):

- ▶ Raising awareness
- ▶ Encouragement
- ▶ Motivation
- ▶ Guidance/training
- ▶ Reminders/recall

Raising Awareness
- Raising awareness on climate change impacts and necessity for adaptation

Encouragement
- Combating exclusion of vulnerable groups

Motivation
- Public information about the climate change and the impacts on urban municipalities
- Development of informative materials (posters, brochures, press releases)

Guidance/Training
- Organization of information events for citizens & other intersted stakeholders

Reminders/Recalls
- Continuous awareness of the benefits of the project
- Continuous feddback on the project results
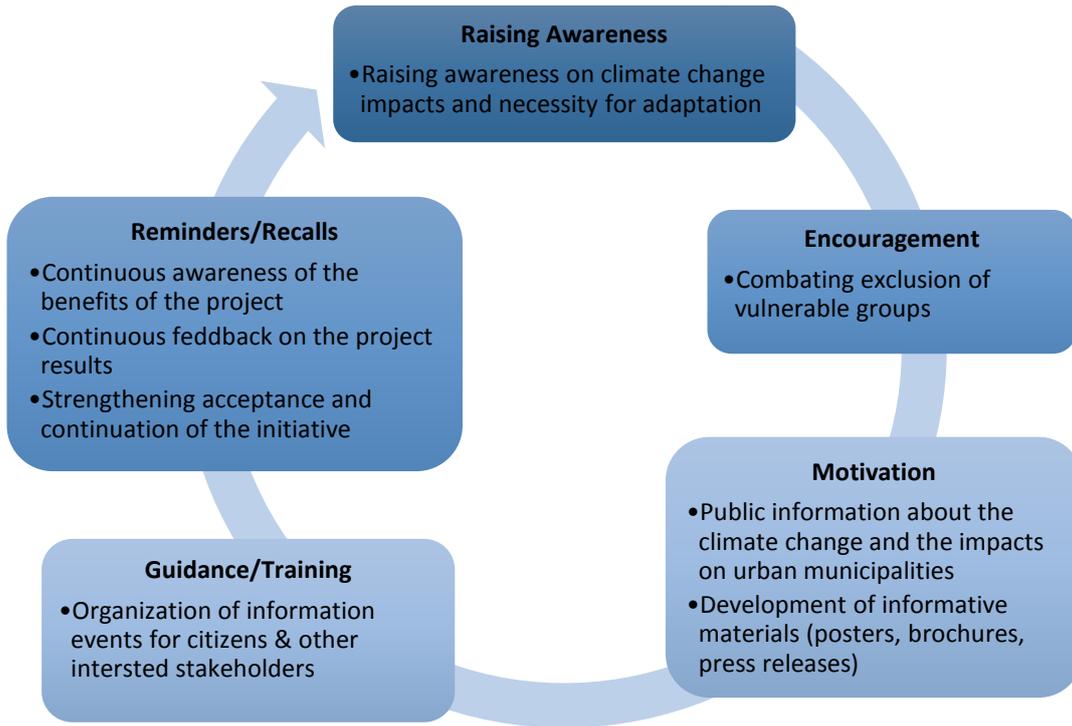- Strengthening acceptance and continuation of the initiative

Figure 5: Steps for the implementation of information and awareness actions

4.4. Communication and dissemination activities

4.4.1. Communication activities

4.4.1.1. Development of the project Logo

The project logo (Figure 6) was developed and it will be included in all dissemination material produced during and after the implementation of the project. The project Logo will be at a distinct point in all printed and electronic material of the project.

Figure 6: Project Logo

4.4.1.2. Development and updating of the project website

At the early stages of the project an interactive website was developed in order to disseminate all the information about the project (Figure 7). More specifically, the project website includes:

▶ general information about the project (objectives, actions, progress, duration, area of implementation, budget and EC funding),

▶ the methodology followed for the implementation of the project

▶ deliverable reports,

▶ upcoming and past events (meetings, demonstration events, training seminars, conferences etc.),

▶ useful links,

▶ partner information,

▶ contact details,

▶ newsletter subscription form,

▶ On-line questionnaires (upcoming)

▶ The LIFE logo

▶ The project Logo

The main objective of the development of the project website is to disseminate the aim of the project and the expected environmental benefits and results from the implementation, into various social groups and populations, to all the implementation areas.
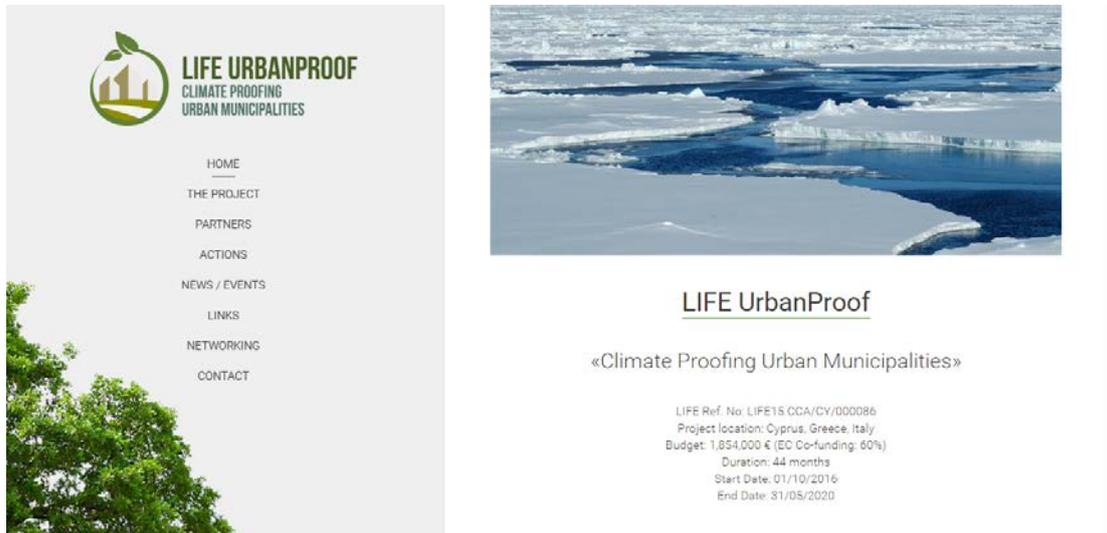
Figure 7: Layout of LIFE UrbanProof project website

The project website is available in English, Greek and Italian language. It is fully operational and it will be regularly updated (at least once a month) while it will be maintained for at least five (5) years after the project termination.

Moreover, online social networking services will be used in order to further disseminate project results e.g. Facebook, Twitter and Google +.

Timeline

01/10/2016 - 31/03/2020
Duration 44 months

Expected results

- Project website online within the first 3 months of the project initiation
- Number of visitors to the project website each month (>200 on average)
- Number of other websites where there will be link to the project website (>9)
- Facebook account (number of facebook friends >300)
- Twitter account (number of twitter followers >150

Indicators of progress

- **Up and running of the project's website**
  - 01/10/2016-15/11/2016: Basic design and early publication)
  - 16/11/2016-31/12/2016: Refinement and full material upload
- **Number of visitors to the project website: >200 visitors each month**
- **Updating of the project website: ≥1 per month**
- **Number of other websites where there will be link to the project website**
  - 01/10/2016-30/03/2017: >5 websites
  - 01/04/2017-31/07/2018: >7 websites
  - 01/08/2018-30/11/2019: >9 websites
- **Number of facebook friends**
  - 01/10/2016-31/12/2017: >50 friends
  - 01/01/2018-28/02/2019: >150 friends
  - 01/03/2019-30/11/2019: >300 friends
- **Number of twitter followers**
  - 01/10/2016-31/12/2017: >50 followers
  - 01/01/2018-28/02/2019: >100 followers
  - 01/03/2019-30/11/2019: >150 followers

4.4.1.3. Notice Boards

The notice boards are a common information tool which is used for communication and transmission of the important messages for the project in a simple and direct way. For that reason, the partners will erect and maintain information boards at strategic places at their premises accessible and visible to the public.

The notice boards will provide information for at least the following:

▶ the project title and objectives,

▶ the area of implementation,

▶ the beneficiaries involved,

▶ its duration,

▶ the project budget and the EC funding as well as

▶ the LIFE logo.

The main objective of the current action is to inform the general public for the project actions, the expected results and benefits from the project implementation.

The information boards will be produced and installed within the first six months of the project implementation and shall remain at their places for at least 2 years after the project termination. Furthermore, a set of additional notice boards will be installed at the areas where the implementation of selected measures will take place. The information provided through the notice boards shall be written in the Greek or Italian language according to the place of their installation, while an English version will also be provided at each notice board.

Timeline

01/10/2016 - 31/03/2017
Duration 6 months

Expected results

- Production and installation of notice boards (>12)

Indicators of progress

- **Number of notice boards produced and installed**
- 01/10/2016-31/12/2017: Notice boards design
- 01/01/2017-31/01/2017: Notice board production
- 01/02/2017-31/03/2017: Notice board installation/photos
- by 31/03/2017: ≥14 notice boards installed

4.4.1.4. Information material and communication tools

▶ **Leaflets:** The leaflets shall provide information on the project objectives and its findings and will be distributed to the audience of the launching events, the demonstration events and the scientific conference that will organized by the project team as well as to any other event that the project team may participate. In addition, the project leaflets will be available for the public at the premises of the partner municipalities.

▶ **Newsletters:** The newsletters shall contain information about the project progress, its findings, the next steps as well as announcements about forthcoming events. The newsletters will have electronic format (html) and will be sent to all target groups and involved stakeholders via email (or fax). The aim of the newsletters is to keep interested parties informed about the progress and the events of the project. The newsletters will be sent to those that will be subscribed for receiving project informative material through the project website special form, as well as to the subscribers of the partner municipalities' mailing lists.

▶ **Posters:** During the implementation of the project will developed totally two set of posters. More specifically, the first set of posters will present general information on the project (title, beneficiaries, and general objectives) and will be

of general use. The second set of posters will be used in the project events and will contain information on the events (title, time, place etc).

▶ **Roll-up banners:** two roll-up banners will be produced through the implementation of the project. Both roll-up banners will be used at the meetings of the Steering Committee as well as at the project events.

▶ **Questionnaires:** as part of the project and specifically during the public awareness activities, will prepare seven different questionnaires that be distributed throughout the project duration and especially during the demonstration events.

▶ **Technical publications/presentations:** The project findings will also be disseminated through publications in national and international scientific journals on the field as well as through presentations in national and international conferences. In both cases, the EU financial support will be acknowledged. The project's output may be presented in the European or the International Climate Change Adaptation Conference that takes place interchangeably every two years. These conferences offer a unique opportunity for researchers, policy makers, and businesses to share new research results, novel policy developments, and practical implementation experiences regarding climate change impacts and adaptation. This Activity will contribute towards further dissemination of the projects results to the scientific community.

▶ **Media Work:** a set of media-related dissemination activities are foreseen in order for the project to gain increased publicity and raise community awareness on the climate change problem targeted. These activities include preparation of articles for the press, press releases and announcements at the media (radio and TV), as well as, press conferences.

  ▶ Preparation of articles for the press will take place throughout the project duration in order to gain increased publicity, to maintain public interest during periods where no project events is planned and to promote community awareness of the climate change problem targeted.

► Press releases will be made for alerting the local media about upcoming events or after the realization of the events in order to inform the public about events that have been recently organized. In particular, press releases will be made for the launching events, the demonstration events as well as for the scientific conference.

► Announcements to radio and television stations will also be made for inviting stakeholders and target groups to upcoming events, such as to the launching and demonstration events and to the scientific conference. - A press conference will be held for the announcement of the project scientific conference.

Timeline

01/10/2016 - 31/05/2019
Duration 44 months

Expected results

- Production and distribution of four sets of leaflets (>5000 copies)
- Distribution of six sets of newsletters in electronic format (number of recipients>2000)
- Production of two sets of posters and two roll-up banners
- One mailing list of the newsletter recipients
- Technical publications of the project findings in scientific journals (>3)
- Participation to scientific conferences (>2)
- Press articles (>5)
- Press releases (>10)
- Announcements to radio and television stations (>5)
- Press conferences (>1)

Indicators of progress

- **Number of leaflets distributed**
  - 01/11/2016-31/12/2016: > 150 leaflets
  - 01/01/2017-31/12/2017: > 250 leaflets
  - 01/01/2018-31/12/2018: > 350 leaflets
  - 01/01/2019-31/10/2019: > 800 leaflets
  - 01/11/2019-31/05/2020: **>** 1000 leaflets
- **Number of people where the newsletters are distributed**
  - 01/11/2016-31/12/2016: > 300 people
  - 01/01/2017-31/12/2017: > 400 people
  - 01/01/2018-31/12/2018: > 500 people
  - 01/01/2019-31/10/2019: > 700 people
  - 01/11/2019-31/05/2020: > 1000 people
- **Number of technical publications of the project findings in scientific journals**
  - 01/01/2018-30/09/2018: >1 technical publication
  - 01/10/2018-31/03/2019: >2 technical publications
  - 01/4/2019-30/11/2019: >3 technical publications)
- **Participation to other conferences**
  - 01/10/2016 – 31/07/2018: >1 participation
  - 01/08/2018 – 30/11/2019: >2 participations
- **Number of press articles**
  - 01/11/2016-31/12/2016: >1 press article
  - 01/01/2017-31/12/2017: >2 press articles
  - 01/01/2018-31/12/2018: >3 press articles
  - 01/01/2019-31/10/2019: >4 press articles
- **Number of press releases**
  - (01/11/2016-31/12/2016: ≥3 press releases
  - 01/07/2019-31/08/2019: ≥9 press releases
  - 01/11/2019-31/05/2020: 10 press releases
- **Number of announcements to radio and television stations**
  - 01/11/2016-31/12/2016: ≥3 announcements
  - 01/07/2019-31/08/2019: ≥9 announcements
  - 01/11/2019-31/05/2020: >10 announcements
- **Number of press conferences**
  - 01/11/2019-31/05/2020: 1 press conference

4.4.1.5. Laymans' Report

At the end of the project a layman's report will be produced both in paper and electronic version. The report will be available in English, Greek and Italian language as well. It will present in a simplified language the project, as well as its objectives and results and it will be disseminated to all interested parties. The size of the report shall be approximately 5-10 pages long and present the project objectives, actions and results to the general public. The report shall be uploaded at the project website and will be distributed to the target groups and relevant stakeholders.

Timeline

01/09/2019 - 31/05/2020
Duration 9 months

Expected results

- Development of a Layman's report (GR, EN, IT)
- Distribution of the Layman's report (number of copies>150)

Indicators of progress

- **Number of copies of Layman's report distributed**
  - 15/10/2019-15/11/2019: >100 copies
  - by 15/11/2019-30/11/2019: >150 copies

4.4.2. Organization of events

4.4.2.1. Organization of launching events

Four events will be organized during the first three months of the project initialization at the four partner municipalities in order to inform the relevant stakeholders, target groups and the general public about the LIFE "UrbanProof" project and to raise awareness on targeted climate change problems. The target audience will be informed on the objectives, actions and expected results of the project as well as on climate change and its impacts on urban municipalities. Main goal of the organization of the events is to involve the relevant stakeholders and target groups into the project from its early stages so as to achieve an effective cooperation with the project team, to promote the smooth implementation of the project and the wide acceptance and exploitation of the project results. The events will be announced through the local media (radio), press releases at local newspapers (print and online), social media and through the partners' websites, while invitations will be sent to the relevant authorities, organizations, institutions and associations. Journalists will also be invited in order for the project objectives to be widely communicated to the public.

Expected results

- 4 launching events (>40 participants/event)

Indicators of progress

- **Number of people that will participate in each launching event**
  - 01/11/2016-30/11/2016: >40 people on average
  - 01/12/2016-31/12/2016: >40 people on average

4.4.2.2. Organization of demonstration events

A set of events (1 in each municipality) will be organized during the implementation actions (specifically during activity C.6.2) of the project in order to demonstrate the results from the implementation of the UrbanProof toolkit to all stakeholders and target groups. In particular, during these events climate change and its impacts on the areas

under study, as well as, the suggested adaptation options for each area and the benefits which can be potentially achieved from their implementation will be presented. The toolkit and its supporting material (including questionnaires) will be distributed to all attendants of the events. Main aim of the organization of the demonstration events is to engage stakeholders and target groups in the decision-making processes, in order to achieve the exploitation of the project results and the acceptance of the proposed adaptation strategy. Furthermore, three additional events will be organized at unions of municipalities of the project countries (1 to each country), in order to promote the replication of the proposed methodology and the use of the toolkit by other municipalities as well. All the relevant local stakeholders and target groups shall be invited to participate to these events. The events will be announced through local media (radio), press releases at local newspapers, social media and through the partners' websites, while invitations will be sent to the relevant authorities, organizations, institutions and associations. Representatives from local and national media shall also be invited to the events in order for the dissemination of this action results to be wider. It must be noted that the Steering Committee will also play an important role in attaining satisfactory attendance to the events.

Expected results

• 7 demonstration events (>40 participants/event)

Indicators of progress

• <u>Number of people that will participate in each demonstration event</u>
  • 01/07/2019-31/07/2019: >40 people on average
  • (01/08/2019-31/08/2019: >40 people on average
• <u>Percentage of participants to the events that provided feedback through the questionnaires</u>
  • During the 1st - 2nd demonstration events: Response rate >30%
  • During the 3rd – 4th demonstration events: Response rate >50%
  • During the 5th – 7th demonstration events: Response rate >70%
• <u>Percentage of survey respondents stating that became aware of the climate change problem presented</u>
  • During the 1st - 2nd demonstration events: Respondents became aware >85%
  • During the 3rd – 4th demonstration events: Respondents became aware >90%
  • during the 5th – 7th demonstration events: Respondents became aware >95%
• <u>Percentage of survey respondents stating positive perceptions regarding project objectives</u>
  • During the 1st - 2nd demonstration events: Respondents with positive perceptions >80%
  • During the 3rd – 4th demonstration events: Respondents with positive perceptions >85%
  • During the 5th – 7th demonstration events: Respondents with positive perceptions >90%
• <u>Percentage of survey respondents stating their willingness for engagement/uptake</u>
  • During the 1st - 2nd demonstration events: Respondents willing to engage/uptake >50%
  • During the 3rd – 4th demonstration events: Respondents willing to engage/uptake >60%
  • During the 5th – 7th demonstration events: Respondents willing to engage/uptake >70%

4.4.2.3. Organization of training seminars

A series of training seminars (1 in each municipality) on the operation of the toolkit and on the processing of the knowledge database will be conducted during the implementation of the implantation actions (Action C.6). The training seminars are targeted to the potential operators of the toolkit, which are the local authorities' staff. The aim of these seminars will be: to introduce and demonstrate the capabilities of the

developed software tool and to train the relevant operators on its operation and on the processing of the knowledge database for updating its content with additional or new information and to monitor the adaptation progress. The trainees will then be responsible for applying the UrbanProof toolkit when it comes to decisions in future urban planning. The training seminars will be organized the same day or the day after the demonstration events.

Expected results

- 4 training seminars (>10 participants/seminar)

Indicators of progress

- **Number of people that will participate in each training event**
  - 01/07/2019-31/07/2019: >10 people on average
  - 01/08/2019-31/08/2019: >10 people on average

4.4.2.4. Organization of a scientific conference

During the last month of the project implementation, a scientific conference on climate change impacts on the urban environment and adaptation in the Mediterranean and other regions shall be held in Nicosia (CY). The Conference shall be of international character as relevant representatives from European and other Mediterranean countries will be invited to participate. During the conference, the project results will be presented while a significant part of the conference will be dedicated to issues concerning climate change impacts and adaptation in other countries' cities. This way, representatives from countries facing the same or similar problems, will have the chance to exchange opinions and to gain significant knowledge on the subject. Finally, through this conference the path for future actions and synergies will be paved. The target audience of the conference will be apart from the national and local relevant stakeholders of the partner municipalities, the respective stakeholders of other municipalities as well as international organizations, associations and research institutes engaged in the field of climate change vulnerability assessment in the municipal context and urban adaptation planning. LIFE beneficiaries implementing or having implemented similar projects will also be invited in order to foster networking. Representatives from local and national media shall also be invited to the conference in order for the dissemination of the project results to be wider. The Conference will be announced through national and local media, press releases at local newspapers and social media, through the project website, the partners' websites and other relevant websites, while invitations will also be send via email. A press conference will be organized prior to the organization of the event for its announcement, in order to maximize dissemination potential. Market investigation for the catering of all events will take place before the Action implementation to enhance project's green procurement.

Timeline

01/10/2016 - 31/05/2020
Duration 44 months

Expected results

- 1 scientific conference (>200 participants)

Indicators of progress

- **Number of people that will participate to the international conference**
  - 01/11/2019-31/05/2020: >200 people
- **Number of invited speakers to the international conference**
  - 01/11/2019-31/05/2020: >30 invited speakers)
- **Number of countries represented by speakers at the international conference**
  - 01/11/2019-31/05/2020: >6 countries

4.4.3. Networking with other LIFE and/or non-LIFE projects

The project team in order to achieve efficient transfer of know-how and experience and to foster its replication in similar contexts, a set of networking activities with other projects will implement. Such actions may include visits, meetings, exchange of information, participation in information platforms related to the project objectives etc. The exact context of the networking activities shall be identified, discussed and decided in the project meetings. Furthermore, representatives of each project partner will realize a visit to Italy (during Actions C.3-C.4), where they will meet with people involved in numerous urban adaptation related projects and initiatives in Italy and they will discuss

on their adaptation policies and the potential barriers they met during the implementation of the policies. Italy was selected as the destination country of this trip, given that many municipalities in Italy are quite active and concerned on climate change adaptation issues and a plethora of adaptation related projects and initiatives are carried out at municipal level. This fact will maximize the potential for the project team to gain knowledge and experience that will be useful for the project development.

Following, an indicative list of some on-going and completed relative projects which are proposed for networking are presented below.

LIFE projects:

▶ **BLUE AP - Bologna Local Urban Environment Adaptation Plan for a Resilient City (LIFE11 ENV/IT/000119).** The main goal of the BLUE UP project is to provide Bologna with a Local Adaptation Plan and to make the town more resilient in the face of climate change. The project among others will learn from and disseminate the best EU experiences in adaptation planning at the town level, and adjust them to fit the specific Italian situation and will establish an information system that is comprehensive and innovative that will produce new information about climate change risks and vulnerability in Bologna.

▶ **LIFE ADAPTCITY PL - Preparation of a strategy of adaptation to climate change with use of city climate mapping and public participation (LIFE13 INF/PL/000039).** The main aim of the project is to reduce the negative impact of climate change on the city ecosystem of Warsaw and to use the Warsaw experience to encourage other cities to undertake actions for climate change adaptation. The proposed actions include drawing up an adaptation strategy for Warsaw, which aims to prepare the city authority and citizens for dealing with climate change and implementing adaptation actions.

▶ **LIFE MEDACC - Demonstration and validation of innovative methodology for regional climate change adaptation in the Mediterranean area (LIFE12 ENV/ES/000536).** The LIFE MEDACC project aims to test some of the proposed

measures in the Catalan Strategy for Climate Change Adaptation. Pilot actions will be designed, implemented and monitored at different sites in order to help quantify the effects (positive and negative) of applying adaptation measures. These actions will target the following sectors: domestic and urban water use, forests and agriculture.

▶ **ACT - Adapting to climate change in Time (LIFE08 ENV/IT/000436).** ACT aims to develop a process capable of resulting in an effective municipal strategy for local climate change adaptation measures. This will be achieved by involving (and increasing awareness among) local stakeholders (businesses, citizens, health system, civil protection, etc) in a consultation process to help determine proportionate, appropriate and cost effective measures to be included in the adaptation strategy.

▶ **GreenClimeAdapt - Green tools for urban climate adaptation (LIFE07 ENV/S/000908).** The objective of the GreenClimeAdapt project is to demonstrate appropriate technology to deal with climate adaptations in urban areas. Experiences from Canada and the UK will be applied within a number of innovative environmental management tools, such as open storm water systems, green facades and a new type of 'green roof'. Conclusions from the project will assess the potential role that appropriate technologies can play in cooling European cities, saving lives and avoiding energy consuming air conditioning devices.

Other EU projects and platforms:

▶ **GRaBS- GReen and Blue Space adaptation for urban areas and eco towns (Interregional Cooperation Programme INTERREG IVC).** The GRaBS project has 14 partners, drawn from eight member states, representing a broad spectrum of authorities and climate change challenges, all with varying degrees of strategic policy and experience. The project will facilitate the much needed exchange of knowledge and experience and the actual transfer of good practice on climate change adaptation strategies to local and regional authorities.

▶ **UHI-Urban Heat Island (CENTRAL EUROPE Programme co-financed by the ERDF).** UHI Project aims at developing mitigation and risk prevention and management strategies

concerning the urban heat island (UHI) phenomenon that occurs in metropolitan areas.

▶ **EU Cities Adapt-Adaptation Strategies for European cities (European Commission).** The aims of this project were to provide capacity building and assistance for cities in developing and implementing an adaptation strategy, and technical support to DG CLIMA on the state of play of urban adaptation. The project also intended to raise awareness throughout Europe of the importance of preparing for climate change in cities and encourage the exchange of knowledge and good practice.

▶ **Climate-ADAPT-The European Climate Adaptation Platform (European Commission).** Climate-ADAPT aims to support Europe in adapting to climate change. It is an initiative of the European Commission and helps users to access and share information on: a) expected climate change in Europe, b) current and future vulnerability of different regions and sectors, c) national and transnational adaptation strategies, d) adaptation case studies and potential adaptation options, e) tools that support adaptation planning. LIFE UrbanProof will largely benefit from this source of information, particularly for the adaptation to climate change in the urban sector. The project will in turn provide feedback to the platform, while the tools developed can be used as add-ons to Climate-ADAPT for south European cities.

Expected results

- Networking with other projects (number of projects>10)
- Information exchange with similar projects

Indicators of progress

- **Number of projects networked**
- 01/10/2016-30/03/2017: >6 projects
- 01/04/2017-31/07/2018: >8 projects
- 01/08/2018-30/11/2019: >10 projects

Timeline

01/10/2016 - 31/05/2020
Duration 44 months

5. REFERENCES

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