



D 9.3 | Final Dissemination and Communication Report

WP9 – Communication, dissemination and awareness creation

Version 1.0 | September 2025

H2020-LC-GD-2020-2: LC-GD-9-2-2020. Developing end-user products and services for all stakeholders and citizens supporting climate adaptation and mitigation



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4	RINA Consulting	RINA-C	Italy	
5	Euro-Mediterranean Center of Climate Change	CMCC	Italy	
6	Climate Media Factory	CMF	Germany	
7	National Observatory of Athens	NOA	Greece	
8	GMV Aerospace and Defence SAU	GMV	Spain	
9	FCiências.ID - Associação para a Investigação e Desenvolvimento de Ciências	FC.ID	Portugal	
10	ICLEI - Local Governments for Sustainability e.V. (World Secretariat) 10 A ICLEI European Secretariat GmbH	ICLEI	Germany	
11	United Nations University - Institute for Environment and Human Security	UNU-EHS	Japan	
12	Geonardo Environmental Technologies Ltd.	GEO	Hungary	
13	Institut National de la Recherche pour l'Agriculture, l'Alimentation et l'Environnement	INRAE	France	

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Abbreviation and Acronyms

Acronym	Description
C&D	Communication and Dissemination
COP	Conference of the Parties
D	Deliverable
EC	European Commission
ECCA	European Climate Change Adaptation Conference
EU	European Union
EUC	End-User Community
GA	Grand Agreement
GDSO	Green Deal Support Office
IAP	Integrated Assessment Platform
KER	Key Exploitable Results
KPI	Key Performance Indicators
LAMS	Land-use based Adaptation and Mitigation Solutions
R&I	Research and Innovation
MOOC	Massive Open Online Course
M	Month
WP	Work Package

1 Executive Summary

This report takes into consideration the communication and dissemination (C&D) activities which have taken place in the RethinkAction project. It assesses in detail all activities, publications, materials, channels and more. It builds on and supplements Deliverable (D) 9.2 “Interim Dissemination Activities Report and Plan”.

The report shows overall good results in the communication and dissemination activities that have been achieved: all communication channels had been well established, and the content reached a steadily growing audience. The RethinkAction project had also been presented at several events. In addition, numerous publications, measures, and materials have accompanied the communication and dissemination process.

At the same time, our analysis makes clear that some Key Performance Indicators (KPI) had not been achieved yet or results had been achieved differently. However, the overarching goal of raising and distributing visibility for RethinkAction and its results and making them accessible to various target groups was successfully achieved.

2 Introduction

The RethinkAction project and its results have achieved great visibility and dissemination both online and offline. Online, this was accomplished through various channels such as social media, the project website with its rich content, the Zenodo repository, webinars, the Massive Open Online Course (MOOC) and more; and offline through numerous events, workshops, and presentations. Many media products and materials reinforced and materialized these activities. This was achieved through the contributions and collaboration of all project partners. The individual channels, activities and measures, as well as communication and dissemination materials, are described in this report. In addition, the steps taken to ensure that the results and channels remain accessible beyond the end of the project are explained.

All planned channels, measures and formats were established, operated, and expanded. The originally planned KPIs and key figures were mostly achieved, and in some cases exceeded. Some targets were not met, due to internal project delays, overly ambitious initial planning, and the fact that certain objectives - such as those relating to referencing or publications - can only be measured in the medium term and after the project ends. This is discussed where applicable. A tabular overview of the originally planned and achieved objectives will be provided at the end of the document.

Communication and Dissemination are the responsibility of all project partners and Work Packages (WPs). Accordingly, we report not only on the achievements and responsibilities of WP9, but also on all activities relevant to the project's communication and dissemination across all WPs. The figures are evaluated up to 26 September 2025.

In Deliverable D9.1 (Month (M) 6, March 2022) and D9.2 (M24, September 2023), as well as in the first (M18, March 2023), and second official reports (M36, September 2024), the progress of communication and dissemination was reported. This document presents and evaluates the results of RethinkActions' communication and dissemination for the entire project duration.

As this is a public document, we aim to be as transparent as possible, including changes, barriers and shortcomings, to provide an authentic picture of the Horizon 2020 project's communication and dissemination. Where appropriate, we provide lessons learned. For the same reason, we utilise numerous pictures, photos, and graphics to convey a more comprehensive view of the project's communication and dissemination to readers.

As a communications partner, you are always expected to present a narrative or storyline. For RethinkAction Communication and Dissemination, we offer the following frame: we have fulfilled our mission well. Although priorities shifted and objectives were achieved through alternative approaches, the project and its outcomes remain clearly visible – reflecting effective communication, strategic collaboration, and successful dissemination across relevant stakeholders.

The final assessment rests with the readers of this report, but we are proud of what we have achieved and eager to share our work.

3 Visual Identity and Strategy

The challenge: giving 13 partners spread across Europe a common voice. The answer: specifying a clear and binding design and coordinated rules on how to use it. To guarantee the visibility of the project visual identity, a visually distinct design was developed. An elaborate style guide gave clear directions to the entire consortium on how to present deliverables, publications or at events to ensure consistent brand recognition.

The style guide as part of D9.1 Communication and Dissemination Strategy includes:

- The RethinkAction logo and how to use it.
- A guidance on the fonts and colours.
- Rules for publications and specific applications in the RethinkAction project.

The vast colour palette offered diverse design options for illustrations and graphics, which helped to improve the project’s visibility i.e. on social media. The muted pastel colours reflected the project’s connection to the theme of land-use. The font was chosen based on its combined suitability for the scientific context as well as its readability for a broader public. Overall, we have achieved a unique and comprehensive design which renders a distinct appearance of all RethinkAction communication activities.

Based on the style guide 22 icons for the visual toolbox had been designed for partners as well as posters, a flyer, brochures, specific presentations, roll-ups, document and presentation templates, motion graphics for videos, templates for social media channels and many more. The sets of graphics had also been uploaded to [Zenodo](#) to offer their use for related purposes.



Figure 1: Selected Examples of common Icons.

In D9.1, our Communication and Dissemination Strategy, also an initial value proposition had been defined, which included next to Vision and Mission-statements also some templates and guidelines for the Identity of the project such as Logline, Catch phrase, key messages, hashtags and keywords. Target groups had been defined and analysed. Initial schedules and format concepts were presented. Even so all these had been modified and enhanced during the project development - it laid a valid ground for further optimising and adaptation. We also reflected in D9.1. on “Diversity and Gender in Communication” which had also influenced in the design of i.e. figures and related issues.

By developing these fundamentals, we ensured a high degree of visual consistency, particularly in the design of the various project outputs and as well a consistency of tone. And since the platform design largely mirrors the project design, all project results and visual elements guiding the platform’s appearance can be reused even after the project ends.

Visual identity and strategy served as the starting point, guiding the project’s look and tone from the outset through to completion.

3.1.1 Lessons learned

We established high visual standards for all project outcomes. This ranged from templates for presentations and deliverables to posters, social media posts, and other outputs. While we believe the effort was worthwhile, it did demand sustained design work - not only at the project's start but throughout its duration. If you set high visual standards, anticipate this ongoing commitment.

4 Online Communication and Dissemination Tools

In this section of the report, each of our online communication channels is assessed in detail with respect to the communication and dissemination activities that have taken place in the project. After the definition of several rules for our communication and dissemination, the set-up of the different channels had been the next important step.

4.1 Website

The [RethinkAction website](https://rethinkaction.eu) went live in the sixth month of the project (March 2022). It consists of a homepage with all general information, subpages with additional information and a blog. It was updated in M20 and continuously grow in scope throughout the project. The aim was to develop a website which can serve as a valuable resource even after the project's completion.

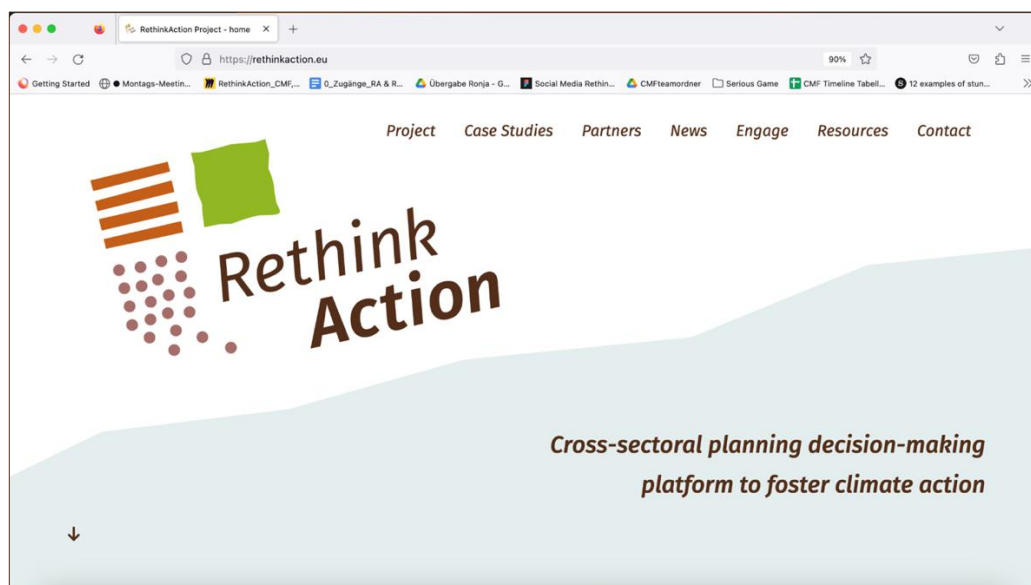


Figure 2: View of the updated RethinkAction Homepage (Landingpage).

The website informs users about the RethinkAction project, the consortium and its team members, the project goals and key figures. It has a *News* section, where updates from the project, such as meetings,

events and webinars are announced and documented, as well as a *Blog* which is updated every 2 months with an article mainly contributed from one of the partners. Deliverables, Scientific Publications and the Newsletters are made available for download in the *Resources* section. Visitors of the website had been also invited to stay in touch with the project via the social media channels, a contact form for emails, sign up for the newsletter and get involved to become part of the End User Community.

This was the framework from where the website started.

4.1.1 News

The [NEWS section](#) is where we published all news from the project, like reports from events where RethinkAction was presented. 26 news had been edited and published by the end of the project.

4.1.2 Blog

Throughout the project duration, 30 blog posts had been published on the RethinkAction websites [BLOG section](#). The Blog is where we aim to highlight the range of expertise within the project consortium in relation to the project and produce regular content with a recurring format. The blog section had been partly used to feature also our sister project LOCALISED with two interviews, one about communication and dissemination, one related to the CAST platform developed by the LOCALISED project. The blog articles have been disseminated also on the project's social media channels.

4.1.3 Events

The [Events section](#) on the website is where we update the events organised by RethinkAction, next to project meetings and the final event also some End-User-Consultations had been featured in 11 short articles.

4.1.4 Website Updates

Before updating the website of RethinkAction in M20, input from the consortium was collected to decide which improvements with regards to the content, usability and accessibility would significantly improve the quality of the website. Some major additions were also updated during the project:

- Separate pages about the 6 [Case Studies](#).
- Changes in the [Teams overview](#) to allow easier access to all consortium partners and to show the people behind the project.
- A new section for [Resources](#) (Deliverables, Scientific Publications, the Newsletter and related Horizon2020 Projects) to make our results also easily accessible.

- A link to the [Zenodo](#) repository.
- A button for the [Platform](#) access.
- A space for connecting with the project Massive Open Online Course ([MOOC](#)).

The interactive case study map on the landing page, located the six case studies and leads users to the individual *case study profiles*, which describe the broad climatic and socio-economic contexts and challenges of the regions and outline the research focus. All profiles have been translated into the local language of each region so that they are specifically accessible for local End Users and stakeholders.

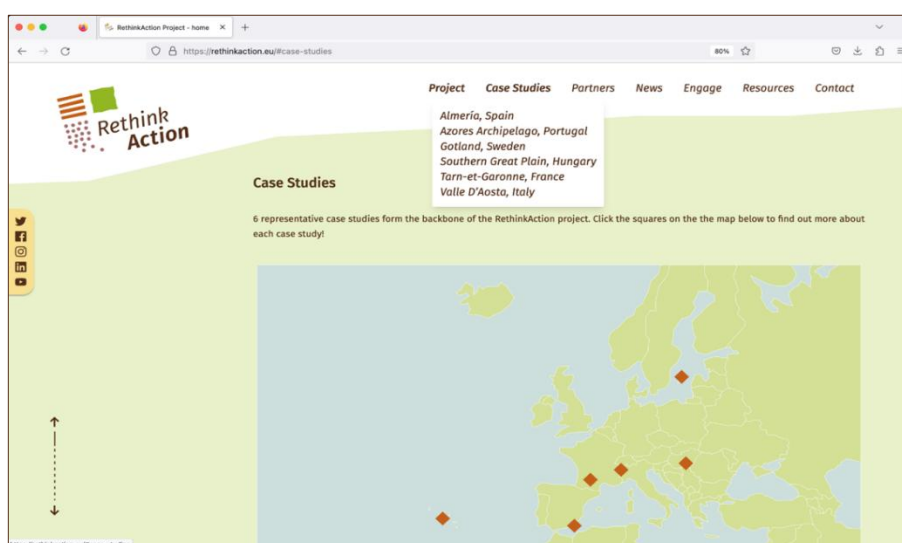


Figure 3: View of the Case Study Section on the RethinkAction Website with interactive Map.

For improved visibility of the *Teams* in the consortium, direct access had been provided by clicking on the respective logo of each organisation. Previously, the logo was linked to the organisations' websites, which directed the user away from the project's content. This change has made it easier for users to allocate the teams on the website and understand the responsibilities of each partner. Furthermore, the *Resources* section has been expanded so that the newsletter is now also available for download.

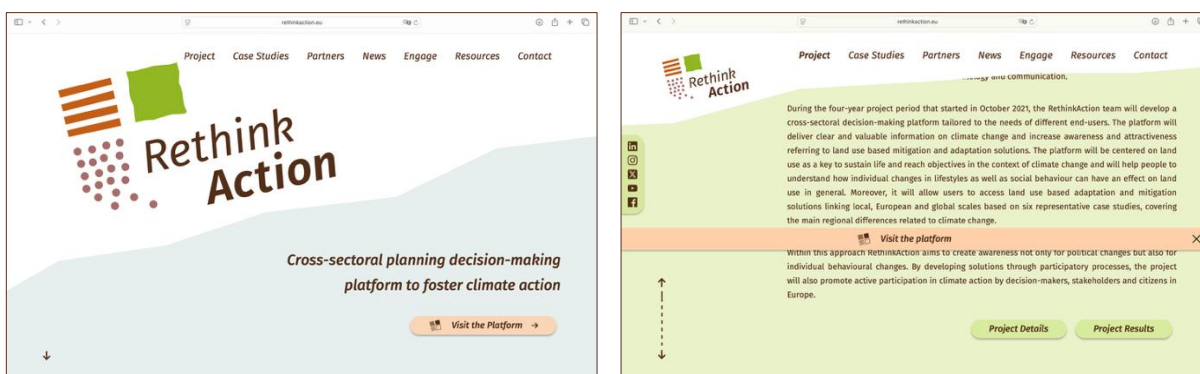


Figure 4: View of links to the platform.

Moreover the [engage](#) section had been updated targeting for the last part of the project early replicators.

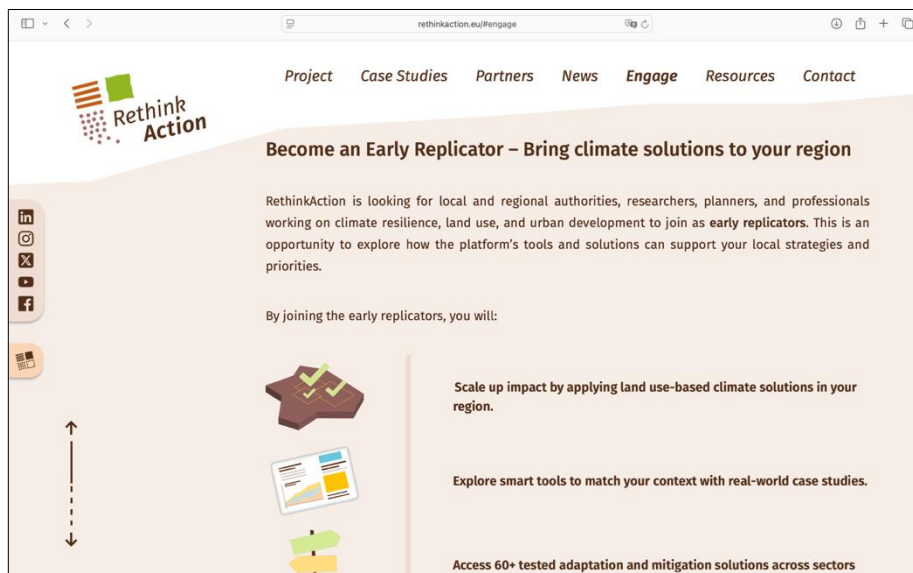


Figure 5: View new engage section on the RethinkAction Website for early replicators.

Content wise the website had been constantly updated during the project, with news, team-updates events, resources and blogposts. All relevant content and resources had been linked on or been available through the website and formed the lively backbone of our online presents.

The collection of website visitor data is subject to many inaccuracies. Bot traffic can inflate or distort metrics or users may access the site from multiple devices. Based on our statistics, we estimate that at least 40,000 unique visitors have accessed the site. Our audience is predominantly European, with the largest portions from Germany, Sweden, France, the UK and Spain, followed by North America.

We already designed a prominent info box highlighting that the project ended September 2025 but that all recourses will remain available. All public deliverables will be uploaded after approval from the European Commission (EC) as well as further peer reviewed publications. Apart from that, the website will be “frozen.” The website and all resources will be accessible at least two years after the project ended.

4.2 Social Media

The project aimed to not only address the scientific community, but also to be accessible and visible to non-scientific communities, such as stakeholders and citizens. Keeping this in mind, a simple yet engaging visual and text-based language has been applied for all the project’s communication activities especially on the project’s social media channels.

All channels had been individually branded with the RethinkAction design and provide all relevant information about RethinkAction in their respective profiles.

On social media, the project started its communication activities in M5. We established channels on LinkedIn, Twitter /x and Instagram. And for audiovisual content we established a YouTube channel. As reported before, Facebook had not proven to be very fruitful for our communication efforts. For this reason, we have decided very early to discontinue our Facebook activity.

The first posts introduced the partner organisations in the consortium, as well as the individual WP leaders. Also, project related technical terms were explained and how these correspond with the aim of the project. Later, the case study regions were introduced. After the initial overview presentation, the case studies were presented in more detail so that readers could get a better picture of the socio-economic contexts and climatic challenges of these regions. Short text-based statements from partners, video interviews with WP and case study leaders, event and webinar or MOOC promotions, news, new blog articles, recommendations as well as event impressions had been continuously posted. We published content about the *Land-used based Adaptation and Mitigation Solutions (LAMS)* from the LAMS catalogue in a visually relatable and comprehensive way. This had been curated by the partners CMCC and IVL. Another post series had been curated by GMV about climate maps. Mayor effort had been taken to promote the launch of the platform. It had been accompanied by announcements and other features like statements of consortium members why the platform is unique.



Figure 6: Selected examples of Social Media Posts.

We implemented several measures to boost the reach of our channels, such as tagging individuals and institutions, adding all partner accounts, and varying hashtags. A call to action for our partners - explaining how to connect RethinkAction to their LinkedIn accounts and to incorporate it into their email footers - was not very well received. More successful were reminders for partners to post on RethinkAction or to share posts with their own commentary. This resulted in numerous partner posts

on RethinkAction content, in addition to those from the project communications team. We also contacted partners about selected content and drew their attention to the publishing. These steps led to higher engagement, particularly in the final quarter of the project.

4.2.1 Instagram

Instagram is a social media channel which is particularly focussing on sharing visual material (i.e. photos and videos), which is why we developed many content that is visually pleasing and easy to absorb and understand. This allowed us to reach a wide target group, especially young citizens and people who do not traditionally belong to the scientific community. More other Horizon2020 projects and environmental initiatives/NGOs became active on Instagram, but due to the high visual effort that is needed it is nowadays still the exception. Also, there are obvious limitations to the depth of the content shared here, which means that the information needs to be highly condensed and consolidated. Despite these limitations, our experience shows that Instagram as a platform is valuable for outreach and visibility; this is reflected in the steadily growing numbers of followers and interaction via likes and impressions.

To meet this platform's audiovisual requirements, we also produced various interviews and other audiovisual formats for Instagram. Since Instagram changed the format during the project duration, we as well adapted it to the optimal size for smartphone use.

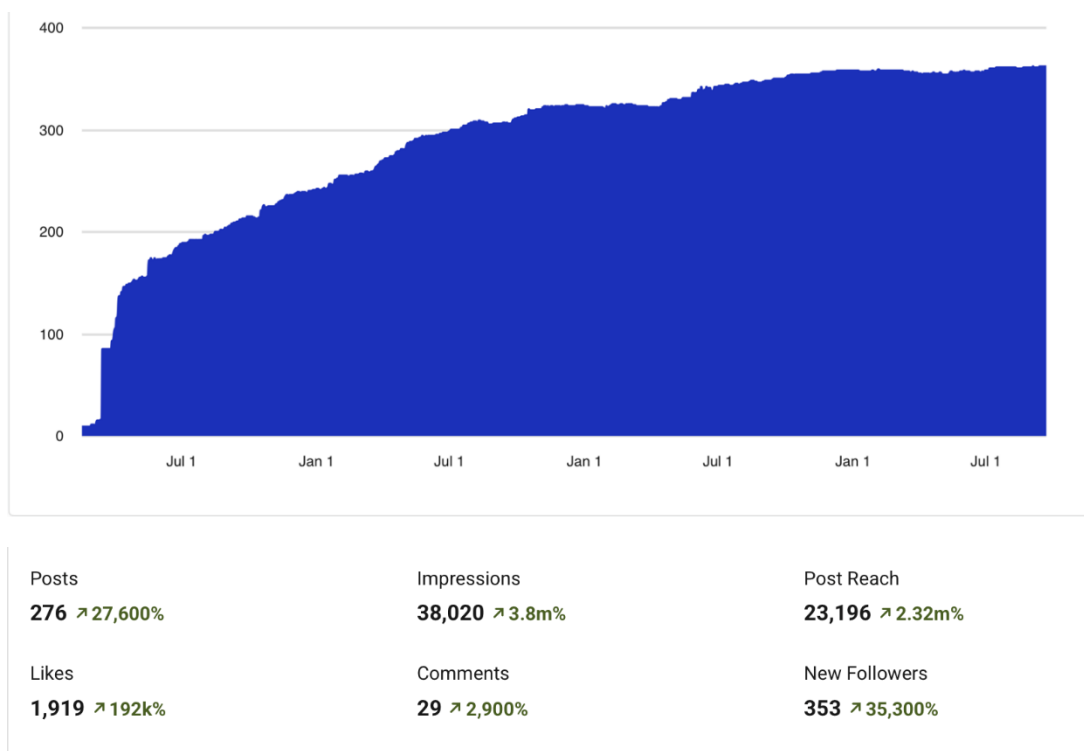


Figure 7: Growth of Follower from Buffer Analytics on 22nd September 2025, Instagram.

Instagram - Number of posts: 276; Number of followers: 353; Number of impressions: 38.020.

4.2.2 LinkedIn

LinkedIn is a social platform primarily targeted at professionals, projects and companies. On LinkedIn, RethinkAction reached the scientific and policy community that directly or indirectly belong to the networks of our consortium partners. Overall, being present on LinkedIn gave the project’s results great visibility and response. LinkedIn had been the most successful channel of the RethinkAction social media communication, in terms of followers but also interaction.

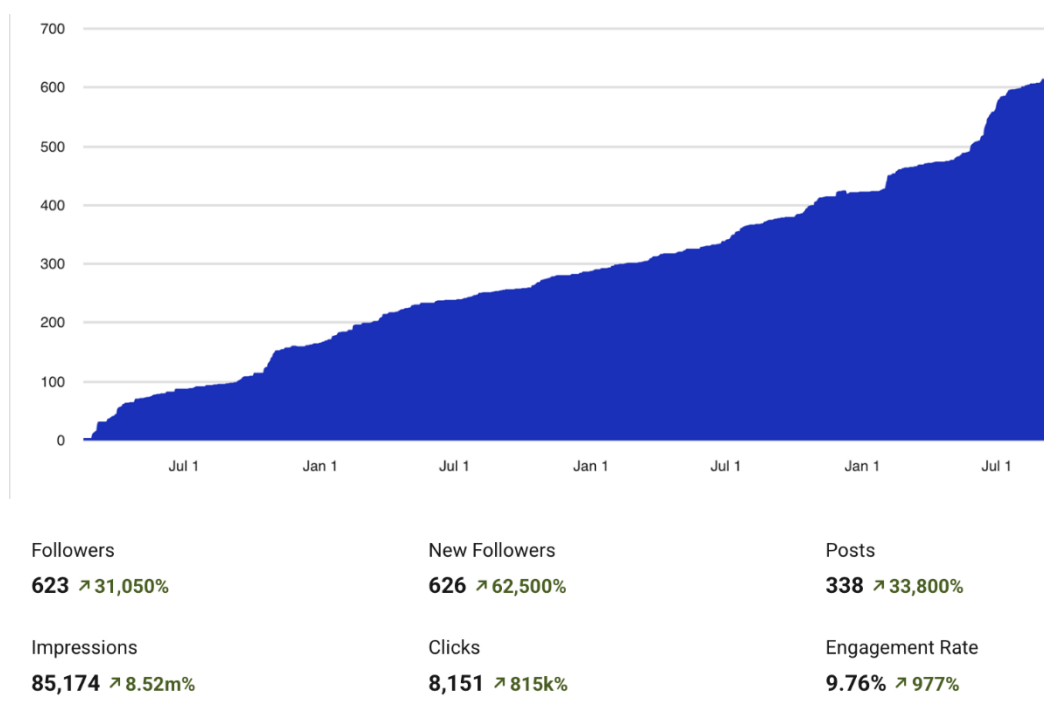


Figure 8: Growth of Follower from Buffer Analytics on 22nd September 2025, LinkedIn.

LinkedIn - Number of posts: 338; Number of followers: 623; Number of impressions: 85.174.

4.2.3 Twitter / X

RethinkAction was also active on Twitter / X to expand the outreach to the project’s target groups. The visual content is the same as on the other two social platforms Instagram and LinkedIn, but because of the slim character count per post, the text is formulated in a more concise way. Twitter has officially been renamed as “X”, so we changed the icons on our website and other material. Since twitter is “X” and owned by Elon Musk, more scientists and users in general have deleted their accounts. We continued to communicate on the platform. We thought about change to BlueSky-platform instead. However, due to the advanced duration of the project, it did not seem realistic to gain a significant

number of followers there. We would use a different platform for future projects, as the content and discourse culture have deteriorated significantly since the changes.

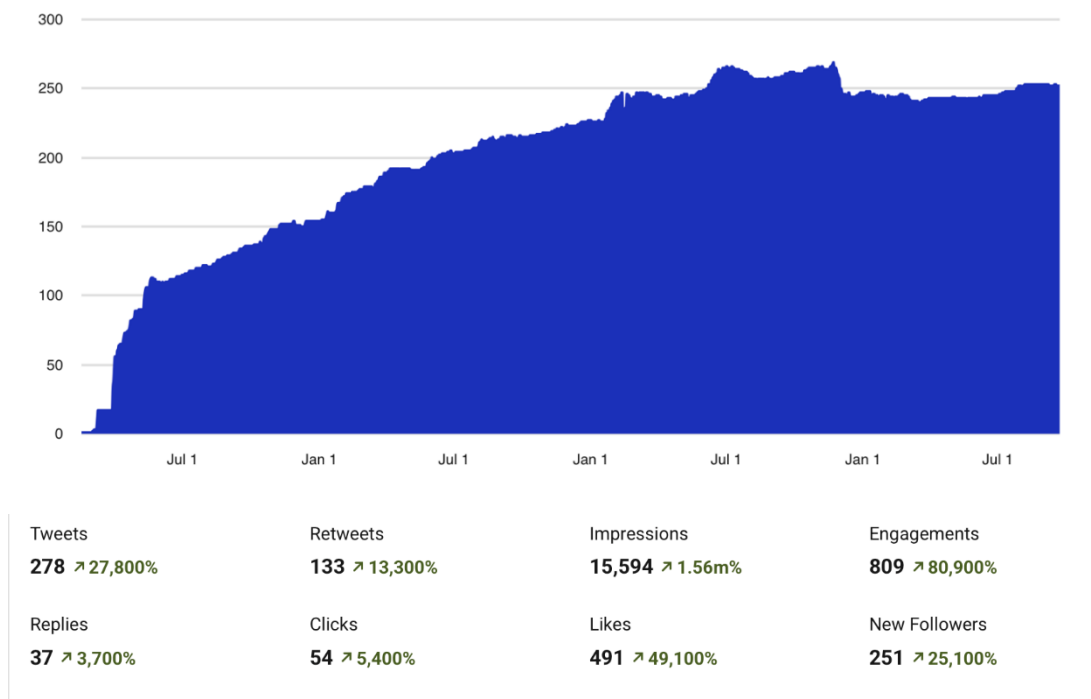


Figure 9: Growth of Follower from Buffer Analytics on 22nd September 2025, Twitter/X.

X/Twitter - Number of posts: 278; Number of followers: 251; Number of impressions: 15.594.

4.2.4 Posts by partners and with partners

Several partners posted on their personnel or institutional accounts about RethinkAction content. Partly they reposted RethinkAction content with additional comments or they created content on their own. To track these activities, we created a list and repeatedly sent reminders to make entries. Nevertheless, the actual number is probably higher than the documented number. 109 documented postings had been generated on different platforms.

Moreover, all partners contributed to content for the RethinkAction-accounts. Next to the curated series mentioned above these had been mainly co-produced information about the partners, statements about the platform and RethinkAction in general. Several templates for posts have been provided to partners to facilitate their contribution. For specific contents, i.e. posts about scientific publications, we asked partners to edit the text for these posts.

When combined, the posts by partners via their personal or institutional channels and their significant contribution to posts via the project channels, the total number of partner posts exceeds the original plan of an average of 10 posts per partner.

4.2.5 YouTube

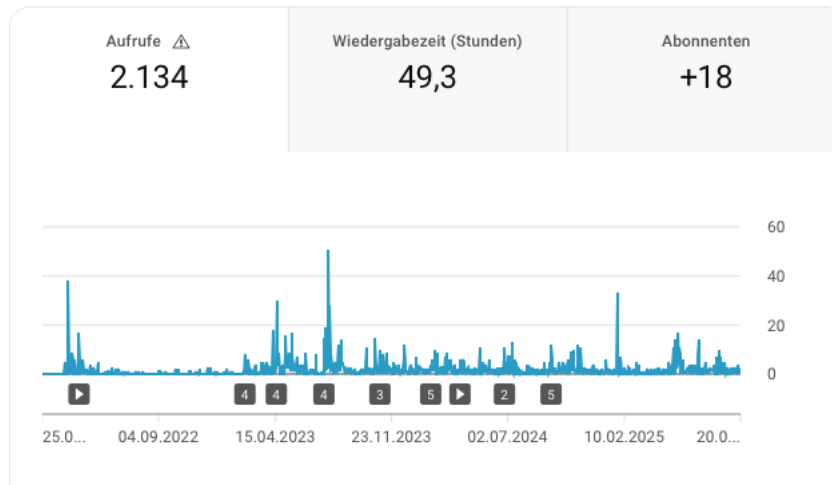


Figure 10: Statistics from RethinkAction's YouTube channel.

The RethinkAction [YouTube channel](#) is the video archive of the project more than a social media channel. This is where most of the audio-visual material which is produced for the project was uploaded. At the first face-to-face meeting in Malmö, all project partners were interviewed about their Case Studies or WP activities, and specifically their areas of research. We recorded additional interviews at the project meeting in Milan and Budapest as well. These interviews were edited into 3-5 minute videos which provide an insight into the processes and intentions of the project. The video interviews followed a similar scheme and were published as a series under the umbrella name “Voices from the consortium”. Moreover, we edited and produced stakeholder videos from the End User Consultations (EUC).

All videos were adapted in terms of ratio according to the needs of different social media channels. All videos have been subtitled in English.

29 Videos (7 Stakeholder Interviews, 21 Interviews with consortium members, 1 Project teaser) had been published, which gained 2.134 views on YouTube, in total more than 49 hours of RethinkAction content had been watched.

4.2.6 Lessons learned

The RethinkAction content for our social media channels has been carefully produced in terms of text and visuals, ensuring alignment with the project’s outreach needs, target groups, and networking objectives. The initial phase of content creation focused consistently on showcasing the project’s many facets, including the partners, key technical terms, the case study regions, and the project’s overall aims.

In the later phase, we featured more project outputs, including early replicator webinars, increased visibility at events, publications, the MOOC and efforts to promote the platform.

A challenge has been motivating partner organisations and their representatives to share and disseminate our content. This is a common consideration across European projects and relates in part to channel-specific rules governing content sharing for individual projects. At times, partner communication policies contained conflicting requirements that limited the ability to publish content not directly linked to the organisation. We've learned from this project and will use these insights to set clearer expectations next time.

Producing and preparing content is one part of the work that needs to be done on social media. Another essential part of the work is the ongoing maintenance of the channel and the stimulation of engagement and spread. The effort required for the latter should not be underestimated.

Additionally, success for a channel often hinges on the social media activity of partners and, more importantly, the personal activity of the individuals representing them. Engagement from official partner channels and the presence of individuals on social media varied across partners, which is not entirely within our control. Fortunately, we had some partners who were very active in this regard.

RethinkAction has established a positive, far-reaching presence on social media that extends well beyond the scientific community, with partner engagement and collaboration at the forefront. The collaborative effort yielded a good social media performance, marked by growing followers. While partner activity varied, consistent proactive sharing and timely reminders significantly boosted reach and engagement, underscoring the commitment for collaboration.

Together with posts from partners, we have just over 1,000 posts (Instagram 276, Twitter/X 278, LinkedIn 338, posts by partner channels 109). RethinkAction content appeared at least 138,788 times in users' feeds, of whom 1,227 followed us across all channels.

Final posts and account descriptions will inform about the end of the project.

4.3 Project Newsletter

The Newsletter was a way for some people interested in the developments of the project to keep informed about the project's progress and find out how they can get involved. In total, four Newsletters were planned for the total duration of the project. The timing of the publication of the newsletter kept in mind communicable content based on significant events, scientific publications and other results from the project. In January 2023, we published the first *RethinkAction Newsletter* which reached in total 85 recipients. The 2nd RethinkAction Newsletter was published December 2023 and reached 114

recipients and the 3rd newsletter was published in October 24 and reached 130 recipients. The 4th Newsletter will be sent at the very end of the project in September 2025 informing about the final event, mayor achievements and the end of the project.

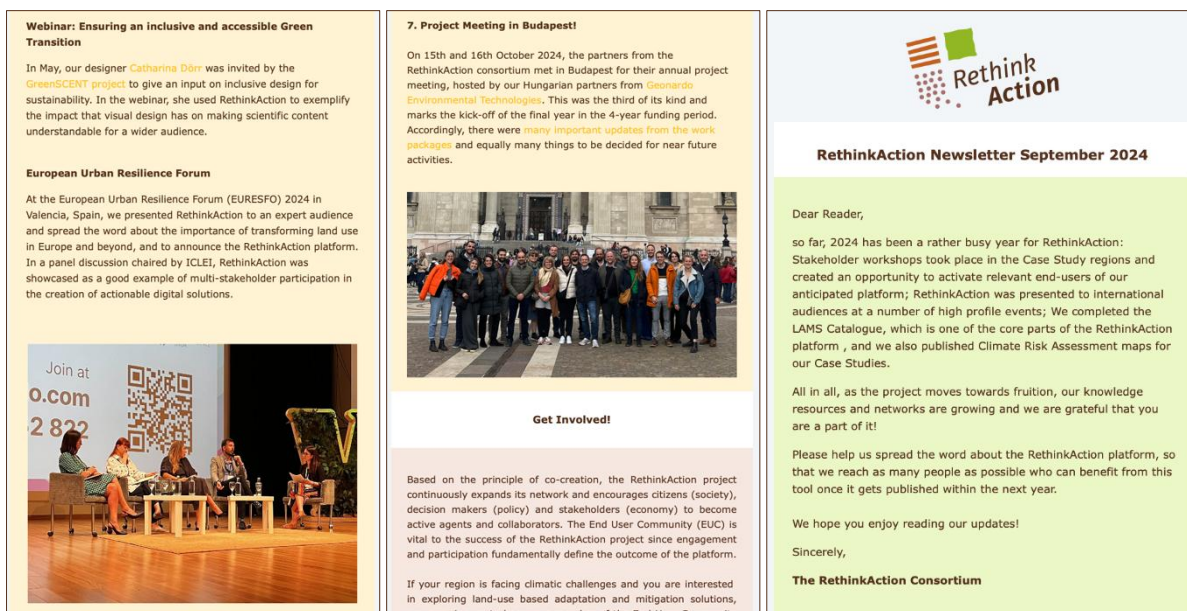


Figure 11: Newsletter No 3.

5 Other Communication and Dissemination Material and Measures

5.1 Printed Material



Figure 12: RethinkAction Roll-Up.

Several printed materials have been produced for the project so far, especially to serve as project presentations at events. These include leaflets, brochures, roll-ups and posters. Keeping sustainability in mind, physical printouts have been kept to the minimum. One roll-up was printed for a specific purpose and was physically located at the project coordinator CARTIF. When other partners required the roll-up, there was a corresponding file which allows them to print it locally. The same applied to leaflets, brochures and posters (available as PDF-files and printable templates in different formats in English and each of the local languages of all partners). Whenever required, posters had been customised by the communication and dissemination team.

A brochure with information about the project had been produced. The brochure was based on the results from the communication session with all partners during the project meeting in October 2023. The brochure had been available in all project languages and had been disseminated as printed version and online. An updated English version, with a dedicated call for action for early replicators, had been printed and disseminated from June to September 2025.



Figure 13: RethinkAction Brochure.

For the common stand at the EURESFO25 with the sister project LOCALISED another Roll-Up with screenshots from both platforms and both Project logos was produced in June 25.



Figure 14: RethinkAction Roll-Up with sister project LOCALISED.

5.2 Press Releases, non-scientific articles and promotion, launch of the platform

Press releases and publications to the press as tools for the dissemination of RethinkAction results by each partner were expected to be spread throughout the project period. The aim to issue 78 press

releases and two publications to press per partner in total proved overly ambitious, as noted in the second report. The smaller number of press releases actually issued can be viewed as a limitation of the project's communication and dissemination efforts.

Two factors may temper this assessment. First, the traditional press release may no longer be the most suitable tool for projects of this size, with a limited lifetime and a niche focus. Online communication has become far more important - a strength of RethinkAction's overall communication and dissemination. Equivalently, every post related to a relevant event or result could be considered a press release.

Second, as noted in relation to social media, the communication units within individual partner organisations who may hold relevant press distribution lists are often constrained by internal policies and guidelines about what content they may share. And representatives of the institutions involved in the project frequently have limited access to their organisations' official channels.

That said, all partners were very committed to supporting RethinkAction communication also in this regard. As part of the platform launch, this was supported by various measures: At our project meeting in Valladolid 2025, a workshop was held by CMF to highlight the requirements and provide tips on how to meet them within the consortium. All press contacts of the individual institutions were re-evaluated. And a template was provided that contained all the important content of a press release. Various reminders were written, and the results of the individual efforts were reviewed afterwards. In addition, the platform was publicly presented at three key events: at European Climate Change Adaptation Conference (ECCA) 2025, at a satellite event of the EC Research & Innovation (R&I) days and at EURESFO 2025.

At project outset, six press releases were already announced by partners to the public, primarily via their websites. For example, Sole 24 Ore, an Italian newspaper, published a release mentioning CMCC's collaboration within RethinkAction. During the platform launch, partners actively promoted the platform: UVa reposted the platform publication on social media and shared the press release in English and Spanish on their blog; NOA published three Greek posts on LinkedIn, Facebook, and Instagram; the ICLEI Europe Newsletter carried the launch; IVL issued a Swedish press release and posted on LinkedIn; GEONARDO released a Hungarian press release with posts in Hungarian and English; GMV posted a release and featured the project in GMV News, a corporate publication, and CMF published the launch in their newsletter. Many partners also reposted launch news on their social media accounts.

Twelve countable press releases were published this way in total. As noted above, this figure should be viewed in light of the increasing importance of social media as a channel for communication.

In addition to press releases, several articles appeared across diverse sources. CMCC published an article on their website titled “Land-based adaptation and mitigation solutions that tackle climate change,” and EUROGEO published “Harnessing Earth Observation for Sustainable Land Use: The RethinkAction Approach.” RethinkAction was showcased on the Climate Adaptation Platform Climate-ADAPT, and we were honoured with a Green Deal Support Office (GDSO) success story about the LAMS catalogue: “Empowering climate action with a catalogue of adaptation and mitigation solutions.”

Moreover, our blog featured a range of interesting articles from different areas of expertise, and our Website News section published around 26 news items, plus about 11 event reviews in the events section.

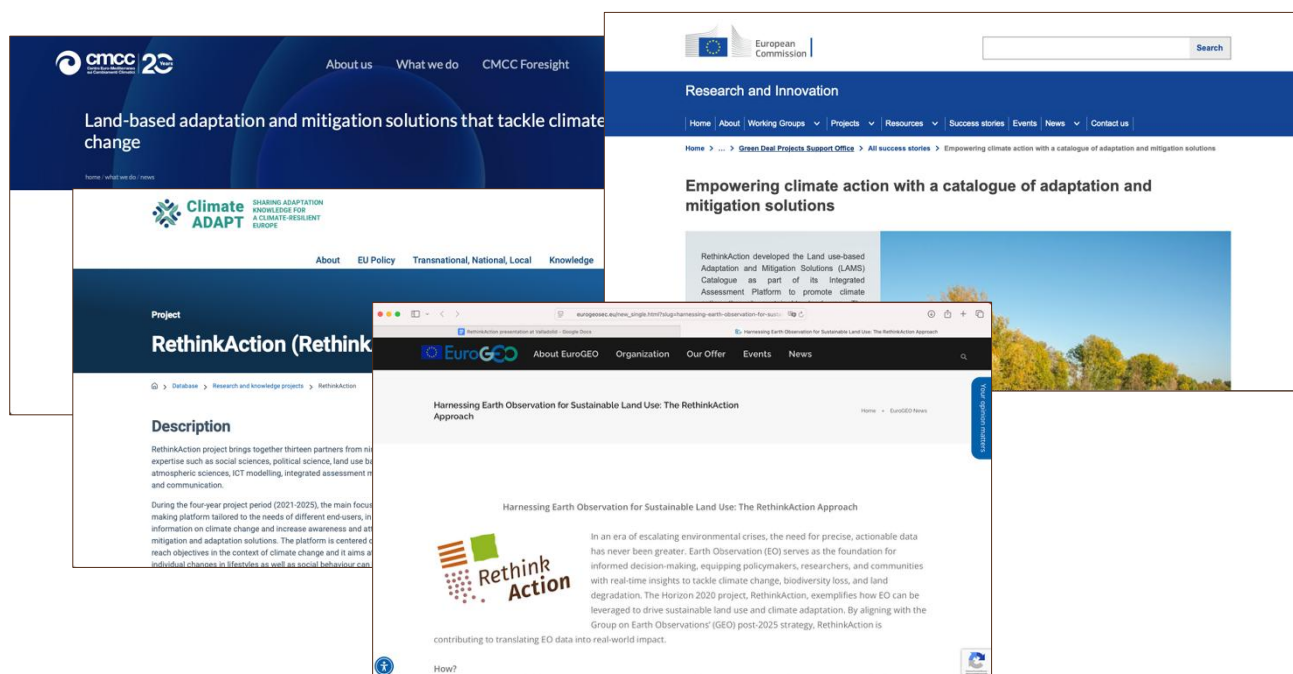


Figure 15: Examples of publications about RethinkAction.

5.2.1 Lessons learned

In hindsight, we could have made better use of EU project-specific communication channels such as the [MAIA project](#), [WIT News](#) and other European Commission platforms. This was an oversight on our part. However, we believe that our strong presence across various online channels helped largely offset this, ensuring broad public awareness of the project and its outcomes. We also published a range of insightful articles on our blog, which helped deepen engagement. And, as will be shown later on, RethinkAction was also present at many high-profile events.



Ultimately, while we reached our communication goals through different means than initially planned, we estimate that our efforts reached well over the planned 4,000 recipients through the various measures we employed.

5.3 Other Audio-Visual Material

5.3.1.1 Other audio-visual products for social media throughout project duration

At the beginning of the project an animated [project video](#) was produced to introduce the RethinkAction project. It can be used to familiarise a curious audience with the project.

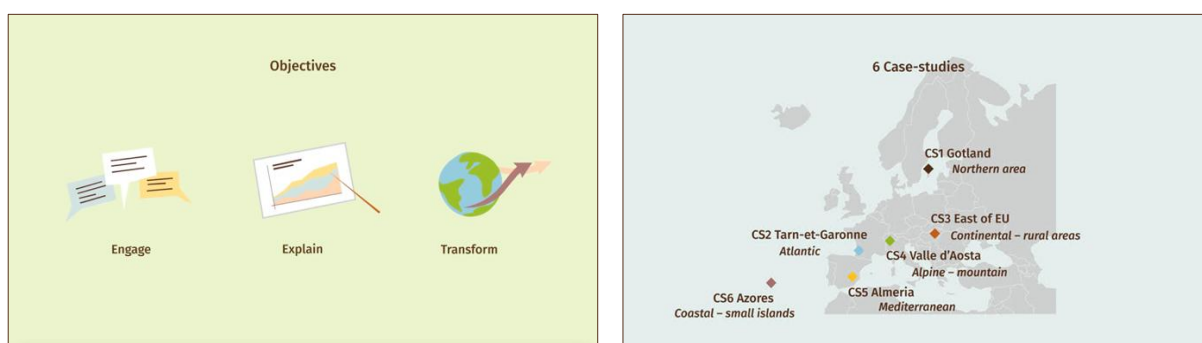


Figure 16: Screenshots of the Project Video.

Moreover we produced animated New Year's greetings [23](#), [24](#) and [2025](#) and 2 Reels for Instagram during our project meeting in Malmö. Next to the Interviews mentioned above regarding YouTube we produced 7 additional Interviews only for social media, recorded during our project meeting in Valladolid 2025 that had been published on our Instagram- and LinkedIn-accounts.

For the EURESFO24 stand we produced in addition an expanded project trailer “RethinkAction in a nutshell” with screenshots from the platform, statements from stakeholders and other existing footage.

Overall, we had produced 13 other audiovisual products for social media.

Moreover, the RethinkAction MOOC features 29 video lessons as described later on.

5.3.1.2 Infographics, Posters and more

We produced posters for [COP 27](#) and [COP 28](#) (both were accompanied by specially designed presentations) and guide the design of E-posters for the [ECCA](#) conference in 2023 and 2025 and the [EuroGEO](#) conference and produced and designed the factsheets for the LAMS catalogue and as well single graphical elements for the catalogue and a related [publication](#).

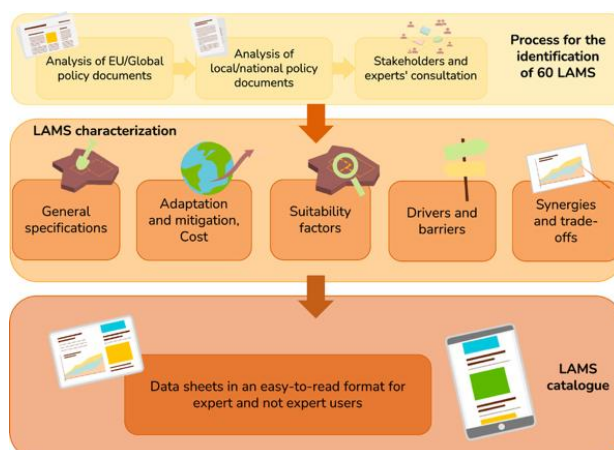


Figure 17: Graphic for LAMS catalogue.

In addition several maps had been contextualised and designed for a social media series (i.e. *„Less rain and more heat risk widespread drought in the Southern Great Plain (Hungary)“*). With our *audiovisual toolbox* we provided partners moreover the possibility to design even more graphics for presentations and posters.

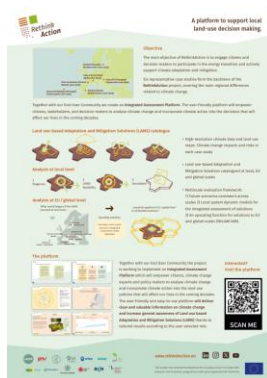


Figure 18: Example Poster for ECCA 25.

In summary, we have generated at least 7 corresponding outputs.

5.3.1.3 Audio-visual training material for the MOOC

The *RethinkAction MOOC* was created as a key tool for spreading information and building capacity, aiming to expand the project’s influence beyond its six European case study regions. It is tailored for both citizens and decision-makers, with the main goal of making the RethinkAction platform more accessible, effective, and beneficial for users worldwide. The MOOC connects scientific research with the practical needs of local governments, serving as a durable training resource that will continue to facilitate knowledge transfer even after the project’s funding concludes.

To select the hosting platform, the consortium conducted a comparative review of major MOOC providers. Thinkific was chosen for its flexibility, ease of multimedia integration, and built-in features for quizzes and certification. Since Thinkific requires annual renewal and cannot be prepaid, the course will remain active there for one year, until September 2026. To ensure long-term access, all content will be migrated to YouTube. Course design was further guided by research on online learning best practices regarding video length and course structure.

The MOOC was collaboratively developed by the consortium, with each partner providing content aligned with their specific expertise. It starts with a welcome and introduction, then covers five thematic modules: (1) Collecting and Using Climate Data, (2) The LAMS Catalogue, (3) Risk Assessment with Stakeholder Perspectives, (4) Modeling and Testing Scenarios, and (5) The Integrated Assessment Platform. The course finishes with lessons on the practical use of the platform. Each lesson includes one or two quiz questions to reinforce learning while allowing learners to progress freely.

Launched on 8 September 2025 and officially debuted with a Train-the-Trainer Session at the final project event in Bonn, this free, globally accessible MOOC features 29 video lessons, fun quizzes, and supporting resources. Its participatory design and open dissemination guarantee it will remain a valuable global training resource for planners, policymakers, and citizens.

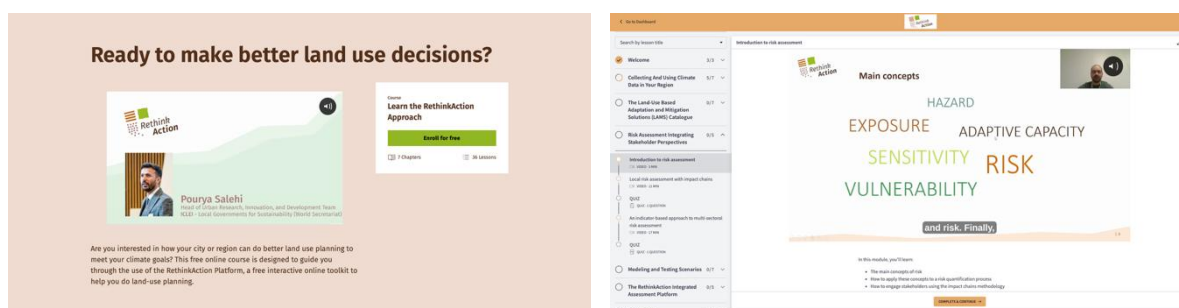


Figure 19: Screenshots from the MOOC.

5.3.1.4 Promotion of project results through creating a dedicated RethinkAction solution package on ICLEI’s Solutions Gateway platform

The Solutions Gateway is an online platform by ICLEI that helps local and regional governments find, develop, and implement low-emission, climate-resilient solutions. It provides sector-specific and cross-sectoral “Solution Packages” aligned with local mandates, including strategies and tools supported by peer-reviewed expertise. Originally developed through the EU-funded Urban-LEDS program and now managed by ICLEI and UN-Habitat, it has grown into a respected global platform for sharing best practices. Most content is public, making it a valuable tool to promote and extend the reach of RethinkAction outputs beyond the project’s immediate regions and partners.

The results of RethinkAction will be integrated into the Solutions Gateway as a single Solutions Package made up of two interconnected solutions: the first is the LAMS Catalogue, a science-based resource of 60 land-based adaptation and mitigation solutions that span agriculture, forestry, energy, industry, and finance.

The second solution is the Multi-level Analyses of Land-used based Mitigation and Adaptation Solutions, which corresponds to Paths B and C of the RethinkAction Platform: the Local Analysis Tools and the EU/Global Analysis Tools.

These tools enable governments to progress from recognizing risks and opportunities to choosing and executing evidence-based strategies. By publishing them on the Solutions Gateway, they gain sustained visibility, become institutionalized, and maintain practical relevance for local governments who are seeking land-use based adaptation and mitigation solutions and frameworks for decision-making in the future. The RethinkAction solutions will be available latest by the end of October 2025.

6 Scientific Dissemination

The successful dissemination of RethinkAction’s scientific results relied on a multilevel approach, which includes publications about the project in **scientific journals** for in-depth dissemination of results and participation of partners at **events, webinars and workshops** for direct engagement with the scientific community.

6.1 Events

In line with the achievement of results the representation of RethinkAction at events and conferences became much more relevant in the second half of the project. This formed an important building block for dialogue with the scientific community. All events have been equipped with various materials like posters, leaflets, brochures, presentations, videos, promotional seed cards, roll-ups and more.

At the end of this chapter, we provide an overview of the events and the various activities.



Figure 20: Examples from event materials.

6.1.1 Participation at conferences

6.1.1.1 COP27

ICLEI showcased RethinkAction at the COP 27’s Cities Focus Program on the panel session: “Rethink your Action: Education, Innovation, and Digitalization for Participatory Climate Action in Cities”. A report of the event was included in the Newsletter. A poster and a presentation were especially designed for this happening.



Figure 21: Poster for COP 27.

6.1.1.2 RethinkAction at ICLEI Research Symposium in Malmö, May 2022



Figure 22: Picture Research Symposium.

RethinkAction partners NOA and ICLEI presented RethinkAction during the ICLEI research symposium in May 2022, an event which bi-annually brings together the science-policy-interface. A poster was especially designed for the occasion and presented.

6.1.1.3 European Urban Resilience Forum 2022

RINA represented RethinkAction during the European Urban Resilience Forum in September 2022 by distributing the RethinkAction leaflet at the event.



Figure 23: RethinkAction at EURESFO22.

6.1.1.4 RethinkAction at ECCA 2023

The bi-annual European Climate Change Adaptation Conference (ECCA) took place between June 19-21, 2023 in Dublin, Ireland. ECCA is a renowned forum for exchange on climate adaptation research and was an opportunity for FC.ID to represent RethinkAction through the presentation of a poster.

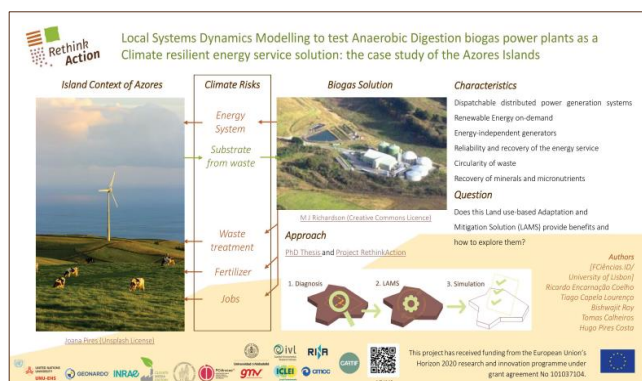


Figure 24: Digital Poster for Presentation at ECCA 2023.

6.1.1.5 EUROGEO 23 and IGARSS24



Figure 25: RethinkAction partners at IGARSS24.

NOA presented an e-poster at the EUROGEO conference in Karakow in April 23 and also showcased the RethinkAction project at the IEEE Geoscience and Remote Sensing Society Symposium held in Athens, Greece on 22 July 2024. With over 3000 attendees, the event provided a opportunity to share the project via a conference paper and poster titled “Multi-criteria spatial analysis for urban land-based solutions suitability maps in the context of RethinkAction Project.” The poster received significant interest and engagement from attendees.

6.1.1.6 Swedish Climate Symposium 2024



Figure 26: RethinkAction partners at Swedish Climate Symposium 2024.

IVL presented a poster and gave a presentation at the "Swedish Climate Symposium, 2024 - Climate research: Climate, society, responses" presenting the project and especially the development of suitability maps.

6.1.1.7 URBIS24



Figure 27: RethinkAction partners at URBIS24.

With two experts from ICLEI on the Program Committee for the URBIS24 Conference delivered by the European Space Agency, it was possible to present the project in the main auditorium as well as secure a dedicated demo session of the RethinkAction platform. The event took place from 16-18 September 2024. ICLEI presented the demo session included a brief background of RethinkAction, a walkthrough of the platform and its functionality using materials provided by CARTIF and CMF and a call for the audience to register to join the EUC for the project as potential early replicators.

6.1.1.8 EURESFO24



Figure 28: RethinkAction partners - Stand and Session EURESFO 24.

The RethinkAction Project was included as a co-organizer for the European Urban Resilience Forum (EURESFO) 2024 that took place in Valencia, Spain on 27 June 2024. In a dedicated session titled "Digitalization for Climate Action: Co-Creation, Collaboration, and Just Transitions" RethinkAction and the co-creation strategy provided a foundation for a stimulating discussion by a panel of invited experts.

In addition to the panel that featured RethinkAction, there was a stand managed by CMF where participants had the opportunity to engage more deeply with the project in-between sessions.

6.1.1.9 ICLEI World Congress 24

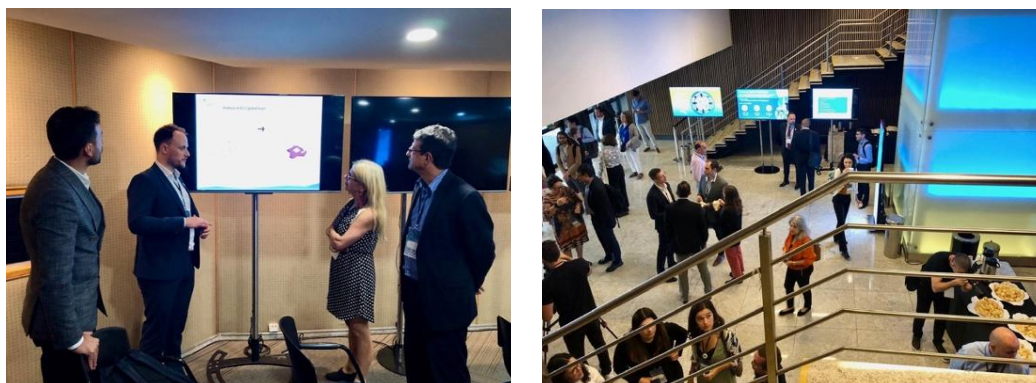


Figure 29: RethinkAction at ICLEI World Congress 2024.

On 18 June 2024, the RethinkAction project was featured at the Global Research & Innovation Symposium on the opening day of the ICLEI World Congress 2024. The RethinkAction project was selected to be showcased at the “Knowledge Hall” with other impactful projects. Participants had the opportunity to find out more about the project, join the End-User Community and express interest in becoming early replicators and applying the RethinkAction platform in their own contexts.

6.1.1.10 EuroGEO Workshop 24



Figure 30: RethinkAction partners at EuroGEO workshop 24.

NOA showcased project progress at the poster session during the event, highlighting the impact of the RethinkAction project and its main result as a cross-sectoral planning decision-making platform on the 8th of October 2024.

6.1.1.11 COP 28



Figure 31: RethinkAction partners at COP 28.

At COP28, the RethinkAction project was featured at multiple sessions. First, it was showcased at the session titled “Cities and Innovation at COP28: Expanding Climate and Innovation Agendas to Deliver 11 Billion Flourishing Lives” in the Cities and Innovation Zone on December 4th 2023. The project was also referenced on December 5th at a day-long event named CapaCITIES Day that was co-hosted by the United Nations University and ICLEI. Last, RethinkAction was moreover presented on December 11th at the UNFCCC Global Innovation Hub Pavilion at a session titled “Digitalization and Human Needs: How Science Can Foster Transformation at the Local Scale.” This session was recorded and remains available on YouTube as an online resource.

6.1.1.12 GEO Global Forum 25



Figure 32: RethinkAction partners at GEO GLOBAL Forum 2025.

Partner NOA presented an E-Poster at the GEO Global Forum 2025. RethinkAction was one of over 60 Horizon projects showcased at the EU booth, alongside the European Space Programme and the EuroGEO Secretariat.

6.1.1.13 COP 29

On November 20, the RethinkAction project co-organized and was featured by ICLEI as the main project in a session at the Digital Innovation Pavilion during COP29 in Baku.



Figure 33: RethinkAction partners at COP 29.

6.1.1.14 NetZero 2025 event in Milan 2025



RethinkAction took part in NetZero Milan (14–16 May 2025), a high-level event dedicated to energy transition, energy security and industrial competitiveness in Europe. RINA participated with a dedicated stand, showcasing RethinkAction and presenting its platform.

Figure 34: RethinkAction partners at NetZero 2025.

6.1.1.15 ECCA 2025



Figure 35: RethinkAction partners at ECCA 2025.

RethinkAction took part in the 7th European Climate Change Adaptation conference in Rimini, contributing to a panel on: "Cross-sectoral and multi-scale climate services – upscaling of mitigation and adaptation actions." The session brought together H2020 Green Deal projects: *I-CISK Human Centred Climate Services*, *LOCALISED*, *REACHOUT*, and RethinkAction. CARTIF had also the possibility to present the RethinkAction platform first time for a bigger and very relevant audience. Our sister project *LOCALISED* booth served as a joint space to highlight outputs, including our co-developed policy brief.

6.1.1.16 R&I for a competitive Green Transition/EC Research and Innovation days 2025



Figure 36: RethinkAction partners at the R&I for a Competitive Green Transition event 2025.

Climate Media Factory presented the RethinkAction platform at the R&I for a Competitive Green Transition, hosted by the European Commission in Brussels, a satellite event of the EU R&I Days 2025, 23-24 June 2025. RethinkAction followed a call from the Green Deal Support Office and had been selected as one of only 15 projects showcased in the project exhibition to present the RethinkAction Integrated Assessment Platform. We also took the opportunity to promote our open call for replicators.

6.1.1.17 EURESFO 25



Figure 37: RethinkAction partners at EURESFO 2025.

The RethinkAction platform had been featured at EURESFO25 in June 2025 in Rotterdam on a joint stand with the sister project LOCALISED and was presented during a pitch session. Moreover, the policy brief was disseminated, and early replicators were recruited by CMF and ICLEI. EURESFO25 was co-organised again by RethinkAction.

6.1.1.18 5th Global Congress on Climate Change (GCCC-2025)

Partner RINA will present the project and the RethinkAction platform on 30 September 2025 at the 5th Global Congress on Climate Change, Berlin, Germany (GCCC-2025). GCCC-2025 aims to showcase and discuss the challenges and the latest technologies in dealing with Climate Change.

In the table below, we present the different events and activities.

Table 1: List of events and activities.

Event	No of activities	No of partners	Total
COP27	2 (panel session, poster)	1	2
ICLEI Research Symposium	1 (poster)	2	2
EURESFO 22	1 (flyer)	1	1
ECCA 23	1 (poster)	1	1
EUROGEO23	1 (e-poster)	1	1
IEEE Geoscience and Remote Sensing Society Symposium	1 (poster)	1	1
Swedish Climate symposium	2 (poster, Presentation)	1	2
URBIS24	2 (presentation, demo session)	1	2
EURESFO24	2 (session, stand)	2	2
ICLEI World Congress 2024	1 (presentation)	1	1
COP28	3 (poster, 2 sessions)	1	3
EURO GEO 24	1 (poster)	1	1

Event	No of activities	No of partners	Total
GEO Global Forum 2025	1 (poster)	1	1
COP 29	1 (session)	1	1
NetZero Milan	1 (stand)	1	1
ECCA 25	1 (session)	1	1
R&I for a Competitive Green Transition	1 (stand)	1	1
EURESFO25	2 (stand, pitch)	2	2
GCCC-2025	1 (presentation)	1	1
Total			27

6.1.2 Webinars and other events

6.1.2.1 Webinar- UNESCO-UNITWIN - Innovative, Sustainable and Clean Energy Research and Education Chair 2022

In April 2022 RethinkAction partner CARTIF gave an input at the webinar “How to boost energy transition globally speaking leveraging rural development, green growth and adequate policies”. The webinar dealt with Modelling activities for policy development and was used to summarise the process of the project.

6.1.2.2 RethinkAction at the EU Green Week 2023



Figure 38: Webinar “Skills for clear communication of sustainability 2025”.

The EU Green Week 2023 took place between 3 and 11 June 2023 and represents an annual opportunity to discuss and get to know EU environment policy. Several webinars are organised on different topics and representatives from Horizon2020 projects are invited to present on a specific aspect of their projects. The communication designer from the RethinkAction communications team from CMF gave

an input on the design considerations that went into RethinkAction. The event was announced on social media and the website. The [link to the recording](#) was also shared on the website and social media.

6.1.2.3 GAAD24



Figure 39: Global Accessibility Awareness Day.

Climate Media Factory presented insights on "Accessibility in Visual Communication" in a webinar during the Global Accessibility Awareness Day in May 24.

6.1.2.4 Annual Meeting of CMCC, Institute for Climate Resilience (ICR) 2025

CMCC presented RethinkAction and foremost the LAMS-catalogue at the internal annual meeting of the Institute for Climate Resilience (ICR) on the 1st of October 2024.

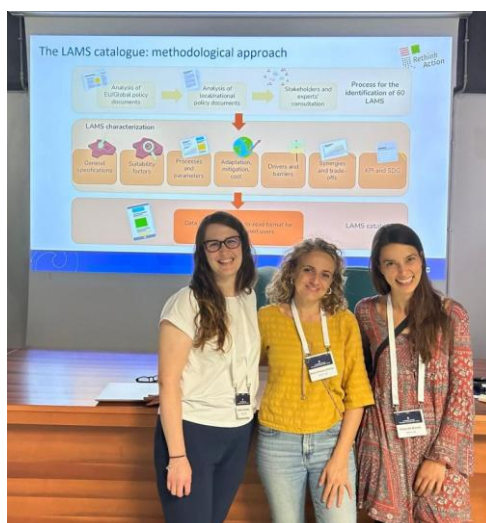


Figure 40: Annual Meeting of CMCC 2025.

6.1.2.5 Webinar EUROPELand: Symposium „Sustainable Land Use and Land Management: Emerging Trends, Current Challenges, and European Solutions 2025

UVA presented RethinkAction within the session “Policies and tools for sustainable land use and land management”, focussing on local system dynamics model capabilities for adaptation and mitigation policies assessment, 16th of May 2025.

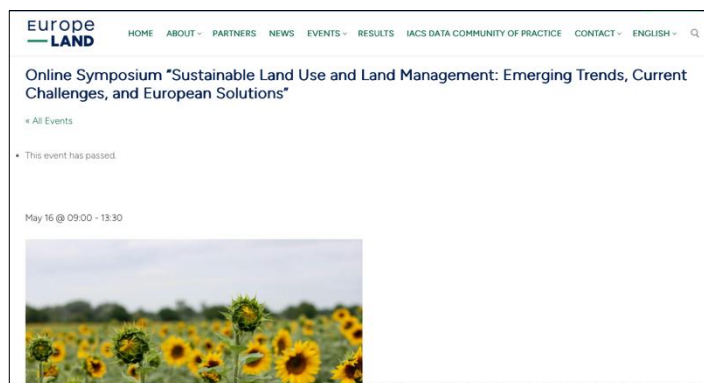


Figure 41: Webinar EUROPELand.

6.1.3 Participation at workshops

6.1.3.1 Green Deal Support Office Events

Social Media Marketing Mastery 2023 on 16th March 2023: This online session was attended by CMF and covered best practices for using social media amongst the Green Deal projects with practical tips for crafting posts to maximise reach and engagement and alternative social media channels.

The event was an opportunity to connect with other Horizon projects and discuss shared opportunities and challenges in the communication of science related research projects.

“Telling better stories about your Green Deal-funded project” workshop on 20th September 2023: This online session was attended by CMF and addressed the importance and effectiveness of telling compelling stories from our projects in reaching audiences and engagement. The workshop has given ideas for the future communication formats of the RethinkAction projects.

6.1.4 Presentation of the project to the Climate Change Working Group of the GEO

NOA had been very active in participating to different GEO events as shown above and there had been strong links to GEO initiatives. The figure “Attendance to at least 6 events per year” was set too high and couldn’t been achieved over the entire project period. This was already announced in the second review report. Still the project demonstrated strong and consistent engagement in GEO activities, with a particular emphasis on its active participation in EuroGEO, the European branch of GEO. Notably, NOA

plays a leading role in the Urban Action Group of EuroGEO and as reported above has successfully coordinated dedicated sessions at the EuroGEO workshops in 2022 (Athens), 2023 (Bolzano), 2024 (Krakow) and the GEO Global Forum 2025 (Rome). This sustained involvement has firmly positioned RethinkAction in the discussions of the Urban Working Group (UWG). The project had also showcased its outputs through poster presentations, including an e-poster on urban suitability maps in 2023 a broader presentation on the project and its platform in 2024 and particularly its connection with GEO with a poster entitled “Transforming Earth Intelligence into Action: RethinkAction & GEO’s Vision for a Sustainable Future” during the GEO Global Forum in 2025. Additionally, during the 2024 EuroGEO Synergy sessions -specifically the "Energy, Climate, and Urbanisation" session - RethinkAction was explicitly highlighted in the outcomes report. The report recognized the project's innovative contributions under the question, “Among the innovative aspects of the GEO focus area ‘Climate-Energy-Urbanization,’ which are those that Europe could contribute with innovation actions?” It cited RethinkAction as a key example, emphasizing its role in engaging citizens and stakeholders to support climate adaptation and mitigation through a cross-sectoral planning and decision-making platform. Apart from the different GEO and EuroGEO meetings, a blog post was written by NOA entitled “RethinkAction: Aligned with GEO’s Vision for Earth Intelligence and Sustainable Development” and several LinkedIn posts on the topic from Iphigenia Keramitsoglou active personal account (>1400 followers) had been published, i.e.: [here](#), [here](#), [here](#) and [here](#).

Next to the article on the GEO website mentioned above RethinkAction will be integrated as a Knowledge Package in the [GEO Knowledge Hub \(GKH\)](#). This inclusion ensures long-term visibility and accessibility of the project’s results within the GEO community and the EuroGEO initiative, beyond the duration of the project. It also supports the project’s KPI related to active engagement with GEO and contributes to the sustainability and legacy of the project outcomes by maintaining a lasting link with the international GEO framework.

6.1.5 RethinkAction Events

6.1.5.1 End-User Consultations

Implementation and promotion of the End User Community Consultations are dedicated in WP2. They were supported by the overall project communication with accompanying posts on social media for raising subscription and documenting the consultations as well as design efforts and preparation of presentations and material for the workshops. ICLEI worked out a detailed checklist which includes different milestones for general communication tasks. These consultations, which informed the

RethinkAction project in various means, are reported in D2.6 “Report on Activities with the End-users Community III”.

6.1.5.2 Training events/webinars for potential end-users

From July 10 to 23 in 2025, RethinkAction hosted a three-part Early Replicator Webinar Series to introduce potential adopters to the project’s solutions and showcase their value in various local contexts. The series was structured progressively: the first webinar covered replication pathways, the platform overview, and case study insights; the second focused on hands-on exploration of platform features, guiding participants through navigation and scenario exercises; and the third demonstrated practical application using the LAMS catalogue and policy tools in participants’ own settings.

The webinar series was designed to align with major project milestones and respond to stakeholder priorities. To avoid duplication and ensure consistency in outreach, the Consortium, together with ICLEI, decided to merge the activities of WP8 and WP9 into a single, integrated webinar series (see also D8.6 and D9.4). The series reached European cities, regions, and local governments, but also extended to global and EU actors in climate adaptation and land-use planning, as well as practitioners, planners, technical staff, and researchers. The RethinkAction platform launched in June for early adopters, especially EURESFO participants, to explore features. It continued through July, helping participants deepen their understanding and use the platform’s outputs. This timeline also enabled converting webinar content into training modules and MOOC courses by August. A July review incorporated feedback to ensure training materials met diverse stakeholder needs before final release.

The format allowed participants not only to learn about the project but also to actively test and adapt its outputs. The series drew 61 registrants and 37 active participants across sessions, including nine early replicator organizations from Europe, Africa, and the Americas.

Municipalities such as Kadıköy, Cluj-Napoca, and Kreis Euskirchen, along with several research institutions, attended multiple sessions, indicating strong interest and continuity. Participants prioritized hazards like heatwaves, flooding, and water scarcity, and highlighted replication potential across agriculture, energy, and social sectors. Although some regional access issues limited certain breakout activities, they still enabled scenario testing, solution filtering, and assessment of the LAMS catalogue relative to participant priorities. Feedback praised the platform’s intuitive design, while noting the need for improved accessibility and user support for scaling. Overall, the series confirmed that RethinkAction solutions are adaptable to different regional and sectoral contexts, identifying opportunities and barriers for broader dissemination. Transitioning from awareness to applied testing, the series prepared the platform and LAMS catalogue for adoption beyond initial case studies, engaging

a diverse international audience and demonstrating the global relevance of RethinkAction, and established an early foundation for scaling its outputs well beyond the life of the project.

In addition: The sixth stakeholder consultation (6th EUC) activity was primarily based on a demonstration of the platform's use. To this end, another online webinar was held with 27 participants. Following a general introduction and a presentation of the previous consultation activities, the platform's functionalities were presented, divided into user types, catalogue, case study assessment, and global policies evaluation, gathering feedback after each presentation. The information collected is of great interest for understanding the impact of the developed platform and showcasing its potential as a tool for land-use based climate change adaptation and mitigation planning.

6.1.6 Final Event

The RethinkAction *Final Project Event* took place September 17, 2025, in Bonn, Germany, at the Hotel Collegium Leoninum, featuring a hybrid format for global participation. As the project's culminating dissemination activity, it complemented RethinkAction's panel at Climate Week NYC by providing more time and depth to discuss, through interactive roundtable sessions, the results of the project. The event brought together consortium partners, EU Horizon 2020 projects Regilience and LOCALISED, external stakeholders, ClimateView, and practitioners from around the world to discuss research outputs and exploitable results, with a particular emphasis on the RethinkAction platform and the launch of the project's MOOC.



Figure 42: RethinkAction final event.

The full-day schedule blended research presentations with interactive discussions. In the morning, sessions showcased the project's milestones and key exploitable results, including the LAMS catalogue, integrated modeling methods, and the platform. Follow-up case studies and round tables gave participants a chance to reflect on lessons learned and policy insights. The afternoon featured a "train-

the-trainer” session to prepare participants for using and sharing the MOOC. External partners joined a panel on Leveraging Digital Tools to Foster Climate Action, exploring synergies, challenges, and opportunities for expanding digital solutions across Europe and beyond. The event finished with a forward-looking discussion on replication, adoption, and long-term impacts.

6.1.7 RethinkAction at New York City Climate Week

As written before, the RethinkAction final event was completed with a session at New York Climate Week (22–29 September 2025). This session, scheduled for Tuesday, 23 September 2025 was a hybrid event hosted in the Chrysler Building, an iconic and prestigious venue, with representatives from ICLEI and CARTIF (online) presenting and UVa and ICLEI as well in person.



Figure 43: RethinkAction at NYC Climate Week.

6.2 Scientific Publications

The number of publications in journals increased significantly in the second half of the project. However, delays in calibrating the model and thus the later launch of the platform also led to delays in publications. There is still a lot of potential for further publications. It is questionable whether these will be submitted within the project period, but more importantly, and beyond our sphere of influence, whether they will also be reviewed within that period. KPIs related to articles, such as those based on their referencing, depend on the timing of publication and are therefore also affected by internal project delays.

Next to Conference proceedings and thesis the project have so far 8 published articles with open access in peer reviewed journals. Two more are submitted and under review. All articles are available on our Zenodo repository.

6.2.1 Publications in scientific journals

In this section, the peer-review articles in scientific journals are presented:

- Correia, C., Ortuño Castillo, J., Toro Bermejo, M., & Perez Ramirez, P. (2025). Advancements In High-Resolution Land Use Mapping: Methodologies And Insights From The Rethinkaction H2020

Project. Cuadernos De Investigación Geográfica - Geographical Research Letters, 51(1), 145–169. <https://doi.org/10.5281/zenodo.16737054>.

- Barilari, S., Villar-Jiménez, Y., Fedele, G., Alfredo, R., & Ramos-Diez, I. (2025). Climate Risk and Vulnerability Assessment in the Province of Almeria (Spain) Under Different Climate Change Scenarios. *Climate*, 13(7), 141. <https://doi.org/10.5281/zenodo.15829794>.
- Di Lallo, G., De Notaris, C., & Chiriaco, M. V. (2025). Evaluating Natural Climate Solutions in Long-Term Climate Strategies: Opportunities for Enhanced Mitigation Across the European Union. *Land* 2025, 14, 825. <https://doi.org/10.5281/zenodo.15273985>.
- Mediavilla, M., Lifi, M., Ferreras-Alonso, N., Miguel, L. J., & de Blas, I. (2025). Analysis of the competition between land, energy and food using the TERRA module of WILIAM System Dynamics IAM. *Renewable and Sustainable Energy Reviews*, 216. <https://doi.org/10.5281/zenodo.15834429>.
- Chiriaco, M. V., Dămăţîrcă, C., Abd Alla, S., Sara, B., Biancardi Aleu, R., Brazzini, T., Capela Lourenço, T., de Carolis Villars, C. A., Durand, S., Di Lallo, G., Encarnação Coelho, R., Espin, O., Ferreras-Alonso, N., Galluccio, G., Hellsten, S., Hernández-Moral, G., Ihrfors, J., Keramitsoglou, I., Kiranoudis, C. T., ... De Notaris, C. (2025). A catalogue of land-based adaptation and mitigation solutions to tackle climate change. *Scientific Data*, 12, 166 (2025). <https://doi.org/10.1038/s41597-025-04484-0>.
- Saretto, F., Roy, B., Encarnação Coelho, R., Reder, A., Fedele, G., Oakes, R., Brandimarte, L., & Capela Lourenço, T. (2024). Impacts of climate change and adaptation strategies for rainfed barley production in the Almeria province, Spain. *Atmosphere*, 15(5), 606. <https://doi.org/10.3390/atmos15050606>.
- Álvarez-Antelo, D., Lauer, A., & Capellán-Pérez, Í. (2024). Exploring the potential of a novel passenger transport model to study the decarbonization of the transport sector. *Energy*, 305, 132313. <https://doi.org/10.1016/j.energy.2024.132313>.
- Di Lallo, G., Chiriaco, M. V., Tarasova, E., Köhl, M., & Lucia, P. (2023). The land sector in the low carbon emission strategies in the European Union: role and future expectations. *Climate Policy*, 24(5), 586–600. <https://doi.org/10.1080/14693062.2023.2273948>.

6.2.2 Publication in Conference Proceedings/Workshop

This section presents the articles in conferences:



- Keramitsoglou et al., "Multi-Criteria Spatial Analysis for Urban Land-Based Solutions Suitability Maps in the Context of Rethinkaction Project," IGARSS 2024 - 2024 IEEE International Geoscience and Remote Sensing Symposium, Athens, Greece, 2024, pp. 5443-5446, doi: 10.1109/IGARSS53475.2024.10640730.
- Jane Ihrfors, Sofie Hellsten, Staffan Filipsson, Ricardo Encarnação Coelho, Robert Oakes, The impact of water scarcity on Gotland, Swedish Climate Symposium 2024. <https://swedishclimatesymposium.com/wp-content/uploads/2024/05/Book-of-abstract.pdf>

6.2.3 Theses

This section presents the Master theses developed during RethinkAction implementation:

- Ljunggren, J. (2024). Development of suitability maps for solarpower solutions [Stockholm University], Faculty of Science, Department of Physical Geography]. <https://doi.org/10.5281/zenodo.14931735>.
- Saretto, F. (2024). Assessment of Climate Change Impact on Rainfed Barley Production in the Mediterranean Basin. The Almeria province case study. [Politecnio di Torino]. <https://doi.org/10.5281/zenodo.14673486>.

6.2.4 Submitted articles to scientific journals

The following articles have been submitted to scientific journals and are under review:

- Ramos-Diez, I., Barilari, S., Ljunggren, J., Hellsten, S., Ferreras-Alonso, N. A Python GIS-based multi-criteria assessment to identify suitable areas for land-use based energy measures. Discover sustainability. Submission ID: 5a366e9a-d6d0-499d-96ee-795f1cee0f2a.
- Brazzini, T., García Yustos, D., Ramos-Diez, I., Ferreras-Alonso, N., Barilari, S., Pérez, S., Miguel, L.J., Mediavilla, M. Integrating Land, Water, Energy and Emissions at Local Scales: A Modular System Dynamics Approach. Journal of Environmental Management. Submission ID: JEMA-D-25-29019.

Due to most of the results have been available at the end of the project as a consequence of the accumulated delays, several scientific articles are in development and will be published after the end of the project.

6.2.5 An article showcasing the result of the project highlighting the alignment and synergies with other projects

As the RethinkAction project wraps up, the consortium is set to publish a final scientific paper that brings together the findings and showcases the project's impact on climate adaptation, mitigation, and community-based land-use planning. The working title of the paper is "Bridging Local Knowledge and Technology: Insights from the RethinkAction Platform for Co-Creation and Data-Driven Decision-Making." From a scientific perspective, the paper will highlight three key contributions. First, it confirms the importance of combining diverse data sources—ranging from high-resolution land-use maps to community-based knowledge—within a flexible and robust system dynamics model. Second, it documents the co-creation process as an innovative approach: showing how engagement can influence not just adoption, but the very design of technical tools. Third, it explores how this combined approach can promote more inclusive, actionable, and replicable planning for land-based adaptation and mitigation. The article will function as both a scientific output and a lasting communication piece. It will highlight RethinkAction's progress in integrating participatory methods with data-driven modeling, and how these findings can shape broader European and global initiatives for climate-resilient land use planning. The paper is structured to mirror the project's evolution, and is organized into five sections: **Introduction, Conceptual Framework, The RethinkAction Approach, Results & Discussion, Conclusion.** The Approach is organized into three sequential sections: stakeholder engagement, technical development, and translating the process into tools. The paper also addresses data needs and gaps and recognizes some of the limitations of the research. This is critical to empower future researchers and practitioners to take up the mantle of the work and continue to fill those gaps. The discussion and conclusion identify the outcomes of the work and note how technical limitations and process challenges influenced the final outcomes of the project.

One notable aspect of this paper is its co-authorship approach. Each consortium partner will serve as an author, taking the lead or co-lead on sections that match their expertise and project role. For instance, ICLEI is writing the introduction and conclusion, leveraging its experience in engaging diverse stakeholders. UNU and FC.ID are leading sections on conceptual framing and co-creation, emphasizing the importance of local knowledge. Technical partners, including CARTIF, UVa, CMCC, INRAE, GMV, and NOA, are shaping sections on modeling, data gaps, high-resolution land use mapping, climate scenarios, and platform functionality. This structure makes sure the article captures the interdisciplinary nature of RethinkAction. Partners in social science bring insights from community engagement and local case studies, while technical institutions provide analysis of modeling approaches, climate data, and land-use suitability mapping. The collaboration between technical and non-technical partners reflects the



project's core philosophy: connecting different fields and types of knowledge to create actionable solutions together.

Several key colleagues from consortium partners indicated limited capacity to provide timely contributions to the paper within the initial schedule proposed by ICLEI. At the same time, they expressed their strong interest in contributing substantively in October. Given that the paper is designed to capture and build upon the knowledge of all key consortium partners, ICLEI consulted with CARTIF as project coordinator. CARTIF endorsed the proposal to finalize and submit the paper in October, and this approach was subsequently discussed and confirmed at the Steering Committee meeting, where partners collectively agreed on the adjustment. To ensure open access publication without incurring additional costs after the formal project period ends in September, UNU colleagues proposed that they would facilitate the submission and publication of the paper through a journal with which UNU has an existing agreement, supported by the German government. This arrangement guarantees both cost-free open access and the inclusion of all partners' contributions, thereby strengthening the quality and impact of the final paper.

6.3 Dissemination of Data (via Zenodo)

Zenodo is a digital repository designed to facilitate the sharing, preservation, and open access to a wide range of research outputs and data from various disciplines. RethinkAction has committed to make selected datasets available on this platform being specially relevant for scientific publications.

A document which defines the procedures to manage open data within the project, specifically by defining the steps to upload datasets in Zenodo, has been shared with all the partners by CARTIF in integrated in the project Data Management Plan (DMP).

All WP leaders had identified open datasets and uploaded them to Zenodo. The roles and responsibilities in this process have been distributed among the partners and a detailed timeline for the publication of open data from the project until its completion has been formulated.

More information on the available datasets in Zenodo repository is included in deliverable D1.7 Data management plan - Final.

In addition to data sets and publications, we have uploaded various materials to our Zenodo repository that may be useful for understanding RethinkAction or for working on other projects. Zenodo is also the platform for counting downloads of materials.

6.4 Coordination of clustering activities with other projects and initiatives

The clustering of activities with other projects and initiatives was a collective effort by all partners. In exploring synergies with different EU projects and initiatives, the RethinkAction project was involved in multiple activities with the Green Deal Support Office (GDSO).

The involvement with the GDSO provided the opportunity to interact with other EU projects, identify synergies, and share knowledge. In addition, there is potential to leverage the GDSO's various media channels to promote RethinkAction, including the GDSO website, quarterly newsletter, and social media channels. For example, the GDSO collects and disseminates Green Deal Call projects' success stories on its website to promote the key achievements of the projects and ensure wider dissemination of their results. Also a success story of the LAMS catalogue was published.

CARTIF participated in all meetings of the Working Group in which the project was allocated. CARTIF also attended the 2023 and 2024 GD-SO Board of Coordinators Meetings in Brussels. These meetings were relevant for exchanging ideas and knowledge with projects that as RethinkAction, contribute to climate change mitigation and adaptation.

Moreover there was for example a testing session with NEVERMORE project scheduled with 16 attendees. NEVERMORE featured RethinkAction also on their [LinkedIn](#) account and there had been a joined publication with the project NEVERMORE.

Colleagues from the LOCALISED project had been featured on the RethinkAction blog with interviews. At the EURESFO25 which had been co-organised by both, LOCALISED and RethinkAction, a common Stand was shared with a Roll-Up for both projects. Furthermore, a session was scheduled in the ECCA Conference with a presentation of the main results of all the projects in a scientific environment of great interest to the project's topics.

Here a policy brief, written with the Sister projects Reach-Out, I-CISKS and LOCALISED was also disseminated. This [policy brief](#) is available on the Zenodo repository.

Finally, Regilience project and LOCALISED project as well as ClimateView contributed to the Final Project Event.

7 Overview

To track the extent to which each communication material had been exploited, and communication activities have been engaged in, a set of targets was established in the Grant Agreement (GA). The targets are partly explicit KPIs or key figures that had been defined or had been mentioned in the

different parts of the document. The Communication & Dissemination Team oversaw the targets listed below, but their implementation was partly the responsibility and achievement of the entire consortium and was related to different WPs. The following table includes measures, tools, key figures and KPIs related to communication and dissemination.

Table 2: KPIs and key figures to be reported in WP9.

Measures, Tools and KPIs	total target	at month 48	Unit and remarks
15,000 users reached via social media.	15,000	1.227 followers, 138.788 impressions	users reached via social media (Impressions are the total number of times RethinkAction posts have been showed on social media user timelines.)
10 publications in scientific journals	10	8 published, 2 submitted and under review	international peer-reviewed contributions in journals
8 video interviews	8	13	video interviews
KPI 1.1: Number of downloads (documents) and visualizations (videos) to persuade stakeholders about climate concern using RethinkAction website. At least 400 and 200 respectively.	400	642	Documents (articles, posters and dissemination material) downloaded from Zenodo
	200	2.134 views on YouTube	video visualisations (views)
KPI 2.1: Presentation of the project to the Climate Change Working Group of the GEO and attended meetings of different GEO initiatives and actions. At least 6 events per year.	6 per Year	See 6.1.4	The target of participating in six events per year was not achieved, but as described in 6.1.4, the project is very well established within GEO initiatives.
KPI 7.5: Contribution to IPCC and other assessment reports. At least 10 references to papers and contributions from consortium authors.	10	No valid numbers yet	(at least) reference to papers and contributions from consortium authors
KPI 9.3: Number of EU and non-EU climate services,	6	8	Green Deal Support Office,

Measures, Tools and KPIs	total target	at month 48	Unit and remarks
initiatives and knowledge platforms with which the project will collaborate. At least 6			cooperation with Climate View, bilateral exchanges with different projects such as LOCOMOTION, NEVERMORE, LOCALISED and Regilience. RethinkAction will be present at the GEO Knowledge Hub and ICLEIs Solution Gateway.
Communication toolkit	1	1	Communication toolkit, plus additional graphic toolbox.
Project website, blog, social media channels	N/A	All realized and established	N/A
At least 15,000 unique visits to project website, blog, social media channels	15,000	for social media see above, website minimum 40,000	(At least) unique visits
1 Leaflet	1	1/9	1 leaflet (M6) in 9 different languages
1 roll-up	1	2	Roll-up in M6 and roll-up M43
5 infographics	5	7	Infographics (throughout project duration)
4 eNewsletters	4	4	eNewsletters (throughout project duration)
30 blog posts throughout the project duration. 2 posts issued per partner	30	30	Blog posts (throughout project duration)
	2	2	Blog posts / partner (throughout project duration)
250 posts for social media channels throughout the project duration. 10 posts issued per partner	250 10 / 130 Total 380	1,002 posts (Instagram 276, Twitter/X 278, LinkedIn 338, 109 posts by partner channels)	Posts for social media and posts issued per partner. As some posts from the RA channels had been curated by partners or needed partners input and

Measures, Tools and KPIs	total target	at month 48	Unit and remarks
			review, we count the total number of posts.
5 other audio-visual products for social media throughout project duration	5	13	Other audio-visual products for social media throughout project duration
throughout the project 3 press releases to be issued per partner at national level and 3 press released at EU level, including at least 4000 recipients in total	6/78	12 (next to news on the RA website and social media communication)	Press releases to be issued per partner at national level and press released at EU level
	4000	4000 (estimation)	Recipients of press releases (in total)
throughout the project 2 publications to the press to be issued per partner	2/26	5 (next to 30 blog articles)	Publications to the press (non-scientific outlets) to be issued per partner
At least 2 project presentations at events per partner	2/26	27	(At least) project presentations at events per partner Note: The presence of several partners and / or several presentations at a conference are counted individually (see table 1). Sessions at international events mentioned below are here counted as well
A Massive Open Online Course (MOOC) to promote RethinkAction solutions	1	1	MOOC with 29 videos
3 sessions (workshops and presentations) at international events	3	5	Sessions at international events: The project was presented by ICLEI during a session at COP28 RethinkAction took part at designated sessions at COP29, EURESFO24 and ECCA25 and the New York City Climate Week 25.

Measures, Tools and KPIs	total target	at month 48	Unit and remarks
An article showcasing the result of the project highlighting the alignment and synergies with other projects	1	0/1	One co-produced article by the consortium. Arrangements have been made for the article to be published after the end of the project.
KPI 3.1: Improved estimate of synergies, co-benefits and trade-offs with other ecosystem services evaluated as the impact of a paper in a peer-review journal. At least 10 citations.	10	No valid numbers yet	Citations of papers
KPI 3.2: Number of quoting the RethinkAction Platform (in workshops, documents) as source of information including the EU Commission quoting in relation to the forthcoming Carbon Farming initiative for the assessment of LAMS and their trade-offs and co-benefits. At least 20.	20	No valid numbers yet	Quotes of RethinkAction platform (related to carbon farming initiative)
KPI 4.3: Number of attendees to training activities. At least 30 per session.	30	80 active participants across webinar sessions	Attendees per training activity session and platform webinars: Next to 37 active participants across webinars the sixth stakeholder consultation (6th EUC) activity was primarily based on a demonstration of the platform's use. To this end, another online webinar was held with 27 participants. At the testing session with NEVERMORE project 16 attendees participated.

Measures, Tools and KPIs	total target	at month 48	Unit and remarks
KPI 7.1: Number of downloads of local and EU policy briefs. At least: 100	100	42	Downloads of local and EU policy briefs: 42 on Zenodo, an estimated 60 more were distributed at various events and more disseminated by sister projects. An additional policy brief had been uploaded end of September.
KPI 7.2: Number of international networks involved in the dissemination of project results. At least 5	5	No valid number available at present. This KPI will be reported in the final report.	(At least) international networks involved in dissemination of project results
KPI 7.3: Number of participants of non-EU in platform and methodology online trainings. At least 30.	30	No valid number available at present. This KPI will be reported in the final report.	(At least) non-EU participants in online trainings
1 brochure	1	2 (updated version in M45)	Brochure (M24, M45) First brochure translated into 9 languages
	2000	200	Copies of the English version, partly partners printed more on their own. For this and for other dissemination the brochure was provided online for download and dissemination
	400	400	Copies in national languages, same as above here
1 short video documentation of stakeholder involvement	1	7	Short video documentation of stakeholder involvement/ stakeholder interviews
Training based on MOOC seminars during trade fairs	1	0/1	Training based on MOOC seminars during trade fairs:

Measures, Tools and KPIs	total target	at month 48	Unit and remarks
			1 Train the Trainer session during the final meeting.
1 project final event	1	2	Project final event, New York City Climate Week 2025

8 Conclusion

Circumstances evolve over the course of a project. Internally, delays are one example of this. Naturally, they impact communication and dissemination. Training events have to be planned, advertised, and delivered later; work on articles based on final results may also begin later, and under pressure to complete tasks, communication and dissemination understandably do not always take top priority. The role of communication and dissemination is to respond flexibly to these changes and challenges while maintaining continuous and consistent engagement with the public and stakeholders. Even if this sometimes means more effort. We have performed well in this regard.

Some goals were achieved differently from the initial plan, but not to the detriment of the outcome. For instance, the excellent networking with GEO initiatives was accomplished despite not being reflected in the figures. The relatively low number of traditional press releases and articles was offset by a strong online presence, another notable example.

Communication and dissemination are not solely outward-facing tasks; they are also inward-facing. Our efforts to remind partners regularly of communication and dissemination tasks were matched by their willingness to collaborate and support us, despite the challenges this ambitious project posed for individual partners and mainly the coordinating partner CARTIF. This formed the core of our work.

We have captured several lessons learned along the way. Two key points are: 1) Objectives matter, but we should be more pragmatic in planning and, above all, factor in potential changes over the course of the project. 2) Greater regard for the integrity of partner channels when incorporating them into communication planning. As with our channels, there are restrictions and guidelines that are not always compatible with the communication needs of individual projects.

Despite these considerations, we draw a positive conclusion: the project and its results reached a steadily expanding audience. All partners contributed to ensuring high-quality content and outreach - online and offline. In all its complexity and diversity, the project has taken on many shapes. Even though challenges within the project naturally affected communication and dissemination, our project

communication consistently formed the professional backbone in terms of external perception and dissemination of the project and its results at every stage of the project.

References

D2.6 “Report on Activities with the End-users Community III”.

D8.6 „Report on the Activities with Early Replicators“.

D9.1 „Communication & Dissemination Strategy including material initial Report“.

D9.2 “Interim Dissemination Activities Report and Plan”.

D9.4 “Report on Capacity Building Strategy”.



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