



## D6.3 Communication and dissemination plan and report (update)

### WP6 – Dissemination and Community Building

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<b>Description</b>	<p>This document is an updated version of deliverable D6.3 which was released in January 2019. The document provides a guideline for all communication and dissemination activities carried out in the project including the concept for the stakeholder engagement tour performed in T6.3.</p> <p>This document has been modified following the comments provided by EC reviewers on 31/01/2019. Thus, regarding with communication and dissemination section, they advice overall on changing the next points:</p> <ul style="list-style-type: none"> <li>- Improve the use of the websites, generating more impact and linking more content to both websites. (For example, take advantages of the website to disseminate the results made of co-creation strategy of WP1).</li> <li>- For Social media, specially twitter, deliver more tweets and increase the number of followers according to the kpi's previously established. Set up an attainable social media campaign.</li> </ul> <p>For the events planned to attend, make efforts in order to fulfil the calendar.</p>
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## CLARITY Project Overview

Urban areas and traffic infrastructure linking such areas are highly vulnerable to climate change. Smart use of existing climate intelligence can increase urban resilience and generate added value for businesses and society at large. Based on the results of FP7 climate change, future internet and crisis preparedness projects (SUDPLAN, ENVIROFI, CRISMA) with an average TRL of 4-5 and following an agile and user-centred design process, end-users, purveyors and providers of climate intelligence will co-create an integrated Climate Services Information System (CSIS) to integrate resilience into urban infrastructure.

As a result, CLARITY will provide an operational eco-system of cloud based climate services to calculate and present the expected effects of CC-induced and -amplified hazards at the level of risk, vulnerability and impact functions. CLARITY will offer what-If decision support functions to investigate the effects of adaptation measures and risk reduction options in the specific project context, and allow the comparison of alternative strategies. Four demonstration cases will showcase CLARITY climate services in different climatic, regional, infrastructure and hazard contexts in Italy, Sweden, Austria and Spain; focusing on the planning and implementation of urban infrastructure development projects.

CLARITY will provide the practical means to include the effects of CC hazards and possible adaptation and risk management strategies into planning and implementation of such projects, focusing on increasing CC resilience. Decision makers involved in these projects will be empowered to perform climate proof and adaptive planning of adaptation and risk reduction options.

## Abbreviations and Glossary

A common glossary of terms for all CLARITY deliverables, as well as a list of abbreviations, can be found in the public "[CLARITY Glossary](#)".

## Executive Summary

The main goal of the Dissemination and Communication Plan is to raise awareness for the project activities and results in order to make CLARITY a successful project.

The first version of this document (v1) was developed in M6 of the project, and second version (v2) was updated in M12 and so on. Every version includes the dissemination and communication strategy. The content of sections “1 Introduction to Clarity Communications and Exploitation Strategies

The main goal of the Dissemination and Communication Plan is to raise awareness for the project activities and results in order to make CLARITY a successful project in terms of exploitation of outcomes to the yet establishing and highly diverse market of climate services for diverse (industrial) sectors.

The “Communication and Dissemination strategy” and “ (developed in v1) remains in this third version (v3) as guidance for the reader. Additional updates were included in these sections related to the extension of networks and initiatives and outreach and relation with other projects.

The communication tools used for disseminating the project have been updated in this deliverable. The second CLARITY web domain that was set up in month 8 (MyclimateServices.eu) was migrated to Drupal8 platform in month 19/20 as basis for the integration with the marketplace and will also allow development and integration of new features for users. The social media section includes also the YouTube channel and the overall strategy for Clarity-h2020.

In order to disseminate project activities, CLARITY was presented in different events during the first 20 months of the project. Scientific publications and detailed information of attended events are reported in section. Each of these events is reported in this document including the relevance for CLARITY. The End-users workshops carried out in this period have also been reported in section as a dissemination activity.

The conclusion section closes the document summarizing main activities carried out during the first 20 months of the project to disseminate CLARITY. Next steps and the strategy are also included in the conclusions section. Finally, CLARITY project material (postcards, brochures and posters) produced during this period (M1-M20) has been added as annex at the end of the deliverable.

During the lifetime of CLARITY (the project is planned for 36 months) four version of the Dissemination and Communication plan are planned. As was mentioned before, the v1 was released in month 6, the v2 was released in month 12 and this document (v3) includes the update content until month 20. The Dissemination and Communication deliverable will be updated towards the end of the third year of the project.

Recommendations from the first review in month 13 has been taken into account and has served as a motivation to implement a serie of changes and improvements in our channels and media.



# 1 Introduction to Clarity Communications and Exploitation Strategies

The main goal of the Dissemination and Communication Plan is to raise awareness for the project activities and results in order to make CLARITY a successful project in terms of exploitation of outcomes to the yet establishing and highly diverse market of climate services for diverse (industrial) sectors.

## 1.1 Communication and Dissemination Plan

Basis for all considerations related with dissemination and communication activities are the objectives and the impact of CLARITY.

Main objectives of WP6<sup>1</sup> - Dissemination and Community Building - comprise

- **Create awareness** of the CLARITY climate services, *case studies, demonstrators and tools* among the relevant *stakeholders* in the climate and urban infrastructure planning and management sector, industries and civil society through effective dissemination of the project results to the relevant target audience.
- **Underline the excellence** of the CLARITY results, through scientific *publications and verification of the underlying models and assumptions by the relevant scientific community*, as a way to provide additional argumentation for use of the climate services by relevant stakeholders.
- **Build up and foster the CLARITY Community** with regional "chapters" involving *local* target sectors and stakeholders that are interested in specific CLARITY scenario(s), either as potential CLARITY end-users or as providers of the climate adaptation solutions that need to be taken into account in the planning process.
- **Support exploitation measures** in WP5. In particular, the task T6.3 - Stakeholder Engagement Tour closely relates to Task 5.4 - Climate Service Market Place.
- **Scientific Dissemination** is also included in the Dissemination and communication plan. At the end of the project is planned to publish the D6.6 (and D6.7) "CLARITY guideline" as a practical step by step guide to help stakeholders responsible for the management of urban and transport infrastructure to incorporate Climate Change and natural hazard adaptation in their preservation strategies.

The first version of the Dissemination Plan covers the overall strategy, activities and events in the first project year and the respecting partner roles and activities according to activities and results from all other work packages. Building on the first version and considering insight within the project it will be updated in further version.

The first project year addresses mainly co-creation, Climate Service requirements (end-users, exploitation), and CSIS architecture (CSIS - Climate Services Information System). Early stakeholder engagement will mainly cover the "demand side" and framework conditions and therefore will involve among others the relevant groups of spatial planners, urban planning, municipalities and the scientific community.

CLARITY<sup>2</sup> addresses broad and heterogeneous target groups; the classification in categories is a guideline for all participants to browse their respective networks for access to different groups and to contribute to the spread by providing contacts, visit and host events in their region and act as "ambassadors" for CLARITY as a whole and in their specific field of expertise. The consortium provides geographical coverage of the most of Europe taking into account the respective neighbouring countries:

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<sup>1</sup> Description of Action part A page 29 (WP6 description)

<sup>2</sup> Description of Action part B page 28 (Section 2.2 Measures to maximize impact)

Location of Partners		Reach (by Geography, language, culture and established economic relations)			
SPAIN		Iberian Peninsula and Islands in Mediterranean and Atlantic Sea, South/Western part of France, South America			
AUSTRIA and GERMANY		Central and Eastern European Countries, Danube Region, Benelux, Eastern part of France			
SWEDEN		Northern European Countries, Denmark, Baltic Countries			
ITALY		Italian Peninsula and Islands in the Mediterranean Sea, South-East European Countries			
CLARITY - Categories of direct Target Sectors and Stakeholder					
Sector			local	regional / national	EU / Global
Scientific Sector	Meteorology and Climate	Universities, Research Institutes, Applied Sciences, research networks like EUREKA; cooperative research projects on national and international level			
	Spatial Sciences (Geography, Urban Planning, Spatial Planning)				
	Geo- and Environmental Sciences				
	Construction above and below surface including Architecture and Materials				
	Agriculture				
	ICT				
	Social Sciences related to Public Administrations and Security				
Public Services, Government	Public Administrations	Urban and spatial planning; land use regulations, operational planning and statistics (migration, demographic development), economic development	Cities and communities; first responders	Regional and federal bodies; ministries for environmental, economic affairs; internal affairs (disaster, security), health	EU DGs (Climate Action, Energy, Environment, CIVIL Protection, Internal Market, Maritime Affairs, Mobility and Transport, Communications Networks, Regional and urban policy, Neighbourhood ), EU agencies, foreign administrations
	Legislative Bodies	including law enforcement	Regional Parliaments	National Parliaments	EU Parliament, EU Council; foreign legislative bodies; International Organisations - UN

Industrial Sectors	<b>Infrastructure Providers Transport (public and private)</b>	Erecting and maintaining of railways, roads, waterways, airports, harbours acting on single level (e.g. only regional) or more levels with own affiliates or in cooperative networks		
	<b>Infrastructure Providers (public and private)</b>	Erecting and maintaining infrastructure for energy, water, waste management acting on single level (e.g. only regional) or more levels with own affiliates or in cooperative networks		
	<b>Real Estate incl. Facility Management</b>	Professional developers and organizers of real estate projects for residential, commercial (e.g. shopping malls), industrial, public (e.g. stations, hospitals, schools) or mixed usage	Different actors on single level (e.g. only regional) or more levels with own affiliates or in cooperative networks	
	<b>Construction (above and below surface)</b>	Erection of buildings and infrastructure for account of a third party	Different actors on single level (e.g. only regional) or more levels with own affiliates or in cooperative networks	
	<b>Plant Engineering</b>	Build-up of industrial production equipment, utilities (excluding the building hull) including resources and disposal concepts	Different actors on single level (e.g. only regional) or more levels with own affiliates or in cooperative networks	
	<b>Insurances</b>	Compensation of economic damage after liability cases and disasters, risk assessment for possible damages; investment of assets, therefore role of investors as well	Different actors on single level (e.g. only regional) or more levels with own affiliates or in cooperative networks	
	<b>Investment and Asset Management</b>	Investment in financial, tangible and intangible (e.g. IPR) assets for profit; risk assessment of assets	Different actors on single level (e.g. only regional) or more levels with own affiliates or in cooperative networks	
	<b>Finance</b>	Financing of projects of various kind (real estate, infrastructure, innovation, private, public) by banks, other private organizations and individuals (e.g. crowdlending or loans for enterprises); risk assessment referring economic risks.	Different actors on single level (e.g. only regional) or more levels with own affiliates or in cooperative networks	
	<b>Infrastructure Operators</b>	Public and private bodies that operate businesses on third parties' infrastructure on own behalf or for account of another (e.g. railway operation or run a cable car that is owned by a tourism association)	Different actors on single level (e.g. only regional) or more levels with own affiliates or in cooperative networks	
Civil Soci	<b>Planners and Consultants</b>	Experts that consult public and private provider and operators on erection, operation and usage of infrastructure and land use and assess preconditions and effects	Different actors on single level (e.g. only regional) or more levels with own affiliates or in cooperative networks	
	<b>Inhabitants</b>		local interest	

<b><i>Citizen Scientists</i></b>	organized in specific fields of research by scientific organizations (see above) mainly gathering field-data or preservation work	local interest	involvement on more levels e.g. research field related associations
<b><i>Local supplier</i></b>	supply of local inhabitants, neighbourhoods with goods and services of daily need	local interest	
<b><i>Schools (teachers, students)</i></b>	Projects in education on various topics and involving multiple subjects	local interest, connecting with other local stakeholder project related	involvement on more levels e.g. via subject related associations
<b><i>Environmental NGOs</i></b>		mainly organized on international level with local/regional chapters	
<b><i>Private property owners</i></b>	Residential and (small) trade real estate	local interest	involvement on national level via associations

**Table 1:** Stakeholders summary

The overall goal of dissemination activities is to bring CSIS to the market considering the overall philosophy:

- making best use of existing experiences and know-how
- sharing and open access to all results of the projects

The first year of the project will lay the groundwork for CLARITY products and services, thus the main activities will be gathering of market intelligence and **activate stakeholder** as future users, customers and influencers.

In addition, a professional list of networks has been identified for CLARITY community building activities and is updated frequently. The following table shows the name of the network or community and details for each network. Communities and networks will be addressed when CLARITY has insights to share with them or is ready to take up their inputs; this will mainly be useful when first prototypes will be available.

<b>Name of network / community</b>	<b>Types of individuals / professions organised in this network</b>	<b>Relevance for CLARITY, in terms of communication, dissemination, exploitation</b>
IFIP WG 5.11 – Computers and Environment <a href="http://ifipwg511.org">http://ifipwg511.org</a>	Scientific Community	Relevant for Dissemination activities. See member list <a href="http://ifipwg511.org/index.php?page=memberlist.php">http://ifipwg511.org/index.php?page=memberlist.php</a> ) Demonstrates the outreach in the environmental domain worldwide.
OGC	Standardisation / Scientific Organisation	Relevant for Dissemination and Standardization (standardized service/ interface development in the area of sensor observations (etc. used in Sensor Monitoring Networks). Relevant OGC Working Groups: <b>Sensor Web Enablement DWG</b> (Sensor Web DWG); <b>Emergency &amp; Disaster Management DWG</b> (EDM DWG); <b>Earth Systems Science DWG</b> (ESS WG)
iEMSs	Scientific Society	Relevant for Dissemination: International Environmental Modelling & Software Society
Climate Change Centre Austria (CCA) <a href="http://www.ccca.ac.at">http://www.ccca.ac.at</a>	Scientific Society	Network of 24 Austrian institutions active in climate research. Information exchange network and organizer of reports, seminars, workshops and conferences to inform the public about climate change topics.
HIRLAM (High Resolution Limited Area Model) <a href="http://hirlam.org">http://hirlam.org</a>	European meteorological institutes	Support during the project execution, dissemination of results
IAUC (International Association for Urban Climate) <a href="http://www.urban-climate.org/">http://www.urban-climate.org/</a>	scientific, scholarly and technical experts in urban climate and micro-scale processes	Dissemination of results

EUMETNET <a href="http://www.eumetnet.eu/">http://www.eumetnet.eu/</a>	European National Meteorological Services	Dissemination of results
Web site of PLINIVS Study Centre/ <a href="http://www.plinivs.it">www.plinivs.it</a>	Engineers, Geophysicists, Volcanologists, Hydrogeologists, Territorial planners, Architects, Sociologists, GIS experts.	PLINIVS Study Centre is a Research Structure of Architecture Faculty of University of Naples Federico II, specialized in vulnerability and impact assessment at territorial scale under effect of natural hazards. PLINIVS web site can inform researchers, professionals, local and international organizations, can be future users of CLARITY platform.
Umweltbundesamt	Authority	Relevant for Dissemination and Exploitation: Federal Environmental Agency Austria, Vienna
EEA	Authority	European Environmental Agency, Copenhagen; in particular climate portal CLIMATE-ADAPT <a href="http://climate-adapt.eea.europa.eu/">http://climate-adapt.eea.europa.eu/</a>
AXA, MAPFRE	Insurance company	Relevant for ATOS' exploitation of CLARITY results concerning environmental, climate change and natural hazard risk analysis and their direct and indirect link with in economic losses in different sectors (e.g., tourism, agriculture, infrastructure, etc.)
Association of Italian Chamber of Commerce abroad ( <a href="http://www.assocamerestero.it">www.assocamerestero.it</a> )	Business community	CLARITY presentation and result dissemination to Italian companies in over 50 countries all over the world
Observatory for research in conservation <a href="http://www.investigacionenconservacion.es">www.investigacionenconservacion.es</a>	Research community	CLARITY presentation and result dissemination to Spanish researchers
Spanish Technological Platform of the Construction sector <a href="http://www.plataformaptec.com/">http://www.plataformaptec.com/</a>	Business community	Dissemination of results. Acciona is a member of the platform.
Web site of Acciona <a href="http://www.acciona-infraestructuras.com/es/">http://www.acciona-infraestructuras.com/es/</a>	Business community	Dissemination of results
Planetic-Spanish Technological Platform for the dissemination of ICTs <a href="http://planetic.es/">http://planetic.es/</a>	Business and research community	Dissemination of results
Spanish Technological Platform of the Roads sector <a href="http://www.ptcarretera.es">http://www.ptcarretera.es</a>	Business and research community	Dissemination of results. Acciona is a member of the platform
FEHRL ( <a href="http://www.fehrl.org">http://www.fehrl.org</a> ). Forum of European National Highway Research Laboratories	Research community	Dissemination of results
PTEC ( <a href="http://www.plataformaptec.com">http://www.plataformaptec.com</a> ). Plataforma Tecnológica Española de la Construcción	Business and research community	Dissemination of results
OPPLA ( <a href="http://oppla.eu/">http://oppla.eu/</a> ). Hub of knowledge about ecosystem services and nature based solutions	Business, practitioners, stakeholders and research communities	Dissemination of results. Membership of Oppla is free and includes access to multiple services, such as: a crowd-sourced enquiry service, a marketplace for promoting the outputs of projects, a networking system within the Oppla community, and a tool for sharing and browsing examples of worldwide practices. Oppla is promoted by the EC.
Advantage Austria - Austrian Foreign Trade Organization, <a href="https://www.wko.at/service/aussenwirtschaft/start.html?shorturl=wkoat_aussenwirtschaft">https://www.wko.at/service/aussenwirtschaft/start.html?shorturl=wkoat_aussenwirtschaft</a>	Business Community	Dissemination and exploitation opportunities in 75 countries; dissemination of results to Austrian exporting companies that are clustered, e.g. sustainability, energy
EIT Climate-KIC, knowledge and innovation community <a href="https://www.climate-kic.org">https://www.climate-kic.org</a>	Research, innovators and applicants community	Dissemination of results, acquisition of marketplace participants; Climate-KIC is organized in local organizations for increased local relevance - mirroring in myclimateservices local chapters

Association of cities and municipalities in Austria, <a href="https://www.staedtebund.gv.at">https://www.staedtebund.gv.at</a> <a href="https://gemeindebund.at">https://gemeindebund.at</a>	Stakeholder Community	Dissemination of results; cities and municipalities have the roles of end user and policy maker; ca. 2.000 municipalities represented in Austria
Association of cities in Germany, <a href="http://www.staedtetag.de">http://www.staedtetag.de</a>	Stakeholder Community	Dissemination of results; cities and municipalities have the roles of end user and policy maker; more than 3.400 cities represented in Germany
Global covenant of mayors for climate & energy, <a href="https://www.globalcovenantofmayors.org">https://www.globalcovenantofmayors.org</a>	Stakeholder community, data provider	Dissemination of results and source data; cities and municipalities have the roles of end user and policy maker; harmonized climate reporting, data powered tools. Over 9.000 cities in 127 countries representing 770M inhabitants
C40 cities climate leadership group, <a href="https://www.c40.org">https://www.c40.org</a>	Stakeholder community	Dissemination of results; cities and municipalities have the roles of end user and policy maker; 94 cities with variable status, home of 8,3% of world population. C40 establish a solution platform for solution design and provision.
World Council on City Data, Portal for open city data for cities by cities, <a href="https://www.dataforcities.org">https://www.dataforcities.org</a>	Stakeholder community Standardization Organization	Dissemination of results; ISO 37120 Sustainable Development of Communities certification body; global coverage, originated in Canada; growing from 20 foundation cities
Innovation360, Global network of practitioners and consulting utilizing the specific method and database, <a href="https://innovation360.com">https://innovation360.com</a>	Business Community	Dissemination of results and exploitation to the network of ca. 60 certified consultants globally

**Table 2:** Updated list of networks for CLARITY<sup>3</sup> (January 2019)

Dissemination is an integral part of the project activities that includes the involvement of stakeholders through evaluation and specific community building tasks.

The dissemination plan is the baseline for coordination of all dissemination activities of the project partners in order to generate synergies and ensure an efficient dissemination at regional, national and international levels. The following sections describe the overall dissemination strategy of the project.

<sup>3</sup> Description of Action part B page 103 (Annex, table 12)

## 2 Communication and Dissemination strategy

Dissemination is an integral part of the project activities that includes the involvement of stakeholders through evaluation and specific community building tasks.

The dissemination plan is the baseline for coordination of all dissemination activities of the project partners in order to generate synergies and ensure an efficient dissemination at regional, national and international levels. The following sections describe the overall dissemination strategy of the project.

### 2.1 CLARITY Dissemination and Exploitation

Dissemination activities are highly interconnected with exploitation. Market research and competitive analysis will indicate

- what's needed (or wanted) most and shortly
  - by user as well as
  - by policy makers, authorities, financing institutions (e.g. development banks, International Monetary Fund)
- what existing climate services provide and which target groups they serve
  - provider's role in a climate services eco-system
  - opportunities for integration in "myclimateservices" marketplace

This will help to structure dissemination activities and means and secure efficient use of resources. CLARITY activities will be complementary to other projects and initiatives; joint efforts will maximize benefit for a growing community.

### 2.2 Dissemination Tasks and Activities

#### Dissemination Tasks

##### Awareness

Positioning and increase of the awareness level of Clarity among all stakeholders through targeted communication activities on the international, national and local level - communication via website/marketplace/blog, social-, general- and specialized media, e-mail, events, meetings and channels of network partners, opinion leaders and testimonials.

##### Acquisition

Direct address of relevant stakeholders plus animation to visit the Clarity marketplace, channels and events, to register and to become a dedicated member of the Clarity community by using the most effective communication channels, topics, contents, arguments and offers per target group and involving them into the Clarity set-up/development process.

##### Retention & Engagement

Creation and management of a vital Clarity community involving all relevant stakeholders and animating them to become active as often as possible and interact with each other intensively:

- "prosume"
- contribute, link, mention, recommend CLARITY information hub
- promote, contribute, embed CLARITY in own professional environment
- use and/or buy services, contents, features and tools

- participate at events, workshops and meetings regularly

This will be fostered by providing really attractive targetgroup-relevant services, contents, features, tools, programmes, offers and incentives, all necessary technical functions, an easy-to-use navigation, intelligent push-, pull- and interaction concepts as well as a very professional community management/moderation.

#### Dissemination Activities

 <p><b>Website</b></p>	<p>The "core" for all communication activities - marketplace plus multimedia content, news, community features, user registration etc. Section 3</p>
 <p><b>Social Media</b></p>	<p>Networking, community building and sharing of news and content via LinkedIn, Twitter, YouTube, Instagram, Slideshare, Pintarest etc.</p>
 <p><b>Events</b></p>	<p>Organization of 3 anchor events as well as further local activity- and topic-related press conferences, work shops and meetings.  Joint events with sister projects in order to optimize impact and resources</p>
 <p><b>Communication</b></p>	<p>Ongoing community building and management, personalized communication with stakeholders, mailings, public relations etc.</p>
 <p><b>Campaigns</b></p>	<ul style="list-style-type: none"> <li>– "Prosumer" campaign,</li> <li>– "Global Experts coach Local Initiatives" campaign,</li> <li>– "Climate Change Changer Award" campaign (all working titles, placeholder)</li> </ul> <p>Annual campaigning according to project progress.</p>
 <p><b>Content</b></p>	<p>Content production (videos, reports, articles, posts, blogs etc.) plus handling of content which is provided by experts, prospects and end-users, partners etc.</p>

**Table 3:** Dissemination activities

## 2.3 Role of partners

Each partner will have a dedicated role for the dissemination of general information about the project. As mentioned above every partner acts as a role model for CLARITY's different stakeholder and target groups.



Besides partners take an active role in dissemination related to their region and their field of expertise.

Partner Smart Cities Consulting (SCC) will act as "service provider" for all partners and assist in all respects upon request by regional partners excluding strictly local issues (like venue, catering etc.)

Distribution roles have the following structure:

Role	Description	Contribution	Partners
Host of events	<p>This role has 2 functionalities:</p> <p>a) Partners hosts an event of any sort where it makes sense to present CLARITY</p> <p>b) Partner's expertise grants him an invitation at a matching event to solitaire present CLARITY</p> <p>(e.g. conference of mayors, urban planners; SC services presentation; meteorological conference; meeting of public infrastructure operators)</p>	<ul style="list-style-type: none"> <li>Organize local issues (venue or invitation)</li> <li>Plan and prepare CLARITY presentation</li> <li>Promote CLARITY with the event agenda</li> <li>Call up and coordinate for the event relevant contribution from the other partners</li> <li>Invite attendees and follow up after the event (or hand over the contact management to SCC)</li> </ul>	<p><u>Climate Experts:</u></p> <p>SMHI METEOGRID ZAMG PLINIVS-LUPT AEMET</p> <p><u>End Users:</u></p> <p>StockCity, NAPOLI, CABJON, LINZ, WSP</p> <p><u>Sector-Transport:</u></p> <p>CEDEX, ACCIONA</p> <p><u>Technology and IT:</u></p> <p>ATOS, AIT, CIS, EUREKA</p>
Attendee of events	Attend events as a visitor that may have relevance for CLARITY	<ul style="list-style-type: none"> <li>Make contacts, gather business cards and promote CLARITY to other visitors (or the event host)</li> <li>Follow up after the event (or hand over the contact management to SCC)</li> </ul>	<p>This is a personal contribution and voluntary!</p> <p>All persons involved</p>
Regional contact points - by expertise	<p>Will be addressed by interested parties in their region (see Table "Location of Partners")</p> <ul style="list-style-type: none"> <li>- by other municipalities</li> <li>- by interested scientific parties</li> <li>- by governmental/public stakeholder</li> <li>- by the interested public</li> </ul>	<p>The "face of CLARITY" in their region and relevant community.</p> <ul style="list-style-type: none"> <li>Follow up after contacts were made on regional level</li> <li>Contact management will/may be centralized and serviced by CLARITY back office (SCC, ATOS)</li> </ul>	<p>All partners in</p> <p>SPAIN</p> <p>AUSTRIA &amp; GERMANY</p> <p>ITALY</p> <p>SPAIN</p>
Contact point for tools and services	<p>Will be addressed by interested parties globally</p> <ul style="list-style-type: none"> <li>- by interested technological partners</li> <li>- for service integration</li> </ul>	<p>The "face of CLARITY" in technological respect.</p> <ul style="list-style-type: none"> <li>Follow up after contacts were made on regional level</li> </ul> <p>Contact management will/may be centralized and serviced by CLARITY back office (SCC, ATOS/AIT)</p>	<p>ATOS</p> <p>AIT</p> <p>CIS</p> <p>EUREKA</p>
Contact point for industrial sectors	Will be addressed by interested parties globally	The "face of CLARITY" in their industrial sector.	<p>ACCIONA</p> <p>CEDEX</p>

	- by interested partners from their industries	<ul style="list-style-type: none"> <li>Follow up after contacts were made on regional level</li> </ul> <p>Contact management will/may be centralized and serviced by CLARITY back office (SCC, ATOS/AIT)</p>	
Content creation	<p>Section "Dissemination activities above"; targets also EXISTING content at the partners (e.g. from other projects) and will provide CONTEXT for Clarity objectives and activities!</p> <p>Editorial content for marketplace (outbound-website) and social media.</p>	<ul style="list-style-type: none"> <li>Provide or give access to any kind of content that may be useful to support the spread of CLARITY.</li> <li>Act as Expert</li> <li>Contribution on personal level e.g. a blog (or host one)</li> <li>Integrate CLARITY in partner's dissemination activities on own behalf</li> </ul>	<p>All partners, coordination by SCC</p> <p>SCC's editorial team</p> <p>All persons involved!</p>

**Table 4:** Dissemination roles in CLARITY

Details referring each partner are available via the CLARITY website <http://clarity-h2020.eu/consortium>.

Activity	Description	
Press releases for private and public (consumer) media	<ul style="list-style-type: none"> <li>Raise awareness for CLARITY, foster frequent website visits; "convenience" product for journalists</li> <li>local interest, local languages</li> <li>Download from CLARITY and partners' websites</li> </ul>	Starting Q1/2018; frequency depending on events of wider interest (demonstration cases)
Leaflets/brochures (section )	<ul style="list-style-type: none"> <li>Postcard format</li> <li>To be distributed on attended events</li> <li>Swap with other initiatives, projects</li> <li>All partners can distribute them</li> </ul>	Layout Q4/17, variations per region/use case according to partners' needs; redesigned 2018
TV and Radio programs, e.g. Euranet Plus ( <a href="http://euranetplus-inside.eu">http://euranetplus-inside.eu</a> )	<ul style="list-style-type: none"> <li>Evaluation of suitable channels including terms and conditions</li> <li>Distribution and sharing according to our website strategy</li> </ul>	Planning Q4/17, media distribution plan per quarter - postponed to Q4/2018; event-driven by news from the demonstration sites
Online and Social Media activities	Detailed description (see section 3)	
Workshops and talks	<ul style="list-style-type: none"> <li>Planning for events and appropriate attendance in progress; CLARITY presence</li> <li>Concept for end user workshops under development</li> <li>End user workshops</li> </ul>	Planning from Q3-Q4/2017 ongoing; rolling 6 to 9 months Events from Q1/2018 ongoing

**Table 5:** Dissemination activities (Traditional media and Social media)

## 2.4 Target Groups

Target groups for CLARITY dissemination activities according to stakeholder sectors; the target group structure is mirrored in the consortia - every partner fits in as a role model and therefore can communicate

typical fields of application for CLARITY with high credibility. Their usability is proved in the respecting use cases.

 <p><b>Scientific Sector</b></p>	<p>Contributes and sells know-how and scientific data which can be used for the development of new tools, content and services</p> <p>Partners as role models: <b>ZAMG, SMHI, AEMET, PLINIVS-LUPT</b></p>
 <p><b>Public Services &amp; Government</b></p>	<p>Collaborate with CLARITY for the development of new tools, and recognize CLARITY tools and services as standard and recommend to use them officially</p> <p>Partners as role models: <b>StockCity, CABJON, Linz, Napoli, CEDEX</b></p>
 <p><b>Industrial Sectors</b></p>	<p>Use and buy CLARITY services and tools, contribute their experience, projects and use cases and recommend CLARITY to others</p> <p>Partners as role models: <b>ACCIONA, CEDEX, StockCity, CABJON, Linz, Napoli</b></p>
 <p><b>Technology Partners</b></p>	<p>Provide interfaces enabling an easy exchange of data, content, tools etc. between CLARITY and other relevant systems</p> <p>Partners as role models: <b>AIT, ATOS, CIS, EUREKA</b></p>
 <p><b>Dissemination Partners</b></p>	<p>Promote, recommend, quote link and report about CLARITY and organize combined events, projects, programs and campaigns with CLARITY</p> <p>Partners as role models: <b>Meteogrid, PLINIVs-LUPT, WSP, SCC</b></p>

**Table 6:** Target groups

## 2.5 Quality Management

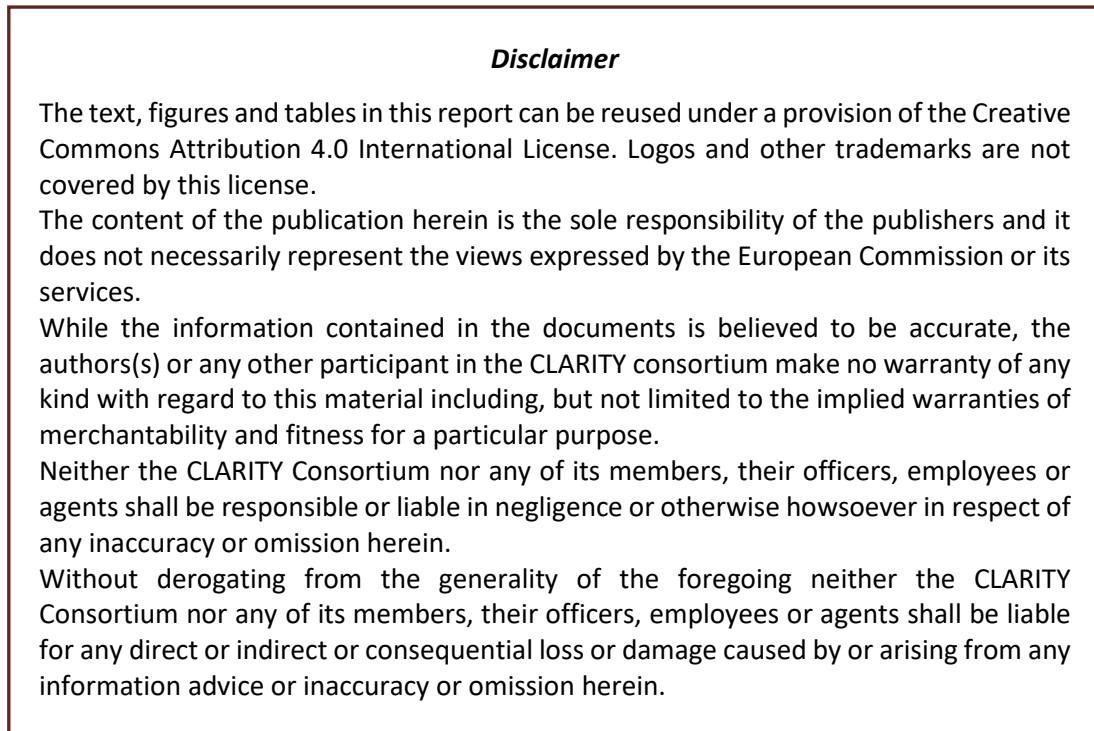
In order to ensure the effective management and implementation of the dissemination activities, the Dissemination and Communication plan has to set down rules and criteria. Although this section will be updated including internal procedures regarding CLARITY publications, deliverable D7.7 (Quality and Ethics Plan) describes the standard acknowledgment and disclaimer.

- EC Acknowledgment

All the documents related to CLARITY (deliverables, presentations, papers, newsletters, leaflets etc.) shall contain the following statement: ***“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 730355.”***

- Disclaimer

This disclaimer is included in the deliverable template and needs to be removed from consortium-internal (restricted, confidential) documents. Same disclaimer can be used in other CLARITY public documents if needed.



**Figure 1:** CLARITY Disclaimer

### 3 Communication Activities Status

Dissemination is an integral part of the project activities that includes the involvement of stakeholders through evaluation and specific community building tasks. In this section the communication activities for achieving the dissemination activities are described.

#### 3.1 Social Media

Social media are using to engage more with the mass public. In determined business or products, this channel creates a deeper connection with their customers, for that reason many times is by excellence the first channel to communicate with the target audience.

In the case of Clarity, some social media were chosen to connect with our stakeholders and other existing initiatives around climate services environment, to share with them updates and general information of our activities and work.

Since the first year of the project, two channels have been selected as the main ones: Twitter and YouTube. In order to promote the CLARITY results, the use of these accounts considered to increase during the second year of the project. (Results that later on we will show).

##### 3.1.1 @CLARITY\_H2020 (twitter)

The twitter account of the project is @CLARITY\_H2020.

The activity since the last deliverable 6.4 has raised positively during these months. The number of followers, likes and tweets has increased and means that the impact and engagement with the audience has been altered by this active use.

Deliverable	Tweets	Following	Followers	Likes
D6.3 (M20)	86	49	98	61
D6.3 update (M30)	148	139	156	117

**Table 7:** Activity @CLARITY\_H2020 twitter account (October 2019)

In this table the numbers show a significant raise in terms of new contacts; tweets induct to think that the project has had content and information enough to share with the audience. Furthermore, to have more likes means that the content posted has been well received and liked by the followers so finally they pressed "like". Below, some screenshots are provided to double check the data shared in the table previously commented.



Figure 2: Twitter analytics (Tweets) @CLARITY\_H2020



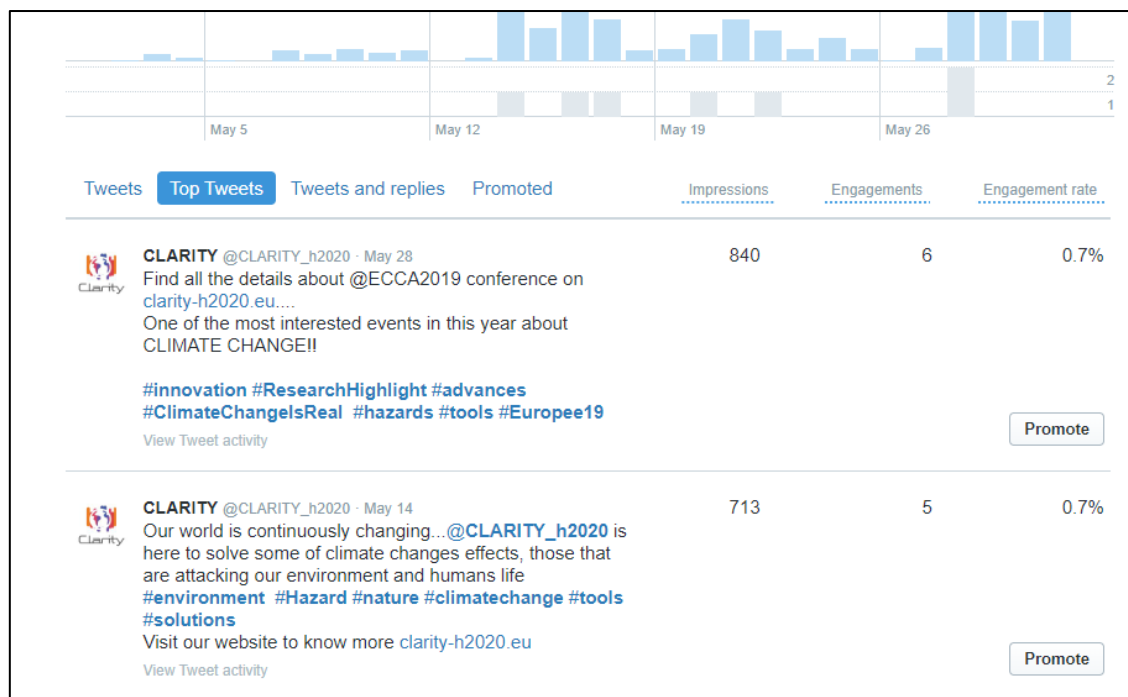
Figure 3: Twitter analytics (Likes) @CLARITY\_H2020

### 3.1.1.1 Continuous Improvement Plan

In the former deliverable, this plan about keeping a continuous eye on the improvement of this social media was mentioned. Several objectives were expected within this period among D6.3 and D6.3 update, the objectives are:

- **Increase the number of followers:** In January 2019 the number of followers achieved were 98, the goal was to increase that number 50%, what means a number of 147 followers. In October 2019, the number of followers is 156.
- **Promote events in twitter:** the participation in events and conferences is important for the project and for all the consortium because is an opportunity to make visible all the results achieved and the future outcomes. Thus, Clarity twitter can be used to follow those big events where the partner participates to check with numbers if what happened on social media while streaming the **event**, was proportionally in keeping with the efforts put on its promotion and dissemination.

Such a good example, ECCA 2019 reveals some good data in terms of impressions (see Figure 4). This event is one of the biggest events within climate change field in Europe. Looking at responses to reduce the risks associated with environmental and social stressors and ensure a secure future for humans and ecosystem.

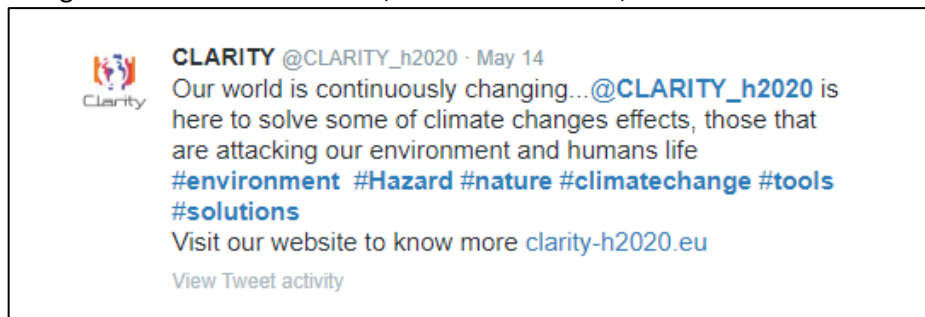


**Figure 4:** ECCA 2019 -Twitter Analytics

- **Twitter calendar:** The calendar is an internal tool that every expert in communication should count on for weekly or monthly report. This tool helps the team to control and manage the content what is shared. In this way, the control and maintenance of the content we share with the audience is kept by our internal communication expert, letting every interested person to know what the type of content is shared, the source, even more details such as the time delivered, hashtag used...To sum up, it is an efficient tool to control content media. Clarity communications manager count with this support to record and planned the nearest events and the future ones, besides the seamless contact by mail or remote calls with the consortium members and the updates provided by myclimateservices website.

- **Social Media campaigns:** We plan to categorize the information by the different source campaigns they can come:

**Website** (linking content from the website, such as newsletter, news and events in twitter)



**Figure 5:** Tweet with link to the website



**YouTube channel** (We will communicate every update in this channel through twitter, as well)



**Figure 6:** Tweet with the link to videos on YouTube

**General information of the project** (Some post must be related with the objectives and goals that Clarity can offer and link directly with the website)



**Figure 7:** Tweet including general information of the project

**Retweet/ shared post:** Sometimes, other accounts tell stories or share information very appreciated specialised in different fields or sectors, that it can be useful to share with our audience. It is a way to increase visibility and impact your audience.



**Figure 8:** Tweets mentioning @ACCIONA partners and Retweeting from its account



### 3.1.2 My Climate Service (@MyClimateServic, twitter)

The Twitter account connected with the sustainable outbound portal and marketplace website is @MyClimateServic.

The goal is to go beyond disseminating the CLARITY project and to position a sustainable brand in the emerging market of climate services. On this twitter account, relevant third parties' contributions are taken-up and redistributed with genuine comments. It underlines the claim for community building and is rewarded with institutional followers like EIT Climate-KIC (@ClimateKIC), DG CLIMA (@EUClimateAction), DG ENV (@EU\_ENV), projects and initiatives related to climate, energy and environment as well as individuals from the related fields.



Figure 9: Twitter account @MyClimateServic

Deliverable	Tweets	Following	Followers	Likes
D6.3 update (M30)	340	230	142	614

Table 8: Activity @MyClimateServic twitter account (October 2019)

Analytics of the continuous Twitter activities shows for the first 20 days of November an average of 175 impressions per day.

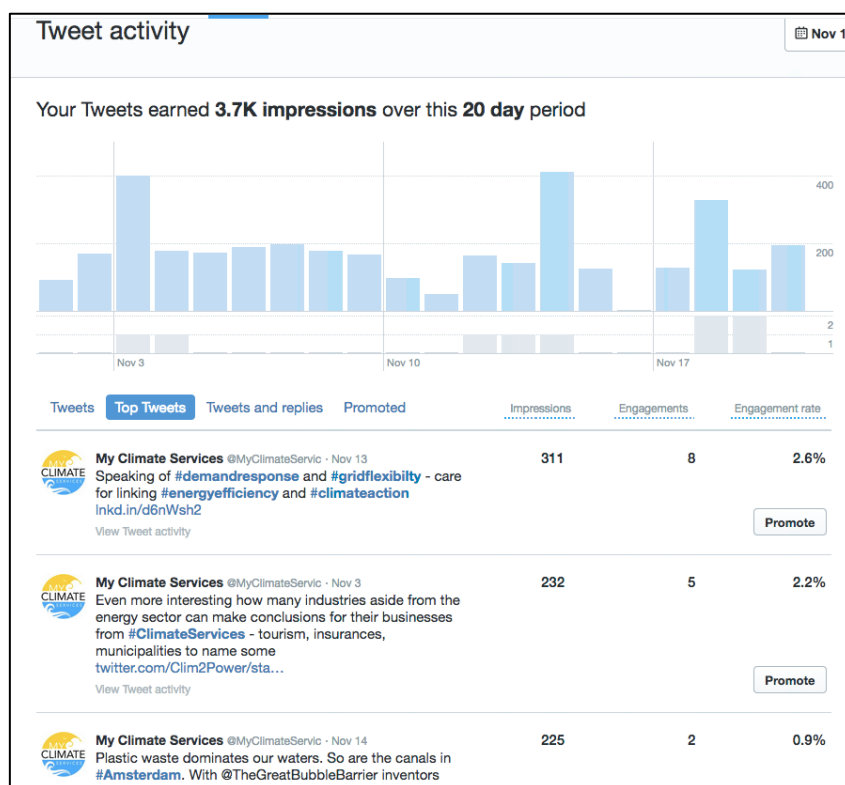


Figure 10: Twitter Analytics November 2019 @MyClimateService

## 3.2 Website

The project features a two-website strategy. Besides the project website <http://clarity-h2020.eu/>, <https://myclimateservices.eu/en> is established as outbound portal and entry point for using and ordering climate services and tools. It aims to build up and service a vivid community interested in climate change adaptation and is the entry portal to the marketplace which provides access to data tools and expert services. It will be the "outbound" site for eco-system building and attract all stakeholder sectors and is placed as an attractive web magazine on climate change with easy to acquire but sensed as useful information.

In order to secure further efforts for brand development and sustainability, after the H2020-project neighbouring domains were registered as well: "myclimateservices.eu", "myclimateservices.com", "myclimateservices.net", "myclimateservice.com", "myclimateservice.net", "myclimate.service".

This two-brand strategy serves the project's ambition to build and run a marketplace that invites all projects and initiatives to engage. It is estimated that a project rather contributes to a "meta"-website sustainable and open to all than to another project's website. This also includes an independent branding and logo that may be also assigned to third parties (e.g. to mark local partners).

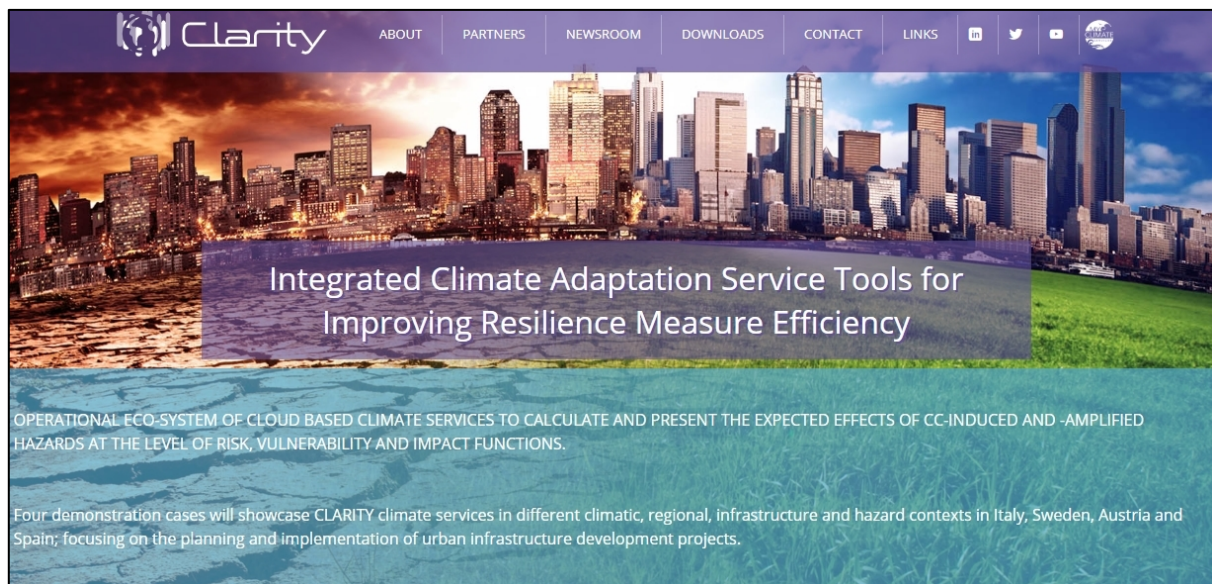
Since both websites are on Drupal8 platform now, the linking of content is facilitated. An interface for semi-automated exchange has been designed and will be implemented. Aside from that services are organized in subdomains (e.g. [csis.myclimateervice.eu](http://csis.myclimateervice.eu), [events.myclimateservices.eu](http://events.myclimateservices.eu)) and can be cross-linked easily.

### 3.2.1 clarity-h2020

Following the considerations mentioned in the first version of D6.3; the website [www.clarity-h2020.eu](http://www.clarity-h2020.eu) has considered this basic requirements to run a website efficiently:

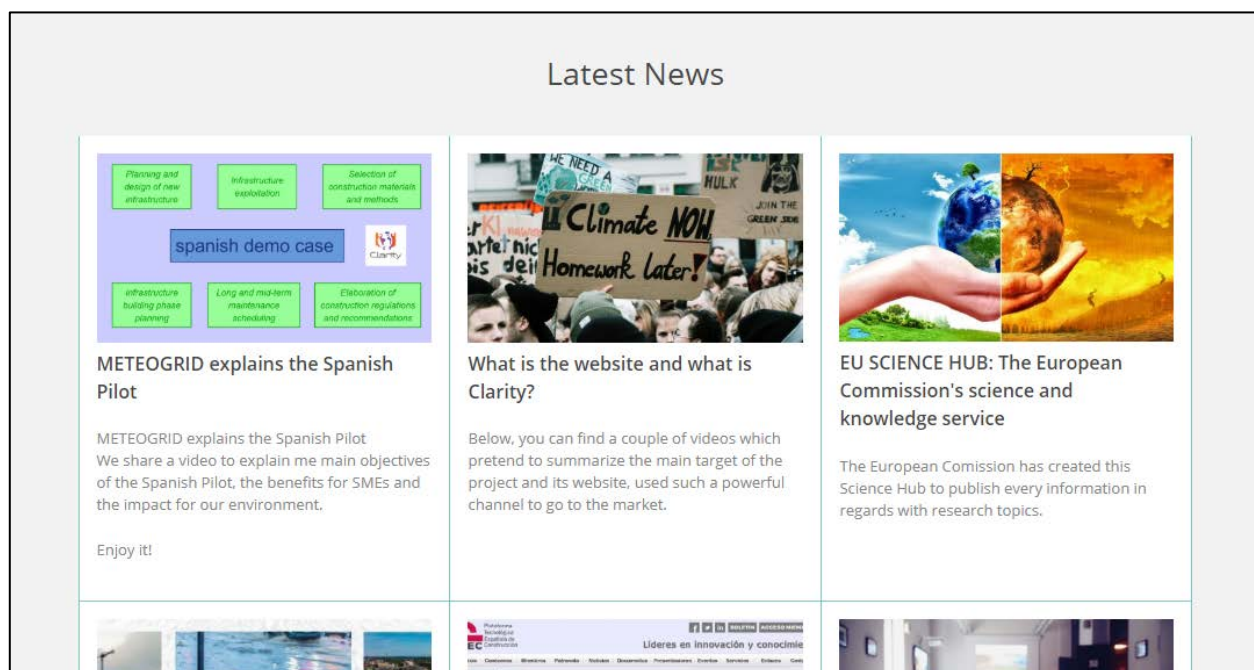
- Clarity website has been created according to the brand identity book what includes brand guidelines according to the images, colours and text, among other aspects related to CLARITY brand personality.
- We use our own images or in some cases, free images.

- In our site, you barely need to scroll to watch our social media icons.
- Web upload speed is optimal (2-5 seconds)
- You can find content related with the project (news, newsletter, partners description...)



**Figure 11:** Menu Clarity website

The main page remains equal since the beginning. In this main menu, it is also possible to subscribe to our news and events, a twitter widget to follow quickly the social channel and to generate visitors from one site to another. Finally, events and news summary are also showed in this page.



**Figure 12:** CLARITY events and news summary in main menu

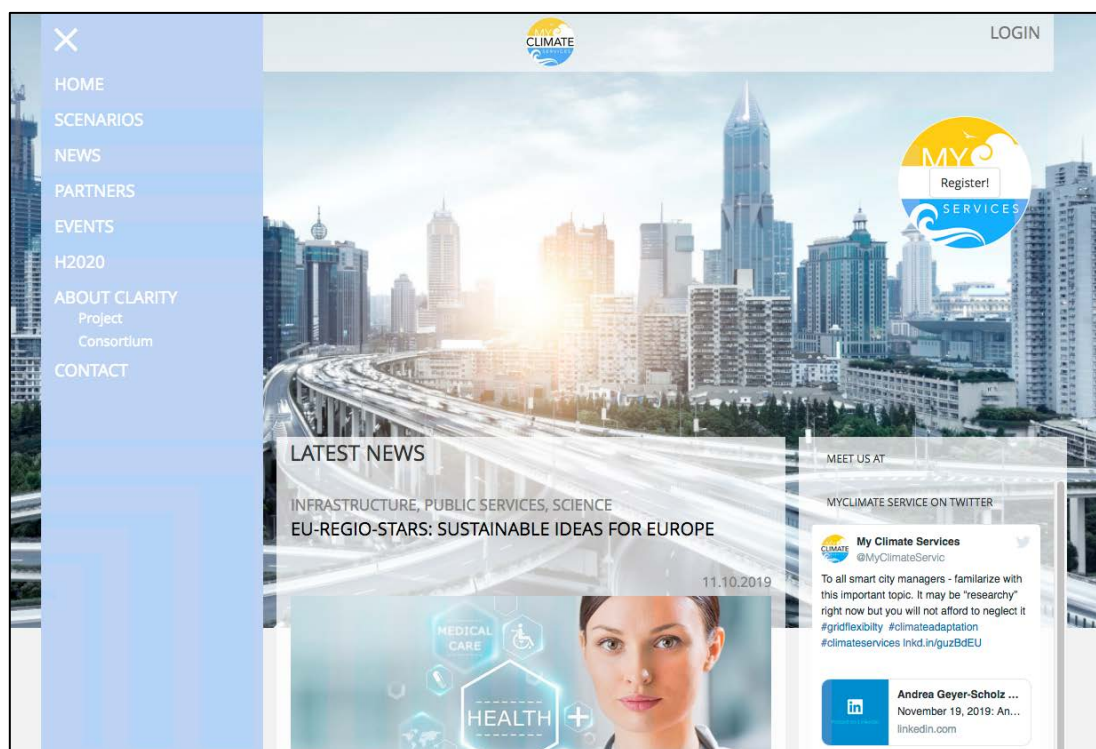




**Figure 13:** Events and Twitter Widget in main page

Soon, it is planned to update the site with public deliverables as well as technical repositories where code or components are deployed, to share it with the scientific community and general public who wants to download, to add or reuse it.

### 3.2.2 My Climate Services



**Figure 14:** Website main menu screenshot (MyClimateServices)

Myclimateservices.eu is the outbound service of the CLARITY project. It aims to build up and service a vivid community interested in climate change adaptation and is the entry portal to the marketplace which provides access to data tools and expert services.

The website is the media for the (joint) exploitation strategy (D5.3<sup>4</sup>) and its further development therefore closely related to this.

One unique feature is that [My ClimateServices](https://myclimateservices.eu) is organized as a webZine and operated by journalists. An editorial team deploys articles suitable for (online) media requirements, publishes on myclimateservice.eu and promotes the content via social media accounts. The articles base on material and results produced by CLARITY (including scientific and technical supporting documents) and aim to attract and engage auditorium within the stakeholder groups.

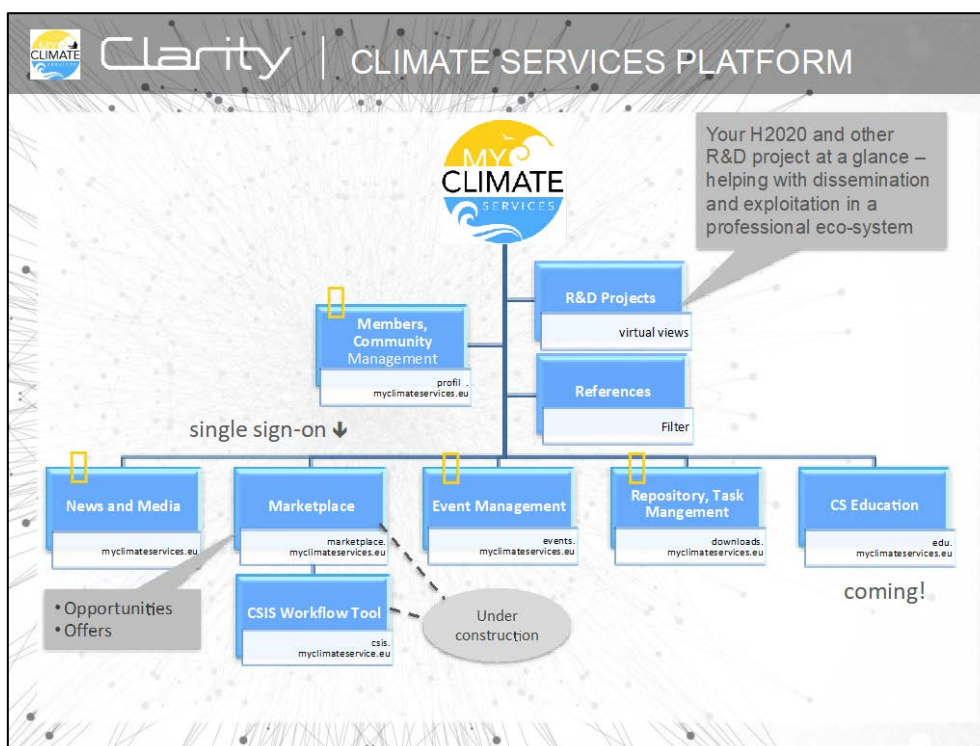
Main goal is to build an eco-system and support exploitation of climate services via the marketplace; this includes also results and offering of organizations outside the CLARITY consortia (D5.3<sup>5</sup> Exploitation plan) and therefor an involvement with other projects and initiatives is sought.

Running a publisher will also help to maintain sustainability of CLARITY's legacy as media business cases will be applied.

CLARITY will make strong effort to promote and spread "myclimateservices.eu" (e.g. design for search engine optimization, innovative content formats, and extensive video integration).

Ongoing from the first lauch in March 2018 additional functionalities have emerged and are continuously integrated via sublevel domains. A crucial role is played by <https://profile.myclimateservices.eu/>. This subdomain manages profiles and roles for all connected websites including the screening tool <https://csis.myclimateservice.eu/> and provides single-sign on functionality.

The chart visualizes actual and planned functionalities of the websites (myclimateservices.eu plus sublevel domains).



**Figure 15:** Chart Climate Services Platform

Actually, the starting page displays the news and media section. This does not reflect the value-add functionalities and will be changed in Q1/2020 - The main page will be a portal to all functions; additionally

<sup>4</sup> Exploitation and business plan (v1). Deliverable D5.3 of the CLARITY project, 2018

regional spread can be better accounted for. Regional "myclimate.services" will be divers in terms of language, content and ranking of marketplace offers.

In addition, videos are powerful means to communicate also to different audiences in terms of interest, background and language. Visual content can be adapted by subtitles, and different voice-over.

In 2019 a first serie of short videos was produced explaining the purpose of the CLARITY project and methodology on end user stakeholder level. All videos are embedded in the website <https://myclimateservices.eu/en> and also accesible via the Youtube channel of the partner SCC.

Rosmarie de Wit and Claudia Hahn, researchers at ZAMG, introduce the project and also explain the EU-GL.



Figure 16: Video 1 launched at <https://myclimateservices.eu/en/about>



Figure 17: Video 2 launched at <https://myclimateservices.eu/en/about>



Another video features the Austrian demonstration case in the City of Linz that is due to the common urban structures and large-scale climate change impacts suffering from heat waves. The demonstration case is relevant for a large number of cities in Central Europe and can serve as a base for development of operating procedures and climate services in other regional centres.

<https://myclimateservices.eu/en/scenarios/linz-austria-suffers-from-heat-waves>

The demonstration case in Linz is further covered by a news story <https://myclimateservices.eu/de/city-linz-enthusiastic-about-clarity> including two additional videos in German language. The videos will be utilized for promoting CLARITY and climate services marketplace in the DACH region.

The demonstration case in Linz also raised the attention of the ORF, the national Austrian broadcast corporation who aired a feature on national TV.

## HOW CAN WE FACE THIS PROBLEM?

Urban climate adaptation goes along with applying spatial planning instruments related to climate adaptation in Linz. Here risk and adaptation measures are required to cope with heat exposure as well as extreme precipitation.



**Figure 18:** Video 3 launched at <https://myclimateservices.eu/en/about>

Furthermore, <https://csis.myclimateservice.eu/> is the entry point to CLARITY's Climate Services Information System. It supports end users like climate resilience managers to perform Climate Change Adaptation studies according to the CLARITY / EU-GL methodology. A unique feature of CSIS is that it supports automated screening for ca. 500 European Cities. Users can assess and compare the impact of heat wave and pluvial flood events on infrastructure and population under different future climate scenarios. Furthermore, CSIS provides the possibility to test how the implementation of different standardised adaptation measures can potentially decrease the adverse effects of climate hazards.

Another video explains the application of CSIS and the CLARITY workflow (<https://www.youtube.com/watch?v=TmTinEndel8&feature=youtu.be>). It was produced as follow up for the participants at the session at the #EURegions Week 2019.



**Figure 19:** Screenshot of the video (CSIS and CLARITY workflow)



**Figure 20:** CSIS landing page

The CSIS is furthermore coupled with the marketplace. At different steps of EU-GL process it shows related and useful Solution Offers and Showcases to the end users. Thematic and geospatial matchmaking makes sure that products and service are advertised in the suitable EU context.



### 3.3 Summary of attended Events

The table below is showing the past events (from February 2019 to October 2019).

EVENT	PLACE	DATE	URL
Symposium "Climate Change and Natural Hazards: coping with and managing hazards in the context of a changing climate"	Padova, Italy	25-26/02/2019	<a href="https://www.haw-hamburg.de/fileadmin/user_upload/FakLS/07Forschung/FTZ-ALS/Veranstaltungen/PDF/Padova-Flyer.pdf">https://www.haw-hamburg.de/fileadmin/user_upload/FakLS/07Forschung/FTZ-ALS/Veranstaltungen/PDF/Padova-Flyer.pdf</a>
EGU 2019 – Annual General Assembly of the European Geosciences Union	Vienna, Austria	08-12/04/2019	ZAMG - oral presentation and PLINIVS poster presentation: <a href="https://events.myclimateservices.eu/2019/april/clarity-egu-2019">https://events.myclimateservices.eu/2019/april/clarity-egu-2019</a>
ECCA 2019 - European Climate Change Adaptation conference: Working together to prepare for change	Lisbon, Portugal	28-31/05/2019	ZAMG/PLINIVS – 2 oral presentations and demonstration of the Clarity tool during the toolsheld session: <a href="https://events.myclimateservices.eu/2019/may/ecca-2019">https://events.myclimateservices.eu/2019/may/ecca-2019</a>
Regional Climate Week of Jönköping	Jönköping, Sweden	4-11/09/2019	<a href="https://klimatveckan.klimatradet.se/program-2019/">https://klimatveckan.klimatradet.se/program-2019/</a>
EMS 2019 – EMS Annual Meeting 2019 , European Conference for Applied Meteorology and Climatology	Copenhagen, Denmark	09-13/09/2019	Oral presentation <a href="https://events.myclimateservices.eu/2019/september/ems-annual-meeting-2019">https://events.myclimateservices.eu/2019/september/ems-annual-meeting-2019</a>
What will happen with the water supply in the future climate in Östergötland County?	Norrköping, Sweden	13/09/2019	<a href="https://www.lansstyrelsen.se/download/18.51ad571b16cfb87a4032e41/1567765654587/Klimatanpassningsseminarium_sept_2019_4.pdf">https://www.lansstyrelsen.se/download/18.51ad571b16cfb87a4032e41/1567765654587/Klimatanpassningsseminarium_sept_2019_4.pdf</a>
Information evening for the public	afo – architectural forum	17/09/2019	<a href="https://www.linz.at/images/files/CLARITY_Praesentation_Linz_17092019.pdf">https://www.linz.at/images/files/CLARITY_Praesentation_Linz_17092019.pdf</a>
Presentation of CLARITY within the framework of the Upper Austrian Environmental Congress 2019	Bruckner- Uni LINZ	24/09/2019	<a href="https://www.land-oberoesterreich.gv.at/Mediendateien/Formulare/Dokumente%20UWD%20Abt_US/us_VA_24092019_UKO_Detailprogramm.pdf">https://www.land-oberoesterreich.gv.at/Mediendateien/Formulare/Dokumente%20UWD%20Abt_US/us_VA_24092019_UKO_Detailprogramm.pdf</a>
EWRC 2019 – European Week of Regions and Cities	Brussels, Belgium	07-10/10/2019	ZAMG – short presentation and workshop <a href="https://events.myclimateservices.eu/2019/october/eu-regions-week-2019-adaption-and-mitigation">https://events.myclimateservices.eu/2019/october/eu-regions-week-2019-adaption-and-mitigation</a>
Cloudburst and fire – how can analyses of damage data lead to better damage prevention and reduced costs?	Lustigkulla Konferens, Stockholm	11/11/2019	<a href="https://www.kalendarium.uu.se/infogadCalendar/digitalAssets/3472_BifogadFil_program_skyfall_och_brand_11_november.pdf">https://www.kalendarium.uu.se/infogadCalendar/digitalAssets/3472_BifogadFil_program_skyfall_och_brand_11_november.pdf</a>

**Table 9:** Events summary (Feb-2019 to Oct-2019)

### 3.4 Attended Events

Below it is presented a short report for each of the most relevant attended events during this period.

Symposium “Climate change and Natural Hazards”	
<b>URL Link</b> -----	<b>Location, Date</b> Padova, Italy 25-26/02/2019
<b>Partner participant</b> -----	<b>Link to Publications / Presentation</b> <a href="https://www.haw-hamburg.de/fileadmin/user_upload/FakLS/07Forschung/FTZ-ALS/Veranstaltungen/_PDF/Padova-Flyer.pdf">https://www.haw-hamburg.de/fileadmin/user_upload/FakLS/07Forschung/FTZ-ALS/Veranstaltungen/_PDF/Padova-Flyer.pdf</a>
<b>Short Event Description</b> Hazards may be defined as the potential occurrence of a natural or human-induced physical event, trend or physical impact, which may cause loss of life, injury, or other health impacts, as well as damages and/or losses to property, infrastructure, livelihoods, service provision and environmental resources. The Symposium is being organized by the Research and Transfer Centre “Sustainable Development and Climate Change Management” of the Hamburg University of Applied Sciences (Germany), University of Padova, and the International Climate Change Information Programme (ICCIP), in cooperation with Manchester Metropolitan University (UK), and various international organisations concerned with climate change and hazards.	
<b>Relevance to CLARITY</b> The symposium is clear with the objective of a consistent cross-sectoral interaction among the various stakeholders working in the field of climate change and hazards in the widest sense.	
<b>Conclusions</b> Visibility of the project scope, networking with stakeholders and the possibility to create future collaboration actions in the field of environmental projects.	

**Table 10:** Climate change and Natural Hazards

EGU 2019 – Annual General Assembly of the European Geosciences Union	
<b>URL Link</b> <a href="https://www.egu2019.eu/">https://www.egu2019.eu/</a>	<b>Location, Date</b> Vienna, Austria, 8-12 April 2019
<b>Partner participant</b> ZAMG PLINIVS	<b>Link to Publications / Presentation</b> <b>Presentation:</b> <a href="https://zenodo.org/record/3336025#.XblTrYqDPRZ">https://zenodo.org/record/3336025#.XblTrYqDPRZ</a> <b>Abstracts:</b> <a href="https://meetingorganizer.copernicus.org/EGU2019/EGU2019-8978.pdf">https://meetingorganizer.copernicus.org/EGU2019/EGU2019-8978.pdf</a> <a href="https://meetingorganizer.copernicus.org/EGU2019/EGU2019-8607.pdf">https://meetingorganizer.copernicus.org/EGU2019/EGU2019-8607.pdf</a>
<b>Short Event Description</b> The EGU General Assembly takes place every year and in 2019 brought together over 16000 scientists from 113 countries. It is the largest geosciences meeting in Europe and covers all disciplines of earth, planetary and space sciences.	
<b>Relevance to CLARITY</b> Presenting at this conference gives CLARITY greater visibility and enables us to exchange knowledge with other scientists. The oral presentation was scheduled in the “Climate Services – Underpinning Science” Session, together with the Copernicus Climate Change Service (C3S), the INDECIS project, a Climate-	

Based Dengue Early Warning System in Jakarta and two studies evaluating the status of climate services in Africa.

#### Conclusions

The poster and the presentation provided visibility for the CLARITY project. In addition, up-to-date information was gathered regarding climate change issues in northern countries like Scotland, the availability of data in the climate data store (e.g. coastal flood risk maps might become available soon), EURO-CORDEX data as well as about research results concerning urban areas and flood models.

**Table 11: EGU 2019**

ECCA 2019 - European Climate Change Adaptation conference: Working together to prepare for change	
<b>URL Link</b> <a href="https://www.ecca2019.eu/">https://www.ecca2019.eu/</a>	<b>Location, Date</b> Lisbon, Portugal, 28-31 May 2019
<b>Partner participant</b> ZAMG (other CLARITY participants: AIT, SSC, PLINIVS)	<b>Link to Publications / Presentation</b> <a href="https://zenodo.org/record/3523954#.Xbqe8JJKiUk">https://zenodo.org/record/3523954#.Xbqe8JJKiUk</a> <a href="https://zenodo.org/record/3532656#.XckjolqDPRY">https://zenodo.org/record/3532656#.XckjolqDPRY</a> <b>ZAMG presentation abstracts:</b> <a href="https://www.ecca2019.eu/demonstrating-the-effects-of-climate-adaptation-measures-for-the-austrian-city-of-linz-as-part-of-clarityos-climate-services/">https://www.ecca2019.eu/demonstrating-the-effects-of-climate-adaptation-measures-for-the-austrian-city-of-linz-as-part-of-clarityos-climate-services/</a> <a href="https://www.ecca2019.eu/tools-and-data-for-climate-resilient-cities/">https://www.ecca2019.eu/tools-and-data-for-climate-resilient-cities/</a> <b>Toolshed abstract:</b> <a href="https://www.ecca2019.eu/the-clarity-climate-services-information-system-a-screening-tool-for-urban-areas-and-infrastructure-projects/">https://www.ecca2019.eu/the-clarity-climate-services-information-system-a-screening-tool-for-urban-areas-and-infrastructure-projects/</a>
<b>Short Event Description</b> The European Climate Change Adaptation (ECCA) conference takes place every 2 years and is organized by projects that have received funding from the Horizon-2020 program. The aim of the conference is to bring together different actors and sectors dealing with climate change adaptation. One of the focus areas of this year's conference focus areas were key challenges and solutions in cities.	
<b>Relevance to CLARITY</b> This conference provided the possibility to present CLARITY to a wide range of actors (not only academia) specifically focused on climate change adaptation in cities.	
<b>Conclusions</b> Due to the strong presence from CLARITY, ECCA2019 provided a good networking opportunity and the possibility to introduce CLARITY in many different sessions, reaching a wide audience. Furthermore, new insights supporting the CLARITY methodology (e.g. risk curves) were gathered.	

**Table 12: ECCA 2019**

Regional Climate Week of Jönköping	
<b>URL Link</b> <a href="https://klimatveckan.klimatradet.se/">https://klimatveckan.klimatradet.se/</a>	<b>Location, Date</b> Jönköping, Sweden, 4-11 September 2019
<b>Partner participant</b> CABJON, SMHI, WSP, StockCity, SCC	<b>Link to Publications / Presentation</b> <a href="https://klimatradet.se/wp-content/uploads/2019/10/Klimatradet-minnesanteckningar-2019-09-05.pdf">https://klimatradet.se/wp-content/uploads/2019/10/Klimatradet-minnesanteckningar-2019-09-05.pdf</a>

	(in Swedish)
<b>Short Event Description</b> The Regional Climate Week is a yearly event with several activities related to climate and sustainability issues, arranged by the Climate Council (Klimatrådet) in the County of Jönköping. The Climate Council gathers representatives from public and private sectors, the University and NGOs. The event is open to anyone interested and without cost. One day in the Climate Week of 2019 was especially focused on climate adaption, challenges and working collaboration methods.	
<b>Relevance to CLARITY</b> The Climate Week is an excellent opportunity for different parts of the society (private and public) to meet, engage and be inspired in climate related activities. The Climate Council had a half-day meeting during the Climate Week, with a climate adaption focus including a workshop organised and led by Clarity-partner representatives, where the Clarity project could directly interact with top representatives of public and private actors in the County of Jönköping. A second separated workshop was arranged by the Clarity-project, with a more practical focus together with climate adaption practitioners from the regional municipalities and the Region of Jönköping.	
<b>Conclusions</b> The Clarity-project presented several case studies for discussion during the two workshops, e.g. flooding prevention in the Ryhov hospital area and flooding simulations of Jönköping city. The project also got to know better the current on-going need and work in the municipalities in the county.	

**Table 13:** Regional Climate Week of Jönköping

EMS 2019 – EMS Annual Meeting 2019, European Conference for Applied Meteorology and Climatology	
<b>URL Link</b> <a href="https://www.ems2019.eu/">https://www.ems2019.eu/</a>	<b>Location, Date</b> Copenhagen, Denmark, 9-13 September 2019
<b>Partner participant</b> ZAMG	<b>Link to Publications / Presentation</b> <a href="https://zenodo.org/record/3532753#.Xckjo4qDPRY">https://zenodo.org/record/3532753#.Xckjo4qDPRY</a> <b>abstract</b> <a href="https://meetingorganizer.copernicus.org/EMS2019/EMS2019-540.pdf">https://meetingorganizer.copernicus.org/EMS2019/EMS2019-540.pdf</a>
<b>Short Event Description</b> The EMS Annual Meeting is a conference about Meteorology and Climatology, where in 2019 about 850 people from 50 different countries participated	
<b>Relevance to CLARITY</b> Presenting at this conference increases the visibility of CLARITY and it gives us the chance to discuss and exchange ideas regarding the urban modelling, the underlying data, different downscaling approaches and climate services with other scientists and experts.	
<b>Conclusions</b> The conference provided visibility for the CLARITY project and the CLARITY services. In addition, meeting scientists from the same field led to fruitful discussions e.g. about various aspects of urban modelling and how to provide climate information at different spatial scales.	

**Table 14:** EMS Annual Meeting

What will happen with the water supply in the future climate in Östergötland County?	
<b>URL Link</b> <a href="https://www.lansstyrelsen.se/download/18.2b2ef9ab16cfb9ca26632d9/1568027630103/Klimatanpassningsseminarium_sept_2019_5.pdf">https://www.lansstyrelsen.se/download/18.2b2ef9ab16cfb9ca26632d9/1568027630103/Klimatanpassningsseminarium_sept_2019_5.pdf</a>	<b>Location, Date</b> De Geerhallen, Norrköping, 13 sept 2019

<b>Partner participant</b> WSP	<b>Link to Publications / Presentation</b> No presentation, networking action
<b>Short Event Description</b> Regional event attracting a large body of attendees from many end-user sectors (municipalities, governmental authorities, insurance companies, building/infrastructure companies etc). Focus of the day was flooding and drought due to climate change.	
<b>Relevance to CLARITY</b> Large body (~100 persons) of potential end-users, during an informal yet informative one-day conference regarding water issues in Östergötland County in a future climate.	
<b>Conclusions</b> Well spent time for WSP! We identified collaboration partners at the SPLASH project at Karlstad university, also working with an urban flooding case for Jönköping, and met with many potential end-users from the region!	

**Table 15:** water supply in the future climate, Östergötland County

Information evening for the public	
<b>URL Link</b> <a href="https://www.land-oberoesterreich.gv.at/uko.htm">https://www.land-oberoesterreich.gv.at/uko.htm</a>	<b>Location, Date</b> Linz, Architekturforum OÖ 17 September 2019
<b>Partner participant</b> AIT	<b>Link to Publications / Presentation</b> <a href="https://www.linz.at/images/files/CLARITY_Praesentation_Linz_17092019.pdf">https://www.linz.at/images/files/CLARITY_Praesentation_Linz_17092019.pdf</a>
<b>Short Event Description</b>	
<b>Relevance to CLARITY</b>	
<b>Conclusions</b>	

**Table 16:** Urban overheating (AIT)

Presentation of CLARITY within the framework of the Upper Austrian Environmental Congress 2019	
<b>URL Link</b> <a href="https://www.land-oberoesterreich.gv.at/Mediendateien/Formulare/Dokumente%20UWD%20Abt_US/us_VA_24092019_UKO_Detailprogramm.pdf">https://www.land-oberoesterreich.gv.at/Mediendateien/Formulare/Dokumente%20UWD%20Abt_US/us_VA_24092019_UKO_Detailprogramm.pdf</a>	<b>Location, Date</b> 24/09/2019
<b>Partner participant</b>	<b>Link to Publications / Presentation</b>
<b>Short Event Description</b>	

<b>Relevance to CLARITY</b>
<b>Conclusions</b>

**Table 17:** Upper Austrian Environmental Congress 2019

#EURegions Week 2019 – European Week of Regions and Cities	
<b>URL Link</b> <a href="https://europa.eu/regions-and-cities/_en">https://europa.eu/regions-and-cities/_en</a>	<b>Location, Date</b> Brussels, Belgium, 7-10 October 2019
<b>Partner participant</b> SCC, AIT, ZAMG	<b>Link to Publications / Presentation</b> <a href="https://zenodo.org/record/3515361#.XbhZ-JJKiUk">https://zenodo.org/record/3515361#.XbhZ-JJKiUk</a>
<b>Short Event Description</b> The European Week of Regions and Cities is the largest event for urban and regional development worldwide. The projects CLARITY and BEACON co-organized the workshop 'Bridging adaptation and mitigation: Hands-on climate action across European municipalities' (See <a href="https://europa.eu/regions-and-cities/programme/sessions/512_en">https://europa.eu/regions-and-cities/programme/sessions/512_en</a> for a detailed description of the workshop).	
<b>Relevance to CLARITY</b> Next to presenting the importance of CLARITY and the CLARITY workflow, the CSIS tool was shown during a hands-on round table to potential end-users (practitioners from municipalities and cities). Good networking opportunity with the BEACON project, and their cities; opportunity to address urban practitioners, public stakeholders and policy makers from regional, national and EU level.	
<b>Conclusions</b> #EURegions Week was an excellent opportunity to showcase the importance of considering future climate change in infrastructure planning and how CLARITY can support this to practitioners from cities and municipalities. It provides direct access to end users and is an excellent opportunity to prepare exploitation by addressing local ambassadors for implementing the project results beyond the demonstration areas.	

**Table 18:** European Week of Regions and Cities 2019

Cloudburst and fire – how can analyses of damage data lead to better damage prevention and reduced costs?	
<b>URL Link</b> <a href="https://www.kalendarium.uu.se/infoglueCalendar/digitalAssets/3472_BifogadFil_program_skyfall_och_brand_11_november.pdf">https://www.kalendarium.uu.se/infoglueCalendar/digitalAssets/3472_BifogadFil_program_skyfall_och_brand_11_november.pdf</a>	<b>Location, Date</b> Lustigkulla Konferens, Stockholm, November 11 <sup>th</sup> 2019
<b>Partner participant</b> WSP	<b>Link to Publications / Presentation</b> No presentation, networking action
<b>Short Event Description</b> National event attracting a large body of attendees from many end-user sectors (municipalities, governmental authorities, insurance companies, researchers etc). Focus of the day was cost-beneficial methodologies for climate adaptation and damage control.	

<b>Relevance to CLARITY</b>
Large body (~100 persons) of potential end-users, during an informal yet informative one-day conference regarding cost-beneficial methodologies for climate adaptation and damage control.
<b>Conclusions</b>
Good national meeting point for endusers (and a few suppliers)

### 3.5 Future Events planned

In this section, a table of upcoming events that Clarity project have on the radar and consider “important” to organize/attend are shown in the table below:

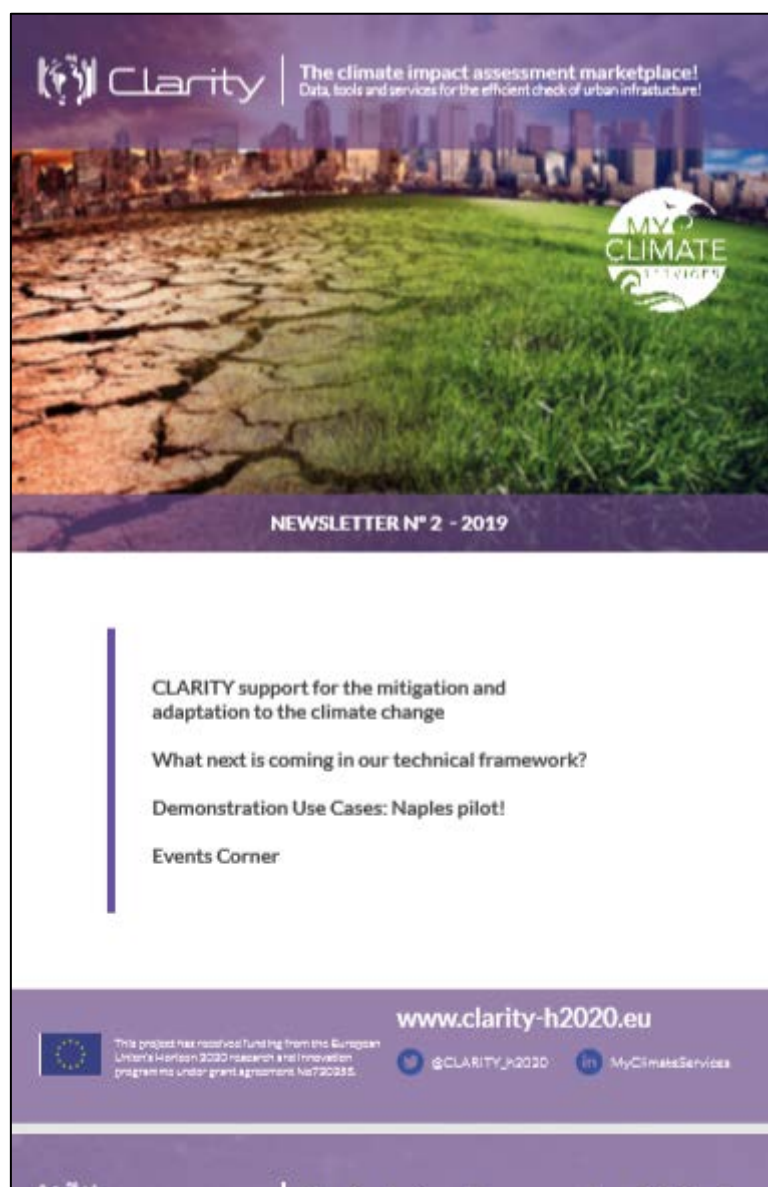
Event	Place	Date	URL	Partner
Sweden Water Research Day 2019	Helsingborg, Sweden	29/11/2019	<a href="http://www.swedenwaterresearch.se/en/event/sweden-water-research-day-2019/">www.swedenwaterresearch.se/en/event/sweden-water-research-day-2019/</a>	CABJON
Waste Water Fair	Jönköping, Sweden	18-19/03/2020	<a href="http://www.vattenavloppskretslopp.se/">www.vattenavloppskretslopp.se/</a>	CABJON
Workshop on heat waves with representatives for European cities.	TBD	May 2020	Pending	CABJON
Presentation at least one of following events: <ol style="list-style-type: none"> <li>1) Climate week Jönköping</li> <li>2) Annual national meeting of climate adaptation coordinators from all 21 countys</li> <li>3) Swedish annual hydrology day (Hydrologidagen 2020)</li> <li>4) NOCCA 2020 (Nordic Conference on Climate Change Adaptation)</li> </ol>	TBD	2020	Pending	CABJON

**Table 19:** Upcoming events

### 3.6 Newsletter

Atos has been developed a second issue of the newsletter in December 2019. The issue can be found on the website, concretely allocated in resources. <http://clarity-h2020.eu/resources>





**Figure 21.** Newsletter frontpage

### 3.7 Other Actions

In this section, other type of actions indirectly involved with the project are listed and explained:

Activity	Place	Date	URL	Partner
Collaboration with project SPLASH at Karlstad University, Sweden	Digital Meeting	03/10/2019	<a href="https://www.kau.se/en/ccs/SPLASH">https://www.kau.se/en/ccs/SPLASH</a>	Stockcity

**Table 20:** Digital Meeting with SPLASH

The Cooperation-meeting looking for mutual advantages with cooperation within flooding/climate change questions in Jönköping with the SPLASH-project (project members from Karlstad University with Clarity partners WSP, CABJON and SMHI).

Activity	Place	Date	URL	Partner
Third Risk Data Hub Workshop	Bucharest	16/10/2019	<a href="https://drmhc.jrc.ec.europa.eu/partnership/Scientific-Partnerships/Risk-Data-">https://drmhc.jrc.ec.europa.eu/partnership/Scientific-Partnerships/Risk-Data-</a>	ZAMG



			<a href="https://drmkc.jrc.ec.europa.eu/partnership/Scientific-Partnerships/Risk-Data-Hub/Decision-Making-Improvement-for-Disaster-Risk-Management-DRM-through-technological-support">Hub/Decision-Making-Improvement-for-Disaster-Risk-Management-DRM-through-technological-support</a>	
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**Table 21:** 3<sup>rd</sup> Data Hub Workshop

For the 3<sup>rd</sup> Risk Data Hub (RDH) Workshop on the 16<sup>th</sup> of October in Bucharest under the heading "Decision Making Improvement for Disaster Risk Management (DRM) through technological support" (<https://drmkc.jrc.ec.europa.eu/partnership/Scientific-Partnerships/Risk-Data-Hub/Decision-Making-Improvement-for-Disaster-Risk-Management-DRM-through-technological-support>) urban modelling results from ZAMG for DC3 (Linz) were integrated as information layer into the Risk Data Hub. That was done mainly to evaluate the technical feasibility and functionality of the Risk Data Hub from the ZAMG point of view. The data will be publicly available with the appropriate reference. This gives CLARITY some visibility and it gives us a chance to evaluate if and how results from CLARITY could potentially be integrated in the Risk Data Hub at the end of the project.

Activity	Place	Date	URL	Partner
Special paper	ICUC Conference (New York)	2018	<a href="https://www.journals.eisvier.com/urban-climate">https://www.journals.eisvier.com/urban-climate</a>	ZAMG

**Table 22:** Special paper in ICUC

A special issue with contributions presented at the ICUC conference in New York (2018) will appear in Urban Climate. A paper was prepared and submitted and is currently being revised based on the suggestions from the reviewers.

### 3.8 Outlook to planned other activities

**Screencasts and Webinars:** The progressing application development in the CLARITY project allows to experiment with other means of communication.

Within the next 6 months a series of screencasts will be produced for the CSIS and the climate services platform ("marketplace"). This media provides considerable advantages:

- Providing support for the applications and providing a message can be combined in one recording.
- Once recorded video content can be mutated for diverse target groups with different voice-over and subtexting.
- Content can be localized with voice over in different languages.

Screencasts will take between 1,5 and 4 minutes and can refer to other screencasts or content. They will be implemented in the web applications where suitable. Aside from offering assistance in how to use the applications they will inspire members to enrich their digital offers on the marketplace platform with screencasts themselves.

Additionally, webinars will be prepared for interactive engagement with different audiences. First attempt will be a webinar for expert audience from other projects to raise their awareness towards the CLARITY workflow for their expert services and encourage them to distribute their data and results via MyClimateServices.

For wider audience and better conversion rates the first webinar for experts shall be co-hosted and distributed by Climateurope.

## 4 Dissemination Activities Status

### 4.1 Relation with other initiatives

We are obliged/motivated to connect with sister projects from our call in order to yield synergies. For dissemination this means broaden awareness in all (different) stakeholder groups, reinforce each other with complementary dissemination measures like events and thus assure best use of resources (value-for-money).

For first approach three projects from the same call are identified:

Project	Project title	Start date	End date
<b>PUCS</b> <b>(now CLIMATE-FIT)</b>	Pan-European Urban Climate Services	2017-06-01	2019-11-30
<a href="http://climate-fit.city">http://climate-fit.city</a>		Objective <sup>6</sup>	
“Urban areas are very vulnerable to climate change impacts, because of the high concentration of people, infrastructure, and economic activity, but also because cities tend to exacerbate climate extremes such as heat waves and flash floods. The objective of the Pan-European Urban Climate Service (PUCS) project is to establish a service that translates the best available scientific urban climate data into relevant information for public and private end-users operating in cities. This will be achieved by demonstrating the benefits of urban climate information to end-users, considering the sectors of energy, cultural heritage, mobility, energy, health, and urban planning.”			
Project	Project title	Start date	End date
<b>CLARA</b>	Climate forecast enabled knowledge services	2017-06-01	2020-05-31
<a href="http://www.clara-project.eu">http://www.clara-project.eu</a>		Objective <sup>7</sup>	
“Climate variability and change (CVC) embody sizeable economic, social and environmental risks in Europe and globally. Climate services (CSs) (Brasseur and Gallardo, 2016; Brooks, 2013; Lourenco et al., 2015) are essential for catalysing economic and societal transformations that not only reduce these risks and/or improve societal resilience, but also unlock Europe’s innovation potential, competitiveness and economic growth. As a part of European efforts to catalyse the potential of climate services for more efficient natural resource management and improved disaster risk management and resilience, the CLARA project will boost innovation and uptake of climate services based on front line seasonal and decadal forecasts and climate projections. Building upon the advancements in climate modelling and science in the context of the Copernicus Climate Change Service (C3S), the CLARA project will illustrate genuine benefits and economic value of CSs in the face of climate variability and short-term climate change.”			
Project	Project title	Start date	End date
<b>H2020_Insurance</b>	Oasis Innovation Hub for Catastrophe and Climate Extremes Risk Assessment	2017-05-01	2020-04-30
<a href="https://h2020insurance.oasishub.co">https://h2020insurance.oasishub.co</a>		Objective <sup>8</sup>	
“Globally, there is increased concern of the potential impacts of extreme climate events and their impact on loss and damage of people, assets and property as a result of these events. Therefore, natural partners in using climate services to assess risk are the Global Insurance Sector, who are key implementers in increasing societies resilience and recovery of extreme events and who are integral, co-design partners in this programme. This project intends to operationalize a system, called the Oasis Loss Modelling Framework, that combines climate services with damage and loss information and provides a standardised risk assessment process that can assess potential losses, areas at most risk and quantify financial losses of modelled scenarios. We intend to prove the			

<sup>6</sup> Summarized abstract from CORDIS; link to project description in full length:

[http://cordis.europa.eu/project/rcn/210509\\_en.html](http://cordis.europa.eu/project/rcn/210509_en.html)

<sup>7</sup> Summarized abstract from CORDIS; link to project description in full length:

[http://cordis.europa.eu/project/rcn/210522\\_en.html](http://cordis.europa.eu/project/rcn/210522_en.html)

<sup>8</sup> Summarized abstract from CORDIS; link to project description in full length:

[http://cordis.europa.eu/project/rcn/210519\\_en.html](http://cordis.europa.eu/project/rcn/210519_en.html)

Oasis LMF system through undertaking a range of demonstrators linked and co-designed to 'real' situations and end-user communities in the insurance, municipalities and business sectors (see list of partners & collaborators)."

**Table 23: Relation with other initiatives (same call)**

Two very interesting projects besides the ones from our same call were detected, both in progress yet - EU-MACS and MARCO.

Project	Project title	Start date	End date
EU-MACS <sup>9</sup>	EUropean Market for Climate Services	2016-11-01	2018-10-31
<a href="http://eu-macs.eu">http://eu-macs.eu</a>		Objective	
<p>"The overall goal of EU-MACS (EUropean Market for Climate Services) is to make the wealth of climate information truly accessible and applicable for a large variety of potential climate service users. In cooperation with current and potential CS users the EU-MACS project will develop mechanisms that should assist both CS providers and users in better matching their products, capabilities, and needs, while at the same time also smoothing the processes for search, selection, tailoring, and (decision oriented) using of climate service products. This needs to be done without compromising the validity of the information while ensuring a continuation of scientifically validated improvements of the involved observation, modelling, data processing and reprocessing, database structure and access, data meta-information, data interpretation guidance, as well as service delivery technologies. For quite some user segments and for various climate service innovation options better matching of supply and demand and better organized meta-information does not suffice, but awareness levels and incentive structures and related regulation need to be considered as well. The project also addresses these decision making contexts of climate services at user and sector level."</p> <p>EU-MACS addresses the following sectors: finance, urban planning, tourism and climate services.</p>			
Project	Project title	Start date	End date
MARCO <sup>10</sup>	MArket Research for a Climate Services Observatory	2016-11-01	2018-10-31
<a href="http://marco-h2020.eu">http://marco-h2020.eu</a>		Objective	
<p>"MARCO will provide a 360° view of the climate service market" and "run for two years and involves 11 partners from six countries across Europe. Coordinated by the <u>European Climate-KIC</u>, it gathers market research firms, climate scientists, climate services practitioners and innovation actors to provide <b>detailed insight into the climate services market in Europe</b>.</p> <p>In addition to assessing this market, the project will carry out case studies, forecast future user needs, assess market growth until 2030, unveil opportunities, raise awareness and connect service providers and users.</p> <p>Finally, the recommendations made by MARCO to policy-makers may enable the creation of an EU climate services market observatory that will help monitor and evaluate the growth of the market."</p>			

**Table 24: Relation with other initiatives (different call)**

Additionally CLARITY was made acquaintant with another H2020 project, which is highly complementary as it selects and promotes climate adaptation innovations- BRIGAD.

Project	Project title	Start date	End date
<b>BRIGAD<sup>11</sup></b>	BRIdges the GAP for Innovations in Disaster resilience	2016-05-01	2020-04-30
<a href="https://brigaid.eu">https://brigaid.eu</a>		Objective	

<sup>9</sup> More information of the project is available at [http://cordis.europa.eu/project/rcn/206092\\_en.html](http://cordis.europa.eu/project/rcn/206092_en.html)

<sup>10</sup> More information of the project is available at [http://cordis.europa.eu/project/rcn/206161\\_en.html](http://cordis.europa.eu/project/rcn/206161_en.html)

<sup>11</sup> More information of the project is available at <https://cordis.europa.eu/project/rcn/202708/factsheet/en>

"Recent studies from the IPCC indicate that Europe is particularly prone to increased risks of river and coastal floods, droughts resulting in water restrictions and damages from extreme weather such as heat events and wildfires. Evaluations also show a huge potential to reduce these risks with novel adaptation strategies. Researchers, innovators and incubators develop innovative products and services to reduce the increased climate change risks. Many of these innovations however hardly arrive at the markets. BRIGAIID BRIdges the GAp for Innovations in Disaster resilience. BRIGAIID's approach is supported by three pillars. (1) At first BRIGAIID takes into account the geographical variability of climate-related hazards and their interaction with socio-economic changes, (2) BRIGAIID establishes structural, on-going support for innovations that are ready for validation in field tests and real life demonstrations and (3) BRIGAIID develops a framework that enables an independent, scientific judgement of the socio-technological effectiveness of an innovation. BRIGAIID's objective is ambitious but achievable with strong consortium partners in EU, two Associated Countries and support from Overseas Territories. BRIGAIID (a) brings actively together innovators and end-users in Communities of Innovation, resulting in increased opportunities for market-uptake; (b) contributes to the development of a technological and performance standards for adaptation options by providing a Test and Implementation Framework (TIF) and test facilities throughout Europe; (c) Improves innovation capacity and the integration of new knowledge by establishing an innovators network and (d) strengthens the competitiveness and growth of companies with the support of a dedicated business team. Finally BRIGAIID develops a business models and market outreach to launch innovations to the market and secure investments in innovations beyond BRIGAIID's lifetime."

**Table 25: Relation with other initiatives (BRIGAIID)**

Another promising opportunity for engaging the climate services and disaster risk community is participation in the CSA Climateurope. CLARITY takes part in the frequent community conference calls organized by Climateurope and interacts with other member projects occasionally one-on-one.

Project	Project title	Start date	End date
<b>CLIMATEUROPE<sup>12</sup></b>	European Climate Observations, Modelling and Services - 2	2015-12-01	2020-11-30
<a href="https://www.climateurope.eu">https://www.climateurope.eu</a>		Objective	

<sup>12</sup> More information of the project is available at <https://cordis.europa.eu/project/rcn/199885/factsheet/en>

The Climateurope Action will coordinate and support Europe's knowledge base to enable better management of climate-related risks and opportunities thereby creating greater social and economic value. Climateurope has four main objectives:

1. Develop a European framework for Earth-system modelling and climate service activities. The framework will be built around a managed network of European, national and international activities and organisations. Such a network does not yet exist but is becoming increasingly necessary.
2. Coordinate and integrate European climate modelling, climate observations and climate service infrastructure initiatives (including JPI-Climate, Climate-KIC, Copernicus C3S) and facilitate dialogue among the relevant stakeholders, including climate science communities, funding bodies, providers and users. This will improve synergies, reduce fragmentation and promote alignment between activities. The user communities will include public sector, businesses, industry and society.
3. Establish multi-disciplinary expert groups to assess the state-of-the-art in Earth-system modelling and climate services in Europe; and identify existing gaps, new challenges and emerging needs.
4. Enhance communication and dissemination activities with stakeholders, in particular through events to bring the network together and showcase progress; stakeholder-oriented reports on the state-of-the-art in Earth-system modelling and climate services in Europe; operating a website; and undertaking additional stakeholder interactions to increase awareness and maximise project impacts.

This CSA will deliver a range of highly beneficial impacts. Two key impacts are (i) to greatly enhance the transfer of information between suppliers and users to improve the resilience of European society to climate change and mitigation of the risk of dangerous climate change; and (ii) to improve coordination to increase efficiency, reduce fragmentation and create synergies with international R&I programmes.

**Table 26:** Relation with other initiatives (CLIMATEUROPE)

### Next steps and tactics

If we want to position CLARITY as a major collaboration/information hub respecting climate services, we will have to present a modern communication strategy tapping the full potential of digital opportunities and tools as well as sound physical coverage in our regions (geographical and sectorial; cities).

CLARITY consortia will contact the relevant coordinators and dissemination partners and negotiate conditions for joint communication. Baseline will be "quid quo pro" for mutual announcements.

Experiences from these activities will pave the way for a structured third-party partner concept during the following years.

It will be favourable to investigate other projects and initiatives related to climate change services on European and global scale and to strive for mutual exchange. This will be an ongoing activity and outcomes published on the website frequently.

With Climate-Fit we co-hosted an event in Brussels in October 2018 (European Week of Regions and Cities), with BRIGAD we are in discussions about a joint exploitation workshop in Autumn 2019 and we co-present a session at ECCA 2019 (together with BINGO and NAIAD projects).

With Climateurope exchange on a frequent basis takes place, e.g. CLARITY team members participate in the telephone conferences organized by Climateurope. With Climateurope CLARITY can address a climate expert community; therefore, it is planned to offer a webinar on the utilization of CSIS and myclimateservices.eu marketplace. (Webinars are one of the capacity building and communication formats for the CS community orchestrated by Climateurope).

## 4.2 Scientific Publications status

This section includes the updated list of scientific publications selected to promote the project. In addition, during the last 6 months CLARITY has been participating in these different publications:

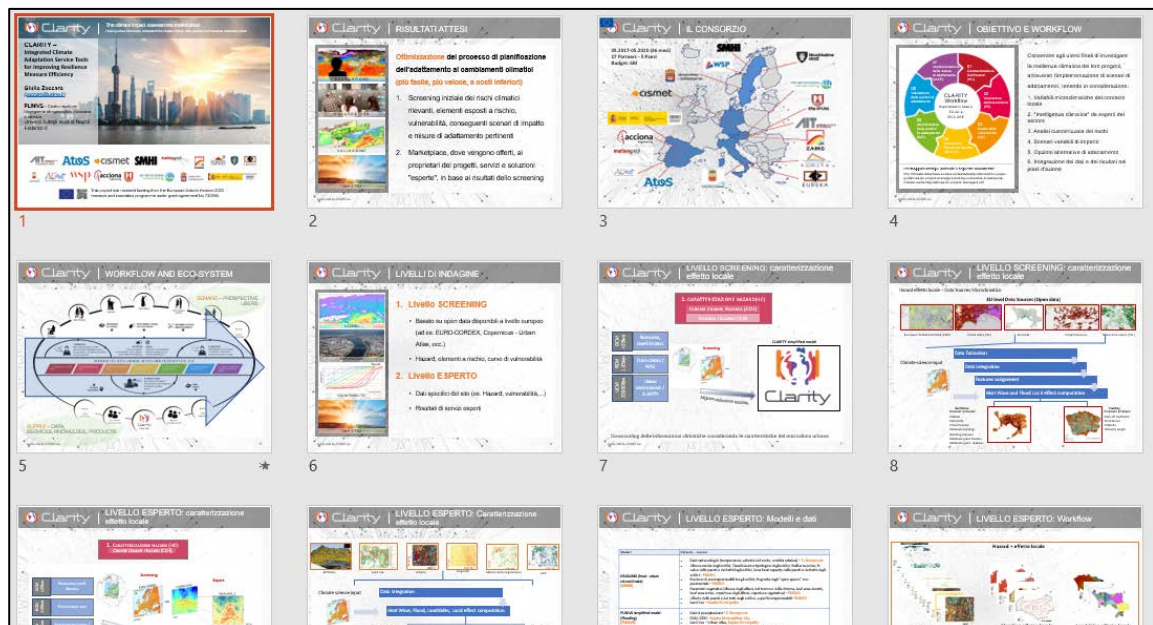
Activity	Place	Date	URL	Partner
CEDEX annual activities report	CEDEX portal	July 2019	<a href="http://www.cedex.es/NR/rdonlyres/87F92F95-EFD8-428A-93C8-F3D1FACCBBD12/151672/Resumen%20Anual%20Actividades%202018_v2.pdf">http://www.cedex.es/NR/rdonlyres/87F92F95-EFD8-428A-93C8-F3D1FACCBBD12/151672/Resumen Anual Activiades 2018 v2.pdf</a>	CEDEX

**Table 27:** Other dissemination activities

CEDEX has contributed to the dissemination of CLARITY project as part of R+D activities of the institution. As an example, it was published in July the document “CEDEX annual activities (2018)”, where it was outlined – see page 58- CLARITY project.

## 4.3 Workshops

1. Presentation of CLARITY for the City Council of Linz, New Town Hall, June 24, 2019
2. Workshop with Wilfried Hager from the City of Linz, March 18, 2019
3. Clarity workshop with representatives of the City administration and city councillor Ms. Schobesberger, Linz New Town Hall, June 14, 2019.
4. Napoli End User Workshop- Demo Case 1. 05/04/2019 in Naples (Italy). A total of 13 partners from PLINIVUS and Comuna di Napoli held this workshop and discussed about the framework of development for the Napoli Use Case which aims to measurize the field and grounds of the city to adapt better to the climate changes that the city tends nowadays.



**Figure 22:** PowerPoint presentation at the workshop, Napoli

5. Our partners from StockCity has been involved in many national workshops where internally they have been proven and testing the Swedish demonstrator. The aforementioned workshops are listed below:



WORKSHOP	PLACE	DATE	URL
Swedish Demonstration Case – DC2 ; Internal workshop #10	Linköping Sweden	15/2-19	<a href="https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/InternalDC2Meeting%2310&amp;fileid=388">https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/InternalDC2Meeting%2310&amp;fileid=388</a>
Swedish Demonstration Case – DC2 ; Internal workshop #11	Norrköping, Sweden	26/4-19	<a href="https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/InternalDC2Meeting%2311&amp;fileid=96974">https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/InternalDC2Meeting%2311&amp;fileid=96974</a>
Swedish Demonstration Case – DC2 ; Internal workshop #12	Norrköping, Sweden	27/6-19	<a href="https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/InternalDC2Meeting%2312&amp;fileid=135174">https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/InternalDC2Meeting%2312&amp;fileid=135174</a>
Swedish Demonstration Case – DC2 ; Internal workshop #13	Jönköping, Sweden	4/9-19	<a href="https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/Workshop%20LE2-Reach%20Sweden%20(R3)&amp;fileid=154908">https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/Workshop%20LE2-Reach%20Sweden%20(R3)&amp;fileid=154908</a>
Swedish Demonstration Case – DC2 ; Workshop LE2-R3 Reach Sweden 1	Jönköping, Sweden	5/9-19	<a href="https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Workshops/2019-09-05%20DC2%20Workshop%20LE2-R3%20Sweden/Administrative&amp;fileid=170949">https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Workshops/2019-09-05%20DC2%20Workshop%20LE2-R3%20Sweden/Administrative&amp;fileid=170949</a>
Swedish Demonstration Case – DC2 ; Workshop LE2-R3 Reach Sweden 2	Jönköping, Sweden	5/9-19	<a href="https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Workshops/2019-09-05%20DC2%20Workshop%20LE2-R3%20Sweden/Administrative&amp;fileid=170949">https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Workshops/2019-09-05%20DC2%20Workshop%20LE2-R3%20Sweden/Administrative&amp;fileid=170949</a>
Swedish Demonstration Case – DC2 ; Internal workshop #14	Stockholm, Sweden	10/9-19	<a href="https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/InternalDC2meeting14&amp;fileid=183631">https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/InternalDC2meeting14&amp;fileid=183631</a>

**Table 28:** Workshops list (StockCity)

## 5 Conclusions

This is the fourth version of the Communication and Dissemination plan that updates prior established versions. The document provides a guideline for all communication and dissemination activities carried out in the project until the date.

Although this document is evolving during the project lifetime, the current version already includes relevant tools and activities that have been selected and reports on past activities, including lessons learned for improvements for future applications of the several formats. Some of the tools that were set up during this period (M1-M34) are the project website (<http://clarity-h2020.eu/>), the Twitter profile ([@CLARITY\\_h2020](https://twitter.com/CLARITY_h2020)) as well as the marketplace website (<https://myclimateservice.eu>) and related social media profiles on LinkedIn (<https://www.linkedin.com/company/myclimateservices/>), Twitter ([@MyClimateServic](https://twitter.com/MyClimateServic)) and Instagram ([@myclimateservices](https://www.instagram.com/myclimateservices)).

In addition, a complete list of Forthcoming events and workshops is also available in section 3.6. This information will be maintained continuously and updated in following version including details of attended events and workshops.

First experiences after starting publishing reveal that it takes considerable effort

- to reach stakeholder outside of the core climate community and to convince them of the benefits climate services embedded in a general work flow may provide for their projects and
- to bring the use of a climate service marketplace and benefits that it may provide for them to the scientific community.
- In Q4/2018 the team attended events outside of the climate and scientific community and had several one-on-one talks with urban planners, (industrial) solution providers, civil engineers and strategic consultants, municipalities and financial bodies; especially ECCA 2019 and EU Week Regions and cities. The experiences were encouraging, and CLARITY learned a lot about project owners' needs, the value of exchange of experience for them and a more practical, hands-on approach and "good-enough" solutions, which will be implemented in the project step by step.
- After the detection of a marketplace as forum for mutual learning is more valued as estimated. Therefore, it will provide more ways to connect and exchange and the building of "organization-spilling" project teams will be fostered.

Also, in the next period dissemination has to focus on:

- explaining the EU-GL workflow and its application in the CLARITY CSIS in a way digestible for disperse stakeholder
- to spread the demonstration cases as "best practises" for the workflow, taking advantages of their maturation level and potential.
- to increase regional spread.

In order to engage stakeholder on a local level closer proximity shall be established. CLARITY will provide content in regional languages and keep exploring the opportunities of local language websites (partnering with established platforms); first attempts started for the German speaking countries in 2019; preliminary talks have taken place since December 2018.