D6.4 Communication and dissemination plan and report (v4.1)

WP6 – Dissemination and Community Building

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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. “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 whole project duration. Scientific publications and detailed information of attended events are reported in section 3 and 4. 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 4 as a dissemination activity.

The conclusion section closes the document summarizing main activities carried out up to now in CLARITY. The lifetime of CLARITY has been modified due to an amendment. As mentioned before, the v1 of communication and dissemination plan and report was released in month 6, the v2 was released in month 12, the v3 contains the updates until month 20, (v4.1) includes the update content until month 39 and this document extends the v4 report by adding the information pertinent to the last five project months. Main difference to original D6.4 is the report on new publications in section 4 and organisation of CLARITY4ClimateServices webinars in section 5 as well as selected press coverage after PR activities.

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[1] - 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 versions.

The first last year of the project year addresses mainly the results obtained by showcasing co-creation the CSIS architecture (CSIS - Climate Services Information System) and its use in the different demonstrator cases. The stakeholder engagement covers the "demand side" and framework conditions and therefore has been involving among others the relevant groups of spatial planners, urban planning, municipalities and the scientific community.

CLARITY[2] 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:

[1] Description of Action part A page 29 (WP6 description)
[2] 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

	Infrastructure Providers Transport (public and private)	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		
	Infrastructure Providers (public and private)	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		
Industrial Sectors	***Real Estate incl. Facility Management***	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	
	Construction (above and below surface)	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	
	Plant Engineering	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	
	Insurances	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	
	Investment and Asset Management	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	
	Finance	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	
	Infrastructure Operators	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	
	Planners and Consultants	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	
Civil Soci	***Inhabitants***		local interest	

	Citizen Scientists	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
	Local supplier	supply of local inhabitants, neighborhoods with goods and services of daily need	local interest	
	Schools (teachers, students)	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
	Environmental NGOs		mainly organized on international level with local/regional chapters	
	Private property owners	Residential and (small) trade real estate	local interest	involvement on national level via associations

Table 1: Stakeholders summary

The overall goal of dissemination activities has been based on bringing CSIS to the market considering the overall philosophy:

- making best use of existing experiences and know-how
- by sharing in open source all the results and advances

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

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

Name of network / community	Types of individuals / professions organised in this network	Relevance for CLARITY, in terms of communication, dissemination, exploitation
IFIP WG 5.11 – Computers and Environment	Scientific Community	Relevant for Dissemination activities. 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: **Sensor Web Enablement DWG** (Sensor Web DWG); **Emergency & Disaster Management DWG** (EDM DWG); **Earth Systems Science DWG** (ESS WG)
iEMSs	Scientific Society	Relevant for Dissemination: International Environmental Modelling & Software Society
Climate Change Centre Austria (CCCA) http://www.ccca.ac.at	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) http://hirlam.org	European meteorological institutes	Support during the project execution, dissemination of results

IAUC (International Association for Urban Climate) http://www.urban-climate.org/	scientific, scholarly and technical experts in urban climate and micro-scale processes	Dissemination of results
EUMETNET http://www.eumetnet.eu/	European National Meteorological Services	Dissemination of results
Web site of PLINIVS Study Centre/ www.plinivs.it	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 http://climate-adapt.eea.europa.eu/
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 (www.assocamerestero.it)	Business community	CLARITY presentation and result dissemination to Italian companies in over 50 countries all over the world
Observatory for research in conservation www.investigacionenconservacion.es	Research community	CLARITY presentation and result dissemination to Spanish researchers
Spanish Technological Platform of the Construction sector http://www.plataformaptec.com/	Business community	Dissemination of results. Acciona is a member of the platform.
Web site of Acciona http://www.acciona-infraestructuras.com/es/	Business community	Dissemination of results
Planetic-Spanish Technological Platform for the dissemination of ICTs http://planetic.es/	Business and research community	Dissemination of results
Spanish Technological Platform of the Roads sector http://www.ptcarretera.es	Business and research community	Dissemination of results. Acciona is a member of the platform
Forum of European National Highway Research Laboratories http://www.fehrl.org	Research community	Dissemination of results
Plataforma Tecnológica Española de la Construcción http://www.plataformaptec.com	Business and research community	Dissemination of results
OPPLA (http://oppla.eu/). 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, https://www.wko.at/service/aussenwirtschaft/start.html?shorturl=wkoat_aussenwirtschaft	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	Research, innovators and applicant's community	Dissemination of results, acquisition of marketplace participants; Climate-KIC is organized in local

https://www.climate-kic.org		organizations for increased local relevance - mirroring in myclimateservices local chapters
Italian Agency for Territorial Cohesion, https://www.agenziacoesione.gov.it	Stakeholder Community, Governmental	In charge of implementing ERDF funding for the period 2021-2027, relevant urban contexts in all Italian Regions for implementation new programming of the Cohesion Policy
Climateurope, https://www.climateurope.eu/	Stakeholder Community, network of climate servies research and innovation providers	Dissemination of results, acquisition of marketplace participants for exploitation of RTDI results
Association of cities and municipalities in Austria, https://www.staedtebund.gv.at https://gemeindebund.at	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, http://www.staedtetag.de	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 convenant of mayors for climate & energy, https://www.globalcovenantofmayors.org	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, https://www.c40.org	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, https://www.dataforcities.org	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
Climate Adaptation Partnership - Urban Agenda https://ec.europa.eu/futurium/en/climate-adaptation	Stakeholder community, urban end users	Dissemination of results; exploitation in the framework of local implementation projects, engaging regional communities in "local hubs"
Innovation360, Global network of practitioners and consulting utilizing the specific method and database, https://innovation360.com	Business Community	Dissemination of results and exploitation to the network of ca. 60 certified consultants globally

Table 2: Updated list of networks for CLARITY[3] (August 2020)

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.

[3] 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, meetings and virtual meetings and activities performed during covid19 stage.

Our strategic way to foster the project has been mainly 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

 **Website**	The "core" for all communication activities - marketplace plus multimedia content, news, community features, user registration etc. Section 3
 **Social Media**	Networking, community building and sharing of news and content via LinkedIn, Twitter, YouTube, Instagram, Slideshare, Pintarest etc.
 **Events**	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. Events can be physical and virtual presences.
 **Communication**	Ongoing community building and management, personalized communication with stakeholders, mailings, public relations etc.
 **Campaigns**	– "Prosumer" campaign, – "Global Experts coach Local Initiatives" campaign, – "Climate Change Changer Award" campaign (all working titles, placeholder) Annual campaigning according to project progress.
 **Content**	Content production (videos, reports, articles, posts, blogs etc.) plus handling of content which is provided by experts, prospects and end-users, partners etc.

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 act as a role model for CLARITY´s different stakeholder and target groups.

Besides partners take an active role in disseminatation 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	This role has 2 functionalities: a) Partners hosts an event of any sort where it makes sense to present CLARITY b) Partner´s expertise grants him an invitation at a matching event to solitaire present CLARITY (e.g. conference of mayors, urban planners; SC services presentation; meteorological conference; meeting of public infrastructure operators)	– Organize local issues (venue or invitation) – Plan and prepare CLARITY presentation – Promote CLARITY with the event agenda – Call up and coordinate for the event relevant contribution from the other partners – Invite attendees and follow up after the event (or hand over the contact management to SCC)	Climate Experts: SMHI METEOGRID ZAMG PLINIVS-LUPT AEMET End Users: StockCity, NAPOLI, CABJON, LINZ, WSP Sector-Transport: CEDEX, ACCIONA Technology and IT: ATOS, AIT, CIS, EUREKA
Attendee of events	Attend events as a visitor that may have relevance for CLARITY	– Make contacts, gather business cards and promote CLARITY to other visitors (or the event host) – Follow up after the event (or hand over the contact management to SCC)	This is a personal contribution and voluntary! All persons involved
Regional contact points - by expertise	Will be addressed by interested parties in their region (see Table "Location of Partners" - by other municipalities - by interested scientific parties - by governmental/public stakeholder - by the interested public	The "face of CLARITY" in their region and relevant community. – Follow up after contacts were made on regional level – Contact management will/may be centralized and serviced by CLARITY back office (SCC, ATOS)	All partners in SPAIN AUSTRIA & GERMANY ITALY SPAIN
Contact point for tools and services	Will be addressed by interested parties globally - by interested technological partners - for service integration	The "face of CLARITY" in technological respect. – Follow up after contacts were made on regional level Contact management will/may be centralized and serviced by CLARITY back office (SCC, ATOS/AIT)	ATOS AIT CIS EUREKA
Contact point for industrial sectors	Will be addressed by interested parties globally - by interested partners from their	The "face of CLARITY" in their industrial sector.	ACCIONA CEDEX

	industries	– Follow up after contacts were made on regional level Contact management will/may be centralized and serviced by CLARITY back office (SCC, ATOS/AIT)	
Content creation	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! Editorial content for marketplace (outbound-website) and social media.	– Provide or give access to any kind of content that may be useful to support the spread of CLARITY. – Act as Expert – Contribution on personal level e.g. a blog (or host one) – Integrate CLARITY in partner´s dissemination activities on own behalf	All partners, coordination by SCC SCC´s editorial team All persons involved!

Table 4: Dissemination roles in CLARITY

Details reffering to each partner are available via the CLARITY website http://clarity-h2020.eu/consortium.

Activity	Description	
Press releases for private and public (consumer) media	• Raise awareness for CLARITY, foster frequent website visits; "convenience" product for journalists • local interest, local languages • Download from CLARITY and partners´ websites	Starting Q1/2018; frequency depending on events of wider interest (demonstration cases)
Leaflets/brochures (section)	• Postcard format • To be distributed on attended events • Swap with other initiatives, projects • All partners can distribute them	Layout Q4/17, variations per region/use case according to partners´needs; redesigned 2018, 2019 with marketplace focus
TV and Radio programs, e.g. Euranet Plus (http://euranetplus-inside.eu)	• Evaluation od suitable channels including terms and conditions • Distribution and sharing according to our website strategy	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	• Planning for events and appropriate attendance in progress; CLARITY presence • Concept for end user workshops • End user workshops (physical and virtual)	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 therefor can communicate typical fields of application for CLARITY with high credibility. Their usability is proved in the respecting use cases.

 **Scientific Sector**	Contributes and sells know-how and scientific data which can be used for the development of new tools, content and services; provides expert studies Partners as role models: **ZAMG, SMHI, AEMET, PLINIVS-LUPT**
 **Public Services & Government**	Collaborate with CLARITY for the development of new tools, and recognize CLARITY tools and services as standard and recommend to use them officially, e.g. local screening tool, expert studies; provide "best practices" or introduce projects requiring climate services and climate adaptation co creation on the marketplace Partners as role models: **StockCity, CABJON, Linz, Napoli, CEDEX**
 **Industrial Sectors**	Use and buy CLARITY services and tools, contribute their experience, projects and use cases and recommend CLARITY to others; provide best practices on the marketplace Partners as role models: **ACCIONA, CEDEX, StockCity, CABJON, Linz, Napoli**
 **Technology Partners**	Provide interfaces enabling an easy exchange of data, content, tools etc. between CLARITY and other relevant systems Partners as role models: **AIT, ATOS, CIS, EUREKA, SCC**
 **Dissemination Partners**	Promote, recommend, quote link and report about CLARITY and organize combined events, projects, programs and campaigns with CLARITY Partners as role models: **Meteogrid, PLINIVs-LUPT, WSP, SCC**

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. Deliverable D7.7 (Quality and Ethics Plan) describes the standard acknowledgment and disclaimer.

- EC Ackonwledgment

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.

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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

The online presence requires the use of any of the social media channels available at present. For CLARITY audience Twitter was chosen because its scope is aligned with our internal objectives. In the project, diverse audience need to be reached, from different countries, industrial sectors and research areas, Twitter allow us to impact, engage and interact with all them by this channel.

In this case, Twitter is the via to grab attention and then to redirect all this audience to the website, our main showcase portal. As a secondary place to redirect the audience but very important to disseminate our results is YouTube. In this platform the visitors can watch videos, demos and tutorials.

3.1.1 @CLARITY_H2020 (Twitter)

The Twitter account of the project is @CLARITY_H2020.

Twitter activity rose in the final project phase. 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
D6.4 (M34)	178	175	175	187
D6.4 - update (M39)	209	192	205	237

Table 7: Activity @CLARITY_H2020 Twitter account (September 2020)

More likes means that the content posted has been well received and liked by the followers, which in turn means that our tweets had a higher impact in the final project months. Below, some screenshots are provided to double check the data shared in the table above mentioned.

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 D6.4, 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 March 2020, the number of followers is 175.
- **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 measure what happened on social media while streaming the **event**.

  The beginning of the year 2020 brought a difficult situation to deal with. Covid19 has paralyzed every physically presence. The consortium had to deal with this fact re-organizing the final activities of the project, such the most expected ones in relation with exploit the results with meetings with local stakeholders to hold discussions about the implementation of CSIS in those places.

  A new plan for dissemination events has emerged as a result of this strange situation (section 3 and 4). Following this plan, a series of webinars series has been delivered within the final project months. The information related to these events has been updated on the website but mainly via Twitter due to the speed advantages to connect with the audience which brings this channel.
- **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 Myclimate services website.

- **Social Media campaigns:** We planned 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 4: Tweet with link to the newsletter.

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

Figure 5: Tweet with the link to videos on YouTube

General information of the project (Some post must be related with the project general objectives, updates providing a link directly to the website)

Figure 6: Tweet including general information of the project

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

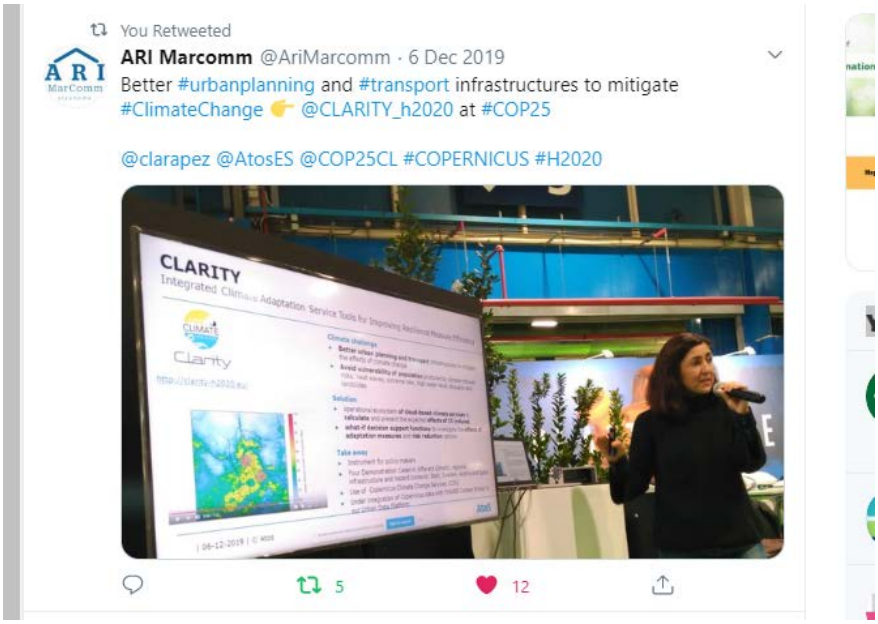

Figure 7: Tweets mentioning @AtosES partners and retweeting the presentation of CLARITY in COP25.

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 8: Twitter account @MyClimateServic

Deliverable	Tweets	Following	Followers	Likes
D6.4 (M36)	381	237	156	631
D6.4 update (M40)	411	239	180	642

Table 8: Activity @MyClimateServic Twitter account (September 2020)

Analytics of the continuous Twitter activities shows for the first quarter of 2020 an average of 91 impressions per day.

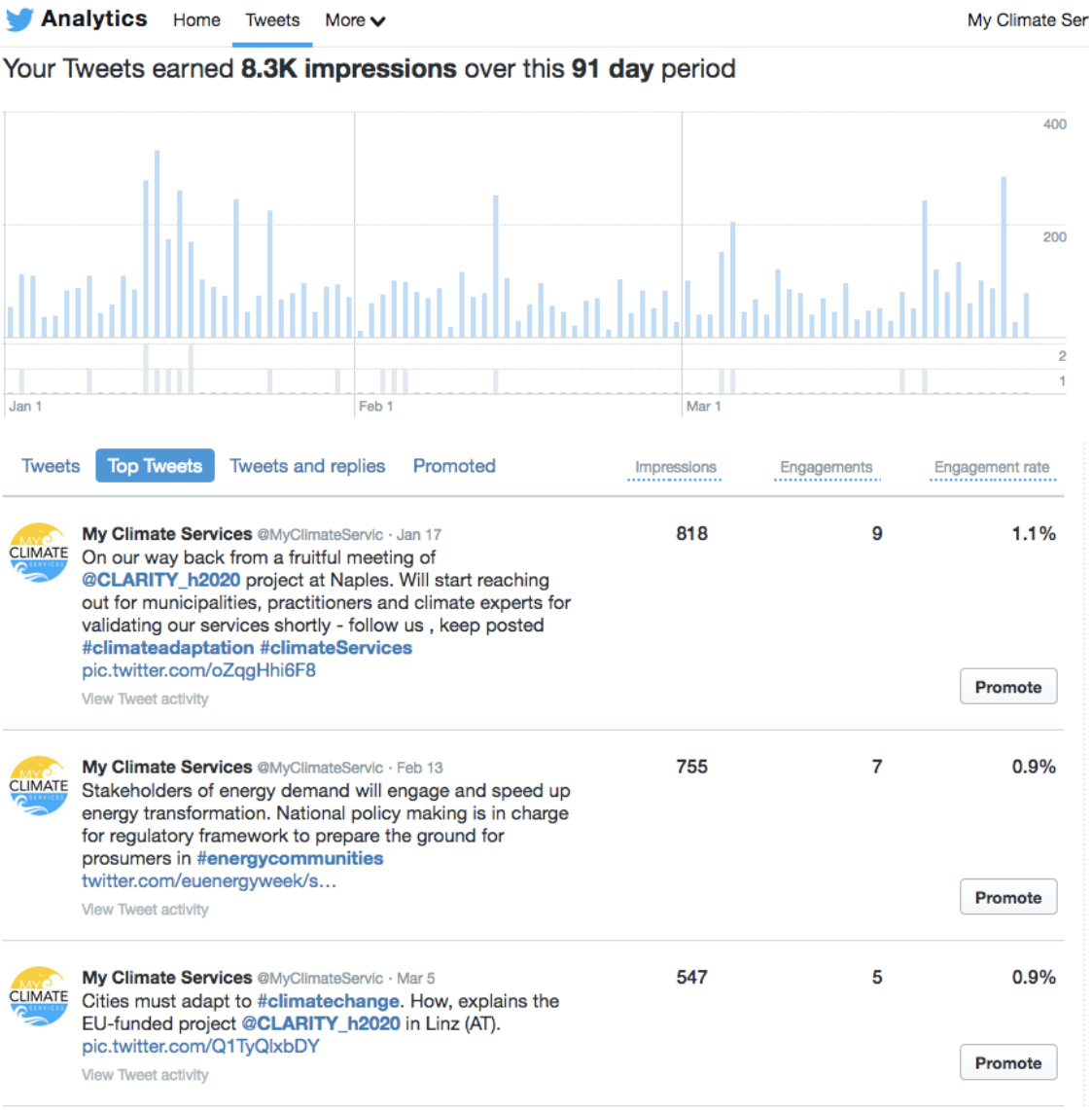

Figure 9: Twitter Analytics Q1 2020 @MyClimateServic

3.1.3 Company page MyClimateServices (LinkedIn)

To better engage with the international practitioners´ community there is a company page at the LinkedIn professionals network (https://www.linkedin.com/company/myclimateservices/).
The goal is to go beyond disseminating the CLARITY project and to position a sustainable brand in the emerging market of climate services and connect with industrial and urban practitioners. On this LinkedIn account, relevant third parties' contributions are taken-up and redistributed with genuine comments as well as editorial content from the outbound website is promoted.

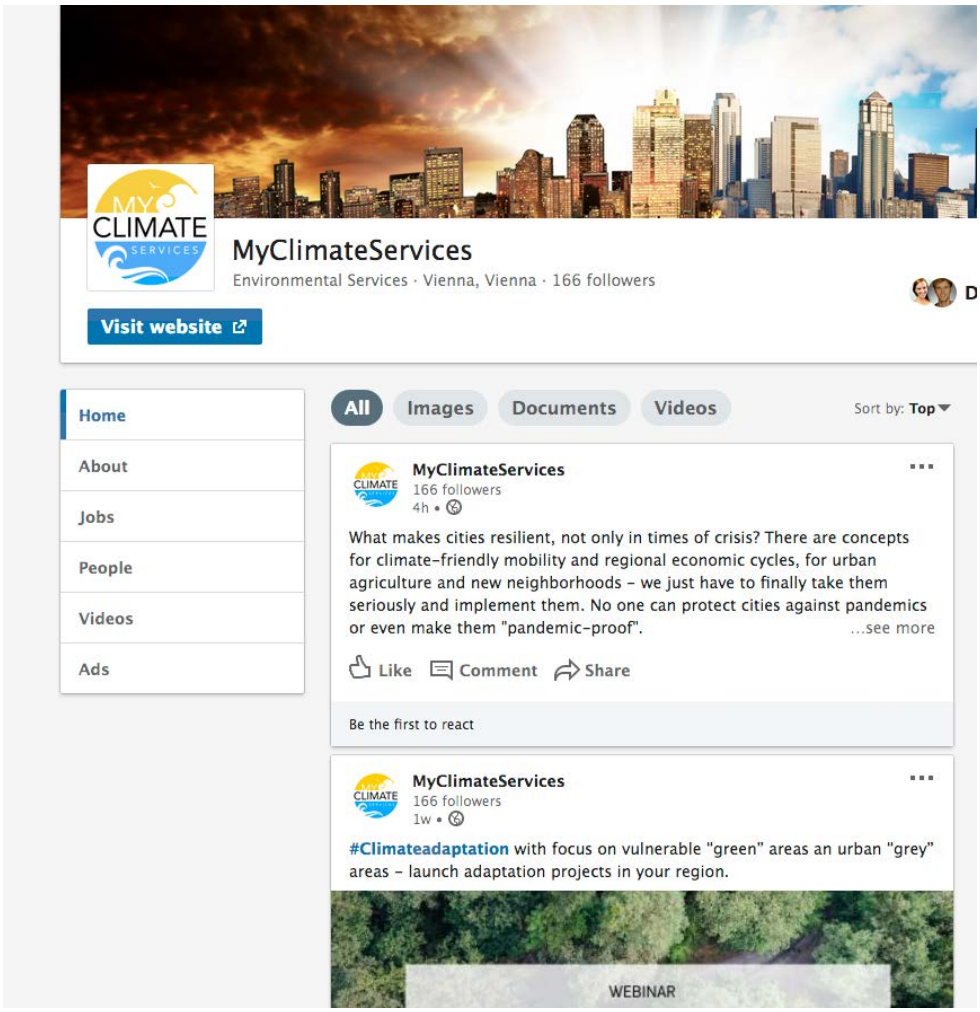

Figure 10: LinkedIn page MyClimateServices

Deliverable	Followers
D6.4 update (M39)	208

Table 9: LinkedIn followers MyClimateServices

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 be also assigned to third parties (e.g. to mark local partners).

Since both websites are on Drupal8 platform now, the linking of contend is facilitated. An interface for semi-automated exchange has been designed and has been implemented. Aside from that services are organized in subdomains (csis.myclimaetervice.eu, events.myclimateservices.eu, marketplace.myclimateservices.eu, profiles.myclimateservices.eu) and can be cross-linked easily.

3.2.1 clarity-h2020

Following the considerations mentioned in the former deliverable (D6.3); the website www.clarity-h2020.eu has considered these 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 speed is optimal (2-5 seconds)
- You can find content related with the project (news, newsletter, partners description…)

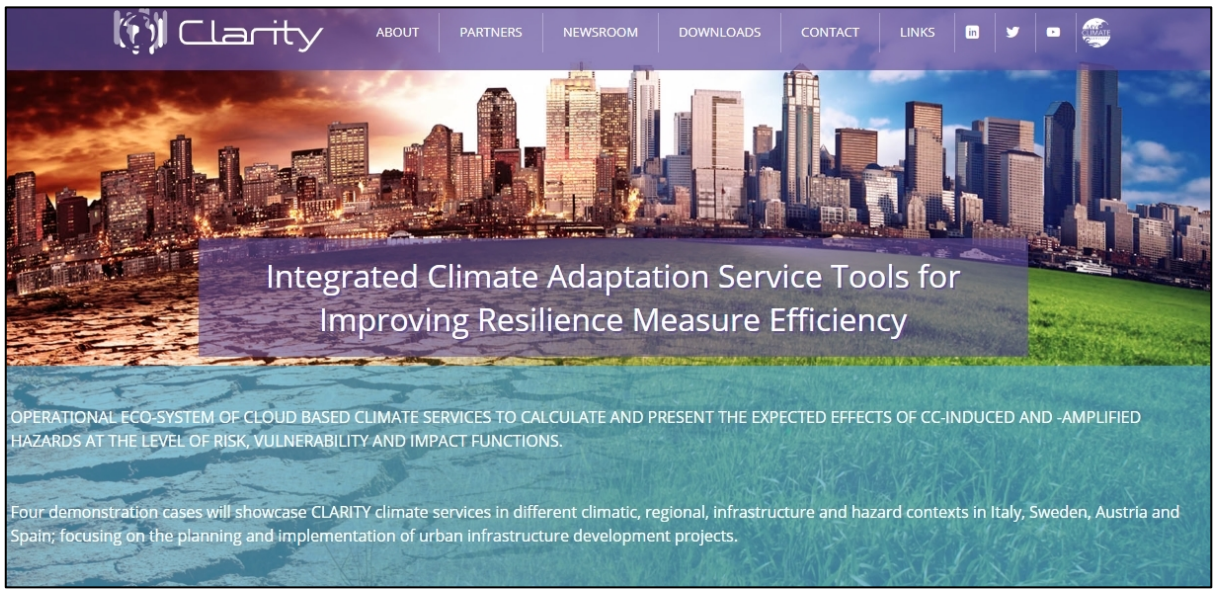

Figure 11: Menu CLARITY website

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.

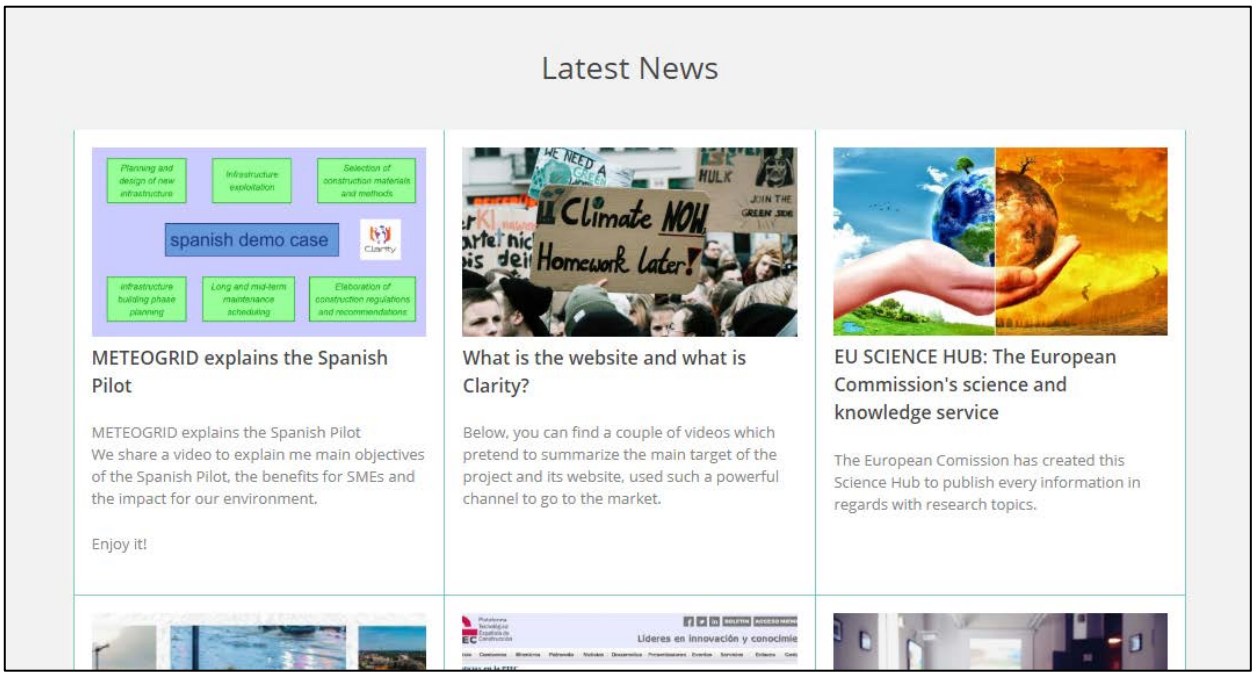

Figure 12: CLARITY events and news summary in main menu

Figure 13: Events and Twitter Widget in main page

During this period the web has been updated 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.

During this year, the page “LINKS” has been modified and now provides access to ZENODO repository, where visitors can obtain a wide range of open access information about reports, papers, data and so on about the project. Furthermore, throughout this page there is access to the data catalogue of many cities that has been collected from begginings of the project and also is provided the access to Github repository where the code is fully available and downloadable.

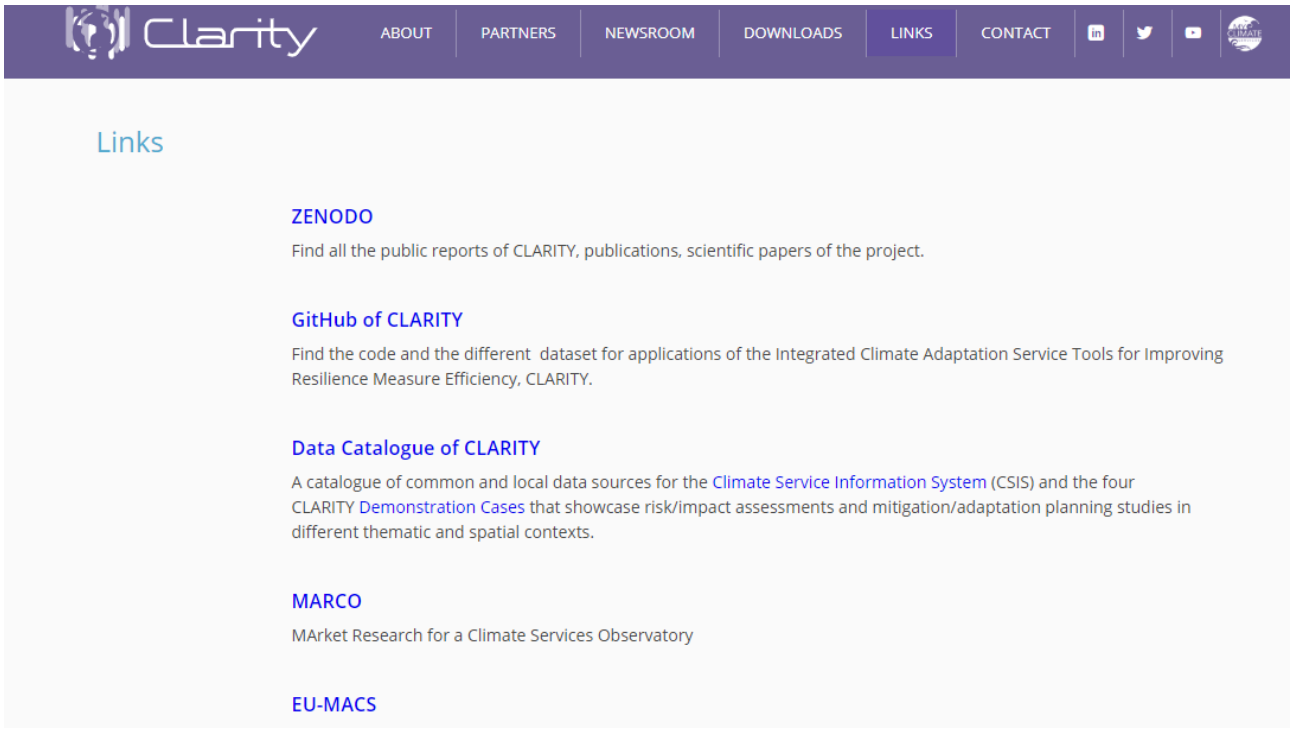

Figure 14: LINKS page in CLARITY-h2020 website.

3.2.2 My Climate Services

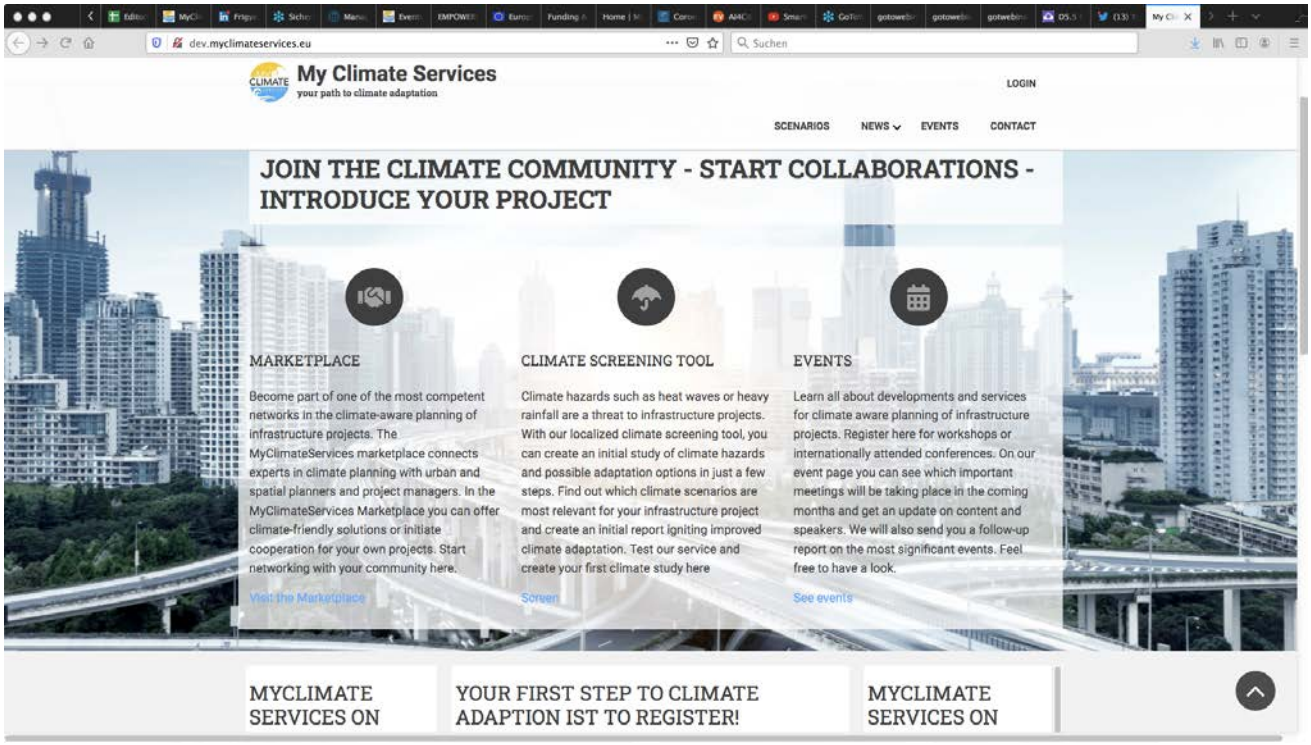

Figure 15: Website screenshot (MyClimateServices)

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 CSIS local screening tool and the events website.

myclimateservices.eu was rebuilt into a portal structure in Q1/2020. It has been updated with a new theme better supporting the requirements of the different sites, especially the marketplace.

The website is the media for the (joint) exploitation strategy (D5.5) and its further development therefore closely related to this.

One unique feature is that My ClimateServices news section 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), by sister projects from H2020 and other issues of interest in terms of climate adaptation in Europe and best practices. They aim to attract and engage auditorium within the stakeholder groups; engagement of guest editors has been started to widen expertise and credibility also on global scale (e.g. Marco Schiewe, advisor at the European Investment Bank).

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 (D5.5 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 also for training content like tutorials for utilizing the screening tool and the marketplace).

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).

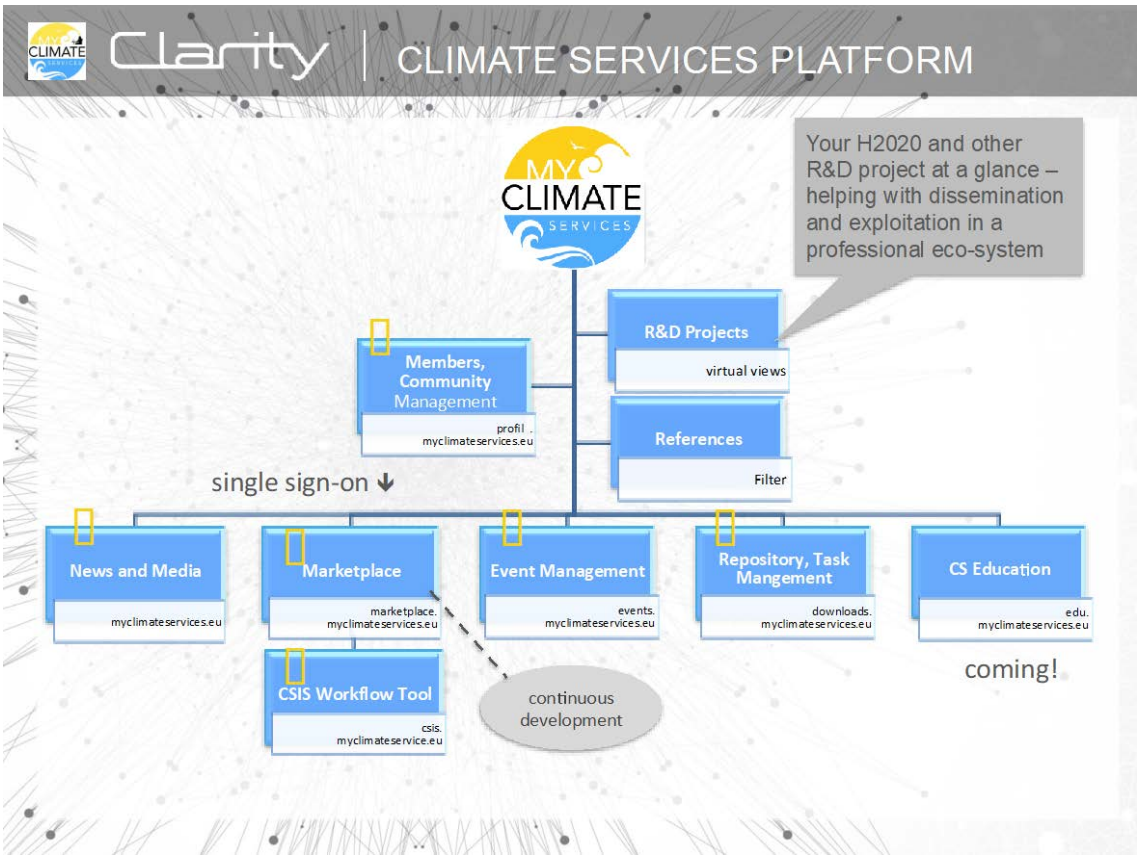

Figure 16: Chart Climate Services Platform

The main page https://myclimateservices.eu/en will be a portal to all functions; additionally, regional spread can be better accounted for. Regional MyClimateServices ("local hubs") will be divers in terms of language, considering local framework conditions in content as well as ranking of marketplace offers. "Local hubs" will be curated by respective local representatives as partners.

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 17: Video 1 launched at https://myclimateservices.eu/en/about

Figure 18: 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 many 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 servies 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.

Figure 19: Video 3 launched at https://myclimateservices.eu/en/about

Furthermore, https://myclimateservices.eu/ as portal provides access to CLARITY's Climate Services Information System and screening tool https://csis.myclimateservice.eu/. 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.

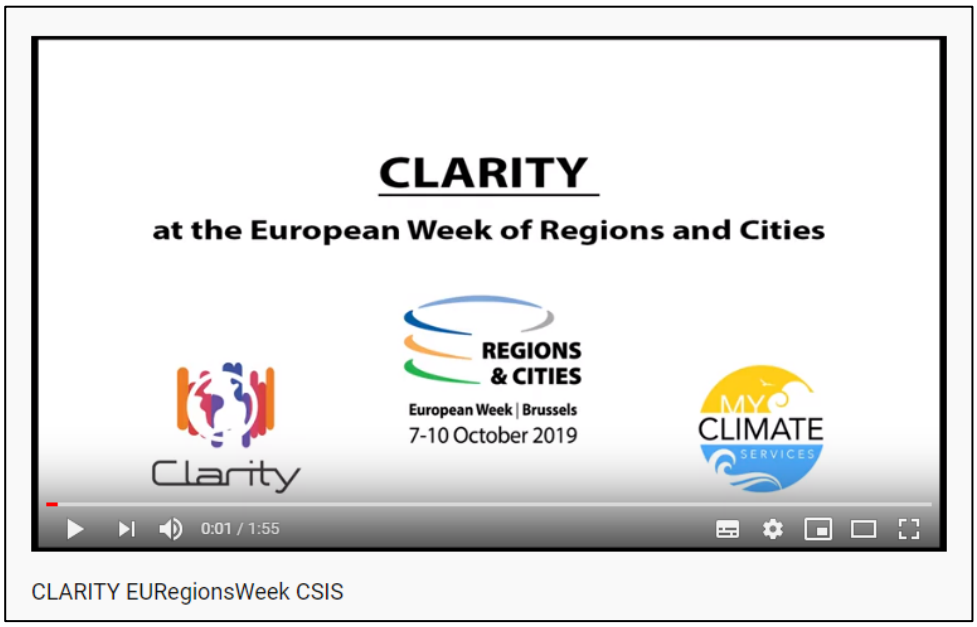

Figure 20: Screenshot of the video (CSIS and CLARITY workflow)

Figure 21: 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 March 2020).

EVENT	PLACE	DATE	URL
EGU 2019 – Annual General Assembly of the European Geosciences Union	Vienna, Austria	08-12/04/2019	ZAMG - oral presentation and PLINIVS poster presentation: https://events.myclimateservices.eu/2019/april/clarity-egu-2019
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: https://www.ecca2019.eu/stockholm-as-a-heat-resilient-city-for-the-future-d-the-role-of-climate-services-in-urban-planning/
Regional Climate Week of Jönköping	Jönköping, Sweden	4-11/09/2019	https://klimatveckan.klimatradet.se/program-2019/
EMS 2019 – EMS Annual Meeting 2019 , European Conference for Applied Meteorology and Climatology	Copenhagen, Denmark	09-13/09/2019	Oral presentation https://events.myclimateservices.eu/2019/september/ems-annual-meeting-2019
What will happen with the water supply in the future climate in Östergötland County?	Norrköpin, Sweden	13/09/2019	https://www.lansstyrelsen.se/download/18.51ad571b16cfb87a4032e41/1567765654587/Klimatanpassningsseminarium_sept_2019_4.pdf
Information evening for the public	Afo architectural forum	17/09/2019	https://www.linz.at/images/files/CLARITY_Praesentation_Linz_17092019.pdf
Presentation of CLARITY within the framework of the Upper Austrian Environmental Congress 2019	Bruckner-Uni LINZ	24/09/2019	https://www.land-oberoesterreich.gv.at/Mediendateien/Formulare/Dokumente%20UWD%20Abt_US/us_VA_24092019_UKO_Detailprogramm.pdf
EWRC 2019 – European Week of Regions and Cities	Brussels, Belgium	07-10/10/2019	ZAMG – short presentation and workshop https://events.myclimateservices.eu/2019/october/eu-regions-week-2019-adaption-and-mitigatigation
Cloudburst and fire – how can analyses of damage data lead to better damage prevention and reduced costs?	Lustigkulla Konferens, Stockholm	11/11/2019	https://www.kalendarium.uu.se/infoglueCalendar/digitalAssets/3472_BifogadFil_program__skyfall_och_brand_11_november.pdf
Workshop “SIS-INFRA: Climate Data for the Long-Term Design and Planning of Infrastructure”	Madrid, Spain	25/11/2019	CEDEX short presentation. https://www.construible.es/2019/11/13/cambio-climatico-construccion-protagonista-workshop-organiza-tecnalia-madrid

Sweden Water Research Day	Helsingborg, Sweden	29/11/2019	www.swedenwaterresearch.se/en/event/sweden-water-research-day-2019/
AGU Fall Meeting 2019	San Francisco, USA	9-13/12/2019	https://agu.confex.com/agu/fm19/meetingapp.cgi/Paper/580503
Nation Civil Engineering Symposium	Madrid, Spain	17/02/2020	http://www3.ciccp.es/asi-fue-la-primera-jornada-del-viii-congreso-nacional-de-ingenieria-civil/

Table 10: Events summary (Feb-2019 to March-2020)

3.4 Attended Events Description

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

EGU 2019 – Annual General Assembly of the European Geosciences Union	
URL Link https://www.egu2019.eu/	**Location, Date** Vienna, Austria, 8-12 April 2019
Partner participant ZAMG PLINIVS	**Link to Publications / Presentation** **Presentation:** https://zenodo.org/record/3336025#.XblTrYqDPRZ **Abstracts:** https://meetingorganizer.copernicus.org/EGU2019/EGU2019-8978.pdf https://meetingorganizer.copernicus.org/EGU2019/EGU2019-8607.pdf
Short Event Description 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.	
Relevance to CLARITY 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 and Impact 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 Scottland, 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. 75 stakeholders could be reached with the proesentation; it is estimated that >120 persons delat with the presented poster.	

Table 11: EGU 2019

ECCA 2019 - European Climate Change Adaptation conference: Working together to prepare for change	
URL Link https://www.ecca2019.eu/	**Location, Date** Lisbon, Portugal, 28-31 May 2019
Partner participant ZAMG (other CLARITY participants: AIT, SSC, PLINIVS, SMHI) **All CLARITY sessions** at a glance: https://events.myclimateservices.eu/2019/may/ecca-2019	**Link to Publications / Presentation** https://zenodo.org/record/3523954#.Xbge8JJKiUk https://zenodo.org/record/3532656#.XckjoIqDPRY **ZAMG presentation abstracts:** 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/tools-and-data-for-climate-resilient-cities/ **Toolshed abstract:** https://www.ecca2019.eu/the-clarity-climate-services-information-system-a-screening-tool-for-urban-areas-and-infrastructure-projects/
Short Event Description The European Climate Change Adaptation (ECCA) conference takes place every 2 years and is organized by projects that have received funding form 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. In addition to the participating in sessions as presenters and (co-)hosting sessions CLARITY was represented with a booth in one of the fair areas of the conference.	
Relevance to CLARITY CLARITY was represented at ECCA 2019 with several partners, which shows the relevance of this event. For SMHI it was an opportunity to discuss with a large audience the importance of climate services and specifically to share results from DC2 relating future development scenarios for Stockholm and their impact on the city´s climate. Title of the presentation: "Stockholm as a heat resilient city for the future - the role of climate services in urban planning"	
Conclusions and Impact 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. The five presentations gathered ca. 200 attendees. Aside from that at the exhibiltion area around the Clarity booth with ca. 40 face-to-face meetings opportunities for future collaborations were explored, mainly with stakeholders from science and policy making.	

Table 12: ECCA 2019

Regional Climate Week of Jönköping	
URL Link https://klimatveckan.klimatradet.se/	**Location, Date** Jönköping, Sweden, 4-11 September 2019
Partner participant CABJON, SMHI, WSP, StockCity, SCC	**Link to Publications / Presentation** https://klimatradet.se/wp-content/uploads/2019/10/Klimatradet-minnesanteckningar-2019-09-05.pdf (in Swedish)
Short Event Description 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.	
Relevance to CLARITY 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.	
Conclusions and Impact 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. The Climate Council presentations reached an audience of ca. 50 persons from divers sectors (public services in the lead). During the CLARITY workshop ca. 20 persons engaged in providing feedback and drafting more specific requirements.	

Table 13: Regional Climate Week of Jönköping

EMS 2019 – EMS Annual Meeting 2019, European Conference for Applied Meteorology and Climatology	
URL Link https://www.ems2019.eu/	**Location, Date** Copenhagen, Denmark, 9-13 September 2019
Partner participant ZAMG	**Link to Publications / Presentation** https://meetingorganizer.copernicus.org/EMS2019/EMS2019-540.pdf
Short Event Description The EMS Annual Meeting is a conference about Meteorology and Climatology, where in 2019 about 850 people from 50 different countries participated	
Relevance to CLARITY 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, and climate services with other scientists and experts.	
Conclusions and Impact 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. More than 100 stakeholders could be reached with this event.	

Table 14: EMS Annual Meeting

What will happen with the water supply in the future climate in Östergötland County?	
URL Link https://www.lansstyrelsen.se/download/18.2b2ef9ab16cfb9ca26632d9/1568027630103/Klimatanpassningsseminarium_sept_2019_5.pdf	**Location, Date** De Geerhallen, Norrköping, 13 sept 2019
Partner participant WSP	**Link to Publications / Presentation** No presentation, networking action
Short Event Description 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.	
Relevance to CLARITY 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.	
Conclusions ad Impact 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! The interactive workshop attracted ca. 50 attendees who engaged well.	

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

Information evening for the public	
URL Link https://www.land-oberoesterreich.gv.at/uko.htm	**Location, Date** Linz, Architekturforum OÖ 17 September 2019
Partner participant **AIT**	**Link to Publications / Presentation** https://www.linz.at/images/files/CLARITY_Praesentation_Linz_17092019.pdf
Short Event Description With climate change, conurbations are facing new challenges. At the environmental congress on 23 and 24 September in Linz, approaches to solutions were discussed on how construction measures and planting can improve the microclimate in cities.	
Relevance to CLARITY Mainly important for regional impact/exploitation in Linz and Upper Austria	
Conclusions	

Table 16: Urban overheating (AIT)

Presentation of CLARITY within the framework of the Upper Austrian Environmental Congress 2019	
URL Link https://www.land-oberoesterreich.gv.at/Mediendateien/Formulare/Dokumente%20UWD%20Abt_US/us_VA_24092019_UKO_Detailprogramm.pdf	**Location, Date** 24/09/2019
Partner participant **LINZ**	**Link to Publications / Presentation**
Short Event Description Local event where scientists and decision makers discussed the way climate change affects the urban agglomerations and the benefits and co-benefits of the climate adaptation. *"Structural climate adaptation changes do not only affect the microclimate, they can also lead to new uses of areas such as public spaces. What technological, architectural, but also social challenges are associated with climate change?"* Together with internationally renowned experts, solutions along the themes of "biodiversity", "neighbourhood development" and "use of open spaces" were identified and discussed.	
Relevance to CLARITY On this event, the practical example of CLARITY use in Linz was presented to relevant local stakeholders in Upper Austria.	
Conclusions Highly important for impact/exploitation.	

Table 17: Upper Austrian Environmental Congress 2019

#EURegions Week 2019 – European Week of Regions and Cities	
URL Link https://europa.eu/regions-and-cities/_en https://events.myclimateservices.eu/2019/october/european-week-regions-and-cities-2019	**Location, Date** Brussels, Belgium, 7-10 October 2019
Partner participant SCC, AIT, ZAMG	**Link to Publications / Presentation** https://zenodo.org/record/3515361#.XbhZ-JJKiUk
Short Event Description The European Week of Regions and Cities ist 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 https://europa.eu/regions-and-cities/programme/sessions/512_en for a detailed description of the workshop).	
Relevance to CLARITY 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 (practicioners 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.	
Conclusions and Impact #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. The workshop was attended by. 70 persons. In summary professional profiles from 100 stakeholders could be allocated; according to the nature of the event mainly from regional administrations, policy makers and consultants.	

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?	
URL Link https://www.kalendarium.uu.se/infoglueCalendar/digitalAssets/3472_BifogadFil_program__skyfall_och_brand_11_november.pdf	**Location, Date** Lustigkulla Konferens, Stockholm, November 11th 2019
Partner participant WSP	**Link to Publications / Presentation** No presentation, networking action
Short Event Description 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.	
Relevance to CLARITY 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.	
Conclusions Good national meeting point for endusers and a few suppliers.	

Table 19: Cloudburst and fire, 2019.

Workshop "SIS-INFRA: Climate Data for the Long-Term Design and Planning of Infrastructure"	
URL Link https://www.construible.es/2019/11/13/cambio-climatico-construccion-protagonista-workshop-organiza-tecnalia-madrid	**Location, Date** Madrid (Spain), November 25th 2019
Partner participant CEDEX, Meteogrid, AEMET	**Link to Publications / Presentation** Short presentation (not available), networking action
Short Event Description The workshop was organised as part of the European project 'SIS Infra', which investigates how data from the Copernicus Climate Services Portal (C3S) can be adapted for use in the design of climate-resilient infrastructures. It will model relevant indicators for case study organizations and explore opportunities for standardization.	
Relevance to CLARITY The project shares some common approaches so there is an opportunity for collaboration between CLARITY and this project.	
Conclusions Good national meeting point for endusers, both road and rail stakehoders. The presentation session was attended by 10 persons, networking allowed for one-on-one meetings with ca. 15 persons.	

Table 20: Workshop SIS-INFRA, 2019.

Sweden Water Research Day 2019	
3.4.1 URL Link www.swedenwaterresearch.se/en/event/sweden-water-research-day-2019/	**3.4.2 Location, Date** Helsingborg, Sweden, 29/11/2019
3.4.3 Partner participant CABJON	**3.4.4 Link to Publications / Presentation** Only networking
3.4.5 Short Event Description Sweden Water Research is a research and development (R&D) company that aims, in a targeted, resource-efficient way, to meet the challenges facing the water services industry. SWR carry out research, development and innovation work in areas that are important from a sustainable social perspective. SWR coordinate competences in order to secure maintenance, identify new solutions and disseminate knowledge. Through collaboration SWR increase the opportunity to create international contacts in the field of research with a view to contributing towards a sharing of knowledge also beyond the Swedish borders. A vibrant partnership with industry, universities, cities and municipalities is an important part of our work to climate-proof our waters. The most important challenge facing the water services industry is climate change adaptation. SWR need to collect and more actively disseminate knowledge about successful ways of climate change adaptation of water services in the sustainable city. SWR want to be able to offer world-leading competence in sustainable water services in this important, long-term work.	
3.4.6 Relevance to CLARITY The target audience are all potential users of the CLARITY tool.	
3.4.7 Conclusions and Impact Important networking arena for CLARITY; the event was attended by ca. 300 persons and 20 one-on-one meetings were established.	

Table 21: Sweden Water Research Day, 2019.

AGU Fall Meeting	
URL Link https://www.agu.org/fall-meeting-2019	**Location, Date** San Francisco, USA; 9-13 December 2019
Partner participant Jorge H. Amorim (SMHI)	**Link to Publications / Presentation** https://agu.confex.com/agu/fm19/meetingapp.cgi/Paper/580503
Short Event Description The American Geophysical Union (AGU) Fall Meeting is the largest international Earth and Space science meeting in the world (the meeting stated to have had more than 25.000 attendees from more than 100 countries).	
Relevance to CLARITY Opportunity to share with a large audience the results from DC2 relating future development scenarios for Stockholm and their impact on the city´s climate. Title of the presentation: “High resolution modelling of Stockholm´s urban heat island and the impact of urbanization”	
Conclusions and Impact The participation was very successful, with the opportunity to show some of the results from the Swedish demo to several researchers and stakeholders from around the world. In the course of the event 25 one-on-one meetings on the matter were established and it is estmated that >350 persons dealt with the presented poster.	

Table 22: AGU Fall Meeting, 2019.

National Civil Engineering Symposium, 2020	
URL Link http://www3.ciccp.es/asi-fue-la-primera-jornada-del-viii-congreso-nacional-de-ingenieria-civil	**Location, Date** 17/02/2020 Madrid (Spain)
Partner participant ACCIONA, CEDEX	**Link to Publications / Presentation** Congress proceedings not yet available.

Short Event Description

Resilience and sustainability of infrastructure as a key factor in financing, construction and management of civil Works. “7th National Congress of Civil Infrastructure” invited CLARITY to present our work at the 2nd discussion panel “Infrastructure management and Climate Change adaptation” where latests engineering works in CLARITY were presented by ACCIONA construction technology & innovation director Ignacio Calvo Herrera and where the Ministry of Transport (Rosario Cornejo and Javier Herrero) presented Transport Ministry lines in Climate Change adaptatation and mitigation.

Relevance to CLARITY

Main Spanish workshop on civil infrastructure where main stakeholders on climate change adaptation of infrastructure (policy makers, road designers, public administration, maintenance companies).

Conclusions

Climate change is one more factor that we have to take into account in our infrastructures and we have to implement different measures for adaptation. In fact, we have it internalized in our company ” he commented. It was highlighted two main issues; transport infrastructure managers and planners "for the definition of vulnerability associated with road infrastructures against climate change and for the assessment of exposure to different climatic variables, among other objectives." The second aims to predict the short and long-term effects of climate change. Finally, he wanted to highlight "climate change as an opportunity to adapt new infrastructures".

Table 23: National Civil Engineering Symposium, 2020

Due to the Covid-19 situation in European countries and travel restrictions the binding planning of physical meetings is not possible so far. However, there is consent of some partners to disseminate CLARITY at events beyond the project duration. Partners indicated to participate at the Climateurope Festival scheduled either for Fall 2020 or Spring 2021. Additionally, there was an application submitted for a session at the European Week of regions and Cities 2020 (#EURegionsWeek) comparable to the workshop that was held in 2019.

The Consortium is confident that the project goals can be achieved despite the travel restrictions by replacing the planned demonstration/validation events by a series of weekly webinars starting end of May and throughout June presenting the case-study results and tools developed. If it is possible, events will be co-organized and coordinated with other climate services projects to reach a wider audience. This also comprises the participation at a "virtual Climateurope Festival" or its possible surrogate in June 2020.

The concept for the webinars will be elaborated in section 5.

3.5 Events planned

In this section, a table of upcoming events, as planned at the start of 2020 is listed. This table is provided for information purposes, as COVID-19 has prevented us from organising or attending most of the planned events. Instead, we organised a large number of webinars, as explained in section 5.2.

Event	Place	Date	URL	Partner
Waste Water Fair (Cancelled due to covid19)	Jönköping, Sweden	18-19/03/2020 *Postponed to March -21*	www.vattenavloppkretsloppet.se/	CABJON
Workshop on heat waves with representatives for European cities.	TBD	Was planned for summer 2020 but will be postponed until a physical meeting can be arranged.	Pending	SMHI
Climate course given at SMHI	Norrköping, Sweden	Was planned for april 2020 but is postponed until fall 2020.	https://www.smhi.se/tema/nationellt-kunskapscentrum-for-klimatanpassning/grundkurs-i-klimatanpassning-april-2020-1.154678	SMHI
Presentation on at least one of following events: 1) Climate week Jönköping 2) Annual national meeting of climate adaptation coordinators from all 21 countys 3) Swedish annual hydrology day (Hydrologidagen 2020) 4) NOCCA 2020 (Nordic Conference on Climate Change Adaptation)	TBD	2020	Pending	CABJON

Spanish workshop for Climate Change Impacts on Roads	Madrid	2020, June or July	Pending (In Spanish and English language)	ACCIONA/ CEDEX/Meteogrid
Spanish workshop for Climate Impacts on Railways	Madrid	2020 July	Pending (In Spanish ane English language)	ACCIONA/ CEDEX/Meteogrid

Table 24: Upcoming events

3.6 Newsletter

Our partners from 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 22. Newsletter frontpage

Both newsletters together yielded 309 views.

Additionally, newscast was established via the LinkedIn company page https://www.linkedin.com/company/myclimateservices; each post yields from 30 to 75 views. The figure shows the screenshots from LinkedIn analytics tool referring to industry distribution of the main followers as well as engagement rate (the "peers" in the company tracking are provided by the LinkedIn algorithm and cannot be amended). Compared to others myclimateservices is a very small LinkedIn company site, however, the engagement rate is rather good and alliances with suitable sites with many followers will be sought. Additionally, a better presence at the construction and architecture & planning industry will be actively pursued.

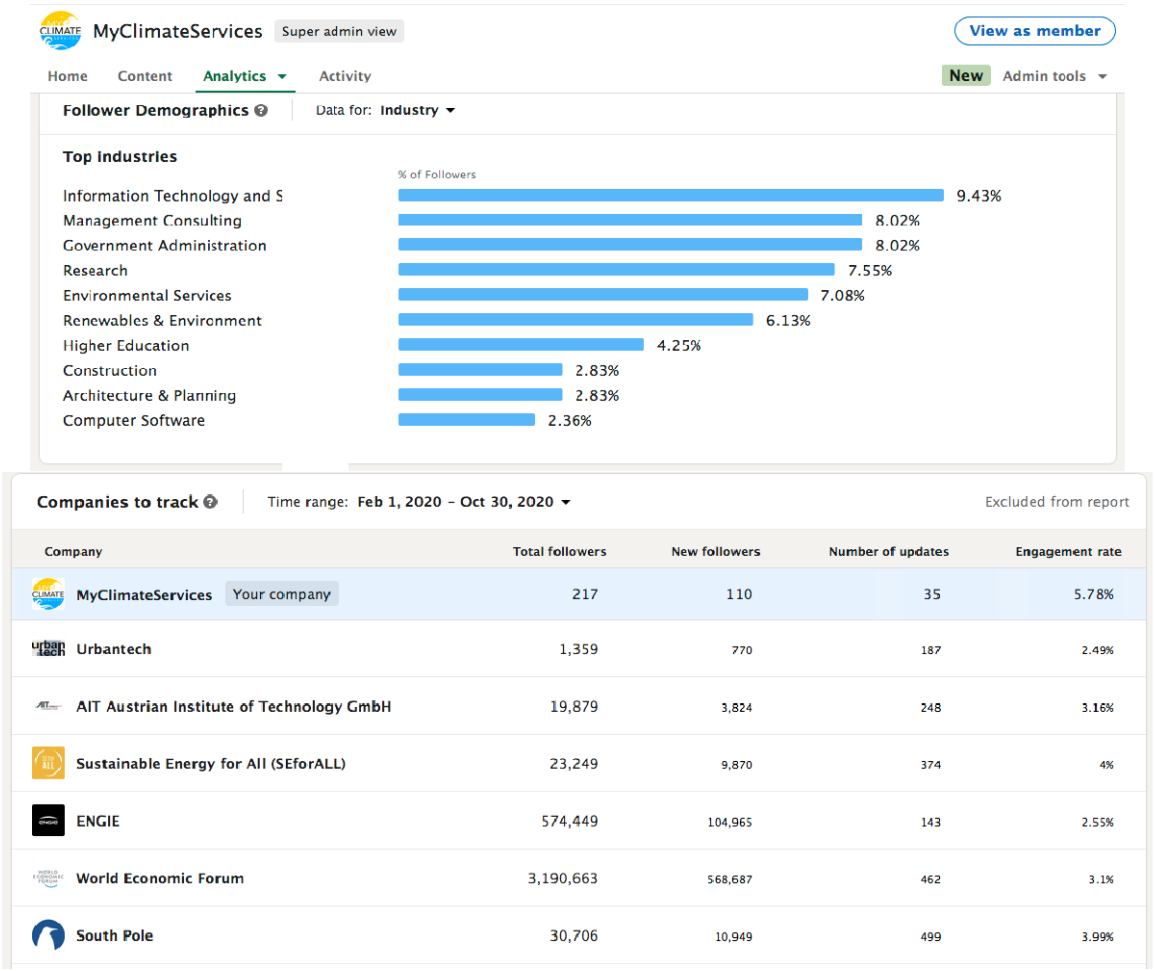

Figure 23. LinkedIn Analytics

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	https://www.kau.se/en/ccs/SPLASH	WSP SMHI CABJON

Table 25: 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 (Ro)	16/10/2019	https://drmkc.jrc.ec.europa.eu/partnership/Scientific-Partnerships/Risk-Data-Hub/Decision-Making-Improvement-for-Disaster-Risk-Management-DRM-through-technological-support	ZAMG

Table 26: 3rd Data Hub Workshop

For the 3rd Risk Data Hub (RDH) Workshop on the 16th 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. The workshop was attended by ca. 50 persons.

Activity	Place	Date	URL	Partner
Special paper	ICUC Conference (New York)	2018	https://www.journals.elsevier.com/urban-climate	ZAMG

Table 27: 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.

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). Additionally, the respective partners of these projects are prospective customers of the marketplace for the exploitation of their climate services, data and tools also from their different innovation activities.

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

Project	Project title	Start date	End date
PUCS (now CLIMATE-FIT)	Pan-European Urban Climate Services	2017-06-01	2019-11-30
http://climate-fit.city		Objective[4]	
"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**
CLARA	Climate forecast enabled knowledge services	2017-06-01	2020-05-31
http://www.clara-project.eu		Objective[5]	
"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**
H2020_Insurance	Oasis Innovation Hub for Catastrophe and Climate Extremes Risk Assessment	2017-05-01	2020-04-30
https://h2020insurance.oasishub.co		Objective[6]	
"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			

[4] Summarized abstract from CORDIS; link to project description in full length: http://cordis.europa.eu/project/rcn/210509_en.html
[5] Summarized abstract from CORDIS; link to project description in full length: http://cordis.europa.eu/project/rcn/210522_en.html
[6] Summarized abstract from CORDIS; link to project description in full length: http://cordis.europa.eu/project/rcn/210519_en.html

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 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 28: Relation with other intitiatives (same call)

Two very interesting projects besides the ones from our same call were detected, both in progress yet - EU-MACS and MARCO. These projects are interesting for creating and fostering the climate services market thus reinforcing exploitation activities for climate services.

Project	Project title	Start date	End date
EU-MACS[7]	EUropean MArket for Climate Services	2016-11-01	2018-10-31
http://eu-macs.eu		Objective	
"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." EU-MACS addresses the following sectors: finance, urban planning, tourism and climate services.			
Project	**Project title**	**Start date**	**End date**
MARCO[8]	MArket Research for a Climate Services Observatory	2016-11-01	2018-10-31
http://marco-h2020.eu		Objective	
"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 European Climate-KIC, it gathers market research firms, climate scientists, climate services practitioners and innovation actors to provide **detailed insight into the climate services market in Europe**. 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. 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."			

Table 29: Relation with other intitiatives (different call)

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

[7] More information of the project is available at http://cordis.europa.eu/project/rcn/206092_en.html
[8] More information of the project is available at http://cordis.europa.eu/project/rcn/206161_en.html

Project	Project title	Start date	End date
BRIGAID[9]	BRIdges the GAp for Innovations in Disaster resilience	2016-05-01	2020-04-30
https://brigaid.eu		Objective	
"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. BRIGAID BRIdges the GAp for Innovations in Disaster resilience. BRIGAID's approach is supported by three pillars. (1) At first BRIGAID takes into account the geographical variability of climate-related hazards and their interaction with socio-economic changes, (2) BRIGAID establishes structural, on-going support for innovations that are ready for validation in field tests and real life demonstrations and (3) BRIGAID develops a framework that enables an independent, scientific judgement of the socio-technological effectiveness of an innovation. BRIGAID's objective is ambitious but achievable with strong consortium partners in EU, two Associated Countries and support from Overseas Territories. BRIGAID (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 BRIGAID develops a business models and market outreach to launch innovations to the market and secure investments in innovations beyond BRIGAID's lifetime."			

Table 30: Relation with other intitiatives (BRIGAID)

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
CLIMATEUROPE[10]	European Climate Observations, Modelling and Services - 2	2015-12-01	2020-11-30
https://www.climateurope.eu		Objective	

[9] More information of the project is available at https://cordis.europa.eu/project/rcn/202708/factsheet/en
[10] 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 31: Relation with other intitiatives (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 increasing the sustainability of the marketplace.

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. A promising source will be the H2020 Results Platform launched at the beginning of the year by the European Commission (https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform). 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 BRIGAID we are in discussions about a joint exploitation workshop 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 quaterly 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:

Title	Place	Date/Country	URL	Authors	Partner	Status
CLARITY Screening Service for Climate Hazards, Impacts and Effects of the Adaptation Options	Proceedings of ISESS 2020 Environmental Software Systems. - Data Science in Action 13th IFIP WG 5.11 International Symposium, ISESS 2020.	February 5–7 (2020). Wageningen (The Netherlands)	https://doi.org/10.1007/978-3-030-39815-6_6	Denis Havlik; Gerald Schimak; Patrick Kaleta; Pascal Dihé Mattia Federico Leone	AIT/CISMET/Naples Univ.	Published
Climate-resilient urban transformation pathways as a multi-disciplinary challenge: Napoli case (under revision)	Techne Journal Special Issue 2020-04-27	Submitted January 2020. Italy	https://oaj.fupress.net/index.php/techne http://www.sitda.net/8-avvisi-sitda/668-call-for-papers-techne-special-issue-2-2020.html	Zuccaro, G. Leone, M.F	PLINIVS	Accepted
Servizi Climatici per il supporto allo	Chapter in a boook	Submitted February, 2020	n/a	Zuccaro, G. Leone, M.F.	PLINIVS	Accepted

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730355

sviluppo di strategie di adattamento climatico in ambito urbano: l'approccio del progetto H2020 CLARITY (Italian only)						
High resolution simulation of Stockholm's air temperature and its interactions with urban development.	Urban Climate journal. Volume 32	May, 2020	https://doi.org/10.1016/j.uclim.2020.100632	Amorim J.H., Segersson D., Körnich H., Asker C., Olsson E., Gidhagen L.	SMHI	Published
Supporting climate proof planning with CLARITY's climate service and modelling of climate adaptation strategies–the Linz use-case	Urban Climate, Volume 34	August 2020	https://doi.org/10.1016/j.uclim.2020.100675	Rosmarie de Wit, Astrid Kainz, Robert Goler, Maja Žuvela-Aloise, Claudia Hahn, Giulio Zuccaro, Mattia Leone, Wolfgang Loibl, Tanja Tötzer, Wilfried Hager, Andrea Geyer-Scholz, Denis Havlik	ZAMG, PLINIVS, AIT, LINZ, SCC	Published

Potential of Urban Densification to Mitigate the Effects of Heat Island in Vienna, Austria	Environments, 6 (7), 82	Juli 2019	https://doi.org/10.3390/environments6070082	Vuckovic, Loibl, Tötzer, Stollnberger	AIT	Published

Table 32: Dissemination activities in CLARITY.

Activity	Place	Date	URL	Partner
CEDEX annual activities report	CEDEX portal	July 2019	http://www.cedex.es/NR/rdonlyres/87F92F95-EFD8-428A-93C8-F3D1FACCBD12/151672/Resumen_Anual_Actividades_2018_v2.pdf	CEDEX

Table 33: 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.

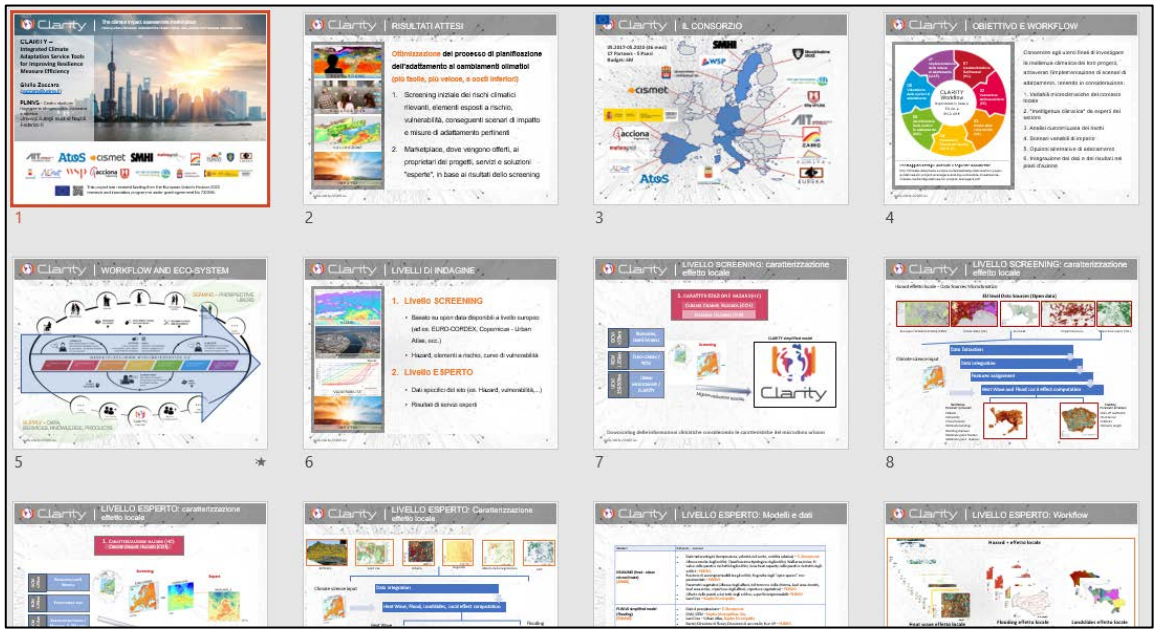

Figure 24: PowerPoint presentation at the workshop, Napoli

5. According to annex 1 in CLARITY Project Application, the project will conduct local workshops at all case studies. The Swedish democases have performed workshops and presented the results to the project (notes are available at the repository under Events→Project Events→Workshops).

During the last year (year 3) the workshop has a purpose to test the CC service on a regional scale, supply local ambassadors to spread the CC service and also implement the CC service as a plausible and functional tool. The Swedish partners have started plan to complete the workshops and suggest this to be done at several events to reach different target groups. The Swedish plan is shown below.

Most of the workshops below has been attended by all four DC2 partners (i.e. SMHI, CABJON, StockCity and WSP).

WORKSHOP	PLACE	DATE	URL
Swedish Demonstration Case – DC2; Internal workshop #10	Linköping Sweden	15/2-19	https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/InternalDC2Meeting%2310&fileid=388

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Swedish Demonstration Case – DC2; Internal workshop #11	Norrköping, Sweden	26/4-19	https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/InternalDC2Meeting%2311&fileid=96974
Swedish Demonstration Case – DC2; Internal workshop #12	Norrköping, Sweden	27/6-19	https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/InternalDC2Meeting%2312&fileid=135174
Swedish Demonstration Case – DC2; Internal workshop #13	Jönköping , Sweden	4/9-19	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)&fileid=154908
Swedish Demonstration Case – DC2; Workshop LE2-R3 Reach Sweden 1	Jönköping , Sweden	5/9-19	https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Workshops/2019-09-05%20DC2%20Workshop%20LE2-R3%20Sweden/Administrative&fileid=170949
Swedish Demonstration Case – DC2; Workshop LE2-R3 Reach Sweden 2	Jönköping, Sweden	5/9-19	https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Workshops/2019-09-05%20DC2%20Workshop%20LE2-R3%20Sweden/Administrative&fileid=170949
Swedish Demonstration Case – DC2; Internal workshop #14	Stockholm, Sweden	10/9-19	https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Plenary%20Meetings/DC%20Meetings/DC2%20Sweden/InternalDC2meeting14&fileid=183631
Swedish Demonstration Case – DC2; Internal workshop #14	telecom	09/01-20	https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/DC%20Meetings/DC2%20Sweden/InternalDC2Meeting%2314&fileid=402162
Swedish Demonstration Case – DC2 LE-3 Reach Sweden (R3): WS3-R3	Stockholm, Sweden	11/3-20	https://newrepository.atosresearch.eu/index.php/apps/files/?dir=/CLARITY/Events/Project%20Events/Workshops/2020-03%20to%20-06%20DC2%20Workshop%20LE3-R3%20Sweden&fileid=377098
Swedish Demonstration Case – DC2 LE-3 Reach Sweden (R3): WS3-R3	Norrköping; Sweden	1-2/04-20	*Postponed due to Corona*
Swedish Demonstration Case – DC2	*Digitally due to Corona*	22-23/4-	*Done: Notes to be completed*

LE-3 Reach Sweden (R3): WS3-R3		20	
Swedish Demonstration Case – DC2 LE-3 Reach Sweden (R3): WS3-R3	*Digitally due to Corona*	13/05-20	*To be performed*

Table 34: Workshops list

6. Workshop in Linz, March 5, 2020, organised by SCC, with support from Wilfried Hager from the City of Linz, AIT and ZAMG to present CLARITY results (CSIS and expert studies) and discuss about potential usage of the tool and further projects/ cooperations:

   Link: https://events.myclimateservices.eu/2020/march/workshop-linz-klimabewusste-entwicklung-lokaler-infrastrukturprojekte
   Videos:
   https://www.youtube.com/watch?v=0XpyT7QqmZI
   https://www.youtube.com/watch?v=O4Tn4Mt_l9M

7. Workshop in Napoli, 17 December (2019) organized by PLINIVS and NAPOLI to present CLARITY DC1 results and discuss further requirements of technical departments of the Municipality of Naples not involvde in the project. Conference press held, resulting in a video and interview published on the Web TV of the Municipality of Naples:

   Insights:
   YouTube video: https://www.youtube.com/watch?v=D1DnRv-j4zE&feature=youtu.be
   Pictures:

8. Workshop in Napoli, 13 February (2020) organized by NAPOLI, to discuss the Preliminary environmental report for the update of Napoli City Plan (PUC) with local stakeholders (public bodies with competence on environmental aspects), which includes CLARITY results:

   Insights:
   Link: http://www.comune.napoli.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/37912
   Pictures:

9. Workshop in Rome, 24 February (2020) organized by PLINIVS and Italian Agency for Territorial Cohesion, to present CLARITY tools discuss possible follow-up exploitation opportunities in Italy:

   Insights:
   Link: https://www.agenziacoesione.gov.it/evento/la-programmazione-degli-investimenti-per-ladattamento-climatico-delle-citta-il-contributo-del-progetto-h2020-clarity
   Pictures:

Each workshop was attended by 15 persons in average.

5 COVID19: adaption of Communication and Dissemination activities to the global pandemia

The unfortune scenario that covid19 is causing affects in the agenda established for last months of the project, in terms of promotion and demonstrating the final solution in every Use Case scenario. In the following lines, the covid19 plan to adapt to this situation is revealed, the four demonstrators will outline the new plan to generate such an impact during these days, aiming to use online channels in order to showcase the solution and establish further discussions and negotiations.

5.1 Screencasts

The progressing application development in the CLARITY project allows to experiment with other means of communication.

Within the last months the series of produces screencasts was extended for the CSIS and the climate services platform ("marketplace") and is ongoing beyond the project. 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 assistence in how to use the applications they will inspire members to enrich their digital offers on the marketplace platform with screencasts themselves.

Additionally, webinars have been and will be prepared for interactive engagement with different audiences. First attempt was 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.

5.2 CLARITY4ClimateResilience Webinars

Since the attendance of conferences and workshops espacially on transregional scale was constricted in the final project months, distribution activities needed to be transferred to virtual means. Professional preparation and procession of virtual conferences and webinars were elaborated. These virtual events have provided considerable opportunities for exploitation as well as sustainable dissemination and developing a thorough concept.

There were different types of webinars envisaged:

Type of Webinar	*Target Group*	*Description*
CLARITY Methodology and Implementation	**Urban end users** - planners, municipal departments, real estate developers, service providers (e.g. energy, transport), local policy makers	Basis is a workshop template developed and proved over the last months in workshops, e.g. in Linz as documented in this video: https://www.youtube.com/watch?v=0XpyT7QqmZI
CLARITY Methodology and Climate Indices	**Climate experts** and scientists from related fields; organized also for national RTDI networks	Scientific presentations announced via community networks (e.g. ERA4CS), organized by the scientific partners
CLARITY screening tool and workflow	**Localized** presentation for urban end users and stakeholders; organized with local (industrial) partners and networks, promoted e.g. from Covenant of Mayors initiative	Selected regions from the CLARITY European data package; screening as input for urban climate and resilience strategies
CLARITY Methodology and Implementation 4 Transport	**End users** from the **transport sector** - planners and consultants, operators, engineering and construction, traffic policy makers	Basis is the "CLARITY Methodology and Implementation Webinar" customized for the transport sector
myclimateservices.eu - climate services portal and marketplace	**Climate experts** and service providers as main contributors of climate services offer and tailored to their exploitation	Basis is a webinar as introduction without detailed presentation of the web services; follow-up with hands-on workshops dealing with detailed utilization and fully interactive, limited number of participants
myclimateservices.eu - climate services portal and marketplace	**End users**; supplement to the "CLARITY Methodology and Implementation" webinar	Webinar as introduction without detailed presentation of the web services; tailored to the "buy side" of climate services - describe a project and climate adaptation requirements

Table 35: CLARITY4ClimateResilience webinar types

Three webinar formats were planned - pre-recorded webcasts, interactive webinars compiled from standard content blocks and individual workshops.

Pre-recorded webcasts

General, high-frequency webinars; this format can be well automated. The content is pre-recorded, the broadcast pre-scheduled and will not need a moderator. Attendants will register, provide some basic information via a registration questionnaire, provide feedback via a thank-you-questionnaire and there will be personnel follow-up.

This webinar format aims to cluster interested parties, to build an engagement funnel and to identify prospects. Average duration will be 30 minutes; the frequency will be high, it can be broadcasted on a weekly basis and variants can be produced for different languages, regions, fields of application, etc.; longlasting tool to build interest.

Interactive webinars build from standard content blocks

Next stage of engagement, resembling the "classical" webinar format; more homogeneous audience in terms of e.g. interest, stage of knowledge, etc.; the content will be tailored to this groups and interaction encouraged by live Q&A, polls and mini-questionnaires during the session.

This is the most demanding format and requires considerable coordination between speakers and organizers. In order to ease the process speakers are encouraged to use pre-produced content blocks for their preparation, this also allows for events on rather short notice without much time to prepare. Aside from that a certain amount of standardization will also help to streamline requested services.

This webinar format is estimated to take ca. 1one hour and have ca. 50 attendants with a common interest, either regionally or by sector, profession. This can be steered by the specific topic and webinar description; feedback results in a refined stakeholder nurture and engagement funnel.

Individual workshops

This is the most interactive format and therefor it will have only ca. 20 participants with strong mutual interest working on specific topics. These will be follow-up events and participants will have learned about CLARITY in advance either by attending previous events or consuming screencast and want to get active. This format shows most engagement and will lead to conversion as well as customer retention and involvement. This is crucial for a vibrant climate adaptation community.

All webinars including anouncement (distributed via social media channels and email invitations), registration and follow-up management will be organized with the event tool https://events.myclimateservices.eu/ and distributed via the social media channels and with direct invitation by email; promotional support be EC channels will be highly appreciated.

All webinars are recorded and can be watched as well as exploited as footage for future videos. Videos are an important pillar of dissemination, capacity building and tutoring end users and stakeholders how to access and utilize CLARITY services. Most videos have been integrated in the MyClimateServices portal and will be uploaded to the CLARITY community site at **Zenodo** https://zenodo.org/communities/clarity/.

Following webinars were held in the final project months, under the umbrella name "CLARITY4ClimateResilience" (Table 37):

Webinar	Language	Date
CLARITY 4 Climate Resilience **-** starting event for climate professionals starting the event series https://events.myclimateservices.eu/2020/june/join-our-clarity-4-climate-resilience-webinar	English	11.06.20
CLARITY für Klimaresilienz - "In meiner Region: Linz/Österreich" https://events.myclimateservices.eu/clarity-klimaresilienz-webinar-meine-region-oesterreich	German	08.07.20
Climate Services as emerging market - latest trends https://events.myclimateservices.eu/2020/july/webinar-climate-services-emerging-market-latest-trends	English	01.07.20
Análisis de vulnerabilidad y riesgo frente a cambio climático en infraestructuras de transporte. Proyecto CLARITY https://events.myclimateservices.eu/2020/july/clarity-webinar-mejora-de-la-resiliencia-de-la-infraestructura-de-transportes-y-urbana	Spanish	15.07.20
In my region: urban heat adaptation in Southern, Central and Northern Europe https://events.myclimateservices.eu/2020/july/webinar-my-region-urban-heat-adaptation-southern-central-and-northern-europe	English	09.07.20
CLARITY for Climate Resilience La pianificazione multi-scalare dell'adattamento climatico urbano – Il caso di Napoli https://events.myclimateservices.eu/2020/july/clarity-webinar-la-pianificazione-dell-adattamento-climatico-urbano-napoli	Italian	16.07.20

Table 36: CLARITY webinars held until the project end

All webinars were recorded and can be continuously watched at the respective event websites and at https://www.gotostage.com/channel/climate-adaptation

Additional webinars are under preparation and will be organised after the project end:

Webinar	Language	Date
CLARITY Webinar - Adaptacion climatica en le red de transporte: Carreteras https://events.myclimateservices.eu/2020/september/clarity-webinar-adaptacion-climatica-en-la-red-de-transporte-carreteras	Spanish	18.09.20
CLARITY Webinar - Adaptacion climatica en le red de transporte: Ferrocarriles https://events.myclimateservices.eu/2020/september/clarity-webinar-adaptacion-climatica-en-la-red-de-transporte-ferrocarriles	Spanish	22.09.20

CLARITY Webinar - Climate Adaptation in Transport Networks: Roads and Railroads https://events.myclimateservices.eu/2020/september/clarity-webinar-climate-adaptation-transport-networks-roads-and-railroads	English	29.09.20
CLARITY für Klimaresilienz - "In meiner Region: Linz/Österreich" *gemeinsam mit dem Klimafonds LINZ*	German	24.09.20
CLARITY Advanced Screening - Tutorial for Urban Professionals	English	08.09.20
MyClimateServices.eu - Marketplace 4 Climate Resilience Innovations - *Introduction and basic utilization* Pre-recorded; preparatory event for extensive workshops	English	on-going from week 39
MyClimateServices.eu - Portal und Marktplatz für Klimaresilienz Innovationen - Vorstellung und Grundlagen	German	on-going from week 39

Table 37: CLARITY webinars to be held after the project end

Other planned digital events

Additionally there are two events scheduled

- Contribution to ***Climateurope*** Webstival
- Workshop at #EUWeek of Regions and Cities on 15.10.20

https://europa.eu/regions-and-cities/programme/sessions/1381_en

The promotion for this event starts in Week 37.

5.2.1 Impact of the CLARITY4ClimateResilience Webinars

A major adavanteage of digital events is their sustainability - they can be recorded and the recordings shard with different audiences at any time. Attendees have to register with their email address to get access to the webinar itself; they state their interest in the topic and can be invited for further engagement e.g. for participating in future events or play an active role as expert speaker.

The CLARITY4ClimateResilence webinars closed with a questionnaire where participants could provide feedback and state their decisive interest in further engagement. All participants at least consented to remain on the invitation list. Registration statistics of the webinars are shown in the table.

Webinar	Registrations
CLARITY 4 Climate Resilience **-** starting event for climate professionals starting the event series	23

5.2.2 CLARITY für Klimaresilienz - "In meiner Region: Linz/Österreich"	7
5.2.3 Climate Services as emerging market - latest trends	40
5.2.4 Análisis de vulnerabilidad y riesgo frente a cambio climático en infraestructuras de transporte. Proyecto CLARITY	41
In my region: urban heat adaptation in Southern, Central and Northern Europe	28
CLARITY for Climate Resilience La pianificazione multi-scalare dell'adattamento climatico urbano – Il caso di Napoli	47
CLARITY Webinar - Adaptacion climatica en le red de transporte: Carreteras	205
CLARITY Webinar - Adaptacion climatica en le red de transporte: Ferrocarriles	71
CLARITY Webinar - Climate Adaptation in Transport Networks: Roads and Railroads	41
CLARITY für Klimaresilienz - "In meiner Region: Linz/Österreich" *gemeinsam mit dem Klimafonds LINZ*	3
CLARITY Advanced Screening - Tutorial for Urban Professionals	17

Table 38: Registrations for CLARITY webinars

All webinars were recorded and are published and promoted on a video channel operated by the utilized webinar platform "GotoWebinar": **https://www.gotostage.com/channel/climate-adaptation**. All video products of the CLARITY project were uploaded to this channel and **244** times videos were watched. At the top of the list are the videos explaining CLARITY background and methodology followed by the webinar recordings in german language.

In total 523 registrations were made for the webinars. From this webinar series it was learned that

- webinars with a specific scope like a well known city (Napoli) or top-level use case (roads) are better responded than more general topics or larger regions;
- a strong promotor like the Spanish ministry of Transport helps mobilizing for innovation;
- webinars and videos in local language get better attention.

5.2.5 Impact of the session at the European Week of Regions and Cities - #EURegionsWeek

The European Week of Regions and Cities ist the largest event for urban and regional development worldwide and was a fixed point in CLARITY dissemination. Three years in a row the progress in the project could be presented to end users. Due to the character of the event the main stakeholder groups are regional administrations, public services, policy makers and their consultants.

In 2020 the #EURegionsWeek was a fully digital event. The CLARITY session based on the CLARITY Advanced Screening - Tutorial for Urban Professionals. 62 persons registered for the session, the recording is available on the #EURegionsWeek website https://euregionsweek2020-video.eu/video/climate-resilient-urban-infrastructure

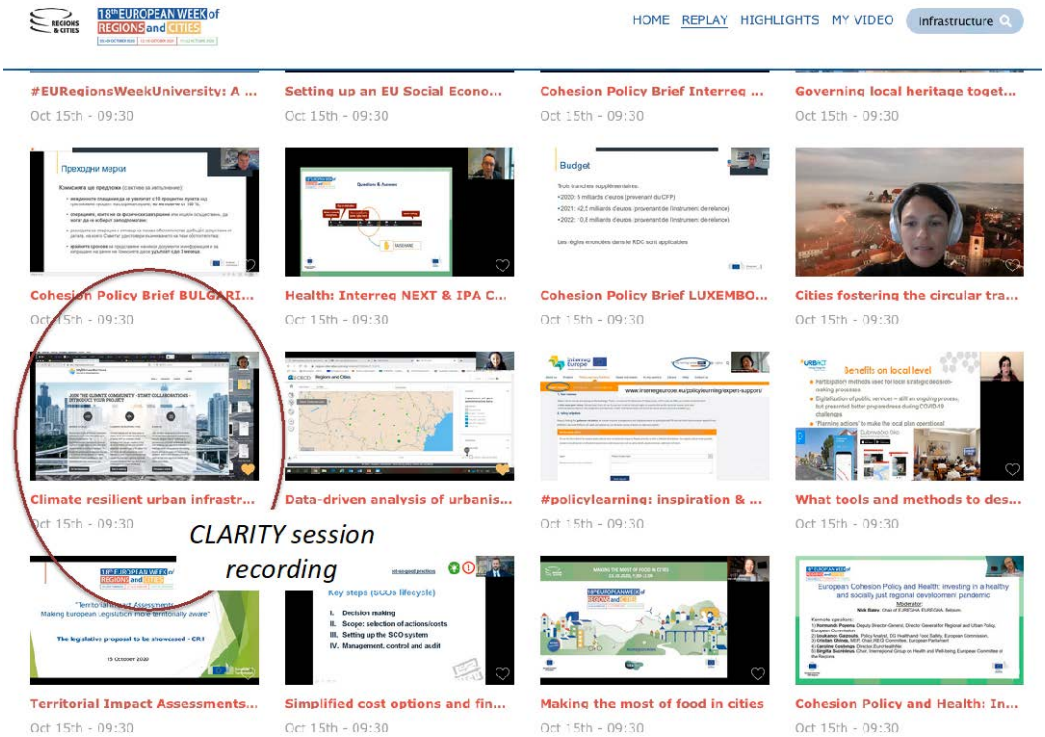

Figure 25: Session recordings of #EURegionsWeek 2020

5.2.6 Impact of the videos

As already mentioned videos are considered a profound means for the dissemination of the project results as well as for tutoring the utility of the developed tools and services.
Over the course of the project 52 videos were produced including the recordings of the *CLARITY4Climate Resilience* webinar series. All videos can be accessed online via divers access routes:

- videos are integrated with appropriate context in both websites, e.g. is events´retrospect;
- all videos are presented on a channel **dealing with climate adaptation**;
- a youtube.com channel is intended as repository, several CLARITY project partners linked the videos with their own web premises.

The videos gained ***more than 1.850 views***.

The biggest advantege of videos is that they are considered "timeless" - their content remains relevant for the regional effects of climate change and developing strategies to cope with it and together with the online services for local screening they facilitate a backbone for dissemination and explitation of CLARITY results and further developments. However, the videos tutoring the utilization of tools and services will be renewed when these are upgraded.

During the preparatory work for the local hub for the DACH region several videos (tutorials, Linz democase, general introduction of CLARITY) were customized and produced in German language as "best practice" for further regional distribution in general. These videos gained more than 250 views. This is considered as a proof that the communication tactics works - the (online and physical) events in the region and in German language were not attended very well but the impact of the dissemination activities is appropriately.

6 Public relations and press coverage of CLARITY activites and results

Additionally to ramping up webinars and online presentations a press campaign was processed.

In Austria there were two waves of press coverage, one ignited by coordinated press releases from AIT and ZAMG PR departments in July/August 2020, the other set off by the press conference on 10.09.2020 for that the Councillor for Environment of the City of Linz, Ms. Schobesberger, invited representatives from regional and national media and that was supported by the AIT PR team as well.

All editorials are in German language and presented in renowned daily press as well as regional TV and online formats. However, the impact covers potentially all German speaking CE countries with 98m inhabitants and contributes to preparing the myclimateservices.eu regional hub. The following table summarizes the result. The topic of urban climate adaptation increasingly gains track and moves towards more mainstream media coverage; this can be seen by the recent press coverage where more online and "unusual" media take up the PR campaigning (cp. media Nr. 06, 09, 10, 11, 12, 15, 18)

Nr., Media	Title	Reference	Remark
01 KURIER	Die Hitze in der Stadt wegplanen (*Plan-away the heat in the city*)	Print; complete edition 31.07.20, p12	Major Austrian daily newspaper with regional mutations, article was published in all editions; area of article 59.931mm^2; advertising value ca. €14.890
02 DiePresse	EU-Projekt: Mit IT den Klimawandel bekämpfen *(EU project: fight climate change by means of IT)*	Print edition 01.08.20, p34	Major Austrian daily newspaper; area of article 5864mm^2; advertising value ca. €1.135
03 Der Standard	Kühlende Simulationen gegen die Hitze der Stadt *(Cooling simulations versus the heat of the city)*	Print edition 05.08.20, p33 (science category)	Major Austrian daily newspaper; area of article 102.298mm^2; advertising value ca. €17.560
04 APA (Austrian Press Agency)	Linz nimmt Vorreiterrolle im Kampf gegen den Klimawandel ein *(Linz leads the way in fighting climate change)* https://science.apa.at/site/politik_und_wirtschaft/detail.html?key=SCI_20200728_SCI39491352055691412 Article published 28.07.20		Online, accessible via archive; additional information like links to videos, contact details can be included in the agency message
05 ORF FutureZone (Austrian Broadcast Corporation portal for future)	Neues Planungstool soll helfen Hitze in der Stadt einzudämmen *(New planning tool shall help to mitigate heat in the city)* https://futurezone.at/science/neues-planungstool-soll-helfen-hitze-in-der-stadt-einzudaemmen/400986773?utm_source=futurezone&utm_medium=email&utm_campaign=444&tpcc=futurezone&pnespid=0uQxsqhJXVWNB6HiQaP7AMSBjh4wEvN.YZGVXw Article published 31.07.20 in science category		Popular online portal from the Austrian Broadcast Corporation with own stand-alone editorial team
06 ERSTE Sparkasse Newsroom für UnternehmerInnen	Klimawandel: AIT entwickelt digitale Lösungen zur Analyse *(Climate Change: AIT develops digital solutions for analysing)*		Online Portal from one of the largest banks in Austria and CEE

	https://newsroom.sparkasse.at/2020/07/28/klimawandel-ait-entwickelt-digitale-loesungen-zur-analyse/83317 Article published 28.07.20		
07 OÖ Nachrichten Linz	Was Linz gegen die Hitzebelastung tun könnte *(What Linz could do to mitigate heat stress)*	Print edition 11.09.20, p3	Regional daily newspaper (province of Upper Austria); area of article 9.151 mm^2; advertising value ca. €1.360
08 APA (Austrian Press Agency)	Hilfe für Städte im Kampf gegen den Klimawandel *(Help for cities fighting climate change)* https://science.apa.at/site/natur_und_technik/detail.html?key=SCI_20200910_SCI39471352456379622 Article published 10.09.20		Online, accessible via archive; additional information like links to videos, contact details can be included in the agency message
09 Green Party in LINZ	Hilfe für Städte im Kampf gegen den Klimawandel *(Help for cities fighting climate change)* https://linz.gruene.at/themen/klimaschutz/hilfe-fuer-staedte-im-kampf-gegen-den-klimawandel Article published 10.09.20		Online Portal from the Green Party in Linz https://linz.gruene.at/
10 Top-News.at	Hilfe für Städte im Kampf gegen den Klimawandel *(Help for cities fighting climate change)* https://www.top-news.at/2020/09/10/hilfe-fuer-staedte-im-kampf-gegen-den-klimawandel/ Article published 10.09.20		Austrian online portal, independent, financed by advertisements
11 Studium.at	Simulations-Tool für Maßnahmen gegen Hitze soll Stadtplanern helfen *(Simulation tool for measures against heat shall support urban planners)* https://www.studium.at/simulations-tool-fuer-massnahmen-gegen-hitze-soll-stadtplanern-helfen Article published 10.09.20		Local portal for student and studying in Austria
12 Linz.at	Hilfe für Städte im Kampf gegen den Klimawandel *(Help for cities fighting climate change)* https://www.linz.at/medienservice/2020/202009_107501.php Article published 10.09.20		Official website of the City of Linz
13 KURIER.AT	Neun Bäume könnten Linzer Hauptplatz um zwölf Grad kühlen *(Nine trees could cool down Linzer Hauptplatz for 12 degrees Celsius)* https://kurier.at/chronik/oberoesterreich/neun-baeume-koennten-linzer-hauptplatz-um-zwoelf-grad-kuehlen/401027645 Article published 10.09.20		Online portal of major Austrian daily newspaper with regional mutations, article was published in Upper Austria Chronicle
14 DiePresse	Hitzeinseln in der Stadt finden und eliminieren *(Detect and eliminate Urban Heat Islands)*	Print edition 12.09.20, p38	Major Austrian daily newspaper; area of article 8616mm^2; advertising value ca. €1.670
15 meinbezirk.at	Schobesberger/Austrian Institute of Technology: So soll Linz klimagerechter werden *(Schobesberger/Austrian Institute of Technology: This is how Linz shall become climate compatible)* https://www.meinbezirk.at/linz/c-politik/so-soll-linz-klimagerechter-werden_a4234113 Article published 11.09.20		Local information media, print and online

16 Ober-österreichi-sches Volksblatt	Kampf gegen Hitze in der Stadt: Simulationstool soll helfen *(Fight against heat in the city: simulation tool shall help)*	Print edition 11.09.20,p7	Regional daily newspaper; area of article 15.610mm^2; advertising value ca. €1.625
17 KURIER	Neun Bäume könnten Linzer Hauptplatz um zwölf Grad kühlen *(Nine trees could cool down Linzer Hauptplatz for 12 degrees Celsius)*	Print; complete edition 11.09.20, p20	Major Austrian daily newspaper with regional mutations, article was published in all editions; area of article 5.131mm^2; advertising value ca. €1.150
18 New Business Austria - Magazine for Entrepreneurs	Zahlreiche Maßnahmen sollen Linz bis 2025 zur Klimahauptstadt Europas machen. Mithilfe des Projektes CLARITY ist man dem ambitionierten Ziel einen entscheidenden Schritt näher gekommen. *(Numerous measures shall develop Linz into the climate capital of Euroe until 2015. By means of the CLARITY project one can close in on the ambitious target.)*	Print edition 07/20, p122, 124	Monthly business magazine - print and online; area of article 70.437mm^2; advertising value ca. €8.070
19 LT1 OÖ	Linz kämpft gegen Hitze *(Linz fights against heat)* https://www.lt1.at/aktuelles/111-13/ Published 15.09.20		Private local TV and online channel https://www.lt1.at/
20 ZAMG	Wie man Hitze in Städten vermindern kann *(How to mitigate heat in cities)* https://www.zamg.ac.at/cms/de/klima/news/wie-man-hitze-in-staedten-vermindern-kann		CLARITY partner ZAMG publishes on their website https://www.zamg.ac.at topic related summaries that are utilized as popular source for (science) editors

Table 39: German language press coverage in Q3/2020

7 Conclusions

This document is an updated version of the fourh CLARITY Communication and Dissemination plan reflecting the situation at the project end. The document provides a guideline for all communication and dissemination activities carried out in the project until the date.

Some of the tools that were set up during this period (M1-M39) are the project website (http://clarity-h2020.eu/), the Twitter profile (@CLARITY_h2020) as well as the marketplace website (https://myclimateservices.eu) and related social media profiles on LinkedIn (https://www.linkedin.com/company/myclimateservices/), Twitter (@MyClimateServic) and Instagram (@myclimateservices).

In addition, a complete list of forthcoming events and workshops is also available in section 3.5 and 5.2 as well as an adapted strategy for coping with limitations caused by spread of covid19. This information will be maintained continouously and updated for the final report 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 workflow 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 and 2019 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 #EUWeek of Regions and Cities that was attended in three years over the project. 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 impemented in the project step by step.
- It was detected that a marketplace as forum for mutual learning is more valued as estimated. Therefore, it will provide more ways to connect and exchange including education and training services (beyond the project) and the building of "organization-spilling" project teams will be fostered.

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 attemps started for the German speaking countries in 2019; preliminary talks took place since December 2018.

Overall, the expectations were met and even overachieved with respect to the webinars. End user communities and urban practitioners were reached on regional level and the consortium is optimistic to launch regional implementation projects within the next two years. For some issues like widening the stakeholder base towards other industrial sectors und public services the potential could not be fully tapped. However, a sound foundation was laided to support the exploitation efforts of the project partners.