



IMPETUS

Turning climate commitments into action

Deliverable Report

Interim report on editorial, video and visual content and distribution

31.03.2023

Deliverable Number 7.3

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.

Deliverable No.	D7.3
Deliverable nature	[R]
Work Package (WP) and Task	WP7 - T7.5
Dissemination level	PU
Number of pages	65
Keywords	Climate change adaptation, bio-geographical regions; Quintuple Helix stakeholders; co-creation; behavioural change; communication, collaboration, dissemination; audiences; video, print, social media, graphic design, branding, visual identity.
Authors	Laura Durnford, ESCI
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Contractual submission date	31 March 2023
Actual submission date	31 March 2023

- ¹ PU = Public
CO = Confidential, only for members of the consortium (including the Commission Services)
R = Report
ORDP = Open Research Data Pilot

Technical References

Project acronym	IMPETUS
Project full title	Dynamic Information Management Approach for the Implementation of Climate Resilient Adaptation Packages in European Regions
Call	H2020-LC-GD-2020-2
Grant number	101037084
Project website	http://climate-impetus.eu/
Coordinator	EUT



Document history

V	Date	Beneficiary	Author
V1	24 Nov 2022	ESCI	Laura Durnford
V2	6 Feb 2023	ESCI	Laura Durnford
V3	22 Mar 2023	ESCI	Laura Durnford, Elena Milani, Fintan Burke, Anna Müller, Jaaee Jadhav
V4	24 Mar 2023	ESCI UiT	Dalia Puig Andrea Marinoni (Project team reviewer inputs)
V5	27 Mar 2023	NTUA	Christos Makropoulos (Quality control reviewer inputs)
V6	30 Mar 2023	EUT	Hannah Arpke & Josep Pijuan Parra (Project manager final inputs / approval)
FINAL	31 March 2023	ESCI	Laura Durnford, Hannah Arpke

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Abbreviations

Abbreviation / Acronyms	Description
ARSINOE	Climate Resilient Regions Through Systemic Solutions and Innovations project
C&D	Communication and dissemination
CCD	Communication, collaboration and dissemination
demo	demonstration
DS	Demonstration Site
EC	European Commission
ESCI	European Science Communication Institute
EU	European Union
EUT	Eurecat Technology Centre of Catalonia
GA	Grant Agreement
GDPR	General Data Protection Regulation
IPR	Intellectual Property Rights
KWR	KWR Water Research Institute b.v.
QH	Quintuple Helix (stakeholders)
REGILIENCE	Regional Pathways to Climate Resilience project
RKB	Resilience Knowledge Booster
SDG	Sustainable Development Goal
SDSN	Sustainable Development Solutions Network
TransformAr	Accelerating and Upscaling Transformational Adaptation in Europe project
WP	Work Package
WPL	Work Package Leader



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Executive Summary

This document describes editorial, video and visual content creation and distribution activities within the 4-year 'Dynamic Information Management Approach for the Implementation of Climate Resilient Adaptation Packages in European Regions' project 'IMPETUS', up to the end of February 2023 (project month 17). The work described is the focus of Work Package 7 (WP7) task 2 (T7.2) 'Dynamic communication and dissemination tools, content, and distribution', led by ESCI. This includes: subtask 7.2.2 - social networks and digital media; subtask 7.2.3 - offline dissemination channels and print media; subtask 7.2.4 - news content and editorial; subtask 7.2.5 – inspirational video profiles; subtask 7.2.6 – public relations and promotion with key media; and subtask 7.2.7 – high impact video news releases. All project partners contribute to these activities, which help to support the stakeholder engagement plans of the seven regional demonstration site (DS) teams (see IMPETUS Deliverable report D1.1* 'Stakeholder mapping and engagement plan'), and raise visibility, awareness and engagement also among international audiences, sister projects and other players in the wider EU climate change adaptation landscape. This supports the longer-term and extra-regional ambitions of the project in line with its strategic communication, collaboration and dissemination (CCD) framework objectives (see deliverable report D7.2* 'Updated framework for communication, collaboration and dissemination').

As part of the WP7 portfolio of activities, all editorial, video and visual content creation and distribution activities are planned and executed in alignment with the principles laid out in D7.2 and other project documents such as the Data Management Plan (D8.3*).

As the project began during the Covid-19 pandemic, with its influences continuing to varying degrees through the whole of the first project year, opportunities to create videos and distribute printed materials via events were limited. However, during the reporting period, 15 videos were produced, 23 articles were published across 14 platforms, and a range of visual and editorial content was produced to support their publication and to launch and promote the project, its activities, key messages and initial results.

At the time of writing, the planning of communication and dissemination related to DS stakeholder engagement and their resilience knowledge boosters (RKBs) is ongoing, in collaboration with WP1 (Governance & Stakeholder Co-creation for Transformative Adaptation) and the DS teams in WP4 (Deployment of Solutions at Demo Sites). Specific outputs of these activities will be reported at a later date in deliverable D7.5 'Innovative communication and dissemination actions to build resilience – DS', which will provide an incremental overview of the communication and dissemination activities performed to support IMPETUS RKBs and demo sites. This document, D7.3 therefore focuses on the videos, visual content and articles that have been produced and disseminated to date by ESCI to launch and establish the project in its first phase. This report will be updated twice, in project months 36 and 48.

**All public IMPETUS Deliverable reports will be findable on the project website resources¹ area.*

¹ <https://climate-impetus.eu/get-involved/#resources>



1 Introduction and background

This document describes editorial, video and visual content creation and distribution activities within the 4-year 'Dynamic Information Management Approach for the Implementation of Climate Resilient Adaptation Packages in European Regions' project 'IMPETUS', up to the end of February 2023 (project month 17).

Dissemination and communication efforts are a vital part of IMPETUS, ensuring that the project concept, activities, and results are communicated to potential users of project results and other relevant stakeholders in a clear and consistent manner. In the longer term, the aim of the dissemination and communication activities is to maximise opportunities for the exploitation of project results at the regional and European levels.

Central to this is a range of accessible and compelling content delivered using the latest visual, digital, video, and journalistic techniques. This helps target audiences to become aware, informed and engaged with the objectives of both climate change adaptation and the actions and solutions being developed as part of IMPETUS.

As the project began during the Covid-19 pandemic, with its influences continuing to varying degrees through the whole of the first project year, there were no opportunities to record live video material, or take photos, for example at project events, until relatively late in the reporting period. This not only impacted the ability to create videos and other kinds of visual content, but also temporarily prevented the distribution of printed materials via events. However, during the reporting period, 15 videos were produced, 23 articles were published across 14 platforms, and a range of visual and editorial content was produced to support their publication and to launch and promote the project, its activities, key messages and initial results.

1.1 Context of the task

IMPETUS editorial, video and visual content creation and distribution activities are coordinated and executed in the Communication and Dissemination (C&D) work package (WP7), in close collaboration with other WPs, partners and sister projects, as relevant.

How WP7 supports and follows the project objectives and those of all the WPs is outlined in deliverable report D7.2, the strategic planning framework for IMPETUS communication, collaboration and dissemination (CCD).

This framework positions IMPETUS in the wider strategic landscape of EU-funded climate-change related projects, policy actions and global programmes - in particular the EU Mission 'Adaptation to Climate Change'² known as Mission Adaptation. Within this landscape, the overall objective of IMPETUS is to **develop and validate a coherent, multi-scale cross-sectoral climate change adaptation framework to accelerate the transition towards a climate-neutral and sustainable economy**. The part WP7 plays is to **inspire commitment and action by transmitting results, sharing insights and creating engaged public support for climate change resilience and adaptation measures**.

The EU policy landscape provides one important context for IMPETUS messaging and other content as well as for activities to coordinate and achieve C&D synergies where possible with 'sister projects' REGILIENCE³, ARSINOE⁴ and TransformAr⁵. Taking this context into account in the creation and dissemination of IMPETUS editorial, video and visual content is therefore one way to **support the ambition for project results to reach beyond the immediate geographical or organisational scope to other communities** that could benefit from learning about / applying results from the IMPETUS experience and so also to **support the ambition to leave a legacy of continuing impact beyond the project years**.

² https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/adaptation-climate-change_en

³ <https://regilience.eu/>

⁴ <https://arsinoe-project.eu/>

⁵ <https://transformar.eu/>



But IMPETUS editorial, video and visual content creation and distribution activities also must take into account the more immediate needs within the project lifetime to: **support stakeholder engagement and co-creation activities** of the 7 DSs and their resilience knowledge boosters (RKBs); **disseminate scientific / academic / technical knowledge** and results; **support lean learning, knowledge building and results transfer** activities; and generally **raise visibility** of climate change issues, local impacts and solutions, adaptation experiences and best practices as well as of the project itself.

The CCD framework D7.2 describes in detail the above considerations and how the resulting strategy to 'complement and amplify' should be applied in practice (see sections 1-3). The framework empowers all partners to engage with multiple clearly targeted audiences in confidence by:

- defining target audiences,
- attributing objectives with desired outcomes and actions;
- developing key messages capitalising on their triggers and motivations;
- mapping available mediums for delivering messages and receiving feedback/input;
- giving clear role attributions to partners and networks at local, project and beyond levels.

As these points are covered in D7.2, which will be updated again later in the project, they are not repeated in this document unless necessary. Instead, this report focuses on the editorial, video and visual content outputs resulting from these considerations and plans until the end of project month 17.

The sharing of information and knowledge and engaging audiences to become interested, involved and committed is key to ultimately achieving effective and inclusive decision making on adaptive solutions and strategies. Therefore, the creation and dissemination of appealing and effective communication and dissemination content is **an important ingredient in how IMPETUS aims to achieve its objectives and deliver its contributions to achieving the wider strategic ambition for Europe to become the first climate-neutral continent by 2050.**

1.2 Objectives of the task

The editorial, video and visual content creation and distribution task (T7.2) and all its subtasks are led by ESCI with the overall aim to:

- develop a variety of tools, editorial, video and visual content;
- use ESCI's network of 500+ journalists and producers;
- share content on digital media channels, media multipliers (newswires, sector press, institutional and partner communications teams);
- ensure content and messages are championed by stakeholders and social media influencers.

These activities focus on seven key areas (M1-M48):

- **project website** – subtask 7.2.1
 - modern and dynamic site
 - present easy-to-access and understandable information
 - well-connected to content and social media;
- **social networks and digital media**- subtask 7.2.2
 - lively social media accounts;
 - platforms as considered appropriate;
 - collaboration with DSs and other partners as well as sister projects;
- **offline dissemination channels and print media** – subtask 7.2.3
 - materials with clear calls to action – e.g. flyers, posters, solution guides, DS guides;
 - produced in collaboration with DSs & WP1 / WP6 / sister projects / international clusters and networks as relevant;
 - multiple languages as appropriate;
- **news content and editorial**– subtask 7.2.4
 - continuous cycle of news bites and blog posts;
 - original medium-form articles by independent journalists for PR and mass media distribution and quick-fire interviews in text or video;
- **inspirational video profiles** – subtask 7.2.5
 - interviews with key stakeholders and thought leaders inside and outside the consortium;
 - inspire peers and accelerate action;
- **public relations and promotion with key media** – subtask 7.2.6
 - targeted PR activities on 'flagship' content
 - reach trade, local and mainstream media;



- **high-impact video news releases** – subtask 7.2.7
 - ESCI journalists, producers and video crews produce 2 broadcast quality VNRs;
 - topics: the project’s most promising and high-impact solutions;
 - promote to broadcasters such as EuroNews, BBC, CNN, CNBC, ESCI’s own freefootage.eu platform and European Broadcast Union satellites.

1.3 Expected outcomes and impact

The key expected outcomes of these work areas are:

- **project website**
 - >500 website visits / month
- **social networks and digital media**
 - >5000 impressions / month across both Twitter and LinkedIn combined
- **news content and editorial**– subtask 7.2.4
 - >10 original medium-form articles by independent journalists;
- **inspirational video profiles** – subtask 7.2.5
 - 12 during the course of the project.
- **high-impact video news releases** – subtask 7.2.7
 - 2 news releases to broadcasters.

In addition, D7.2 (section 3.6) defines the following expected outcomes of related activities:

- **Identify and use relevant external communication and dissemination channels**
 - >1 content uploads on external channels per quarter
- **Multimedia content; engagement and co-creation, knowledge sharing, events and CCD network creation at RKBs**
 - 7+ demo site webinars / virtual tours
- **Establish a CCD coordination, implementation & best practices network with sister projects**
 - 3 joint newsletters / year;
 - >1 joint social media campaign / year;
 - common terminology, messaging and content / materials as relevant;
 - co-promotion of joint events.

Taken together and in conjunction with other project efforts to maximise impact and exploitation of results (e.g. WP6), **the ultimate ambition is for these editorial, video and visual content creation and distribution activities to help engage citizens and other stakeholders in the process of climate change adaptation and to help trigger and enable relevant decision making and behavioural change.**

2 Activities

Successful coordination and execution of IMPETUS editorial, video and visual content creation and distribution activities **relies on:**

- **ESCI’s audiovisual team**, which produces high-quality video content as well as graphic design outputs;
- **ESCI’s outreach team**, which pitches stories to and creates text-based content for externally-managed media outlets;
- **ESCI’s social media monitoring expert**;
- **ESCI staff’s journalistic and storytelling expertise**;
- **ESCI’s extended international network** of 500+ journalists, audiovisual producers, web and graphic designers, and media outreach specialists;
- **DS partners to plan and inform WP7 about needed C&D actions and outputs** as part of the regional stakeholder engagement activities (with WP1 and in liaison with T7.3, T7.5);
- **All partners & WPs to contribute information, updates, knowledge, contacts and planning needs for content creation as well as onward dissemination** of the outputs and messages.

The potential to **find synergies / efficiencies** with sister projects, other EU-funded projects, platforms and initiatives, and to further **extend the lifespan or widen the reach** of editorial, video and visual content creation and distribution activities through events, trans-national networks, externally-managed



newsletters and online platforms will rely on coordination and opportunities arising through T7.4, T7.6 and T7.7.

2.1 Methods

Like all activities in the WP7 portfolio, **editorial, video and visual content creation and distribution activities must be conducted in the context of the fundamental steps, identified in the IMPETUS CCD framework, needed in order to build understanding, trust and buy-in for all project activities and results:** establish credibility of IMPETUS actions, give visibility to results, make targeted and clear calls to action, and engage stakeholders to co-create pathways to scale up knowledge and results.

2.1.1 Implementing the communication, collaboration and dissemination (CCD) strategy

D7.2 should be consulted for details regarding the overarching strategy - to **complement and amplify** the messages, activities and impacts of partners, sister projects, stakeholders and other relevant organisations and communities in the climate-change adaptation space (see section 1) - and what this means in practice regarding choices about target audiences, messaging and dissemination channels (see sections 3.3, 3.4, 3.5).

Likewise, IMPETUS editorial, video and visual content creation and distribution activities will use the storytelling techniques, positive framing of messaging and 'tone of voice' that the framework document defines as important strategic choices for all IMPETUS CCD actions (see section 1.8.1 of D7.2):

- **offering hope** and inspiration;
- **instilling a sense of urgency** and purpose;
- **offering practical and constructive steps** and solutions;
- recognising that **'bottom-up', inclusive and innovative thinking** are key;
- **allowing the possibility for audiences to be / see themselves as active 'drivers'** of successful solutions.

Also in line with the strategic framework for CCD, language usage in editorial, video and visual content creation and distribution activities will need to vary per audience, context and learning purpose, with consistent attention to:

- Translation to local languages where possible and appropriate;
- Level of detail / technicality / expertise-specific terminology;
- Avoiding unnecessary use of unexplained jargon, abbreviations, initialisms or acronyms;
- Concise, informative, easy-to-read, engaging style;
- Correct grammar, punctuation, facts, spelling (European i.e. UK English);
- Nuances where needed, e.g. around political / commercial or other sensitivities.

2.1.2 Phases of the activities

The IMPETUS CCD actions will unfold and intensify as the project advances, with activities divided into three phases over the entire project period (see section 1.6 of D7.2).

- **In line with the first of these defined phases (M1-18), the editorial, video and visual content creation and distribution activities undertaken to date have largely focused on creating initial content and awareness** (of climate change issues and adaptation needs and of the project, its context, approach, activities and results so far).
- **In the second project CCD phase (M19-29), the focus of editorial, video and visual content creation and distribution activities will increase around supporting engagement** with project activities, particularly by stakeholders of the 7 DS regions and supporting the development / promotion of learning content and intermediate project results.
- **Results and their benefits will become the dominant focus of editorial, video and visual content creation and distribution activities in the final project CCD phase (M30-48)**, as they are increasingly deployed to support exploitation and replication of results.

Shortly before the project officially began, a pre-launch phase saw the preparation of various visual and text elements along with related communications to partners about the launch plan and tasks.



2.1.3 Branding and funding acknowledgment

In line with sections 2 and 3 of D7.2, all editorial, video and visual content creation and distribution activities materials that are wholly / partly produced in IMPETUS must:

- **acknowledge EU funding** by including the approved statement, disclaimer and the EU flag;
- **include the IMPETUS logo and observe other visual identity 'rules'** regarding colours, typeface etc.

In cases where any doubt arises regarding appropriate branding or related issues, this must be discussed and agreed with ESCI and among the relevant parties, for example if:

- content or materials are produced in collaboration with specific partners, sister projects or other organisations, meaning that other brands should be applied instead / as well;
- content or materials are produced upon which IMPETUS branding should not be dominant or not applied, or which should be 'white labelled' for onward branding and re-use, e.g. by regional stakeholders of DS partners.

The **contributions of IMPETUS, its partners or other parties must be clearly mentioned in any content or actions to promote or disseminate** editorial, video and visual content creation and distribution activities.

2.1.4 Confidentiality, security, privacy, copyright

In line with section 2.3.2 of D7.2 and the IMPETUS data management plan (deliverable D8.3), any editorial, video and visual content creation and distribution activities content or activities created or implemented by IMPETUS partners or collaborating parties must take into account and take any relevant steps regarding:

- copyright,
- intellectual property rights (IPR),
- confidentiality,
- security,
- privacy and consent in line with the General Data Protection Regulations (GDPR⁶),
- FAIR (findable, accessible, inter-operable, re-usable) data principles.

2.1.5 Aligning with other relevant tasks and work packages

WP7 consults with project partners regarding potential topics, timing and details of editorial, video and visual content needs via monthly Project Board meetings, one-to-one meetings with other WPs or with DS teams, and – since 24 February 2023 - via a (currently) weekly meeting of all WP leaders and DS team leaders, which was started as a follow-up to an internal project meeting held face-to-face in Brussels towards the end of January. Relevant exchanges also occur via online Trello boards and emails.

The development of DS teams' plans for editorial, video and visual content creation and distribution activities as part of their regional resilience knowledge booster (RKB) activities is being elaborated in conjunction with their broader stakeholder engagement planning with WP1. Deliverable report D1.1 provides insights into the processes and planning to date. This document contains a mapping of the identified stakeholders (SHs); their participation and engagement in terms of role and potential contribution to project activities per DS; a description of each DS's SH engagement (SHE) plans and theories of change (ToCs) and a set of DS-specific roadmaps for SHE, co-creation and communications. The SHE and co-creation as designed by WP1 includes 3 steps: 1) stakeholder mapping (ToCs and SH register), 2) stakeholder analysis and survey, and 3) SHE, co-creation and communications. Each of these steps were explained to the DSs with a unique Guidance Document, each of which are included in D1.1 Annex 3. This methodology is based on previous research and practice of WP1 leaders and was developed and applied for IMPETUS in cooperation with WP7.

In this approach, the DSs drafted ToCs to better understand their local context and expected project impacts, outcomes and outputs. Based on this, the DSs identified all relevant SHs across the five Quintuple Helix (QH) groupings: academia; industry and economy; state, government and policy; uninformed citizens, media and culture; and the environment in and of itself. A SH survey was designed

⁶ <https://gdpr.eu/>



to gain understanding of SHs perspectives on local climate problems and solutions to gauge their interest in and capacity to contribute to the IMPETUS project. The survey was distributed to known SHs and promoted more widely with a variety of supportive steps by WP7; for the results of this action, see section 3.3.1.

Analysis of the survey data is presented in D1.1 chapter 4 and Annex 1; this was the basis for DSs to draft their SHE, co-creation and communication roadmaps, which will enable planning and visual representation of the SHE, co-creation and communications required to engage local SHs in the DSs climate change adaptation and mitigation solutions.

Once the communication and dissemination subset of these actions have been fully defined and executed, their results will be reported in deliverable D7.5 'Innovative communication and dissemination actions to build resilience – DS', which will provide an incremental overview of the communication and dissemination activities performed to support IMPETUS RKBs and demo sites. This document, D7.3 therefore focuses on the videos, visual content and articles that have been produced and disseminated to date by ESCI to launch and establish the project in its first phase. This report will be updated twice, in project months 36 and 48.

2.1.5.1 Other potential synergies

In monthly meetings with the REGILIENCE, ARSINOE and TransformAr sister projects' C&D teams (T7.4.2) or bi-monthly 'all hands' meetings (T7.7), any opportunities for synergies / efficiencies / opportunities related to the planning, creation and dissemination of editorial, video and visual content are explored. These explorations are supported through a Trello board where updates, ideas and content are exchanged. This collaboration will continue in the next phase of the project.

2.1.6 Production processes

Within ESCI, the WP7 coordinator and members of the audiovisual and outreach teams meet approximately 4-6 monthly to review needs and update overall planning. Exchanges to develop and execute specific tasks in the production phase are planned on a more intensive basis. While the WP7 is the primary contact between ESCI and all project participants, other ESCI team members do have direct contact with them as needed, to ensure the most efficient route to completing the work in a timely manner.

Where possible, videos are produced using stock footage, existing footage provided by partners, or content that is recorded for the purpose. For certain kinds of videos, simple illustrative graphics or animated elements or layers could be created by ESCI and combined in live footage videos – however, this was not the case with any of the video content produced so far. (An animated video was produced using different methods, based in powerpoint – see section 3.4.)

ESCI uses standard procedures of professional video production, which can be divided in 6 possible parts:

- i) **Conceptual phase**
The concept of the video is produced in writing and discussed with the coordinator / key contributor(s). In this step, the final length and the provisional storyline are also typically agreed, along with the visual style and any other factors to be taken into consideration.
- ii) **Footage search**
For videos in which the bulk of content will be pre-existing material, ESCI typically asks partners if they have suitable video material to contribute. In addition, stock footage libraries such as pond5.com are searched and relevant footage is licensed.
- iii) **Animation**
If animation is to be added, it could be created in 3D, but time constrains and other factors often mean that 2D is preferred.
- iv) **Filming**
Where new, tailored footage is required, ESCI plans ahead with the relevant partners or other contributors regarding suitable dates, filming conditions, specific opportunities to aim for or aspects to avoid, and any local knowledge to be taken into account. A two or three-person crew arranges and executes on-location filming.
- v) **Editing and finalising**
Video editing is based on the initial script and material collected. The first rough edit is sent to the relevant project contributors with an interim voiceover and 'watermarked' stock



- footage and audio. After their approval, the stock video material and music are licensed and a professional voiceover is provided.
- vi) **Presentation**
ESCI-produced videos are typically launched on the ESCI YouTube channel⁷ within the relevant project playlist.

In the production of other kinds of content, such as editorial articles and graphic designs, a similar iterative planning and feedback process is typically agreed between the relevant parties and executed to an agreed schedule.

Content is posted by ESCI on the project website and social media channels for dissemination. Technical and design support for the website is provided by French company Anaximandre. Information about the website creation is in deliverable D7.10⁸; later in the project, D7.13 will describe the evolution of the website into a multi-sided platform for delivery of project assets – therefore such aspects are not included in this document, which reports on use of the website as a dissemination channel.

2.1.6.1 Approval procedures

During the project, ESCI and other partners will produce a variety of communication materials, such as brochures, videos, articles, interviews, social media posts, etc. As these typically do not contain Intellectual Property Rights (IPR)-relevant details, only a light-weight approvals process is usually required:

- Before the finalisation of audio-visual or printed materials, such as videos and brochures, the relevant topic experts will be consulted, and the project coordinator will review and give final approval for publication.
- For journalistic articles and interviews, only the partners or persons mentioned in the publications will be required to fact-check or approve the content. No mechanism for official approval by the Consortium is foreseen. Having a journalistic approach and purpose, interference by interested parties in such publications would be counterproductive for their timely publication and their distribution success.
- No approval is needed for social media posts from ESCI on the IMPETUS social media accounts, or for posts about IMPETUS by partners on their accounts.

However, for official IMPETUS press releases issued by ESCI, approval will be required from the coordinator and individuals / organisations quoted in the article (if applicable). Press releases from partners will be their own responsibility and do not require official approval from the coordinator, although it is requested to notify ESCI about expected publications or consult on messaging and coordination.

Section 2.3.7 of D7.2 covers the various approval procedures for all kinds of WP7 activities and outputs.

3 Results

3.1 Launch preparation

Shortly before the project officially began, a **pre-launch phase** saw the preparation of various materials which can be viewed in the Annexes to this document:

- **Visual identity (see Annex 1)**
 - logo and payoff: *Turning climate commitments into action*
 - main colours;
 - biogeographical regions / DS icons;
 - other key elements such as background dotting and arrows;
 - combined initial key messages and relevant graphics;
 - initial PowerPoint template containing the above
- **First video (see first item in Annex 2)**
- **Graphics for social media (see first two sets of items in Annex 3 section a)**
 - first set of key message cards

⁷ <https://www.youtube.com/@esci>

⁸ See the Deliverables part of the 'Resources' section on the IMPETUS project website: <https://climate-impetus.eu/get-involved/#resources>



- first set of testimonial quote cards
- Text-based content
 - **partner briefing document (see Annex 4)**
 - **media context brief (see Annex 5)**
 - **news article (see Annex 6)**
 - **social media posts (see Annex 7)**

In this pre-launch period, the project **social media channels were also established** (see section 3.5.3 of D7.2 for more details):

- **LinkedIn** - a company page for IMPETUS was launched on 23 September 2021
<https://www.linkedin.com/company/climate-impetus>
Handle: Climate Impetus

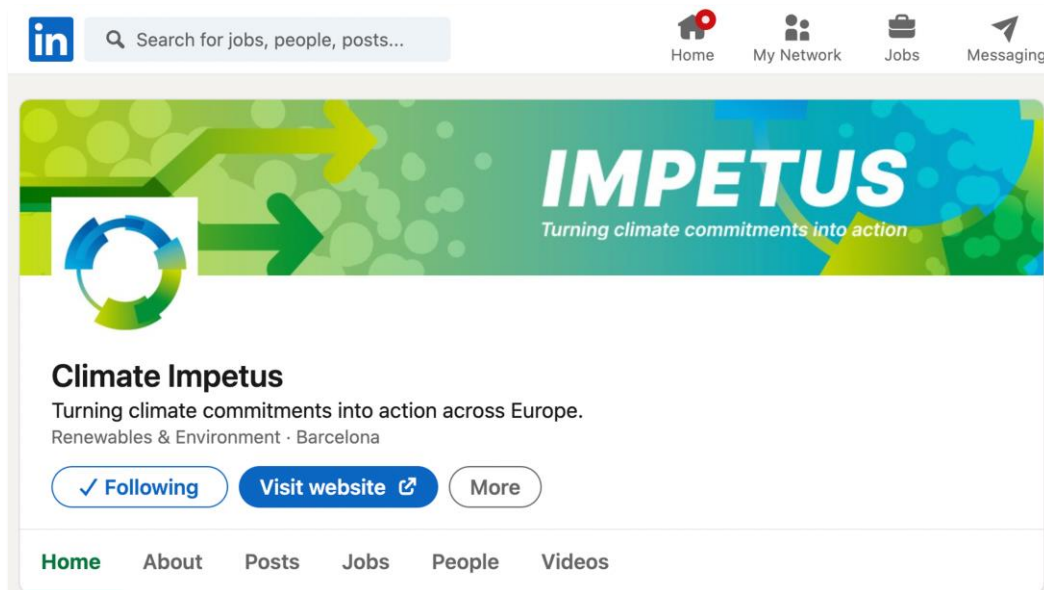


Figure 1: IMPETUS LinkedIn account profile banner

- **Twitter** - a company account for IMPETUS was launched on 30 August 2021
<https://twitter.com/ClimateImpetus>
Handle: @ClimateImpetus

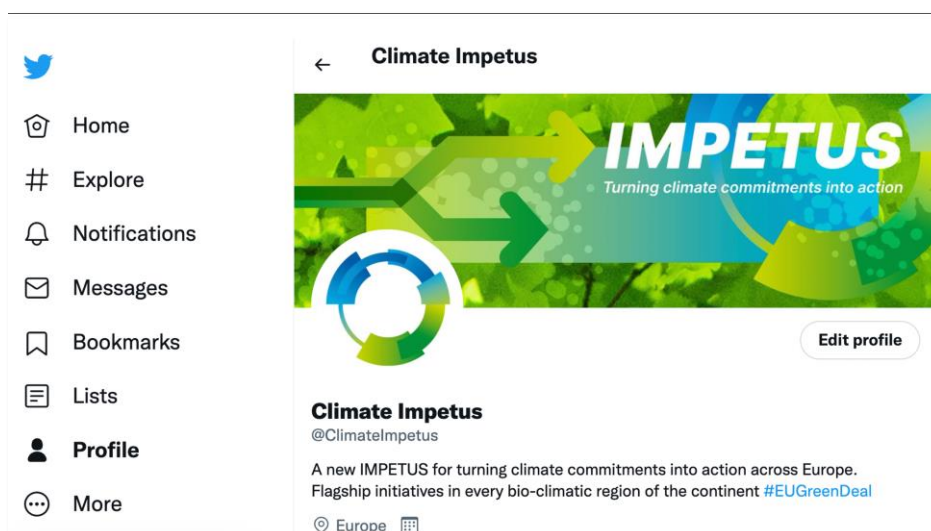


Figure 2: IMPETUS Twitter account profile banner

3.2 CCD phase I – M1-M17

3.2.1 Website development

Initial content for the IMPETUS website was created in the first months of the project. The website went live on 30 December 2021:

- <https://climate-impetus.eu/>

Deliverable report (D7.10). describes the website development work, structure and screenshots of the visuals and pages in development and was submitted at that time. These details are therefore not repeated in this document.

Because the site was launched 3 months after the project began, the first news articles published in the 'Stories' section were backdated to the relevant dates according to the topics (see the first items in Table 1 below).

All partners were requested to validate content about their organisations and activities in the early days of the website. Any corrections received then or later (such as when organisations update their logos) were implemented on the site on an ongoing basis.

3.2.1.1 Website launch

To announce and launch the new project website, ESCI created a short video that was posted on its social media channels on 28 January 2022. (See item two in Annex 2.)

3.2.1.2 Website updates – regional surveys

In the period when DS teams, in collaboration with WP1 and WP7, were promoting regional surveys in local languages as the first step in their stakeholder engagement activities, their individual 'Solutions' webpages were updated to include:

- 'Get involved' social media graphics (see the fifth set of graphics in Annex 3 section a) - temporarily, for the duration of the related campaign (see section 3.3.1 below);
- Local partner contact information

3.2.1.3 Website updates – restructure of DS 'solutions' pages

In the period September 2022 – January 2023, work began to more thoroughly update and restructure the 'Solutions' webpages about the 7 DSs so that they will be more dynamic / interactive and so they support the local / regional stakeholder engagement activities of the DS teams as these ramp up in the next project phase. This work progressed in the following ways:

- A Master's Degree student of Science Communication from the University of Utrecht completed an internship with IMPETUS WP7 in this period (with academic instruction from the university and lightweight practical mentorship by ESCI), focusing on this goal.
- The student intern was 'embedded' with DS4 lead partner Nelen & Schuurmans (N&S) and developed the DS4 (Zeeland, NL) page as the first step in the process.
- Work on the DS4 page development included –
 - Consultation with the DS partners;
 - Review of target audiences, website best practices and design principles;
 - Investigation and selection of Figma as the tool in which to plan the new structure;
 - Redesign of the structure / layout in combination with planning requisite content changes;
 - Updates to existing content and sourcing / creation of new content* (text, maps (see Annex 3 section b), screenshots and new IMPETUS-branded quote cards (see set 3 in Annex 3 section a)) to fill 'gaps' in the new structure;
 - Creation of the new structure in the website back end and testing / ensuring functionality of e.g. the sections linking to tagged news stories;
 - Implementation of and adjustments to the new content in the back end;
 - Validation and approval of the content by N&S;
 - Translation of the (English language) content into Dutch and creation of a duplicate page in that local language;



- Publication of the page in English⁹ and in Dutch¹⁰ as interconnected pages on 30 January 2023*

*The new DS4 webpage publication date was timed to coincide with the 70th anniversary of the 'Watersnoodramp' flooding event that had devastating consequences in the Netherlands. This timing was also reflected in the flooding topic that was highlighted in the newly created quote cards published on the page and on social media to launch the page. The flooding topic was also the subject of a new video created by ESCI (see item 3 of Annex 2) which tells the story of regional adaptation to flooding threats, as the context for the DS4 team's work to develop a flooding decision support tool for regional city planners – which was also the subject of a concurrent news article (see Table 1 below). The video was embedded in the new DS4 webpage and the news article was linked.

The new DS4 webpage structure provides a template that will be used to update the other DS 'Solutions' pages in the coming months. In the period December 2022 – February 2023, work had already begun to update and restructure the DS2 content and to begin creating new content.

3.2.1.4 Website updates – DS1 infographic

The original-style DS1 page was updated in January 2023 to include a new infographic (see Annex 3 section b) and related text content.

This infographic was the result of a second University of Utrecht student internship with WP7 in the same period, September 2022 – January 2023. In this case, the student was not embedded with any partners but coordinated with ESCI, ESCI's graphic designers and the DS1 partners online.

The infographic is an 'in a nutshell' depiction of the DS1 (Berlin, DE) water cycle, challenges faced and actions within the project. This work to develop the infographic included:

- Capture of detailed information from DS1 experts in an Excel spreadsheet,
- Validation of the information and priority setting for what to include in the infographic and how via email, Trello and online calls with DS1 contributors;
- Review of target audiences, infographic best practices and design principles;
- Preparation of initial layout concepts;
- Several design and feedback rounds;
- Final validation and approval of the content by DS1 partners;
- Translation of the (English language) content into German and creation of a German version (for use at a later date);
- Publication of the (English) infographic¹¹ and related text in the 'Issues' section of the original DS1 webpage on 30 January 2023.

3.2.1.5 Dissemination via the website

Since the IMPETUS website was launched and until the end of February 2023, it attracted 7546 visits and 16425 page views, with the average visit lasting 2 minutes and 26 seconds. Further detailed statistics and analysis are available in Annex 9.

3.2.2 Social media dissemination

In 18 months (including the pre-launch phase and up the end of February 2023):

- the IMPETUS LinkedIn channel gained –
 - 128 posts published,
 - 703 fans (followers),
 - 51857 impressions,
 - 3421 interactions,
 - engagement rate 3,5% (good compared to the typical average of 1-5% for similar accounts)
 - audience growth was steep in the first 6 months then slowed down, as is usual for new accounts,

⁹ <https://climate-impetus.eu/demo-site/atlantic/>

¹⁰ <https://climate-impetus.eu/demo-site/atlantisch/>

¹¹ <https://climate-impetus.eu/demo-site/continental/#issues>



- the number of impressions, reach, and engagements increased every six months, showing channel performance improved over time.
- the IMPETUS Twitter channel gained –
 - 186 posts published,
 - 353 fans (followers),
 - 39476 impressions,
 - engagement rate 2.9%
 - 2027 interactions.
- IMPETUS mentions by other accounts (measured using the Brandwatch¹² 'listening' tool) –
 - by 76 unique authors,
 - of which, 54% male & 46% female,
 - 224 times in total,
 - with a 368 thousand reach,
 - gathered 1.2 million impressions.

Further detailed statistics and analysis are available in Annex 10.

3.2.3 Editorial and news dissemination

Table 1 below lists and links the news articles produced and published in the course of the project until the end of February 2023, as well as the publication platform and any additional distribution channels. The purpose of each article, regarding its audience, timing, positioning or key messages is also indicated.

Table 1: Overview of published news articles

Article (linked)	Date	Platform / publication	Purpose
Time to turn climate commitments into action: IMPETUS begins ¹³	1 Oct 2021 (back-dated)	IMPETUS website ('Stories')	Announce project launch (use article prepared for partners in pre-launch phase)
IMPETUS project kicks off commitment to climate action ¹⁴	22 Oct 2021 (back-dated)	IMPETUS website ('Stories')	Announce 1 st General Assembly and report main points.
IMPETUS joins forces with sister climate projects ¹⁵	25 Nov 2021 (back-dated)	IMPETUS website ('Stories')	Announce cooperation with sister projects, position IMPETUS in EU adaptation landscape, report on discussion points
IMPETUS and sister projects explore climate adaptation for vulnerable communities in EU MRS Week ¹⁶	16 Mar 2022	IMPETUS website ('Stories')	Report on IMPETUS participation in EU regions event with sister projects; highlight impacts and activities of two regional partners (ZPR & Cantina Toblino)
IMPETUS promotes wine community response to climate change: Lien de la Vigne ¹⁷	7 Apr 2022	IMPETUS website ('Stories')	Report on IMPETUS participation in a sector-specific / academic event, highlight key issues and relevant messages

¹² <https://www.brandwatch.com/>

¹³ <https://climate-impetus.eu/time-to-turn-climate-commitments-into-action-impetus-begins/>

¹⁴ <https://climate-impetus.eu/impetus-project-kicks-off-commitment-to-climate-action/>

¹⁵ <https://climate-impetus.eu/impetus-joins-forces-with-sister-climate-projects/>

¹⁶ <https://climate-impetus.eu/impetus-and-sister-projects-explore-climate-adaptation-for-vulnerable-communities-in-eu-mrs-week/>

¹⁷ <https://climate-impetus.eu/impetus-promotes-wine-community-response-to-climate-change/>



IMPETUS partners launch 7 regional surveys – get involved! ¹⁸	14 2022	Apr	IMPETUS website ('Stories')	Announce the regional stakeholder surveys, invite participation, highlight stakeholder engagement
Regional surveys kick-start climate IMPETUS engagement activities ¹⁹	21 2022	Apr	EU-Citizen.Science ('Forum / Community News')	Announce the regional stakeholder surveys, invite participation, highlight citizen (stakeholder) engagement
Regional climate surveys kick-start IMPETUS engagement for adaptation and risk reduction ²⁰	25 2022	Apr	UNDRR PreventionWeb ('Community announcement')	Announce the regional stakeholder surveys, invite participation, highlight risk reduction & the project to existing network
Core climate IMPETUS tool taking shape in the digital dimension ²¹	27 2022	Apr	IMPETUS website ('Stories')	Introduce the technical activities & RKB concept, report on progress, highlight key partner contributions
Citizens to have their say in climate IMPETUS project ²²	23 2022	Jun	IMPETUS website ('Stories')	Report on regional survey results & implications, highlight stakeholder engagement & further opportunities
A significant opportunity to engage citizens in climate change adaptation ²³	27 2022	Jun	EU-Citizen.Science ('Forum / Community News')	Report on regional survey results & implications, highlight citizen (stakeholder) engagement opportunities to existing network
Citizens to have their say in climate IMPETUS project ²⁴	5 Jul 2022		Citizen Engagement Quarterly (newsletter)	Further disseminate the article, raise project visibility to a relevant network, highlight further engagement opportunities
IMPETUS highlights satellite data importance for climate adaptation – ESA Living Planet Symposium ²⁵	12 Jul 2022		IMPETUS website ('Stories')	Report on IMPETUS participation in a strategically significant, sector-specific / academic event, highlight key issues and relevant messages including the RKB concept
How Satellites Can Help Local Communities Fight Climate Change ²⁶	21 2022	Sep	Illuminem online magazine ('Illuminem Voices')	Opinion article (in English) highlighting importance of satellite data, introducing RKB concept
IMPETUS highlights systemic solutions for climate resilience at ICSD ²⁷	28 2022	Sep	IMPETUS website ('Stories')	Report on IMPETUS participation in a global partner network event, report on key discussion points, highlight key issues and relevant messages including SDGs

¹⁸ <https://climate-impetus.eu/impetus-partners-launch-7-regional-surveys-get-involved/>

¹⁹ <https://eu-citizen.science/forum/forum/community-news-8/topic/regional-surveys-kick-start-climate-impetus-engagement-activities-174/>

²⁰ <https://www.preventionweb.net/news/regional-climate-surveys-kick-start-impetus-engagement-adaptation-and-risk-reduction>

²¹ <https://climate-impetus.eu/core-climate-impetus-tool-taking-shape-in-digital-dimension/>

²² <https://climate-impetus.eu/citizens-to-have-their-say-in-climate-impetus-project/>

²³ <https://eu-citizen.science/forum/forum/community-news-8/topic/a-significant-opportunity-to-engage-citizens-in-climate-change-adaptation-198/>

²⁴ <https://us1.campaign-archive.com/?u=cbc427ab36b809223a48ab422&id=788b3bfece>

²⁵ <https://climate-impetus.eu/impetus-highlights-satellite-data-importance-for-climate-adaptation-esa-living-planet-symposium/>

²⁶ <https://illuminem.com/illuminemvoices/5ae4b9c4-0680-4b8a-9463-b6cbb159a1e>

²⁷ <https://climate-impetus.eu/impetus-highlights-systemic-solutions-for-climate-resilience-at-icsd/>



Giving Digital Twins the IMPETUS to become regional ²⁸	21 2022	Oct	IMPETUS website ('Stories') - Also on H2O Global News ²⁹ , Smart Water Magazine ³⁰ , Water Online ³¹ , Waste & Wastewater Asia ³² , The Climate Resilience Post ³³	Introduce the 'Digital Twin' concept as specific technical work area, highlight its use in water sector (based on partner article by KWR), vary story type with interview
On track towards boosting climate resilience: IMPETUS reviews progress and plans ³⁴	26 2022	Oct	IMPETUS website ('Stories')	Announce 2nd General Assembly and report main points, highlight year one achievements. (SDSN published a related article)
As climate change intensifies, Europe seeks local ways to adapt ³⁵	18 2022	Nov	Horizon (EU online magazine) and 2 nd Climate Resilience Post ³⁶ newsletter	Freelance article featuring IMPETUS and ARSINOE, highlight approach and examples from DS2, timed during COP 27
As climate change intensifies, Europe seeks local ways to adapt ³⁷	18 2022	Nov	IMPETUS website ('Stories')	Permitted duplication of the Horizon article, timed during COP 27
Satellite imaging can provide more climate-friendly actions ³⁸	9 Dec 2022		Science Norway online magazine	Opinion article (in English) highlighting importance of satellite data, introducing RKB concept. (Also in Norwegian)
A path towards climate resilience: the IMPETUS knowledge booster approach ³⁹	27 2023	Jan	IMPETUS website ('Stories') and 2 nd Climate Resilience Post ⁴⁰ newsletter	Launch the RKB explainer animation, report on the January project meeting in Brussels
Preparing for floods: adapting the Netherlands for climate resilience ⁴¹	31 2023	Jan	IMPETUS website ('Stories') and 2 nd Climate Resilience Post newsletter	Launch the DS4 flood tool context video, highlight sea level rise adaptation needs, timed for 70 th anniversary of Watersnoodramp
European Community of Practice launch provides climate adaptation opportunities ⁴²	7 Feb 2023		IMPETUS website ('Stories') and 2 nd Climate Resilience Post newsletter	Report on IMPETUS participation in EU Mission Adaptation CoP event with sister projects; highlight key discussion points and sister project collaboration

Section 3.2.1.5 above and Annex 9 give details of the IMPETUS website visitors and page views overall. As can be seen from section e of Annex 9, the 'Stories' pages of the website, where the above articles were published, accounted for 3% of the website page views, totalling 506 views, in the defined period.

²⁸ <https://climate-impetus.eu/giving-digital-twins-the-impetus-to-become-regional/>

²⁹ <https://h2oglobalnews.com/giving-digital-twins-the-impetus-to-become-regional/>

³⁰ <https://smartwatermagazine.com/news/kwr/giving-digital-twins-impetus-become-regional>

³¹ <https://www.wateronline.com/doc/giving-digital-twins-the-impetus-to-become-regional-0001>

³² <https://waterwastewaterasia.com/region-wide-digital-twins-project-impetus-has-been-launched/>

³³ <https://mailchi.mp/ecbb0b77a51f/the-first-issue-of-the-climate-resilience-post-is-here>

³⁴ <https://climate-impetus.eu/on-track-towards-boosting-climate-resilience-impetus-reviews-progress-and-plans/>

³⁵ <https://ec.europa.eu/research-and-innovation/en/horizon-magazine/climate-change-intensifies-europe-seeks-local-ways-adapt>

³⁶ <https://mailchi.mp/daa3ec1e1f9b/the-climate-resilience-post-issue-number-2-is-here>

³⁷ <https://climate-impetus.eu/as-climate-change-intensifies-europe-seeks-local-ways-to-adapt/>

³⁸ <https://sciencenorway.no/evnroment-opinion-researchers-zone/satellite-imaging-can-provide-more-climate-friendly-actions/2121192>

³⁹ <https://climate-impetus.eu/a-path-towards-climate-resilience-the-impetus-knowledge-booster-approach/>

⁴⁰ <https://mailchi.mp/daa3ec1e1f9b/the-climate-resilience-post-issue-number-2-is-here>

⁴¹ <https://climate-impetus.eu/preparing-for-floods-adapting-the-netherlands-for-climate-resilience/>

⁴² <https://climate-impetus.eu/european-community-of-practice-launch-provides-climate-adaptation-opportunities/>



Specific full statistics for the other publication platforms or the IMPETUS articles within them are not known, but the information currently available to ESCI indicates that:

- Horizon magazine website has 5000+ readers per issue and 15.7K Twitter followers;
- Illuminem online magazine has 10000+ readers per issue, 1,128 Twitter followers and 22927 followers on LinkedIn;
- forskning.no website has an average of 33,000 visits per day / 1 million visits per month (2016 figures, Wikipedia); its Twitter has 4319 followers;
- The Climate Resilience Post (joint newsletter with IMPETUS sister projects) currently has 254 subscribers; it is disseminated by the sister projects on their social media channels, which have the following numbers of followers:
 - REGILIENCE Twitter – 795, LinkedIn - 1,042
 - ARSINOE Twitter – 711, LinkedIn - 484
 - TransformAr Twitter – 150, LinkedIn - 509
- UNDRR PreventionWeb is a global platform with more than 8000 organisation registered in its community section;
- The Citizen Engagement Quarterly is sent to a mailing list created by 4 EU-funded projects, which have the following presence on social media –
 - MOSAIC⁴³ Twitter – 333, LinkedIn – 244
 - SocKETs⁴⁴ Twitter 261, LinkedIn – 216
 - IRIS Smart Cities⁴⁵ Twitter – 1377, LinkedIn – 1380,
 - COESO⁴⁶ Twitter - 654
 - FRANCIS⁴⁷ Twitter – 67, LinkedIn – 71
- EU-citizen.science community news platform - the two IMPETUS articles attracted a combined total of 3566 views. Their Twitter has 5217 followers.

3.3 Campaigns

3.3.1 Stakeholder engagement – survey and partners

To support the promotion of the regional stakeholder engagement survey, which was created in collaboration between the 7 DSs, WP1 and with WP7 support and promoted (in English) via IMPETUS channels and (in local languages) via partner channels, the following actions occurred:

- Creation of the survey (with inputs from WP7) which was hosted on the KWR SurveyMonkey account with IMPETUS logo and information included;
- Creation of a multi-purpose, branded consent form (see Annex 3 section c) and related content on the survey;
- Creation of a 'project version' news article to announce the survey (see section 3.2.3);
- Adaptation of the article to make 'DS versions' that were also translated into local languages by partners to be issued by them as branded press releases to local / regional media;
- A collection of supporting images per DS was provided in a folder linked through the press release, for media usage;
- A branded document outlining each of the media files, their source and copyright status was provided in the same folder;
- Social media 'Get involved' graphics were created and published on the project website (see section 3.2.1.2 above and Annex 3 section a) along with local contact information.
- The 'Get involved' graphics were also published on the IMPETUS social media channels (in English) and made available to partners (also in local languages) for them to post on their channels.
- Social media graphics representing each DS team of organisations and each partner organisation individually were also created and posted around the same time to strengthen this campaign (see Annex 3 section a).

As a result of these activities and direct emails to contacts on the DS SHE registers (see section 2.1.5), the following was observed:

⁴³ <https://mosaic-mission.eu/>

⁴⁴ <https://sockets-cocreation.eu/>

⁴⁵ <https://irissmartcities.eu/>

⁴⁶ <https://coeso.hypotheses.org/>

⁴⁷ <https://www.francis-project.eu/>



- the survey reached over 850 local actors across Europe;
- approximately 400 responded to the survey;
- WP1 gathered a variety of useful data points –
 - ‘drought and water scarcity’ was highlighted as one of the most urgent climate change problems by local actors in 5 out of 7 of the DS regions;
 - the most cited solution to climate change problems across the DSs was ‘responsible resource use and circularity’;
- the campaign boosted use of the IMPETUS website (see Annex 9) –
 - 307 visitors acquired via two SurveyMonkey platforms (in English and in German);
 - 77 visitors acquired via the eu-citizen.science platform posts
 - page views hit a peak during the campaign period;
- In mentions of IMPETUS by other accounts on social media, “regions” and “surveys” were among the most-used terms and hashtags (see Annex 10 section iii).

Results of the survey and related actions are reported in detail in deliverables D1.1 and D1.1 Excerpt.

3.3.2 Sustainable Development Goals – conference and partners

To coincide with the participation by IMPETUS jointly with sister projects in a joint plenary session in the 10th International Conference on Sustainable Development (ICSD) on 19 September 2022, WP7 not only contributed to the development of the session itself and provided a moderator, but also:

- Coordinated with sister projects, speakers and event organising partner SDSN regarding event content, key messages, news and graphics preparation;
- Created news content about the event and key messages (see section 3.2.3),
- Created social media graphics to highlight which SDGs are relevant to IMPETUS activities and the 7 DSs (see Annex 3 section a);
- Added these to the DS webpages;
- Posted them on the IMPETUS social media channels throughout the conference week as a way to:
 - Draw readers to the news article,
 - Highlight the relationship between SDGs and the project / DSs;
 - Highlight the activities of the DSs that contribute to achieving these SDGs
 - Tag SDSN and other accounts with reach beyond that of the project channels.

3.3.3 Year one achievements – demo sites and partners

A ‘lightweight’ social media campaign that highlighted DS partners and their year one activities and achievements used social media cards (see Annex 3 section a) created with group photos taken during the October 2022 General Assembly meeting and linking to the news article about that event (see section 3.2.3).

3.4 Videos

During the first phase of the project up until the end of February 2023, ESCI supported partners in creating (internal communications) self-introduction videos to be shown during the 1st General Assembly, and produced a number of videos for external communication and dissemination as listed below. For screenshots and other links, see Annex 2.

Table 2: Overview of videos produced

Video (linked)	Length	Date	Platform / publication	Purpose
IMPETUS - Turning Climate Commitments into Action ⁴⁸	1:14	23 Sep 2021	IMPETUS website (Homepage), Twitter, LinkedIn, YouTube	Set the scene for the project launch & launch the project, provide background context

⁴⁸ https://www.youtube.com/watch?v=TrZMjgCPKAE&list=PLb8wE1rKCAQfiXL8ZkyfJV_qVLPi0HXA4&index=3



				about climate change impacts
Project website launch video ⁴⁹	0:21	28 Jan 2022	Twitter, LinkedIn	Announce launch of project website, bring traffic, highlight features
Introducing IMPETUS regional partner ZPR	2:00	9 Mar 2022	Played live in (online) 3rd European Union Macro-Regional Strategies (EU MRS) Week, in a joint session with sister projects. (Session video ⁵⁰ on Vimeo - starts at 35:02.)	Introduce a regional partner to this EU landscape audience, as example of IMPETUS challenges and activities
Giving more people a say in climate adaptation: the IMPETUS 'Resilience Knowledge Booster' ⁵¹	2:20	30 Jan 2023	IMPETUS website ('Atlantic'), Twitter, LinkedIn, YouTube	Explain the RKB and project concept and EU context, highlight opportunities to get involved in regional decision making
Preparing for Floods: Adapting the Netherlands for Climate Resilience ⁵²	6:54	30 Jan 2023	IMPETUS website ('Atlantic'), shorter teaser on Twitter & LinkedIn, full video on YouTube	Coincide with (and form part of) newly structured DS4 webpage launch and 'Watersnoodramp' 70th anniversary, storytelling of context for DS4 flood tool
series of 4 short video interview 'snippets' with (then) IMPETUS technical coordinator Aitor Corchero (EUT)	Various (around 1:00 max)	Feb 2022	Twitter, LinkedIn	address broad questions about the project approach and focus areas, highlight Aitor & EUT as significant in the project, touch on DS2 aspects
series of 6 short video interview 'snippets' with IMPETUS WP5 coordinator and DS5 team member Andrea Marinoni (UiT)	Various (around 1:00 max)	tbc	(Twitter, LinkedIn)	address questions about the importance of satellite data for IMPETUS and other climate change projects, highlight DS5 / Arctic challenges & activities

An IMPETUS playlist⁵³ was created on the ESCI YouTube channel in February 2023. More of the already created videos will be added here in the coming period.

To date, the three videos that are already on YouTube have the following viewing figures:

- IMPETUS - Turning Climate Commitments into Action – around 1400 views
- *Giving more people a say in climate adaptation: the IMPETUS 'Resilience Knowledge Booster' – 175 views
- Preparing for Floods: Adapting the Netherlands for Climate Resilience – around 2000 views

*This video was an animation that was created by a third University of Utrecht student intern with WP7 in the same period, September 2022 – January 2023. In this case, the student was not embedded with any partners but coordinated with ESCI, ESCI's graphic designers and audiovisual team, and the Project Board via ESCI. The video was intended for use on Twitter as well as other platforms, meaning its maximum possible length was 2:20, which was achieved. The animation was created using PowerPoint (ppt), which entailed the creation of multiple graphic elements (now available as resource) and arranging them within a PowerPoint file (also available as a resource in its own right). The work also encompassed:

⁴⁹ <https://twitter.com/ClimatImpetus/status/1486983371654045696>

⁵⁰ https://vimeo.com/690935827/embedded=true&source=video_title&owner=38893512

⁵¹ https://www.youtube.com/watch?v=PCmqOOdiMo&list=PLb8wE1rKCAQfiXL8ZkyfJV_qVLPi0HXA4&index=2

⁵² https://www.youtube.com/watch?v=WVxrV5lVTPs&list=PLb8wE1rKCAQfiXL8ZkyfJV_qVLPi0HXA4&index=1

⁵³ https://www.youtube.com/playlist?list=PLb8wE1rKCAQfiXL8ZkyfJV_qVLPi0HXA4



- Development of a storyline and storyboard to explain the RKB concept and context;
- Validation of the storyline via email, Trello and online calls with Project Board members;
- Review of target audiences, ppt animation best practices, storytelling and design principles;
- Preparation and validation of graphic elements and ppt sequences;
- Research and implementation of ppt-internal animation techniques and timings;
- Final validation and approval of the content by project coordinators;
- Addition of a professional voiceover, music track and sound effects;
- Publication of the main (English language, 3 examples from across 7 DSs) version.

The source ppt provides a template for easy adaptation into localised versions for the 7 DSs, involving:

1. Replacement of the 3 examples from across 7 DSs with 3 examples from within each DS;
2. Recording the voiceover in English for those new parts;
3. Translating the voiceover script into local languages for custom subtitling;
4. Adjusting the image content and animation timing of 1 slide for each new DS version to fit the new script;
5. Re-editing and mixing the new content to create mp4 files;
6. Providing these files to partners, publishing on their (to-be) updated webpages and disseminating.

The first 4 steps have already been completed or partly completed for the majority of the DS versions and the remaining steps will be completed in the coming months.

3.5 Print

3.5.1 Brochure, resilience knowledge booster infographic, events collateral

Work on a project brochure and print materials that would be used during face-to-face events (such as pull-up banners, flyers etc.) was initiated but put to one side in this first period when Covid-19 still largely prevented such events. There was also a need to clarify understanding of the RKB concept, how it will work in practice and how to explain it before this work could be completed, as the RKBs are a unique feature of IMPETUS that would need to be included as a central element of such material.

A static image capturing the RKB concept as a 'flow' was developed over a number of months and finalised early in 2023, in line with decisions taken regarding the RKB animation. (See image in Annex 3, section b). With this task completed, work on the project brochure resumed in January 2023 and will be completed by early April. Other print materials will then also be rapidly developed, according to the needs of DS teams regarding their stakeholder engagement activities as well as any project events such as the General Assembly.

3.5.2 Templates

In the first project phase, the following branded templates were produced:

- Deliverable report (versions with and without title page imagery)
- Meeting agenda
- Meeting minutes (versions with and without title page imagery)
- Milestone notice of achievement
- Participant personal data consent form
- IMPETUS PowerPoint slides*

*The initial, pre-launch phase slide set was improved and a new, final version was shared with partners on 29 March 2022.

All project templates can be found in the relevant SharePoint folder⁵⁴. Images of these files can be seen in Annex 3 section c.

⁵⁴

<https://eurecatcloud.sharepoint.com/:f:/r/sites/IMPETUS/Shared%20Documents/IMPETUS%20All%20partners%20and%20WP%20leads/TEMPLATES?csf=1&web=1&e=O6oqC5>



3.6 Other activities and outputs – sister projects

Collaborative efforts with the three sister projects resulted in:

- Co-produced and coordinated news and related social media posts about participation in the ICSD joint plenary session (see section 3.2.4.2) and other collaborative activities;
- The concept, co-branding, launch, promotion and first two editions of a joint newsletter (managed and produced by REGILIENCE), the Climate Resilience Post⁵⁵, using layout, content and editorial feedback from IMPETUS WP7 as well as specific articles;
- The concept, topics, data inputs and validation for an interactive online map⁵⁶ covering the 4 projects together (managed by REGILIENCE and posted on its website, with the possibility to replicate it on the IMPETUS site at a later date);
- Shared planning for a joint social media campaign to be executed in March 2023 (after the period covered in this report) as well as coordination on other social media posts relating to the joint newsletter and other topics of common interest.

4 Conclusions and outlook

As the project began during the Covid-19 pandemic, with its influences continuing to varying degrees through the whole of the first project year, there were no opportunities to record live video material, or take photos, for example at project events, until relatively late in the reporting period. This not only impacted the ability to create videos and other kinds of visual content for much of the first 18 months, but also temporarily prevented the distribution of printed materials via events and meant their production was postponed – also to be able to take into account the gradually clarified explanation of the RKB concept, which is a unique and central aspect of the project.

Nevertheless, during the reporting period, 15 videos were produced, 23 articles were published across 14 platforms, 3 social media campaigns supported project message dissemination and stakeholder engagement activities with a regional stakeholder survey reaching more than 800 targets, 8 branded templates were produced to support internal project processes, and a range of other visual and editorial content was produced for publication on the website and social media channels to support the project launch and promote its activities, key messages and initial results.

All editorial, video and visual content produced to date was planned and executed in alignment with the principles laid out in the CCD strategic framework (D7.2) and other project documents such as the data management plan (D8.3 – updated as D8.6 in month 18). This means that they used correct project branding including the EU flag, included the funding statement and mandatory disclaimer as appropriate/possible, and took into account the purpose, audiences, messages, tone and goals defined for project communications.

Intensification of work to plan and execute editorial, video and visual content creation and dissemination activities will become a priority in phase II of the project as the DS teams' stakeholder engagement activities ramp up and need more support, and as the more technical work packages produce more results that need to be highlighted. Continued exploration of opportunities to synergise and collaborate with sister projects and other networks will also yield further demands for this area of work.

Results of these further actions will be reported in updates to this document and in other relevant deliverable reports.

4.1 Next steps

A content calendar to guide editorial and content production choices and timing is in preparation and will be completed in the coming few months. This will provide a useful tool for collaboration with sister projects as well as to align planning with partners, DSs, WPs and internally between the ESCI project coordination, audiovisual production and outreach teams. At the time of writing; within ESCI, an overview of planning for the outreach and the audiovisual production teams has been undergoing initial development, a WP1 Gantt chart has been drafted to provide an overview of DS roadmaps for SH engagement and communication activities, and the REGILIENCE project has made a draft calendar

⁵⁵ <https://regilience.eu/newsletter-archive/>

⁵⁶ <https://regilience.eu/maps/>



available for coordinating on editorial themes, interview topics and events that are of common interest to the sister projects. These three elements will provide a useful basis for the efficient creation of a WP7 editorial and content creation calendar to be finalised as a project resource within the coming weeks (by end April 2023). It will then be maintained, updated and referenced by / using inputs from WP7, WP1, other WPs and DSs, ESCI teams and sister projects as relevant.

The development of plans relating to the DS and RKB communication and dissemination activities needs further attention in the coming months, in conjunction with WP1 and stakeholder engagement planning. This will contribute input to the content calendar. Steps by the wider project team to consolidate understanding about the RKB approach and how to put it into practice – which will be determined in the second and third quarters of 2023 – will provide a significant boost to this area of WP7 work. Coordination with DS teams' communication and dissemination specialists will be ramped up and restructured, with more frequent / targeted contacts and exchanges to better support these more localised needs.

Other significant strands of activity will be planned in the period March-July 2023, as WP6 'Boosting project impact' publishes its first guidelines for decision makers, for business opportunities, financing mechanisms and policy and market instruments, which will need to be promoted to relevant target audiences in the most appropriate and effective ways. Likewise, as the technical work packages' tasks mature, more editorial, video and visual content creation and dissemination activities that support the visibility of their results – e.g. by disseminating through academic channels (see deliverable 7.4 'lean learning, knowledge building and results transfer') as well as through infographics, news and other articles.

Specific tasks that are currently underway – for example to update the DS 'solutions' webpages using the new template and provide them in local languages; to localise and publish the RKB animation as DS-specific versions; to finalise the main project brochure and a set of basic print collateral designs e.g. for events; to produce news articles about the first set of DS / RKB stakeholder events – will be completed as soon as possible in the second quarter of 2023. Activities to identify and plan new editorial, video and visual content creation and dissemination activities, or to finalise the planning and execution of already intended ones, will continue through ongoing exchanges (in calls, emails, planning documents such as the WP1 Gantt and Trello boards) between WP7, other project teams, and sister projects, supported by more agile coordination by WP8 and WP7.

In line with the strategic approach to 'complement and amplify' content and messaging about climate change resilience and adaptation from other sources, efforts to adapt project news to make them suitable for dissemination via a range of externally managed platforms and newsletters will continue. In particular, potential synergies / efficiencies with the project's transversal and transnational partners (such as THETIS and SDSN) will be explored, as well as seeking opportunities to disseminate content, results and messages via major European platforms such as Climate ADAPT.

Results from the implementation of these activities, once they reach maturity, will be reported in later updates of this document (D7.6 in month 48 and D7.11 in month 36) and/or in other relevant deliverable reports, such as the report on Innovative communication and dissemination actions to build resilience - DS (D7.5).



The project visual identity and other branding tools were further developed and briefly described in deliverable D7.2 section 3.2, including the following components:

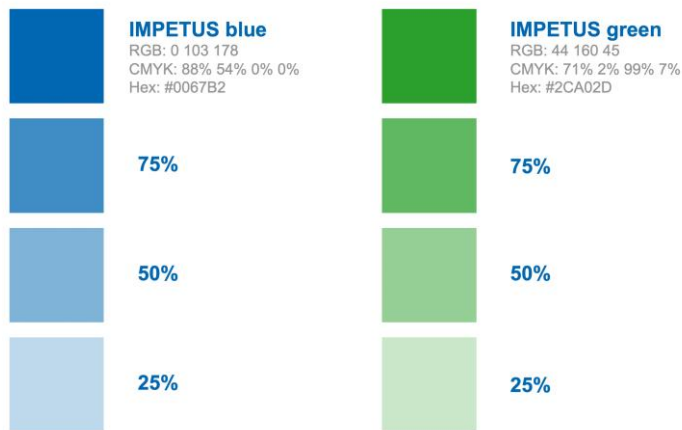


Figure 4: IMPETUS principal colour palette



Figure 5: IMPETUS secondary colour palette

Annex 2: Overview of video content

The IMPETUS video playlist can be found in the ESCI YouTube channel.

Fifteen videos were produced in the reporting period, shown in chronological order below. Of these, all were published on social media, three so far have been included in the IMPETUS YouTube playlist. The first is available on YouTube⁵⁷, Twitter⁵⁸, but no longer available on LinkedIn:



Figure 6: Screenshot from the IMPETUS launch video 'IMPETUS – Turning climate commitments into action'

The following short video was created to launch the project website (posted on Twitter⁵⁹ and LinkedIn).

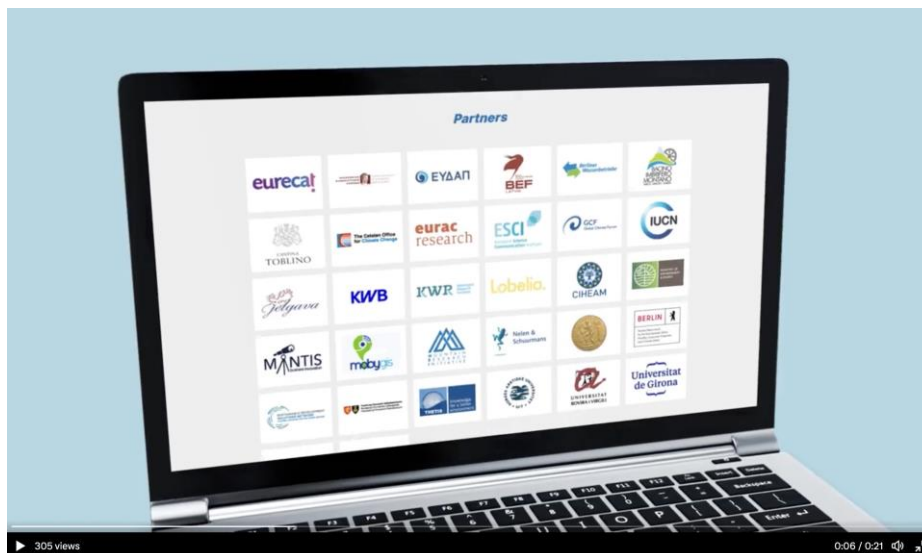


Figure 7: Screenshot from the IMPETUS video introducing the new project website

⁵⁷ <https://youtu.be/TrZMigCPKAE>

⁵⁸ <https://twitter.com/ClimatImpetus/status/1440915078275010560>

⁵⁹ <https://twitter.com/ClimatImpetus/status/1486983371654045696>



During the 3rd European Union Macro-Regional Strategies (EU MRS) Week, in a joint session with sister projects on 9 March 2022, an IMPETUS video featuring regional Latvian partner ZPR was played to the online audience. (See the session video⁶⁰ at 35:02.)

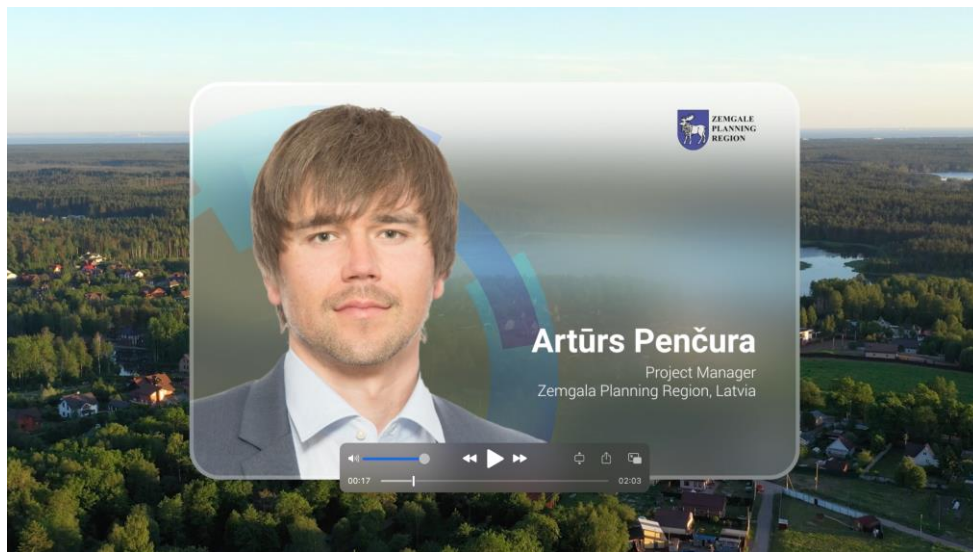


Figure 8: Screenshot from the IMPETUS partner video from ZPR

The RKB animation video was created using PowerPoint and was published on YouTube⁶¹, LinkedIn⁶², and Twitter⁶³.

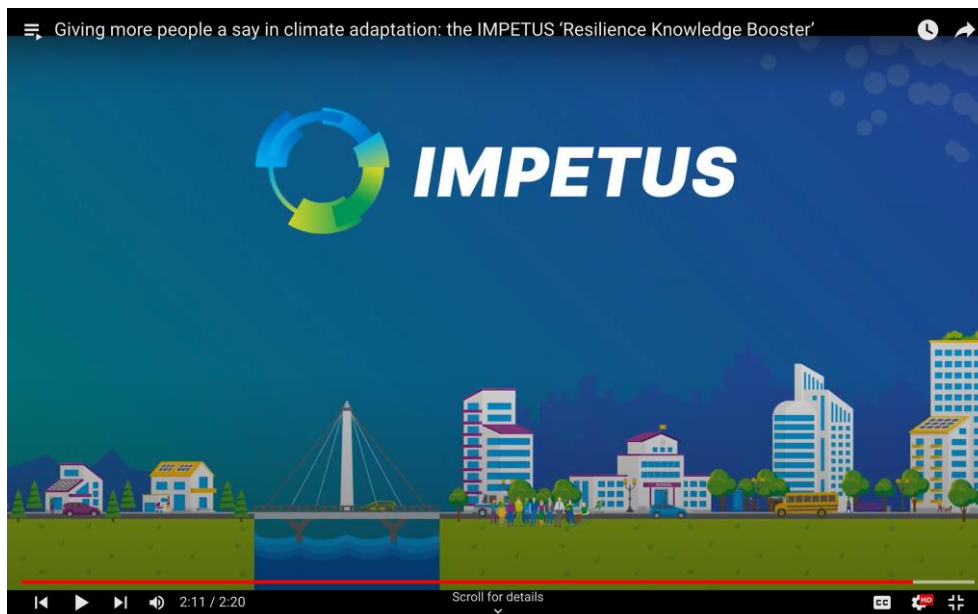


Figure 9: Screenshot from the IMPETUS video 'Giving more people a say in climate adaptation: the IMPETUS Resilience Knowledge Booster'

The following video was created to tell the story of regional adaptation to the threat of sea-level rise and other flooding exacerbated by climate change, as context for the DS4 team's work to develop a flooding

⁶⁰ https://vimeo.com/690935827?embedded=true&source=video_title&owner=38893512

⁶¹ <https://youtu.be/PCmqOOdiMo>

⁶² <https://www.linkedin.com/feed/update/urn:li:activity:7025927154160791552/>

⁶³ <https://twitter.com/ClimatImpetus/status/1620154387611123712>



decision support tool for regional city planners (posted full length on YouTube⁶⁴, teaser length only on Twitter⁶⁵ and LinkedIn⁶⁶):

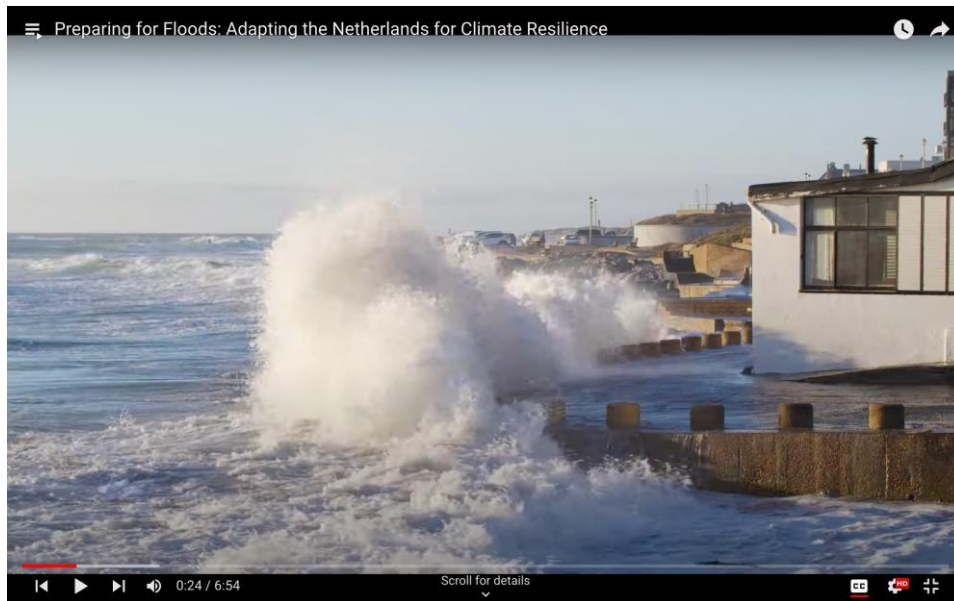


Figure 10: Screenshot from the IMPETUS video 'Preparing for Floods: Adapting the Netherlands for Climate Resilience'

The following four short videos were excerpts from an interview with Aitor Corchero (Eurecat), then Technical Coordinator of the project. These were posted directly on LinkedIn* and Twitter**. They will be added to the YouTube playlist in the coming weeks.

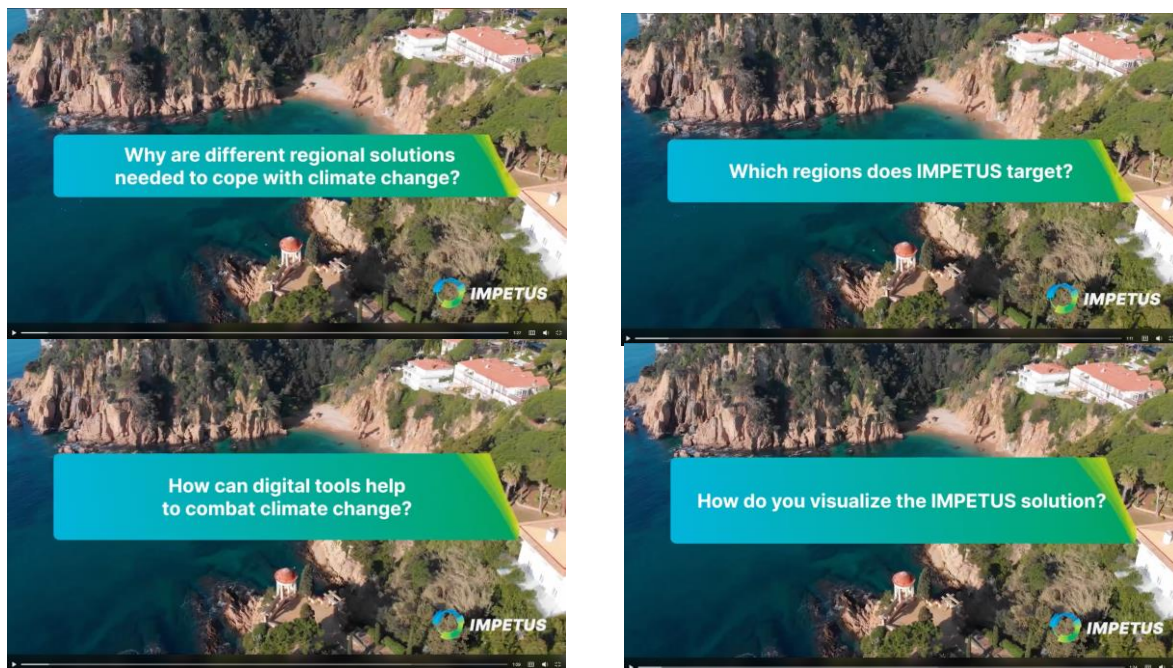


Figure 11: Screenshots from 4 short IMPETUS interview videos with Aitor Corchero (EUT)

*On LinkedIn these videos can be found as follows:

⁶⁴ <https://youtu.be/WVxrV5IVTPs>

⁶⁵ <https://twitter.com/ClimatImpetus/status/1620700317754200067>

⁶⁶ <https://www.linkedin.com/feed/update/urn:li:activity:7026225060075995136/>



- Why are different regional solutions needed to cope with climate change?
<https://www.linkedin.com/feed/update/urn:li:activity:7030934332055670784/>
- Which regions does IMPETUS target?
<https://www.linkedin.com/feed/update/urn:li:activity:7031330045449138177/>
- How can IMPETUS digital tools help climate change adaptation? -
<https://www.linkedin.com/feed/update/urn:li:activity:7031555026095337473/>
- How do you visualise the IMPETUS solution? -
<https://www.linkedin.com/feed/update/urn:li:activity:7032019227205095427/>

**On Twitter these videos are available as follows:

- Why are different regional solutions needed to cope with climate change?
<https://twitter.com/ClimateImpetus/status/1625167041467490304>
- Which regions does IMPETUS target?
<https://twitter.com/ClimateImpetus/status/1625564638350872589>
- How can IMPETUS digital tools help climate change adaptation? -
<https://twitter.com/ClimateImpetus/status/1625787336662417410>

A further six short videos - excerpts from an interview with Andrea Marinoni (UiT) – were also produced and are currently scheduled for publication in March-April 2023. These will be posted directly on LinkedIn and Twitter and added to the YouTube playlist.

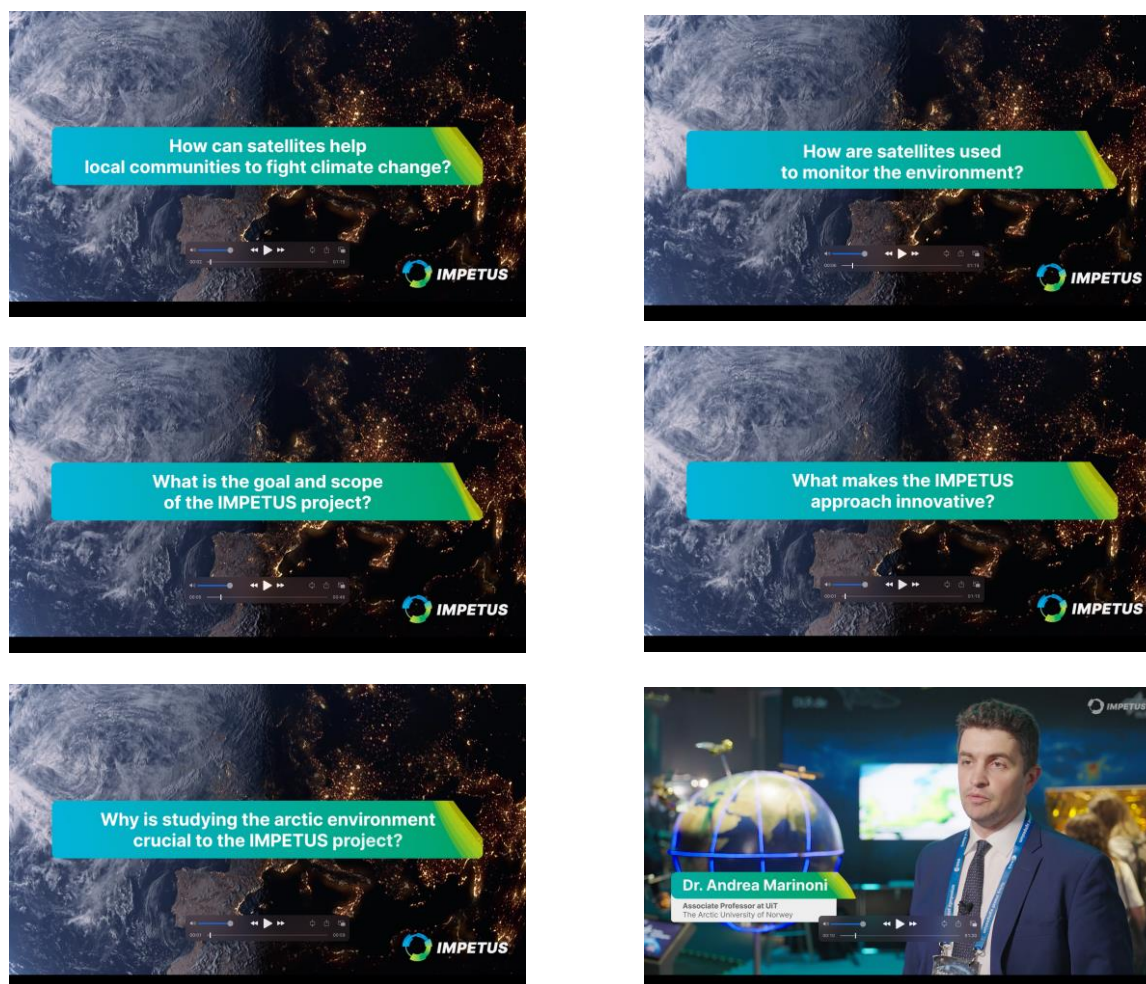


Figure 12: Screenshots from 6 short IMPETUS interview videos with Andrea Marinoni (UiT)

Annex 3: Overview of branded visual content

a) Social media cards

ESCI's graphic design team produced various series of 'cards' during the pre-project launch phase and the first 17 months of the project. Each card is produced in two sizes – optimal for posting on the project's Twitter and LinkedIn channels, where the majority were indeed published. Several of the cards have been published on the project website too. A few have either been created only more recently and not yet published, or held in reserve for other reasons, such as to be used when the topic coincides with activities that are to be promoted. Below are collections of these images by type / purpose, each with a short explanation.

Firstly, a group of project key messages were produced as cards and published on social media in a pre-launch phase, as a way to already begin raising awareness of the project and key issues before the project actually started:

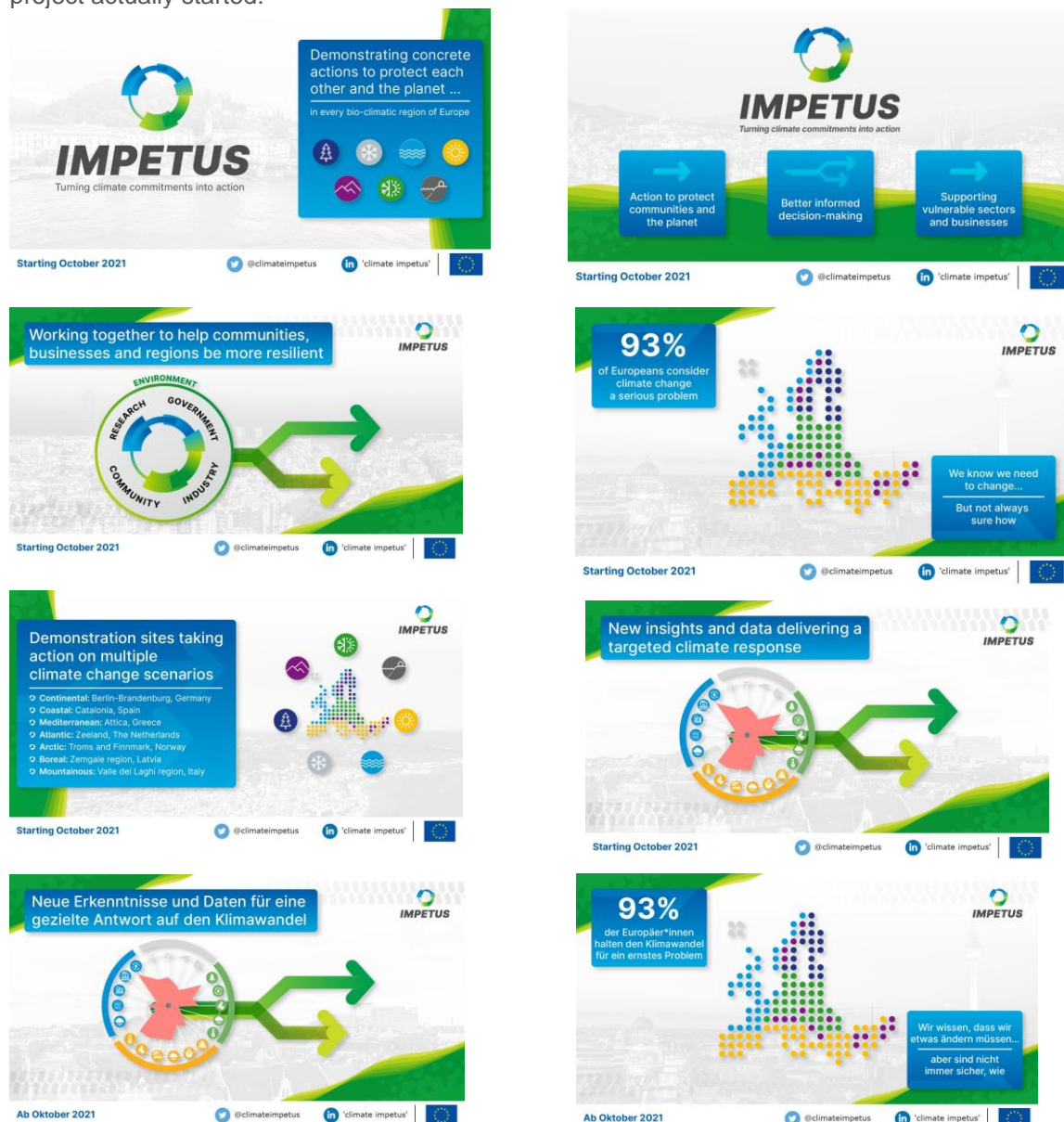


Figure 13: IMPETUS pre-launch key message social media cards



In getting the project launched, the following quote cards were created and published on social media and/or the project website as testimonials to highlight the significance of the work and issues for different partners, stakeholders and sectors:



Figure 14: IMPETUS launch phase social media quote cards



In the course of the initial project phase, further quote cards were created and published on social media and/or the project website to highlight topics and activities as they related to certain news publications, events presentations or other published content:

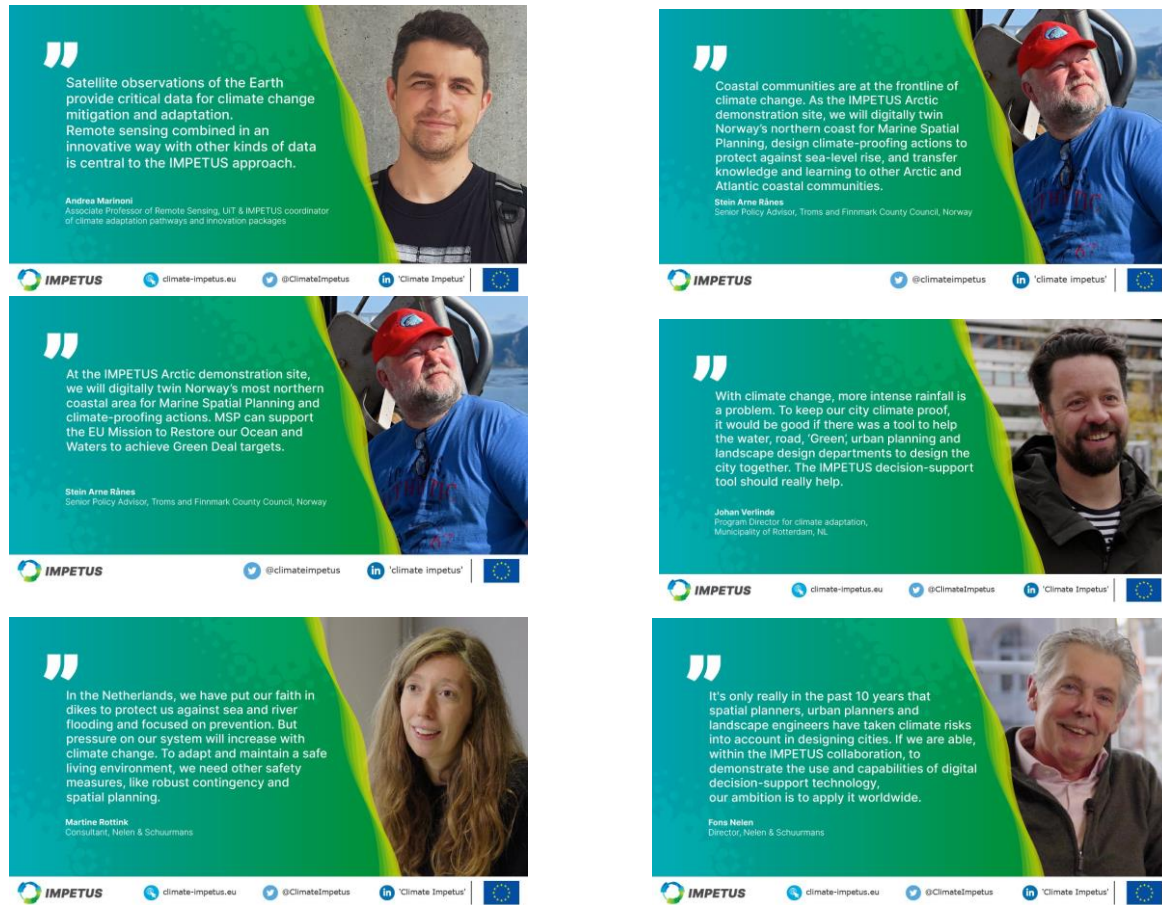


Figure 15: IMPETUS social media quote cards published in project phase I

The following quote cards were also produced in this period, but will only be deployed in the following phase:



Figure 16: IMPETUS social media quote cards produced in project phase I for deployment in phase II

The following collection of cards was created to promote the stakeholder engagement survey created in WP1. The wording inviting readers to 'get involved' was deliberately not specific to the survey, as this would be referenced in accompanying social media post texts, and so the cards could potentially be re-used by the DS teams in future, to invite stakeholders to get involved in other engagement activities at local or regional level. The need to promote such activities at local level is why versions were created in local languages as well as English.





Figure 17: IMPETUS 'Get involved' social media cards for the 7 DSs

DS partners were introduced online, organisation by organisation. This coincided with the launch of the stakeholder survey in local languages, as a way to cross-promote the two campaigns and to build trust in the survey by highlighting the teams behind it, at local level. The series of social media cards in this case was as follows:





Figure 18: IMPETUS 'Meet the partners' social media cards for the 7 DSs

'Meet the partners' cards were also created for the transversal partners as follows:



Figure 19: IMPETUS 'Meet the partners' social media cards for the 3 transversal partners

The following cards were produced to show which SDGs relate to IMPETUS overall and to the activities of the 7 DSs. These were published as a campaign to coincide with the 10th International Conference on Sustainable Development (ICSD), in which IMPETUS participated in and moderated a plenary session on 19 September 2022:



Figure 20: IMPETUS social media cards showing SDGs relevant to the project and each of the 7 DSs

DS and partners' activities were further highlighted in team photos social media cards of WP5 and WP1, the 2022 General Assembly, and a face-to-face meeting in January 2023:

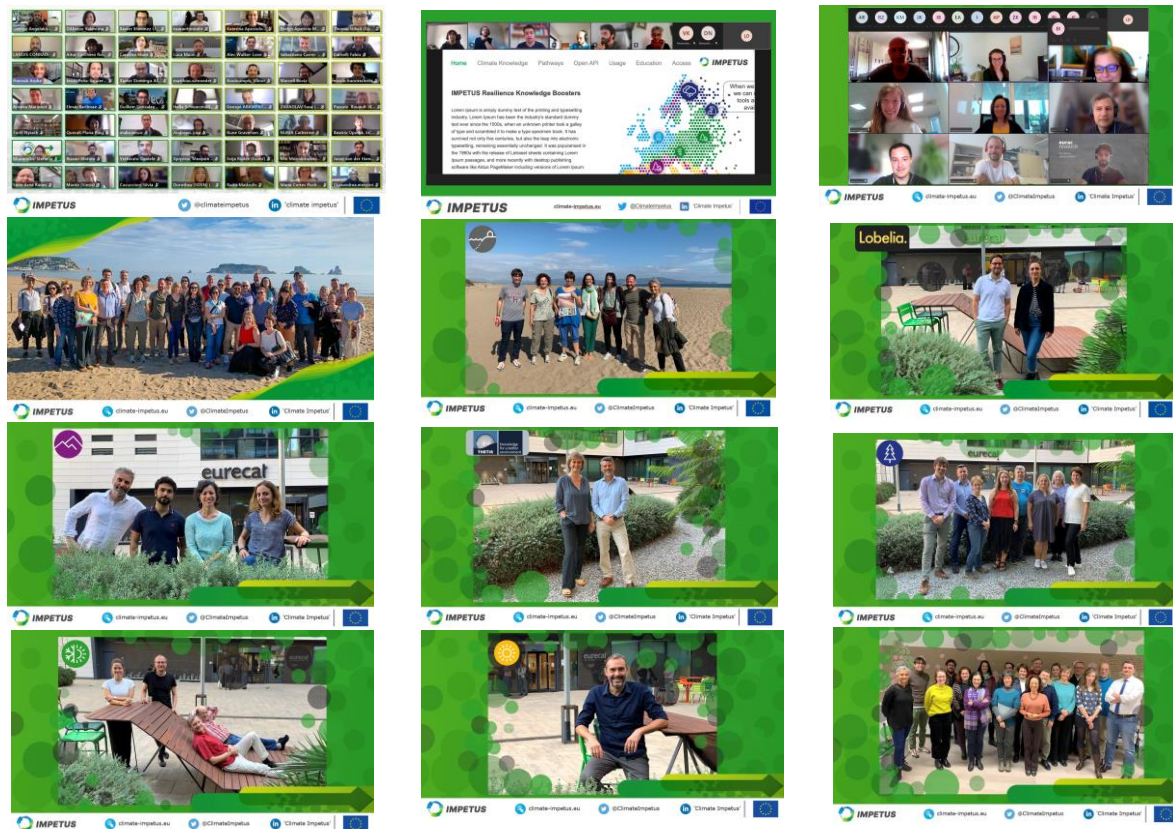


Figure 21: IMPETUS social media cards showing partner / DS / WP teams



Other project-branded social media cards have highlighted a variety of other points, including partner participation in external events such as the 2022 Laurentic Forum and ICSD conferences, 'hero image' and quote relevant to a specific sector and/or DS (e.g. the wine community), 'neutral' versions of the message cards (that can also be used on external dissemination channels), an engagement message to channel followers (e.g. 'will you be follower 200?'), and a snapshot of three University of Utrecht Science Communication Master's Degree interns who contributed to IMPETUS WP7 outputs:



Figure 22: IMPETUS social media cards relating to various partners and activities

b) Infographics, maps and icons

A number of maps, infographics, icons sets and other visual content was produced at various stages of the project, to be used in presentations, web content and other materials.

An initial, illustrative map of Europe was produced in the pre-launch phase and was later modified and adapted in various ways, for example to show the issues pertaining to the 7 DS:

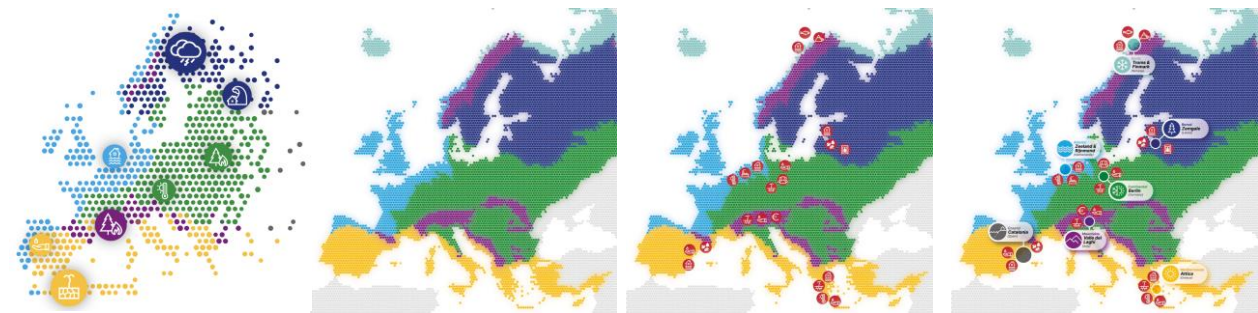


Figure 23: Four versions of the IMPETUS illustrative map of Europe's biogeographical regions

Icons representing the 7 DS biogeographical regions were also produced in the pre-launch phase:



Figure 24: IMPETUS biogeographical region DS icons

The illustrative map of Europe was used, later in the project, as the basis for 'zoom-in' views of the 7 DS regions, which in turn became part of a more realistic 'zoom out' map of each region, created for

updates to the DS-focused ‘Solutions’ pages, with the first example to be seen in situ on the DS4 pages in English⁶⁷ and in Dutch⁶⁸:

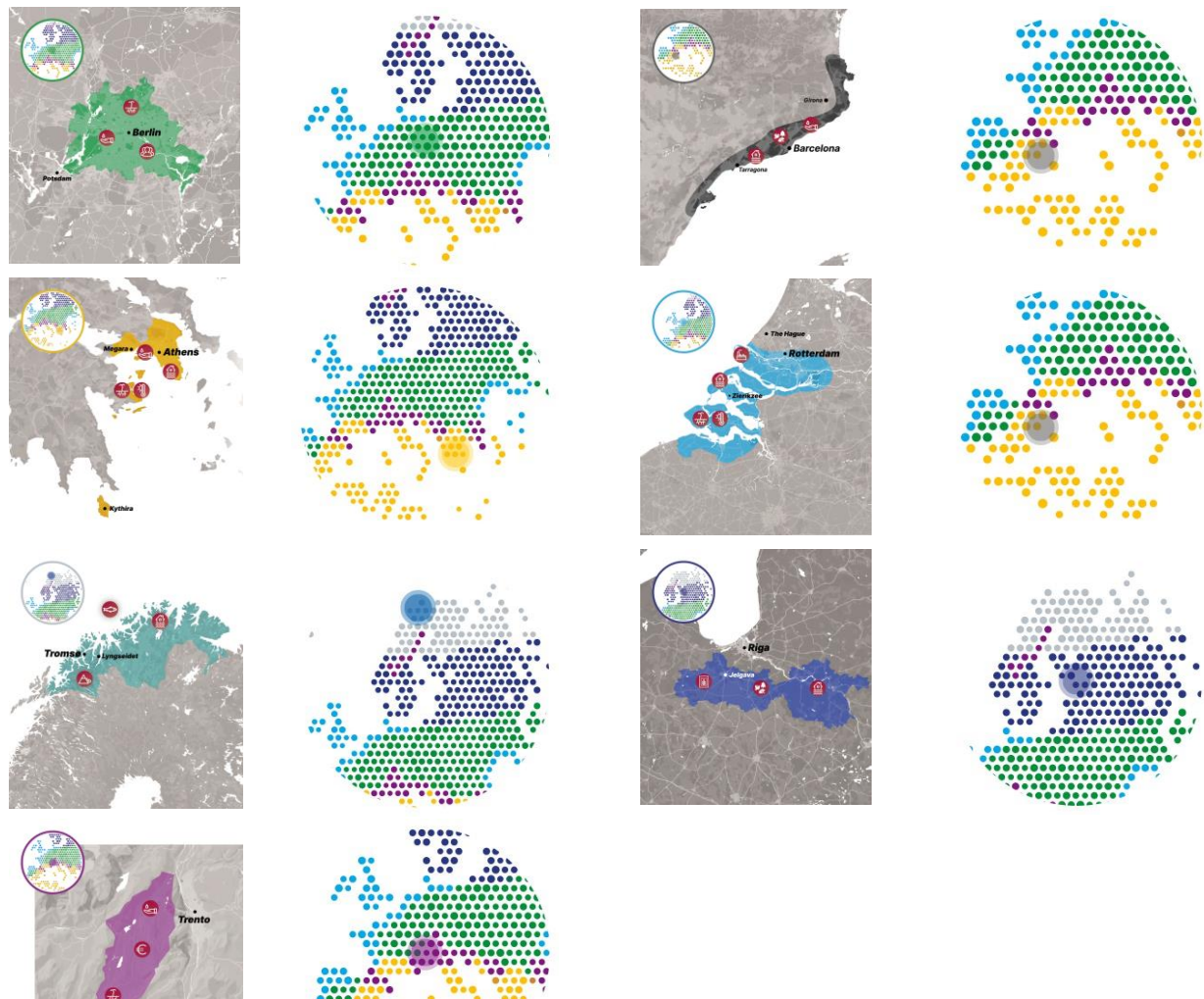


Figure 25: IMPETUS DS maps – in focus and as a ‘spotlight view’ on the illustrative map of Europe

Icons representing the climate change issues (in red) being addressed by the 7 DSs as shown on the above maps, and the ambitions (green) being aimed for, were also created and are available as individual image files for use in other materials:

⁶⁷ <https://climate-impetus.eu/demo-site/atlantic/>

⁶⁸ <https://climate-impetus.eu/demo-site/atlantisch/>





Figure 26: Icons depicting IMPETUS DS climate change issues and ambitions

An overview of the above maps and icons per DS (pdf) and the various files can be found in the relevant subfolder⁶⁹ of the WP7 Graphics folder in SharePoint.

Infographics depicting the IMPETUS position in the wider EU climate adaptation landscape and the RKB concept were produced and used in PowerPoints, with the latter also providing the basis for the RKB animation (see listing above):

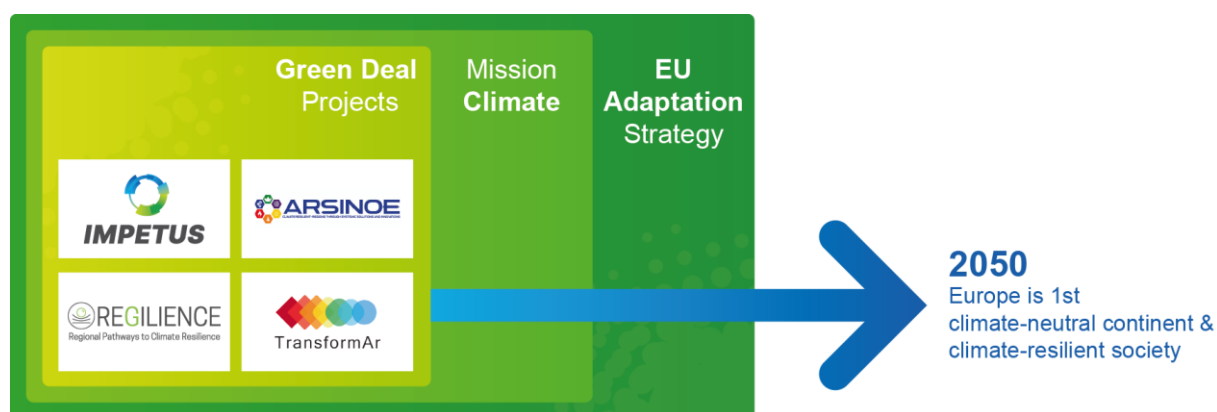


Figure 27: Infographic depicting IMPETUS in the wider EU climate adaptation policy landscape

⁶⁹

<https://eurecatcloud.sharepoint.com/:f:/r/sites/IMPETUS/Shared%20Documents/IMPETUS%20All%20partners%20and%20WP%20leads/WP7-%20Communication%20and%20Dissemination/Graphics/Graphics-per-Demo-Site?csf=1&web=1&e=x0rmVg>

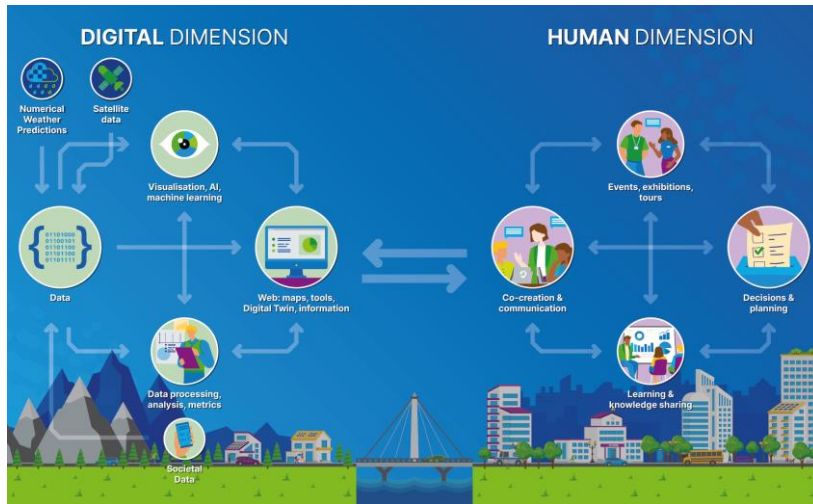


Figure 28: Infographic depicting the IMPETUS resilience knowledge booster (RKB) concept

Icons from the RKB infographic and animation are also available for further use in other materials and contexts:



Figure 29: IMPETUS icons from the RKB concept

An infographic⁷⁰ depicting the DS1 water cycle, challenges and project activities was produced (in both English and German as below), and published on the DS1 webpage 'issues'⁷¹ section:

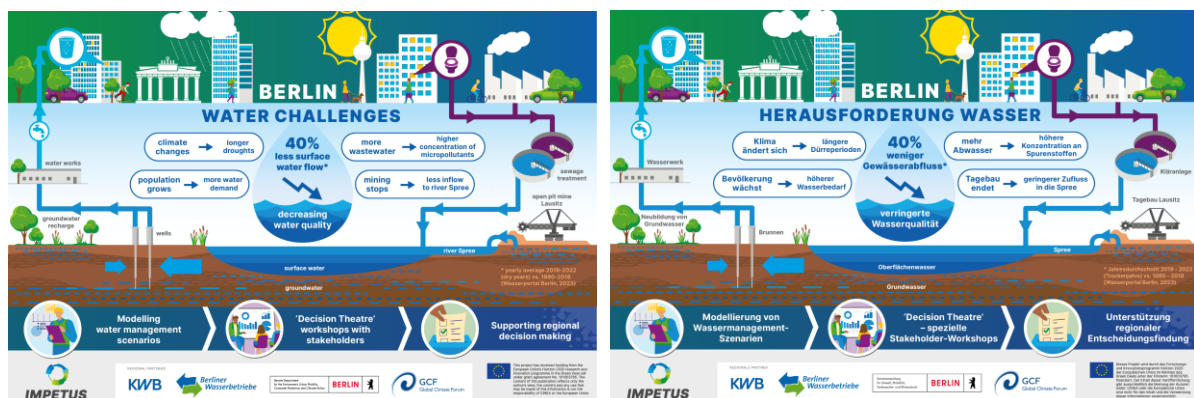


Figure 30: Infographics in English and German depicting the IMPETUS DS1 water cycle, challenges and activities

⁷⁰

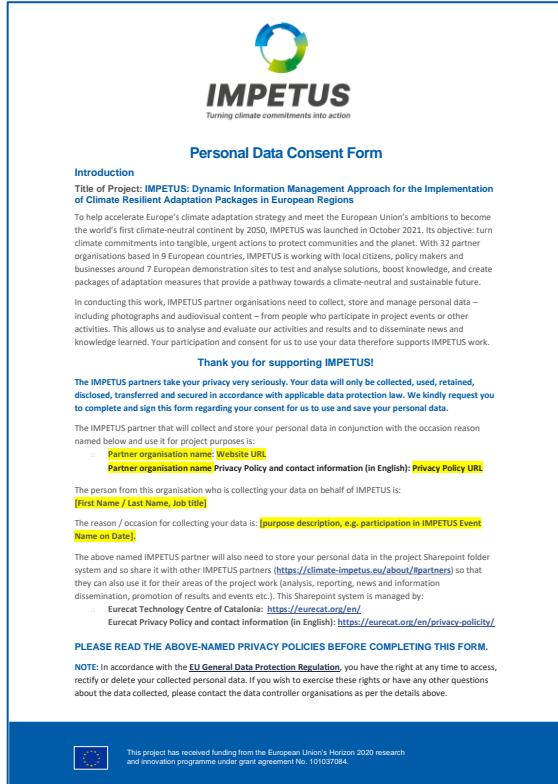
[https://eurecatcloud.sharepoint.com/:f:/r/sites/IMPETUS/Shared%20Documents/IMPETUS%20All%20partners%20and%20WP%20leads/WP7-%20Communication%20and%20Dissemination/Graphics/Graphics-per-Demo-Site/Graphics-DS1-Continental-Berlin-Brandenburg-DE/DS1%20infographic%20\(EN%20%26%20DE\)?csf=1&web=1&e=awBvWG](https://eurecatcloud.sharepoint.com/:f:/r/sites/IMPETUS/Shared%20Documents/IMPETUS%20All%20partners%20and%20WP%20leads/WP7-%20Communication%20and%20Dissemination/Graphics/Graphics-per-Demo-Site/Graphics-DS1-Continental-Berlin-Brandenburg-DE/DS1%20infographic%20(EN%20%26%20DE)?csf=1&web=1&e=awBvWG)

⁷¹ <https://climate-impetus.eu/demo-site/continental/#issues>



c) Templates

This deliverable uses the branded template that was created including a cover image. The original launch-phase PowerPoint template is visible in Annex 1, where the slides were used to present the visual identity. The final PowerPoint template and an alternative form of the deliverable template are shown here below, as well as the other templates created (see section 3.4.2):



IMPETUS
Turning climate commitments into action

Personal Data Consent Form

Introduction

Title of Project: IMPETUS: Dynamic Information Management Approach for the Implementation of Climate Resilient Adaptation Packages in European Regions

To help accelerate Europe's climate adaptation strategy and meet the European Union's ambitions to become the world's first climate-neutral continent by 2050, IMPETUS was launched in October 2022. Its objective: turn climate commitments into tangible, urgent actions to protect communities and the planet. With 32 partner organisations based in 9 European countries, IMPETUS is working with local citizens, policy makers and businesses around 7 European demonstration sites to test and analyse solutions, boost knowledge, and create packages of adaptation measures that provide a pathway towards a climate-neutral and sustainable future.

In conducting this work, IMPETUS partner organisations need to collect, store and manage personal data – including photographs and audiovisual content – from people who participate in project events or other activities. This allows us to analyse and evaluate our activities and results and to disseminate news and knowledge learned. Your participation and consent for us to use your data therefore supports IMPETUS work.

Thank you for supporting IMPETUS!

The IMPETUS partners take your privacy very seriously. Your data will only be collected, used, retained, disclosed, transferred and secured in accordance with applicable data protection law. We kindly request you to complete and sign this form regarding your consent for us to use and save your personal data.

The IMPETUS partner that will collect and store your personal data in conjunction with the occasion reason named below and use it for project purposes is:

- Partner organisation name: **Website URL**
- Partner organisation name: **Privacy Policy and contact information (in English): Privacy Policy URL**

The person from this organisation who is collecting your data on behalf of IMPETUS is:

First Name / Last Name, Job title


The reason / occasion for collecting your data is: **[purpose description, e.g. participation in IMPETUS Event Name on Date]**

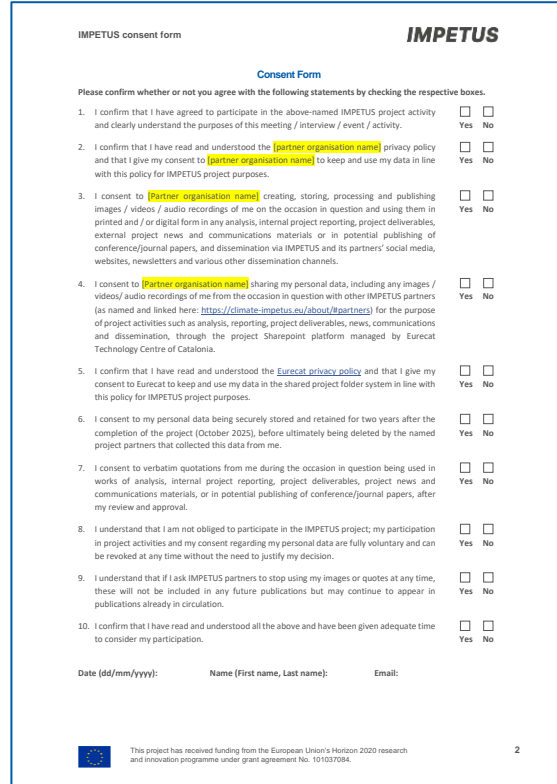
The above named IMPETUS partner will also need to store your personal data in the project Sharepoint folder system and so share it with other IMPETUS partners (<https://climate-impetus.eu/about/#partners>) so that they can also use it for their areas of the project work (analysis, reporting, news and information dissemination, promotion of results and events etc.). This Sharepoint system is managed by:

Eurecat Technology Centre of Catalonia: <https://eurecat.org/en/>
Eurecat Privacy Policy and contact information (in English): <https://eurecat.org/en/privacy-policy/>

PLEASE READ THE ABOVE-NAMED PRIVACY POLICIES BEFORE COMPLETING THIS FORM.

NOTE: In accordance with the **EU General Data Protection Regulation**, you have the right at any time to access, rectify or delete your collected personal data. If you wish to exercise these rights or have any other questions about the data collected, please contact the data controller organisations as per the details above.

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.




IMPETUS consent form **IMPETUS**

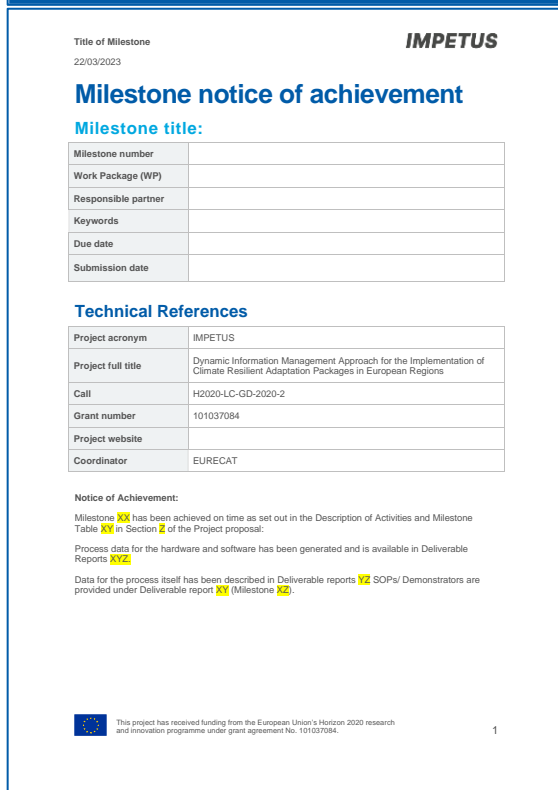
Consent Form

Please confirm whether or not you agree with the following statements by checking the respective boxes.

- I confirm that I have agreed to participate in the above-named IMPETUS project activity and clearly understand the purposes of this meeting / interview / event / activity. Yes No
- I confirm that I have read and understood the **[partner organisation name]** privacy policy and that I give my consent to **[partner organisation name]** to keep and use my data in line with this policy for IMPETUS project purposes. Yes No
- I consent to **[partner organisation name]** creating, storing, processing and publishing images / videos / audio recordings of me on the occasion in question and using them in printed and / or digital form in any analysis, internal project reporting, project deliverables, external project news and communications materials or in potential publishing of conference/journal papers, and dissemination via IMPETUS and its partners' social media, websites, newsletters and various other dissemination channels. Yes No
- I consent to **[Partner organisation name]** sharing my personal data, including any images / videos/ audio recordings of me from the occasion in question with other IMPETUS partners (as named and linked here: <https://climate-impetus.eu/about/#partners>) for the purpose of project activities such as analysis, reporting, project deliverables, news, communications and dissemination, through the project Sharepoint platform managed by Eurecat Technology Centre of Catalonia. Yes No
- I confirm that I have read and understood the **Eurecat privacy policy** and that I give my consent to Eurecat to keep and use my data in the shared project folder system in line with this policy for IMPETUS project purposes. Yes No
- I consent to my personal data being securely stored and retained for two years after the completion of the project (October 2025), before ultimately being deleted by the named project partners that collected this data from me. Yes No
- I consent to verbatim quotations from me during the occasion in question being used in works of analysis, internal project reporting, project deliverables, project news and communications materials, or in potential publishing of conference/journal papers, after my review and approval. Yes No
- I understand that I am not obliged to participate in the IMPETUS project; my participation in project activities and my consent regarding my personal data are fully voluntary and can be revoked at any time without the need to justify my decision. Yes No
- I understand that if I ask IMPETUS partners to stop using my images or quotes at any time, these will not be included in any future publications but may continue to appear in publications already in circulation. Yes No
- I confirm that I have read and understood all the above and have been given adequate time to consider my participation. Yes No

Date (dd/mm/yyyy): _____ Name (First name, Last name): _____ Email: _____

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.



IMPETUS

Title of Milestone
22/03/2023

Milestone notice of achievement

Milestone title:

Milestone number	
Work Package (WP)	
Responsible partner	
Keywords	
Due date	
Submission date	

Technical References


Project acronym	IMPETUS
Project full title	Dynamic Information Management Approach for the Implementation of Climate Resilient Adaptation Packages in European Regions
Call	H2020-LC-GD-2020-2
Grant number	101037084
Project website	
Coordinator	EURECAT

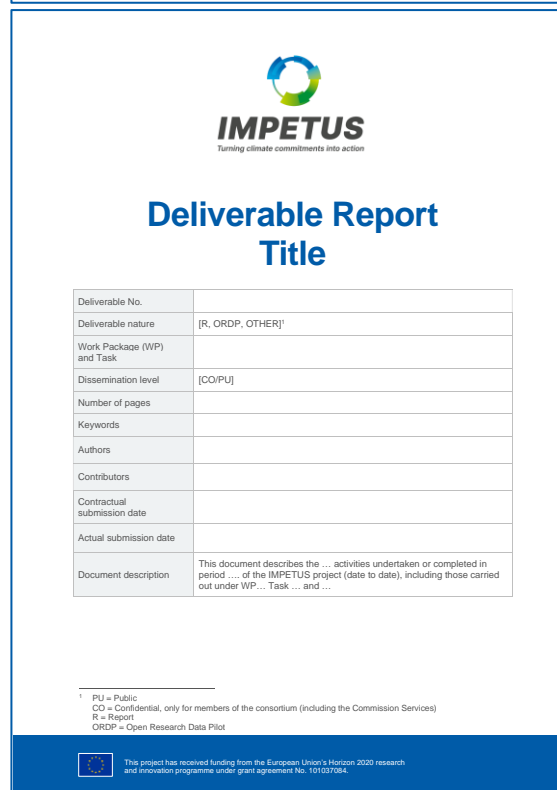
Notice of Achievement:

Milestone **XX** has been achieved on time as set out in the Description of Activities and Milestone Table **XY** in Section **Z** of the Project proposal.

Process data for the hardware and software has been generated and is available in Deliverable Reports **XYZ**.

Data for the process itself has been described in Deliverable reports **YZ**. SOPs/ Demonstrators are provided under Deliverable report **XY** (Milestone **XZ**).

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.



IMPETUS
Turning climate commitments into action

Deliverable Report Title

Deliverable No.	
Deliverable nature	[R, ORDP, OTHER] ¹
Work Package (WP) and Task	
Dissemination level	[CO/PU]
Number of pages	
Keywords	
Authors	
Contributors	
Contractual submission date	
Actual submission date	
Document description	This document describes the ... activities undertaken or completed in period ... of the IMPETUS project (date to date), including those carried out under WP... Task ... and ...

¹ PU – Public
CO = Confidential, only for members of the consortium (including the Commission Services)
R = Report
ORDP = Open Research Data Pilot


 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037084.





Figure 31: IMPETUS-branded templates

d) Other graphics and visual elements

Other graphic elements were created and combined to produce a distinctive look and feel for IMPETUS visual content, for example, the circle dot overlay, a background green-blue colour gradient to which this overlay can be applied, and a city and nature landscape:





Figure 32: Circle dot overlay and an example of its use (in a gradient background rectangle)

Further visual design assets (e.g. people, trees, park bench, grass, etc), which were created as individual image files in the RKB animation production process are available for further use if needed.

Annex 4: Launch phase partner briefing document

IMPETUS PROJECT ANNOUNCEMENT & LAUNCH RESOURCES

In this document: (22.09.21)

1. Context and response to climate change in Europe
2. The IMPETUS project
3. News piece
4. Sample social media posts

Actions expected from partners:

- A social media post on your personal LinkedIn, twitter or other sharing the project
- Encourage contacts to follow 'Cimatempetus' on these channels
- News items on partner websites + social media channels
- Coordinate with your communications teams to organise a news release and PR actions

When: From 23 September 2021 – not earlier

1. CONTEXT & RESPONSE

Climate Change in Europe

- Climate change already threatens our way of life, with severe impacts on people's health and wellbeing as well as on livelihoods and assets.
- Temperatures have repeatedly broken long-term records in recent years. The last five years (2015-2020) were the hottest on record, with heatwaves, droughts and wildfires across Europe.
- Recent projections estimate global warming of up to 4°C under current climate policies. Even stopping all greenhouse gas emissions would not prevent the climate impacts that are already occurring, which are likely to continue for decades.
- This accelerating pace of climate change impacts shows just how important the [EU's new adaptation strategy](#) is. It is a key priority under the European Green Deal and recognises adaptation as a crucial component of the long-term global response to climate change.
- [The European Green Deal](#) is a set of policy initiatives by the European Commission that aims to make Europe climate neutral by 2050, resulting in a cleaner environment, more affordable energy, smarter transport, new jobs and an overall better quality of life.
- [The objectives](#) of the European Green Deal include making Europe a modern, resource-efficient and competitive economy, making sure that:
 - there are no net emissions of greenhouse gases by 2050
 - economic growth decoupled from resource use
 - no person and no place left behind

CONTEXT – A shared impetus for change

- [Europeans believe climate change is the single most serious problem facing the world. More than nine out of ten people surveyed consider climate change to be a serious problem \(93%\),](#) with almost eight out of ten (78%) considering it to be very serious.
- **Nature & health:** When asked to pick out the single most serious problem facing the world, over a quarter (29%) chose either climate change (18%), deterioration of nature (7%) or health problems due to pollution (4%).

- **Economy & ecology hand in hand:** Over seven in ten Europeans (74%) agree that the cost of damages due to climate change are much higher than the investments needed for a green transition.

RESPONSE – Multi-disciplinary collaboration

- The Horizon 2020 Framework Programme set out to [identify and fund the most innovative pathways to a low-carbon and climate resilient future](#) - accelerating climate change adaptation and achieve climate neutrality and resilience by 2050
- Adapting to climate change and its effects is a process that requires everyone to move together. Communities, citizens, science, public policy and beyond. It includes behavioural change and social transformation addressing new communities beyond usual stakeholders.
- A major challenge is to reduce the gap between what can be achieved using proven adaptation solutions, and what is needed to achieve a rapid and far-reaching change.
- In some regions and communities, incremental adaptation will not be sufficient to mitigate the impacts of climate change on socio-ecological systems. They need radical and transformative ways of reducing climate vulnerability and building resilience.
- **A major new project awarded by the European Commission called IMPETUS will accelerate climate-resilient innovation and delivery of the EU Green Deal by:**
 - Demonstration actions that deliver rapid and far-reaching change - including nature-based solutions, innovative technologies, financing, insurance and governance models and behavioural change.
 - Support the transfer of social, technical and business innovations and accelerate their uptake

Sources: [EU Strategy in Adaptation to Climate Change \(February 2021\)](#); [A European Green Deal](#); [Eurobarometer survey – climate change](#); [Climate resilient innovation packages for EU regions](#); [IMPETUS project proposal](#); [EU Mission on climate adaptation](#); [Climate change, impacts and vulnerability in Europe report, EEA, 2016.](#)

2. The IMPETUS project

Delivering climate-resilient innovation

- The IMPETUS project will accelerate Europe's climate change response by developing innovative measures to make its regions more resilient
- Together, the consortium aims to demonstrate innovative technical, nature-based, governance, financing and public engagement solutions that are:
 - Cost-effective and environmentally, economically and socially sustainable actions - targeted to support key community systems such as water, agriculture, fisheries, infrastructure and health
 - 'Low regret' and scalable - co-designed and created with policy-makers, businesses and communities to help make sure they are successful
- Seven regional test-beds – one in every bio-climatic region of Europe – will scale up innovative solutions and support businesses and communities in their ecological and economic transition
 - **Continental:** Berlin-Brandenburg, Germany
 - **Coastal:** Catalonia, Spain
 - **Mediterranean:** Attica, Greece
 - **Atlantic:** Zeeland, The Netherlands
 - **Arctic:** Troms and Finnmark, Norway
 - **Boreal:** Zemgale region, Latvia
 - **Mountainous:** Valle dei Laghi region, Italy
- The endeavor is supported by 32 partners in business, research, regional government, utilities and beyond in eight countries – and many more local partners and participants indirectly
- **Key elements of the project include:**
 - Both technical and non-technical innovations tailored to overcome specific challenges in each European region and ensure wider business, government and society are prepared to meet the challenges ahead



- o A 'Regional Knowledge Booster' space where all relevant stakeholders gather to co-create, demonstrate, monitor and assess the climate adaptation pathways for sustainable adaptation and resilience.
- o A digital dimension to process all available data and develop new insights using digital twins and machine learning tools
- o 15 technical and nature-based solutions identified for deployment, ranging from early warning systems and rapid risk appraisal of natural hazards to sand dune restoration

3. News content

Time to turn climate commitments into action

The impacts of climate change are being felt here and now. From floods in Germany to wildfires in Greece and Turkey; water shortages in Northern Europe and even heatwaves in Siberia. Intensifying weather events threaten our way of life, with severe impacts on people's health, livelihoods and assets.

To help accelerate the [Europe's climate adaptation strategy](#) and meet ambitions to become the world's first climate-neutral continent by 2050, the European Commission has awarded a new flagship project named IMPETUS. Its objective: turn climate commitments into tangible, urgent actions to protect communities and the planet.

Accelerating our response in every bio-climatic region of Europe

The IMPETUS project will help accelerate Europe's response to climate change and develop innovative measures to make its regions more resilient.

Motivated and multidisciplinary teams in research, policy, industry and civil society will address real-world challenges in seven test regions across Europe. Together these represent all the continent's bio-climatic regions: Arctic, Atlantic, Boreal, Coastal, Continental, Mediterranean and Mountainous.

These teams will analyse and scale the most effective solutions to protect water, agriculture, fisheries, infrastructure and health. Working with local policy-makers, businesses and communities will help to make them a success.

"93% of Europeans consider climate change a serious problem. To respond effectively, we need to adapt our policy actions and strategies to new climatic situations. We need to understand when and how to act in a transition to green economy," says Aitor Corchero, Eurecat senior researcher and project technical coordinator. "IMPETUS is important because it demonstrates the concrete actions we all urgently need to take to protect the environment and the economy. It will work on solutions for a range of climate conditions – from the arctic to the Mediterranean basin – empower communities and protect key systems like water, agriculture and infrastructure."

"IMPETUS is a major opportunity for the EU," says project partner Professor Jochen Rabe, Managing Director of the Berlin Centre of Competence for Water. "The project will help our sustainable transformation, with in-depth research of complex climate change impacts in demonstration cases, as well as bottlenecks to climate mitigation and adaptation we all need to overcome."

Three pillars define the project:

Action

- 15 technical and nature-based solutions, ranging from early warning systems and rapid risk appraisal of natural hazards to sand dune restoration

Information

- Targeted analysis using the latest data sets, digital modelling and cutting-edge technology will determine the highest impact actions and decisions to take

Support

- Collaborating with sectors, businesses and communities most at risk from climate change will help create solutions and define a transition that protects the environment and our economy

By putting transformative actions that change our climate future into place across Europe, IMPETUS aims to show what is possible – and give everyone the information and tools to achieve it for themselves.

To amplify this impact, specific partners will also advise insurance companies, financial institutions and banks on how they can also adapt and support, based on case studies. And together with the United Nations Sustainable Solutions Network and leading education providers, Massive Open Online Courses (MOOCs) will make IMPETUS insights open to the world.

A four-year innovation action beginning October 2021

Beginning October 2021 and set to run for four years, IMPETUS will share regular insights on its social media channels. Join in and share your climate adaptation stories too!

[Twitter: @ClimateImpetus](#)
[LinkedIn.com/climateimpetus](#)

Proud to be supported by Europe. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101037084

Media contact Europe: Alec Walker-Love, awl@esci.eu, +32 497 487 486

Media contact local: complete as necessary

4. Sample social media posts

LinkedIn

The top 2 lines are essential – and visible. Include a statement and a 'call to action', which is to follow @ClimateImpetus.

Include the short video or a message/quote card as an image.

- The impacts of #climatechange are being felt here and now. Discover our new project - @ClimateImpetus – to see how Europe can respond...
- INTRODUCING @ClimateImpetus! Proud to be a part of this exciting new project...
- How do we turn climate commitments into tangible actions with impact? Introducing @ClimateImpetus. Our exciting new project...
- We need #ClimateAction. Delighted to be a part of a major new project delivering some! Discover @ClimateImpetus...
- 93% of Europeans consider #climatechange a serious problem. We know we need to change... but not always sure how! @ClimateImpetus is our new project giving direction and answers!

The rest of the post is up to you. Use the project overview (section 2) or news item (section 3) of this document and your own style to complete the post. Could be something specific to your organisation or something like this:

- IMPETUS is seven regional test-beds – one in every bio-climatic region of Europe – that scaling up innovative solutions and supporting businesses and communities in their ecological and economic transition.

We are 32 partners in business, research, regional government, utilities and beyond in eight countries – and many more local partners and participants indirectly.

The project will be working with communities, business and regions to help them be more resilient. Protecting each other and the planet.

Together, we will make a difference. Join us.

Beginning October 2021

Some hashtags: #ClimateAction #EUGreenDeal #ClimateAdaptation

Important: Tag each other and your colleagues and encourage them to interact



Twitter

Include the short video or a message/quote card as an image.


Tag @climateimpetus

Tag your partners and stakeholders

- 93% of Europeans consider #Climatechange a serious problem. We know we need to change... but not always sure how! @ClimateImpetus is our new project giving direction and answers! Follow and discover more. #ClimateAction
- We need to work together to help communities, businesses and regions be more resilient. @climateimpetus is 7 demo sites across Europe showing how. Follow & discover!
- Introducing our new project! @ClimateImpetus.
 - Action to protect the planet
 - Better data & decisions
 - Support to people and businesses
- We are proud to introduce @ClimateImpetus. A major new project turning climate commitments into action! Follow and discover more...



Annex 5: Launch phase media context brief



OUR CONTEXT & RESPONSE

Climate Change in Europe

- Climate change already threatens our way of life, with severe impacts on people's health and wellbeing as well as on livelihoods and assets.
- Temperatures have repeatedly broken long-term records in recent years. The last five years (2015-2020) were the hottest on record, with heatwaves, droughts and wildfires across Europe.
- Recent projections estimate global warming of up to 4°C under current climate policies. Even stopping all greenhouse gas emissions would not prevent the climate impacts that are already occurring, which are likely to continue for decades.
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- [Europeans believe climate change is the single most serious problem facing the world](#) **More than nine out of ten people surveyed consider climate change to be a serious problem (93%),** with almost eight out of ten (78%) considering it to be very serious.

September 2021

- **Nature & health:** When asked to pick out the single most serious problem facing the world, over a quarter (29%) chose either climate change (18%), deterioration of nature (7%) or health problems due to pollution (4%).
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September 2021

Annex 6: Launch phase news article



Time to turn climate commitments into action

The impacts of climate change are being felt here and now. From floods in Germany to wildfires in Greece and Turkey, water shortages in Northern Europe and even heatwaves in Siberia. Intensifying weather events threaten our way of life, with severe impacts on people's health, livelihoods and assets.

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These teams will analyse and scale the most effective solutions to protect water, agriculture, fisheries, infrastructure and health. Working with local policy-makers, businesses and communities will help to make them a success.

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September 2021

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Proud to be supported by Europe. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101037084

Media contact Europe: Alec Walker-Love, awl@esccl.eu +32 497 487 486



Annex 7: Launch phase social media posts



Sample social media posts

LinkedIn

The top 2 lines are essential – and visible. Include a statement and a 'call to action', which is to follow @ClimateImpetus. Include the short video or a message/quote card as an image.

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- INTRODUCING @ClimateImpetus! Proud to be a part of this exciting new project...
- How do we turn climate commitments into tangible actions with impact? Introducing @ClimateImpetus. Our exciting new project...
- We need #ClimateAction. Delighted to be a part of a major new project delivering some! Discover @ClimateImpetus...
- 93% of Europeans consider #climatechange a serious problem. We know we need to change... but not always sure how! @ClimateImpetus is our new project giving direction and answers!

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September 2021

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Tag @climateimpetus

Tag your partners and stakeholders

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- We need to work together to help communities, businesses and regions be more resilient. @ClimateImpetus is 7 demo sites across Europe showing how. Follow & discover!
- Introducing our new project! @ClimateImpetus.
 - Action to protect the planet
 - Better data & decisions
 - Support to people and businesses
- We are proud to introduce @ClimateImpetus. A major new project turning climate commitments into action! Follow and discover more...



Annex 8: Stakeholder survey launch news articles



IMPETUS
Turning climate commitments into action

PRESS RELEASE

CONTACT INFORMATION

Eurecat Technology Centre of Catalonia (Eurecat)
Miriam Vendrell Bosch
xxxxx
miriam.vendrell@eurecat.org

RELEASE DATE
DATE

FOR IMMEDIATE RELEASE

Please feel free to publish the provided article, or to contact us for more information.
Additional **media resources** are available via <https://bit.ly/3xeMu6g>.

Public survey launches Catalonia region activities in major EU climate-change project

[City / Location]


Residents of the Catalonia region have the opportunity to contribute to a major project that is testing and creating solutions to help the region adapt to the impacts of climate change. Five organisations are leading work to establish a test site focusing on the region's coastline as part of the flagship EU-funded project, IMPETUS: Eurecat – Technology Centre of Catalonia; the Department of Climate Action, Food and Rural Agenda (DACF) of the Government of Catalonia; Universitat Rovira i Virgili (URV); University of Girona (UdG) and Lobelia Earth SL. To launch a varied programme of activities in which members of the public, researchers, environmental groups, industry, media and other interested parties can get involved, these organisations invite local people to share regional knowledge, expertise, concerns and ideas in a fact-finding survey.


Do the survey in Catalan: <https://bit.ly/3u7l0XZP>
Do the survey in Spanish: <https://bit.ly/3xeMu6g>
Do the survey in English: <https://bit.ly/3u7l0XZP>

With a 14.8 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Catalonia region is the IMPETUS project's 'Coastal' case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Latvia, Greece, Italy, Germany, Norway and the Netherlands.

Vulnerable hotspot
The 600km long Catalan coast in north-eastern Spain presents a wide array of geographical and biodiversity systems that provide ecosystem services. Although it is quite representative of other coastal regions and of the Mediterranean, this region is a hotspot that brings together tourism, natural and societal factors, economic activities and interests, urbanisation, agriculture, and critical infrastructure and industries, which compete for resources and make it highly vulnerable to climate change impacts. Current climate impact trends will exacerbate existing problems regarding water supply, biodiversity loss, flooding and salinisation.

Be part of the climate-change solution
The Coastal demonstration site will offer citizens, businesses, industry, media and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the Catalonia region. Together, these local participants can help create tools and information that capture and share knowledge, to address the regional climate-change challenges in an appropriate and effective way. Successful solutions could influence local policy making and have the

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IMPETUS

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potential to be re-used in other German or European regions, to help communities become more resilient and adapt to climate change impacts.

Local organisations, local focus
KWB, BWB, SenUMVK and GCF are taking the leading role in the Continental region's IMPETUS project activities, where they will establish regional water management in a 'decision theatre'. KWB is an international non-profit research centre focusing on urban water systems, which is coordinating the Continental site team and demonstration activities. BWB is the public utility responsible for Berlin's drinking water supply and wastewater disposal. BWB contributes to IMPETUS by providing data and experience from managing Berlin's urban water cycle. SenUMVK is responsible for the technical and legal supervision of BWB, for groundwater protection, management of surface waters, and the security of drinking water supplies. In IMPETUS SenUMVK has various responsibilities in many tasks. GCF is a global association that performs research in connection with climate change and related challenges. GCF is a key partner for the successful delivery and activities of the IMPETUS Continental demonstration site and boosting the project's impact.

"This is an exciting opportunity to get involved, create a collaborative network and build solutions for the future of our region, communities and country. We kindly invite anyone with interest or knowledge about climate change and its local impacts to help us kick-start this important work by answering a few survey questions in the coming few weeks."
Hella Schwarzmüller, KWB Head of Groundwater Department

IMPETUS: Turning climate commitments into action
Launched on 1 October 2021, IMPETUS has the objective to turn climate commitments into tangible, urgent actions to protect communities and the planet. The IMPETUS project consortium consists of 32 partner organisations from 9 European countries. The 4-year programme is part of a wider set of projects that support the European Union's ambitions to become the world's first climate-neutral continent by 2050. IMPETUS is working in close collaboration with sister climate-change projects REGILIENCE, ARSINOE and Transform4r. The IMPETUS project has received funding from the European Union's Horizon 2020 research and innovation programme in the Green Deal call, under grant agreement No 101037084.

To find out more about IMPETUS and its Continental demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-impetus.eu/demo-site/continental/>.

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IMPETUS
Turning climate commitments into action

PRESS RELEASE

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RELEASE DATE
DATE

FOR IMMEDIATE RELEASE

Please feel free to publish the provided article, or to contact us for more information.
Additional **media resources** are available via <https://bit.ly/3xeMu6g>.

Public survey launches Catalonia region activities in major EU climate-change project

[City / Location]


Residents of the Catalonia region have the opportunity to contribute to a major project that is testing and creating solutions to help the region adapt to the impacts of climate change. Five organisations are leading work to establish a test site focusing on the region's coastline as part of the flagship EU-funded project, IMPETUS: Eurecat – Technology Centre of Catalonia; the Department of Climate Action, Food and Rural Agenda (DACF) of the Government of Catalonia; Universitat Rovira i Virgili (URV); University of Girona (UdG) and Lobelia Earth SL. To launch a varied programme of activities in which members of the public, researchers, environmental groups, industry, media and other interested parties can get involved, these organisations invite local people to share regional knowledge, expertise, concerns and ideas in a fact-finding survey.


Do the survey in Catalan: <https://bit.ly/3u7l0XZP>
Do the survey in Spanish: <https://bit.ly/3xeMu6g>
Do the survey in English: <https://bit.ly/3u7l0XZP>

With a 14.8 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Catalonia region is the IMPETUS project's 'Coastal' case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Latvia, Greece, Italy, Germany, Norway and the Netherlands.

Vulnerable hotspot
The 600km long Catalan coast in north-eastern Spain presents a wide array of geographical and biodiversity systems that provide ecosystem services. Although it is quite representative of other coastal regions and of the Mediterranean, this region is a hotspot that brings together tourism, natural and societal factors, economic activities and interests, urbanisation, agriculture, and critical infrastructure and industries, which compete for resources and make it highly vulnerable to climate change impacts. Current climate impact trends will exacerbate existing problems regarding water supply, biodiversity loss, flooding and salinisation.

Be part of the climate-change solution
The Coastal demonstration site will offer citizens, businesses, industry, media and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the Catalonia region. Together, these local participants can help create tools and information that capture and share knowledge, to address the regional climate-change challenges in an appropriate and effective way. Successful solutions could influence local policy making and have the

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potential to be re-used in other Spanish or European regions, to help communities become more resilient and adapt to climate change impacts.

Local organisations, local focus
Eurecat, DACF, URV, UdG and Lobelia Earth are taking the leading role in the Coastal region's IMPETUS project activities. Eurecat coordinates the project and leads activities related to the coastal demonstration site and the development of digital technologies for optimal regional climate adaptation strategies. DACF's Office on Climate Change participates in developing activities at the IMPETUS Coastal site, providing expertise in policy assessment and contributing to effective and permanent dialogue both locally and beyond. URV focuses on innovative actions related to socio-economic solutions for sustainable tourism. UdG participates in research and development in the site, leading work on sand dune restoration, and participates in project governance and stakeholder engagement. Lobelia Earth is a Barcelona-based enterprise that specialises in satellite technology, computational intelligence and data visualisation for climate action. It assesses and analyses climate risks and extracts information from satellite data about air, soil, water and marine resources.

"This is an exciting opportunity to get involved, create a collaborative network and build hope and solutions for the future of our region, communities and country. We kindly invite anyone with interest or knowledge about climate change and its local impacts to help us kick-start this important work by answering a few survey questions in the coming few weeks."
QUOTE FROM?? EURECAT?

IMPETUS: Turning climate commitments into action
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To find out more about IMPETUS and its Coastal demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-impetus.eu/demo-site/coastal/>.

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PRESS RELEASE

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RELEASE DATE
7 April 2022

FOR IMMEDIATE RELEASE

*Please feel free to publish the provided article, or to contact us for more information.
Additional media resources are available via <https://bit.ly/3Ts7aKc>.*

Public survey launches Attica-based activities in major EU climate-change project

Residents of Attica region and the city of Athens can contribute to a major project that is testing and creating solutions to help the region adapt to the impacts of climate change. Six regional organisations are establishing a test site as part of the flagship EU-funded project, IMPETUS: National Technical University of Athens (NTUA); the Mediterranean Agronomic Institute of Chania (CIHEAM MAICh); Athens University of Economics and Business (AUEB); Athens Water Supply and Sewerage Company (EYDAP); the Ministry of Environment and Energy of Greece (GSNEW) and MANTIS Business Innovation. To launch a varied programme of activities in which members of the public, researchers, environmental groups, industry, media and other interested parties can get involved, these organisations invite local people to share regional knowledge, expertise, concerns and ideas in a fact-finding survey.

Do the survey in Greek: <https://bit.ly/3NPXkbl>
Do the survey in English: <https://bit.ly/3uqFKzR>

With a 14.8 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Attica site is the IMPETUS project's 'Mediterranean' case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Germany, Italy, Norway, Spain, Latvia and the Netherlands.

Economic impacts
Attica is a typical Mediterranean region, subject to strong and increasing impacts caused by climate change and other stresses arising from dense human population and insufficient sustainable management and protection of the natural environment. With around 9 million inhabitants and tourists annually putting pressure on the region's natural and water management systems, a pattern of increasing social and economic conflicts in the region means that transformative solutions and behavioural change are needed. The new East Attica Wastewater System (EAWS) offers an opportunity to become a circular economy / climate change resilience hub.

Be part of the climate-change solution
The Mediterranean demonstration site in Attica will offer local citizens, businesses, industry, media and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the region. Together, these local participants can help create tools and information that capture and share knowledge, to address the regional climate-change challenges in an appropriate and effective way. Successful solutions could influence local policy making and have the potential to be



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re-used in other Greek or European regions, to help communities become more resilient and adapt to climate change impacts.

Local organisations, local focus
NTUA, CIHEAM MAICh, AUEB, EYDAP, GSNEW and MANTIS Business Innovation are taking the leading role in the IMPETUS project's Mediterranean regional activities. NTUA is helping to develop IMPETUS digital infrastructures and leading risk and resilience assessments as well as the Mediterranean site team. CIHEAM MAICh provides expertise in agriculture and agronomic technologies, and is contributing to the development of IMPETUS technologies, tools and strategies. AUEB is making various essential contributions to the solutions being tested at the Mediterranean demonstration site. EYDAP is mainly contributing to the development and deployment of solutions related to water technologies. GSNEW, the General Secretariat for Natural Environment & Water within the Ministry of Environment and Energy, is focusing mainly on site activities relating to policy and decision making. Mantis Business Innovation is providing expertise in the digitisation of procedures aided by holistic tools, contributing to many areas of IMPETUS work.

"This is an exciting opportunity to get involved, create a collaborative network and build solutions for the future of our region, communities and country. We kindly invite anyone with interest or knowledge about climate change and its local impacts to help us kick-start this important work by answering a few survey questions in the coming few weeks."
Patricia Gouroura, Social Scientist Researcher, NTUA

IMPETUS: Turning climate commitments into action
Launched on 1 October 2021, IMPETUS has the objective to turn climate commitments into tangible, urgent actions to protect communities and the planet. The IMPETUS project consortium consists of 32 partner organisations from 9 European countries. The 4-year programme is part of a wider set of projects that support the European Union's ambitions to become the world's first climate-neutral continent by 2050. IMPETUS is working in close collaboration with sister climate-change projects RESILIENCE, ARSINOE and TransformAr. The IMPETUS project has received funding from the European Union's Horizon 2020 research and innovation programme in the Green Deal call, under grant agreement No 101037084.

To find out more about IMPETUS and its Mediterranean demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-impetus.eu/demo-site/mediterranean/>.

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PRESS RELEASE

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RELEASE DATE
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*Please feel free to publish the provided article, or to contact us for more information.
Additional media resources are available via <https://bit.ly/3uZKaKc>.*

Public survey launches Zeeland and Rijnmond activities in major EU climate-change project

[City / Location]


Residents of Rijnmond and Zeeland regions have the opportunity to contribute to a major project that is testing and creating solutions to help the region adapt to the impacts of climate change. Three Dutch organisations are leading work to establish a test site as part of the flagship EU-funded project, IMPETUS: Nelen & Schuurmans (N&S), KWR Water Research (KWR) and Water & Energy Intelligence (WEI). To launch a varied programme of activities in which members of the public, researchers, environmental groups, industry, media and other interested parties can get involved, these organisations invite local people to share regional knowledge, expertise, concerns and ideas in a fact-finding survey.

Do the survey in Dutch: <https://bit.ly/3iukfnd>
Do the survey in English: <https://bit.ly/3uPXebd>


With a 14.8 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Rijnmond and Zeeland region is the IMPETUS project's 'Atlantic' case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Germany, Greece, Italy, Spain, Latvia and Norway.

Risks and losses
Barely above sea level, Zeeland and the Rijnmond area around the port of Rotterdam have been subject to major flooding events throughout their history. Current climate trends will exacerbate flooding risks – from rising sea levels and more frequent extreme weather – and will cause summer heat stress in the exposed landscape and increase droughts. Energy consumption is another climate-change related issue in the area, as Europe's largest petrochemical industry cluster is located in Rijnmond and accounts for 15% of energy consumption in the Netherlands. This cluster also discharges wastewater representing more than 6 billion euro/year.

Be part of the climate-change solution
The Atlantic demonstration site in Rijnmond and Zeeland will offer authorities, local citizens, businesses, industry, education sector, media and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the region. Together, these local participants can help create tools and information that capture and share knowledge, to address the regional climate-change challenges in an appropriate and effective way. Successful solutions could influence local policy



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making and have the potential to be re-used in other Dutch or European regions, to help communities become more resilient and adapt to climate change impacts.

Local organisations, local focus
N&S, KWR and WEI are taking the leading role in the Atlantic region's IMPETUS project activities. N&S, a private company with experience in data-driven solutions for water and flood management and climate-related hazards, is contributing to IMPETUS project digital solutions and leading the Atlantic site team. KWR, a research organisation at the interface of science, business and society, is leading IMPETUS stakeholder engagement work and contributing to the Atlantic site activities. WEI translates innovation in water and energy fields into impactful products and services. In IMPETUS, WEI is leading activities related to the Rotterdam petrochemical industry cluster, developing a decision-support tool to enable stakeholders to make intelligent and decarbonisation investment decisions.

"This is an exciting opportunity to get involved, create a collaborative network and build hope and solutions for the future of our region, communities and country. We kindly invite anyone with interest or knowledge about climate change and its local impacts to help us kick-start this important work by answering a few survey questions in the coming few weeks."
Evelyn Aparicio Medrano, Senior Consultant Water & IT solutions, Knowledge Agenda Lead, Nelen & Schuurmans

IMPETUS: Turning climate commitments into action
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To find out more about IMPETUS and its Atlantic demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-impetus.eu/demo-site/atlantic/>.


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PRESS RELEASE

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*Please feel free to publish the provided article, or to contact us for more information.
Additional media resources are available via <https://bit.ly/3r19DgP>.*

Public survey launches Troms and Finnmark activities in major EU climate-change project

[City / Location]

Local Troms and Finnmark County residents can contribute to a major project that is testing and creating solutions to help the region adapt to the impacts of climate change. TFFK, the Troms & Finnmark County Municipality, and UIT, the Arctic University of Norway, are leading work to establish a test site as part of the new flagship EU-funded project, IMPETUS. To launch a varied programme of activities in which members of the public, researchers, environmental groups, industry, media and other interested parties can get involved, TFFK and UIT invite local people to share regional knowledge, expertise, concerns and ideas in a fact-finding survey.


Do the survey in Norwegian: <https://bit.ly/3r19DgP>
Do the survey in English: <https://bit.ly/3r19DgP>

With a 14.8 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Troms and Finnmark County site is the IMPETUS project's Arctic case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Germany, Greece, Italy, Spain, Latvia and the Netherlands.


260% increase in economic losses
Troms and Finnmark County has already seen increasing economic losses and infrastructure damage as warmer temperatures, rising sea levels, and thinning snow and glacier cover trigger hazards such as landslides, rockfalls, avalanches or flood tsunamis. In Norway, 260% higher losses from such disasters have been experienced in the past decade, compared to the previous 30 years. With winter temperatures already 4-5°C higher than the 20th Century average, the rapidity of change in the Arctic makes these challenges particularly pressing.

Be part of the climate-change solution
The Arctic demonstration site in Troms and Finnmark County will focus on three key areas: landslides and flood tsunamis risks in Lyngenfjord, sea level rise around Tromsø, and marine spatial planning to support the region's largest sector, the blue economy - fisheries, aquaculture and fishing tourism. Using cutting-edge technologies to create a regional digital twin and user-friendly visualisations of climate change scenarios and impacts, the project will deliver improved early warning systems and tools that allow local authorities and communities to plan, prioritise and adapt together.

The demonstration site will offer local citizens, businesses, industry, media and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the region. Together, these local participants can help create tools and information that capture and



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share knowledge, to address the regional climate-change challenges in an appropriate and effective way. Successful solutions could influence local policy making and have the potential to be scaled-up and spread to other regions, to help communities become more resilient and adapt to climate change impacts.

Local organisations, local focus
TFFK and UIT are taking the leading role in the Arctic region's IMPETUS project activities. UIT brings key expertise in climate change mitigation and adaptation measures to activities across the project, while TFFK's focus will be to bring understandable and actionable insights about climate change into regional and local marine spatial planning, based on a 'digital twin' of the region that will be developed in the project.

"This is an exciting opportunity to get involved, create a collaborative network and build hope and solutions for the future of our region, communities and country. We kindly invite anyone with interest or knowledge about climate change and its local impacts to help us kick-start this important work by answering a few survey questions in the coming few weeks."
Karin Eriksen, Troms and Finnmark County Councillor for Industry and the Environment.

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To find out more about IMPETUS and its Arctic demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-impetus.eu/demo-site/arctic/>.

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PRESS RELEASE

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RELEASE DATE
DATE

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*Please feel free to publish the provided article, or to contact us for more information.
Additional media resources are available via <https://bit.ly/3IMGcZp>.*

Public survey launches Zemgale-based activities in major EU climate-change project

Jelgava

Residents of Zemgale region can contribute to a major project that is testing and creating solutions to help the region adapt to the impacts of climate change. Three Latvian organisations are leading work to establish a test site as part of the flagship EU-funded project, IMPETUS: the Baltic Environmental Forum (BEF), Zemgale Planning Region (ZPR) and Jelgava Municipal Operational Information Centre (JPOIC). To launch a varied programme of activities in which members of the public, researchers, environmental groups, industry, media and other interested parties can get involved, BEF, ZPR and JPOIC invite local people to share regional knowledge, expertise, concerns and ideas in a fact-finding survey.

Do the survey in Latvian: <https://bit.ly/3wppk67F>
Do the survey in English: <https://bit.ly/3wppk67F>


With a 14.8 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Zemgale region site is the IMPETUS project's Boreal case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Germany, Greece, Italy, Spain, Norway and the Netherlands.

Economic risks
Covering almost 17% of Latvia and covered with a dense network of rivers, the largely unpopulated Zemgale region offers recreational opportunities and space for diverse species to flourish. However, intensive agriculture across 40% of the region has already impacted biodiversity, water quality and water management and there is a high risk of flooding. By the middle of this century, increasing agricultural development is expected to intensify pollution and biodiversity loss, while climate change will further increase flooding risks. This means there is a need to assess Zemgale Plains and update civil protections, which calls for coordination between municipalities and for a system to evaluate risks and allow public institutions and citizens to select effective protection and adaptation measures.

Be part of the climate-change solution
The Boreal demonstration site in Zemgale will offer local citizens, businesses, industry, media and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the region. Together, these local participants can help create tools and information that capture and share knowledge, to address the regional climate-change challenges in an appropriate and effective



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way. Successful solutions will influence local policy making and have the potential to be re-used in other Latvian or European regions, to help communities become more resilient and adapt to climate change impacts.

Local organisations, local focus
BEF, ZPR and JPOIC are taking the leading role in the Boreal region's IMPETUS project activities. BEF is a non-governmental organisation that is coordinating the IMPETUS Boreal demonstration site and contributing to key collaborative tasks. ZPR consists of 6 local municipalities including 2 cities of national significance and works under the supervision of the Ministry of Environmental Protection and Regional Development. In IMPETUS, ZPR is developing innovative artificial intelligence-based solutions for the region's automated early warning system for flooding. JPOIC is creating the sustainable demonstration site in the city environment, integrating and improving the early warning system.

"We are very excited to have the opportunity to be part of the IMPETUS team, especially because we have the privilege of becoming one of the pilot areas where innovative solutions will be tested and evaluated. Floods in Zemgale are an annual problem, and this year they were unexpectedly devastating throughout Latvia. The early warning system will be a valuable tool for assessing risks in a more timely manner, preparing for and taking action to reduce and prevent flood damage." Aivars Okmanis, Head of Zemgale Development Council

IMPETUS: Turning climate commitments into action
Launched on 1 October 2021, IMPETUS has the objective to turn climate commitments into tangible, urgent actions to protect communities and the planet. The IMPETUS project consortium consists of 32 partner organisations from 9 European countries. The 4-year programme is part of a wider set of projects that support the European Union's ambitions to become the world's first climate-neutral continent by 2050. IMPETUS is working in close collaboration with sister climate-change projects RESILIENCE, ARSINOE and TransformAr. The IMPETUS project has received funding from the European Union's Horizon 2020 research and innovation programme in the Green Deal call, under grant agreement No 101037084.

To find out more about IMPETUS and its Boreal demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-impetus.eu/demo-site/boreal/>.

IMPETUS is overseen by CINEA, the European Climate Infrastructure and Environment Executive Agency. The content of this publication reflects only the author's view; the contents and any use that may be made of this information is not the responsibility of CINEA or the European Union.

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IMPETUS
Tuning climate commitments into action

PRESS RELEASE

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RELEASE DATE
07/04/2022

FOR IMMEDIATE RELEASE

*Please feel free to publish the provided article, or to contact us for more information.
Additional media resources are available via <https://bit.ly/3NvAYpy>.*

Public survey launches Valle dei Laghi activities in major EU climate-change project

Valle dei Laghi

Residents of Valle dei Laghi and wider Trentino-Alto Adige region have the opportunity to contribute to a major project that is testing and creating solutions to help the valley adapt to the impacts of climate change. Five organisations are establishing a test site as part of the flagship EU-funded project, IMPETUS: Eurac Research (EURAC), Waterjade by MobyGIS S.r.l., BIM Sarca-Mincio-Garda Consortium, Cantina Toblino S.c.a. and Mountain Research Initiative (MRI). To launch a varied programme of activities in which members of the public, researchers, environmental groups, industry, media, and other interested parties can get involved, these organisations invite local people to share regional knowledge, expertise, concerns and ideas in a fact-finding survey.

*Do the survey in Italian: <https://bit.ly/3JyU8iB>
Do the survey in English: <https://bit.ly/3NvAYpy>
Do the survey in German: <https://bit.ly/3Q9Q9z5>*


With a 14.8 million euro budget, IMPETUS is a 4-year programme to accelerate Europe's response to climate change. The Valle dei Laghi site is the IMPETUS project's Mountains' case study, one of 7 sites in different bioclimatic regions across Europe where innovative solutions that build resilience to climate change will be tested and demonstrated; others are in Germany, Greece, Norway, Spain, Latvia and the Netherlands.

Economic impacts

The Alps, and mountains in general, are recognised hotspots for climate change, with temperatures raising far beyond the average. Rapid climate change impacts will very likely exacerbate existing conflicts in the Valle dei Laghi area regarding water and land usage, with potential economic impacts on local agriculture, food and wine production, hydropower, forestry and tourism. Rapid transition to sustainable and integrated water management, biodiversity conservation and disaster risk reduction are needed in order to adapt to such impacts.

Be part of the climate-change solution

The Mountains demonstration site in Valle dei Laghi will offer local citizens, businesses, industry, media and civil society representatives opportunities to take part in a variety of activities with multidisciplinary research teams and environmental policy makers, with the goal of establishing a more permanent cooperative effort in the valley. Together, these local participants can help create tools and information that capture and share knowledge, to address the regional climate-change challenges in an appropriate and effective way. Successful solutions will influence local policy making and have the potential to be



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re-used in other Italian or European regions, to help communities become more resilient and adapt to climate change impacts.

Local organisations, local focus

EURAC, Waterjade by MobyGIS, BIM Sarca, Cantina Toblino and MRI are taking the leading role in the IMPETUS project's Mountains regional activities. Eurac Research is contributing expertise to many areas of the project work (climate change adaptation, risk assessment and management, rural development, retrofit of historic buildings) and leading the Mountains site team. Waterjade by MobyGIS specialises in hydro-meteorology and is providing the project with snow and surface-water monitoring and forecasting services. MRI is a global research coordination network hosted at the University of Bern and is providing access to its Global Network for Observations and Information on Mountain Environments (GEO Mountains). BIM Sarca Consortium promotes economic and social progress in the mountain municipalities of the Sarca river catchment area, and will organise workshops and other local stakeholder engagement activities. Cantina Toblino, the main Valle dei Laghi agricultural cooperative, will create and monitor a new high-altitude vineyard cultivation, and contribute to the organisation of local workshops and stakeholder engagement activities.

"This is a great opportunity to get involved, create a collaborative network and build hope and solutions for the future of our region, communities and country. We kindly invite anyone with interest or knowledge about climate change and its local impacts to help us kick-start this important work by answering a few survey questions in the coming few weeks."

Valentina D'Alonzo, researcher at Eurac Research

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To find out more about IMPETUS and its Mountains demo site, local climate-change risks and solutions, follow the project on Twitter (@ClimateImpetus) or LinkedIn (@Climate Impetus) and see <https://climate-impetus.eu/demo-site/mountains/>.

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Eurac Research, the European Academy of Bolzano, is an advanced, private, non-profit research and capacity building centre, established in 1992 with a strong focus on European research projects.

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Annex 9: Dissemination via website

Data from 30 December 2021 (month 3) to 28 February 2023 (month 17).

The IMPETUS website was launched on 30 December 2021 (see deliverable D7.10). Table 3 below shows the number of visitors, page views, downloads and other relevant statistics relating to the website between that date and the end of 28 February 2023.

Table 3: IMPETUS website visitors, page views, downloads and other statistics for the period 30 December 2021 – 28 February 2023

Total visits	7546
New visitors	10
Returning visitors	7536
Average visit duration	2 min 26 sec
Bounce rate	60%
Page views	16425
Unique page views	13510
Downloads	112
Unique downloads	82

Visitors stayed on the website for around 2.5 minutes on average, meaning they browsed through the webpages. This observation is reinforced by the bounce rate, which is less than 70%⁷². Bounce rate refers to the rate that visitors leave the website after viewing only one page.

Figure 33 below shows the variation of page views by month during the given period.

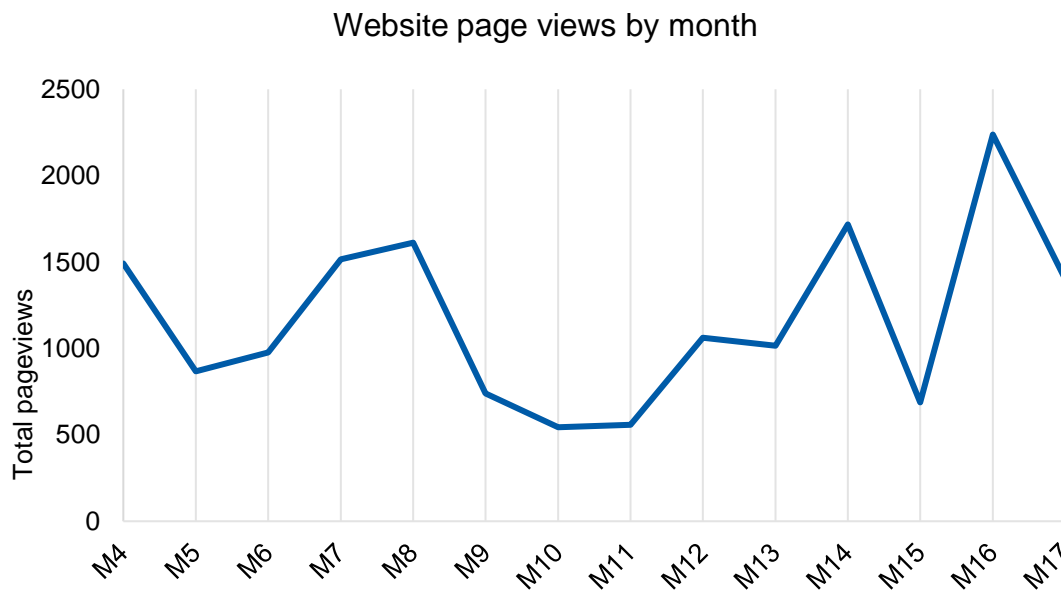


Figure 33: IMPETUS website page views per month in the period 30 December 2021 – 28 February 2023

⁷² <https://blog.hubspot.com/marketing/what-is-bounce-rate-fix>

Most viewed pages

Table 4: IMPETUS website most viewed pages in the period 30 December 2021 – 28 February 2023

	Page Title	Page views		Unique views	Page
1	Home	6.299	38%	5.000	37%
2	About	1.279	8%	1.036	8%
3	Solutions	752	5%	583	4%
4	Coastal	665	4%	595	4%
5	Continental	577	4%	463	3%
6	Atlantic	549	3%	431	3%
7	Arctic	518	3%	458	3%
8	Stories	506	3%	409	3%
9	Mountains	490	3%	427	3%
10	Mediterranean	480	3%	424	3%

Table 5: IMPETUS website demo site page views in the period 30 December 2021 – 28 February 2023

	Demo site	Page views		Unique views	page
1	Coastal	665	4%	595	4%
2	Continental	577	4%	463	3%
3	Atlantic	549	3%	431	3%
4	Arctic	518	3%	458	3%
5	Mountains	490	3%	427	3%
6	Mediterranean	480	3%	424	3%
7	Boreal	259	2%	223	2%

Most downloaded documents

Most of the documents that were downloaded, were downloaded fewer than 6 times. The most downloaded documents were the illustration about the Berlin Water Challenge⁷³ (24 downloads), and a quote graphic featuring Anna Barnadas⁷⁴ of Generalitat de Catalunya (10 downloads).

Visitor acquisition

Direct entries (e.g. bookmarks) were the main source of traffic to the website within the period. Unusually, the second highest source of traffic were links from other websites (instead of search engines). Visitors came from 68 distinct websites, 4 different social media platforms and via 4 different campaigns. Table 6 below shows the numbers.

Table 6: IMPETUS website visitor acquisition in the period 30 December 2021 – 28 February 2023

Channel Type	Visits	
Direct Entry	4.467	59%
Websites	1.268	17%
Search Engines	1.175	16%
Social Networks	604	8%
Campaigns	32	0%

⁷³ <https://climate-impetus.eu/wp-content/uploads/2023/02/IMPETUS-Berlin-Water-Illustration-2023-EN-approved.png>

⁷⁴ https://climate-impetus.eu/wp-content/uploads/2021/12/20210922_IMPETUS_AnnaBarnadas_Linkedin.png



Five websites brought the most visitors to the IMPETUS website (see Table 7 showing visitor sources below), while the other websites brought fewer than 40 visitors each. From among the 4 social media platforms that delivered visitors to the website, LinkedIn played the most significant role. Twitter and Facebook also brought some visitors to the website; however, only Twitter visitors actually engaged with the content while Facebook visitors soon left. This means the communication done on LinkedIn and Twitter led traffic to the website.

Table 7: Sources of visitors to the IMPETUS website during 30 December 2021 – 28 February 2023

Top 5 websites	Visits
www.surveymonkey.de	205
eurecat.org	198
www.surveymonkey.com	102
eu-citizen.science	77
regilience.eu	69
Channel Type	Visits
LinkedIn	449
Twitter	81
Facebook	73
YouTube	1

Audience

The map below (Figure 34) shows specific countries and Table 8 shows the top ten countries from where visitors accessed the IMPETUS website. Most visitors came from Europe (88%), while 8% came from North America and 3% from Asia.

Table 8: Top ten countries of visitors accessing the IMPETUS website, 30 December 2021 – 28 February 2023

Top 10 Country	Visitors
Netherlands	1186 16%
Germany	779 10%
Norway	772 10%
Spain	756 10%
Italy	713 9%
Greece	615 8%
United States	587 8%
France	371 5%
United Kingdom	274 4%
Latvia	233 3%



7,546 visits

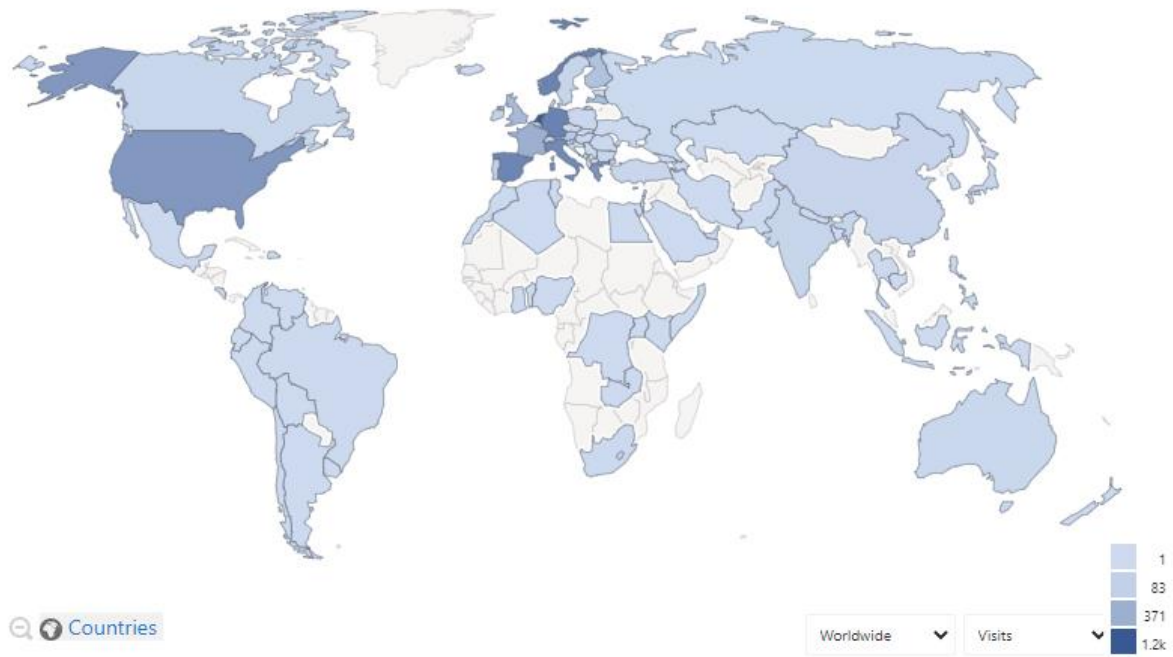


Figure 34: World map of visitors accessing the IMPETUS website, 30 December 2021 – 28 February 2023

Annex 10: Dissemination via social media

Data from 1 September 2021 (M0) to 28 February 2023 (M17).

LinkedIn

In 18 months, the IMPETUS LinkedIn channel gained 703 fans (followers), 51.857 impressions and 3.421 interactions. The chart below (Figure 35) shows the fan growth of the channel, while Table 9 shows the details of the performance.

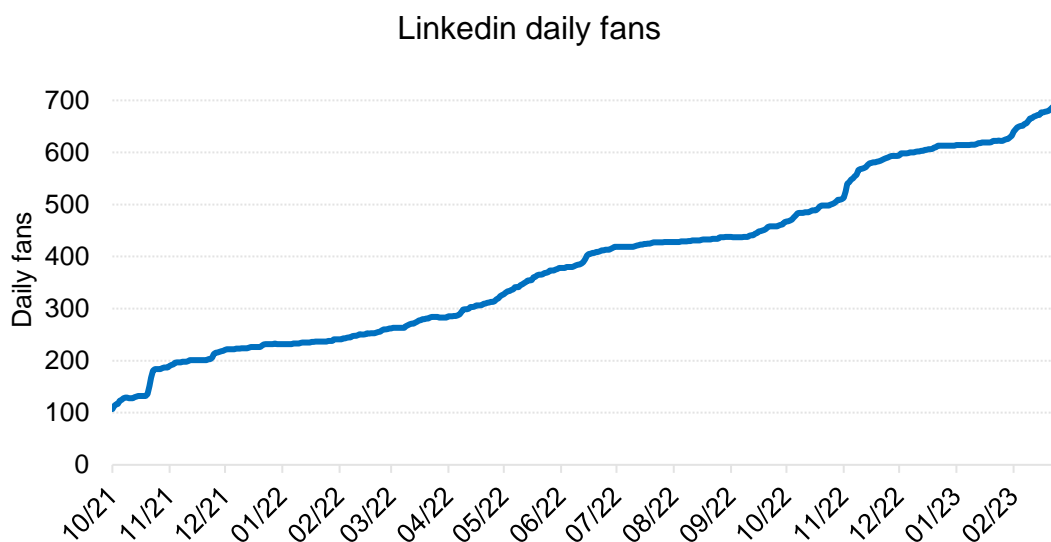


Figure 35: Growth in the number of IMPETUS LinkedIn fans in the period 1 September 2021 – 28 February 2023

Table 9: Performance of the IMPETUS LinkedIn channel for the period 1 September 2021 – 28 February 2023

Posts published	128
Fans	703
Impressions	51857
Reach	27566
Engagement rate (av.)	3.5%
Engagements	1776
Interactions	3421
Reactions	1572
Shares	186
Comments	29
Clicks	1559

Audience growth was steeper in the first 6 months of the project and then slowed down slightly. That's usually the case when new accounts are established. The number of impressions, reach, and engagements increased every six months, showing that the channel performance improved over time. Even the number of shares and comments increased every six months. Shares and especially comments require more effort from users than reactions, so their number is often low. However, this was not the case for this project. A typical average engagement rate for similar accounts is between 1% to 5% (according to Hootsuite⁷⁵); hence the IMPETUS engagement rate of 3,5% is a good result.

Table 10 below shows the 3 posts with highest number of impressions, reach and engagement.

⁷⁵ https://blog.hootsuite.com/calculate-engagement-rate/#What_is_a_good_engagement_rate



Table 10: The 3 IMPETUS LinkedIn posts with highest impressions and engagement in the period 1 September 2021 – 28 February 2023

	Date	Post	Impressions	Interactions
1	31 Jan 2023	"A #project as complex and with as many 'moving parts' as IMPETUS needs careful understanding and coordination. ..."	1.920	58 Reactions 6 Shares 2 Comments 106 Clicks
2	07 Feb 2023	"The city of #berlin and its surroundings have a relatively high surface area of #rivers and #lakes. ..."	2.092	54 Reactions 4 Shares 4 Comments 92 Clicks
3	25 May 2022	"At European Space Agency - ESA's Living Planet Symposium #LPS22 session E2.02 today..."	2.250	35 Reactions 1 Shares 0 Comments 42 Clicks

Twitter

In 18 months, the IMPETUS Twitter channel gained 353 fans (followers), 39.476 impressions and 2.027 interactions. The chart below (Figure 36) shows growth in the number of fans over time, while Table 11 provides the details of the channel's performance.

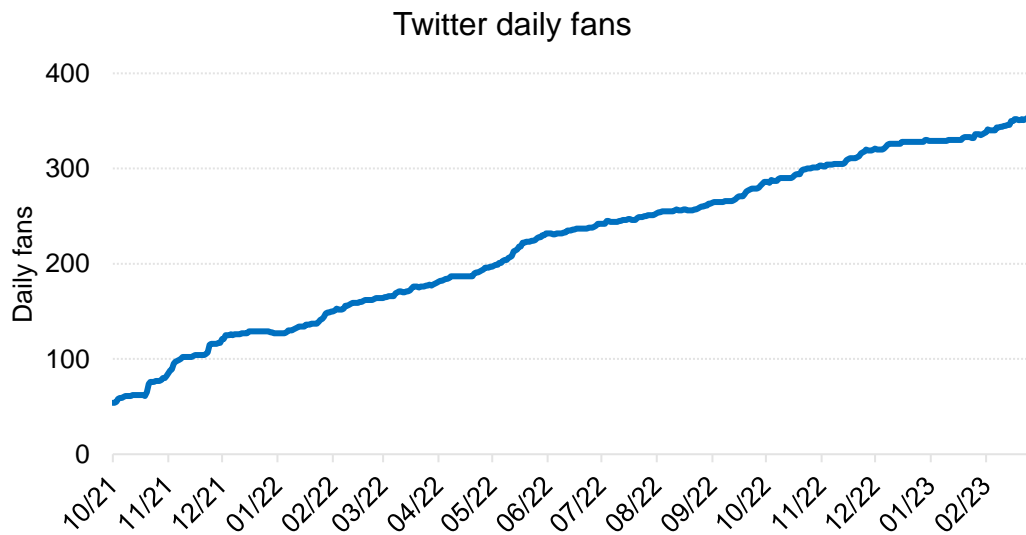


Figure 36: Growth in the number of IMPETUS Twitter fans in the period 1 September 2021 – 28 February 2023

Table 11: Performance of the IMPETUS Twitter channel for the period 1 September 2021 – 28 February 2023

Posts published	186
Fans	353
Impressions	39476
Reach	24414
Engagement rate (av.)	2.9%
Engagements	1129
Interactions	2027
Likes	785
Shares (retweets & quote tweets)	389
Replies	13
Clicks	831
Video views	874

Table 12 below shows the 3 posts with highest number of impressions, reach and engagement.

Table 12: The 3 IMPETUS Twitter posts with highest impressions and engagement in the period 1 September 2021 – 28 February 2023

	Date	Post	Impressions (I) & Reach (R)	Engagement
1	21 Jan 2021	IMPETUS kick off today. Keynote @msanglas highlights #climatechange in #Catalonia. ...	I - 3.087 R - 1.493	16 likes 11 shares
2	22 Mar 2022	This precious asset, H2O, is the focus of several #ClimateImpetus activities and partners aiming for #climate #adaptation ...	I - 1.203 R - 831	13 likes 7 shares
3	15 Feb 2023	How can IMPETUS #digital tools help society use different knowledge sources in #climatechange #adaptation? ...	I - 1024 R - 802	21 likes 8 shares 233 video views

Mentions

Data from 3 March 2021 (M6) to 3 March 2023 (M17).

Using the Brandwatch⁷⁶ tool, a social media ‘listening’ analysis of the one-year period to early March 2023 shows that the IMPETUS project was ‘mentioned’:

- by 76 unique authors,
- of which, 54% male & 46% female,
- 224 times in total,
- with a 368 thousand reach,
- gathering 1.2 million impressions.

The two screenshot images below show the top ten sites these mentions originated from and the top ten author accounts, their reach, number of followers and number of mentions.

⁷⁶ <https://www.brandwatch.com/>













Site name	Mentions
1  twitter.com	195
2  idw-online.de	4
3  unsdsn.org	3
4  casaclima.com	2
5  construction21.org	2
6  ladige.it	2
7  lvportals.lv	2
8  youtube.com	2
9  abitur-und-studium.de	1
10  agenziagiornalisticaopinione.it	1

Figure 37: Screenshot of top ten IMPETUS mention origin sites in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening











Author name	Mentions ▼	Twitter Followers	Reach
1  regilience	41	784	1.6k
2  LisaMAndrews_ Germany	32	1.8k	2.3k
3  EURACRenewables	10	1.4k	1.6k
4  ARSINOE_EU	9	662	2.4k
5  THETIS_SPA Italy	8	230	0
6  TransformarEU Belgium	6	122	0
7  BEF_Latvia Latvia	5	1.2k	1.2k
8  GuidoSchmi Spain	5	816	0
9  Eurecat_news Spain	3	16k	11k
10  UiTNorgesarktis	3	13k	8.1k

Figure 38: Screenshot of top ten IMPETUS mention authors in the period 3 March 2022 – 3 March 2023, including their reach, numbers of followers and mentions, based on Brandwatch social media listening

The topics covered in the IMPETUS mentions, a word cloud of keywords plus the top ten hashtags used to accompany these posts are shown in the three screenshots below:

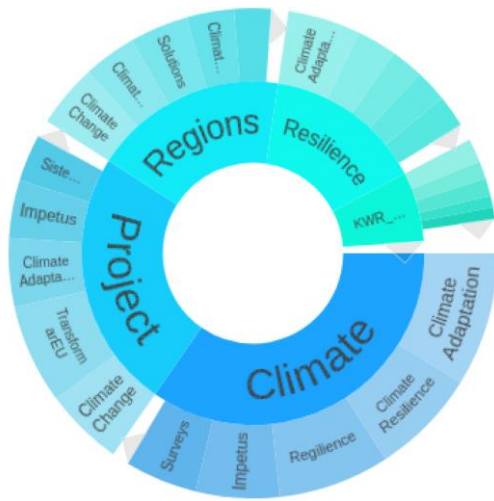


Figure 40: Screenshot of topics in IMPETUS mentions in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening

Figure 39: Screenshot of wordcloud of keywords in IMPETUS mentions in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening

Hashtag	Volume ▼	Twitter Impress...	Reach
#climatechange	22	27k	50k
#adaptation	10	5.7k	9.8k
#climateaction	8	74k	51k
#euresfo22	8	5k	13k
#icsd2022	8	71k	34k
#resilience	8	5k	9.6k
#climate	7	6.8k	13k
#canviclimàtic	6	86k	54k
#klimawandel	6	15k	16k
#climateimpetus	5	3.3k	6.7k

Figure 41: Screenshot of top ten hashtags used in IMPETUS mentions in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening

Of the posted IMPETUS mentions, 12% were positive, 87% were neutral and 1% (2 posts) were negative, according to the Brandwatch social media listening exercise. However, the negative comments could have been negative towards the climate change problems that the project is addressing, rather than towards the project itself.

The majority of the mentions were posted in English (152), with mentions in Italian (17), Catalan (10), German (10), Latvian (10), Norwegian (4), Greek (2), Dutch (2) and Spanish (1) among the remainder.

Within the period covered by the Brandwatch social media listening exercise, the number of mentions over time was relatively evenly distributed, with a high peak in April 2022, as the screenshot below shows.

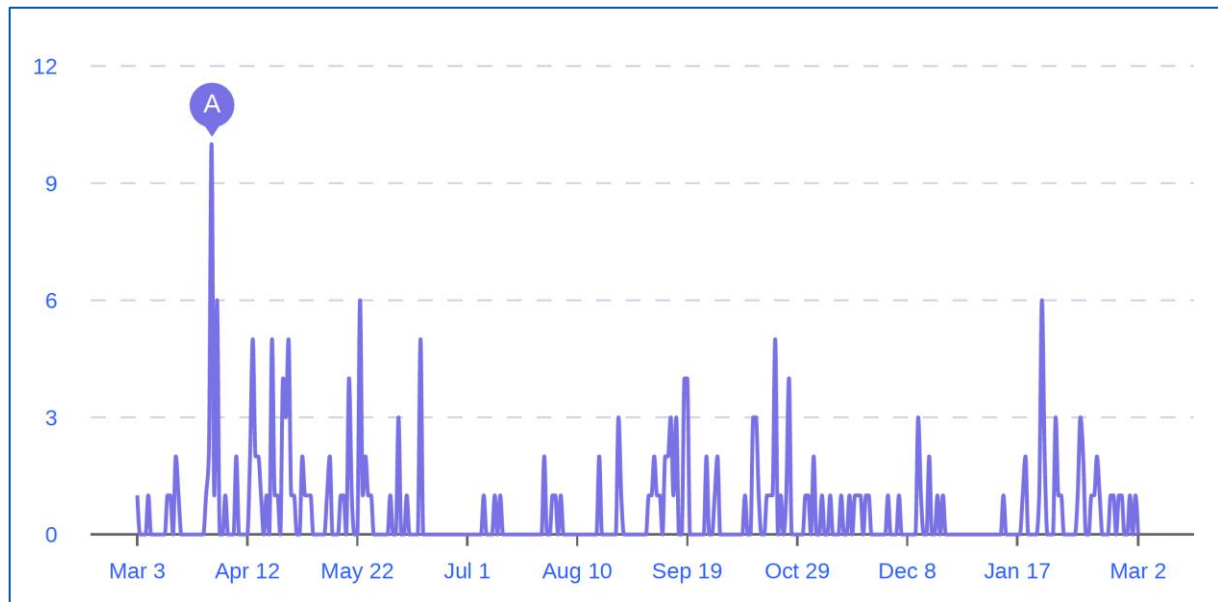


Figure 42: Screenshot of IMPETUS mention volume in the period 3 March 2022 – 3 March 2023, based on Brandwatch social media listening