COMMUNICATION AND DISSEMINATION PLAN

H2020 – SC5-03b
Research and Innovation
Action

Grant agreement

730500

EU-MACS European Market for Climate Services

1/31/2017

Deliverable 6.1

Version 0.07

Dissemination level:

Public

Due date of delivery: M3 (31 January 2017)

Actual date of delivery: 31.01.2017

Lead beneficiary: Finnish Meteorological Institute

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Version table		
Date	**Name, Party**	**Description**
14.10.2016	Juha A. Karhu (FMI)	First version 0.01
09.11.2016	Juha A. Karhu (FMI)	Sub-tasks
10.11.2016	Adriaan Perrels (FMI)	Comments on Tasks 6.1 and 6.4
17.11.2016	Harald Jenull (U_TUM)	Various comments on all Tasks
30.12.2016	Juha A. Karhu (FMI) and Jaroslav Mysiak (CMCC)	Task 6.3 rewritten.
11.1.2017	Juha A. Karhu (FMI) and Adriaan Perrels (FMI)	Style of report, introduction
20.1.2017	Juha A. Karhu (FMI) and Adriaan Perrels (FMI)	Major revision
25.1.2017	Jaroslav Mysiak and Francesca Larosa (CMCC)	Many comments and suggestions throughout the document
26.1.2017	Juha A. Karhu (FMI)	Calendar of tweets added, comments and suggestions by CMCC and HZG-GERICS applied
31.1.2017	Jaroslav Mysiak and Francesca Larosa (CMCC)	Blogging schedule and guidelines added, twitter policy added
31.1.2017	Juha A. Karhu (FMI) and Adriaan Perrels (FMI)	Final edits and lay-out

Internal review table		
Date	**Name, Party**	**Description**
23.1.2017	Jörg Cortekar (HZG-GERICS)	Formal review – several comments and suggestions

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List of Abbreviations

DoW	Description of Work
EB	Executive Board of the EU-MACS project
GA	General Assembly
MARCO	"Market research for a Climate Services Observatory", a Horizon 2020-funded project
WP	Work Package (WPn – Work Package no. n (1 – 7))
D	Deliverable (D6.n – Deliverable no. 6.n (6.1 to 6.8)
M	Number of month since the start of the project (Mn – Month no. n (1 to 24)

Contents

1. INTRODUCTION

EU-MACS Work Package (WP) 6 is devoted to dissemination, outreach and communication activities. The project starts with analyzing the climate services market and exploring the market barriers, but ultimately it aims to serve improvement of the functioning of the climate services market to enable its growth. Consequently it has to convince both suppliers and users of climate services of the need for change and of the suggested solutions. Similarly, regulators, researchers and innovators have to be engaged in designing the change process. These notions guide the communication and outreach activities in EU-MACS. More concretely WP6 should (fitting communication tools listed in brackets):

- Raise general awareness about the project and its output [website; brochures, leaflets]
- Support recruitment and engagement of stakeholders fit for participation in the explorations in WP2-WP4 [outreach during events, blog, newsletter]
- Inform stakeholders from the target use sectors, finance, tourism and urban planning about the achievements in the project [website, newsletter, outreach during events (leaflets)]
- Aim for high transparency and accessibility of the project output [website, policy briefs, peer reviewed articles]
- Try to monitor and evaluate interest in the project [web site visits, surveys]

WP6 will use five lines of dissemination: (i) leaflets and brochures, (ii) newsletters and policy briefs; (iii) web-site, blog and social networks (e.g. twitter); (iv) scientific articles and working-papers; (v) conferences, meetings, and workshops, industry training courses, summer schools and young researcher training, and networking /liaising with other research projects and policy organizations. The ambition is to build up attention through project-generated inputs as well as results obtained from third parties. A tentative attention development curve is shown in figure 1 as an impression of the aspired attention built-up related to Milestones in the project.
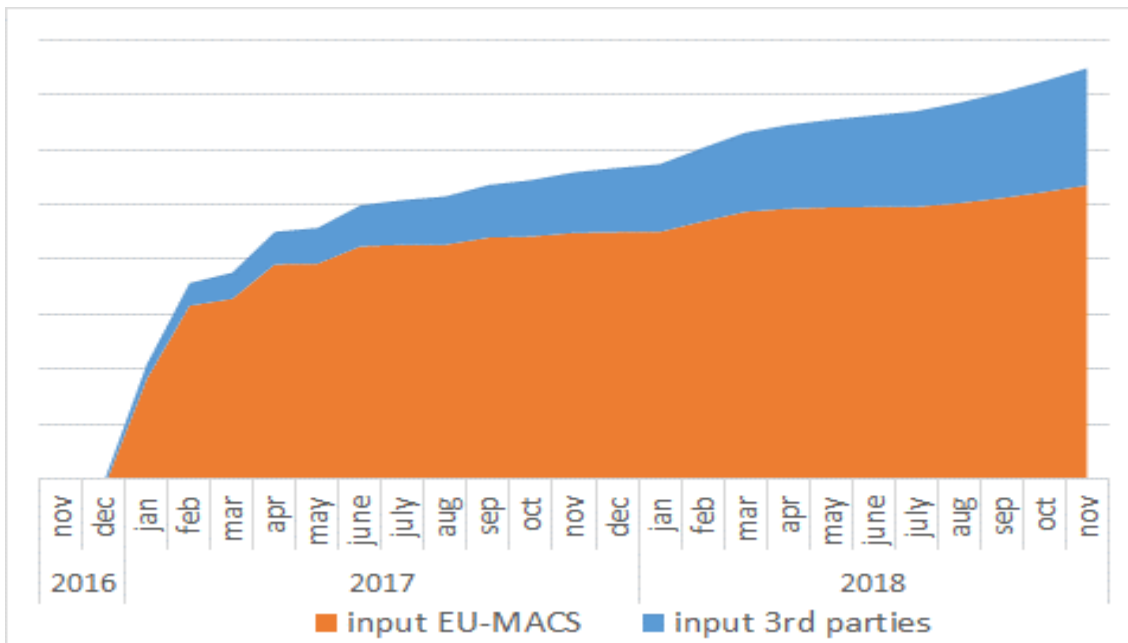

Figure 1. Tentative attention development over the course of the project

In all WP6 Tasks coordination and cooperation with the MARCO project will be important. WP6 will run through the entirety of the project [Months: 1-24]. Whereas FMI is the lead beneficiary, all other partners take part in the various tasks and especially in the content production.

In summary, the following baseline communication activities are planned for the project. In addition to the baseline communication actions, events outreaches, peer-reviewed articles and reports will be flexibly published to guarantee maximum visibility. Please see Annexes 2, 3, and 6 for more specific information on events as well as blogging and tweeting schedule.

2016	>>>>>>>	2017	>>>										
nov	dec	jan	feb	mar	apr	may	june	july	aug	sep	oct	nov	dec
				M1			M2				M3		
		Website up and running											
		twitter account											
			newsletter_1				newsletter_2				newsletter_3		
Kick-Off							seminar				MARCO wks		
												submission 1st peer rev. article	
			ICCS5		Climateurope festival		ECCA2017			EMS-ECAMC			

2018	>>>										
jan	feb	mar	apr	may	june	july	aug	sep	oct	nov	
		M4	M5				M6			M7	
		newsletter_4							newsletter_5		
									final seminar		
		Policy Briefs	submission 2nd peer rev. article						Policy Briefs	submission 3rd etc peer rev. article	

Figure 2. Indicative schedule of communication baseline activities and other products (situation 31.1.2017)

In this document[1], the tasks listed in the project plan are further scrutinized and divided in subtasks with detailed timetable, means, resources and responsibilities. Furthermore, the report also provides guidelines regarding use of Twitter, submission of material for the newsletter and the website, production and dissemination of brochures and leaflets, EU-MACS logo usage (and its different product specific versions), protocols about stakeholder engagement. The description of WP6 tasks are presented in Annex 8, i.e. the activities and time schedule requirements that should ensure the realization of the communication, dissemination and outreach of EU-MACS.

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[1] Named "Communication and Dissemination plan"

2. STAKEHOLDER ENGAGEMENT

EU-MACS distinguishes several types of stakeholders. A primary distinction relies on the participation degree and differentiate between stakeholders who are actively involved in the project, in particular in the explorations of WP2-WP4, and others who can be informed about the activities, and who may attend events throughout the project without playing an acting role. Within the latter group are also stakeholders that will be asked to take part in a survey and/or be interviewed.

The stakeholders positioning throughout the value chain allows additional differentiations:

- Climate service providers
- Climate service purveyors (purveying the information to end-users, often combined with other information)
- Climate service end-users
- Climate service regulators
- Climate service support functions (research, media, observation technology)

With the exception of regulators, which are by definition public, all these actors can be from the public or the private sector.

Engagement rules are diverse according to the typology of stakeholder. Table 1 provides an overview of actor categories by level of engagement *based on our current understanding at the beginning of the project.*

Table 1. Climate service market actor categories and degrees of engagement in the project

	oriented to focus sectors			oriented to other sectors	
	engaged in WP2-WP4 explorations	otherwise involved in surveys or interviews	reached through EU-MACS information channels	otherwise involved in surveys or interviews	reached through EU-MACS information channels
Climate service basic suppliers					
NMHS					
ECMWF					
Climate centres					
Climate service re-users (purveying the information for end-users, often combined with other information)					
Climate centres					
Commercial climate service consultants					
Public regional/ urban climate information & adaptation centres / desks					
Public climate information portals					
Climate service end-users					
public single user					
public - user & re-user					
private large companies					
private small companies					
Regulators with (indirect) influence on the CS market					
Climate service support functions (research, media, observation technology)					

Guidelines on communication with the different stakeholder categories

1. Engaged in WP2, WP3 or WP4

Stakeholders engaged in the WP2-WP4 are recruited by the respective WPs leaders or

persons designated by these WP leaders. Also, WP leaders are responsible for the communication actions with the stakeholders, unless explicitly agreed otherwise. This chain of interaction is meant to avoid

overburdening of stakeholders as well as to avoid confusion and deterioration of confidence among them. An exception is made for:

- Automatic communication, such as automatic newsletter distribution based on subscription
- Generic invitations to or announcement of events – generally done by the coordinator

When approaching these stakeholders it should be asked to what extent they are willing to receive other information from the project, with YES as default.

The stakeholders belonging to this group will be included in the stakeholder registry shared with the MARCO project. Yet, unlike for the other groups, details on the interactions do not have to be reported.

2. **Otherwise more involved through surveys and interviews**

Stakeholders identified for these purposes have to be added as soon as possible to the stakeholder registry (see the paragraph below about stakeholder registry) shared with the MARCO project in order to minimize risk of duplicate contacting. Follow-up contacts and contact purpose should be recorded in the registry. The registry is self-explanatory in its use.

When approaching these stakeholders it should be asked to what extent they are willing receive other information from the project, with YES as default.

3. **Reached through EU-MACS information channels**

A broad scoped group of interested organisations and individuals will visit the website, subscribe to the newsletter, follow and/or respond to twitter messages, attend EU-MACS events or sessions, and approach EU-MACS representatives during events. Newsletter subscribers, Twitter followers, and attendees of EU-MACS events will be registered in the EU-MACS stakeholder registry. Addition of personal contacts will be decided on a case by case basis.

Stakeholder registry

Since the sister project MARCO is partly addressing the same stakeholder groups, a shared stakeholder registry for EU-MACS and MARCO will be established. It will be located in a password-protected part of one of the projects' work spaces. A limited number of people within the two consortia will be accredited to access the registry. The registry will include guidelines on reporting and maintenance. In case of technical questions about the registry, contact Rachael Holmes (MARCO).

The Project Management Handbook chapter 7 on Ethics (D7.11 available in the EU-MACS workspace in the sub-folder 'Submitted deliverables') provides further guidelines on the principles of handling and storage of stakeholder contact information.

Consecutive interactions with stakeholders from group 2 (above) and with those practically transferring from group 3 to group 2 should each be registered. Annex 1 contains an example from the registry.

3. EVENTS CALENDAR AND ACCOUNT OF EU-MACS PARTICIPATION

The WP6 folder within the project workspace contains an Excel file containing upcoming and past events staged during the runtime of the project (an example is added in Annex 2 of this Deliverable). The list contains EU-MACS and MARCO events as well as third party events. Partners are requested to add relevant events to the list and after approval for attendance* indicate planned participation in events. The objective is to have project representation at least in the events marked to have a significance which is either '**high**' or '**essential**'. The coordinator retains the right to change the indicated level of the significance of listed events.

*) Approval for attendance means that the Coordinator rates listed events in terms of fitness for EU-MACS travel funding. The Executive Board reviews the selection of 'approved' events indicated by the coordinator and can give further guidelines on the extent of representation in events.

Regarding actually attended events a report should be made. If various consortium partners are attending an event, one condensed report should be made, yet partner specific actions should be identified. The event report should be succinct, and:

(1) summarize the own presentations and activities
(2) summarize key messages from the event and of notable presentations
(3) summarize (new) contacts with stakeholders and add these to the stakeholder registry if appropriate

A second table contains project internal meetings, when involving travel or other significant costs. Partners are requested to list such planned meetings and produce a compact account of the meeting afterwards (incl. attendance list).

4. INVITATIONS TO EU-MACS EVENTS, MARKETING AND OUTREACH

Invitation to project events

Invitation to EU-MACS events are sent by the coordinator, in some cases jointly with the coordinator of MARCO, except for the events (workshops) solely meant for market matching explorations in WP2, WP3 and WP4. Invitations for the latter type of events are handled by the respective WP leaders.

Invitation lists will be built from the stakeholder registry, supplemented by propositions of all partners and AEC members.

Marketing and outreach efforts

All partners are supposed to support the advertising of the project via event attendance and publications. Feedbacks, comments and insights on events and documents from stakeholders, EC Project Officer and other EU Commission actors, will be taken into account to drive future developments and to guide an effective media strategy.

In particular the partners UnternehmerTUM and CMCC will support the Coordinator in the development and implementation of the Communication and Dissemination Plan, in particular regarding outreach activities. Other partners will provide support through contributions to the Newsletter, and through event attendance and generation of peer reviewed articles.

Monitoring of outreach effects

In order to be able grasp the extent of outreach achieved by EU-MACS, WP6 will monitor web-site visit numbers, visiting time, Twitter followers, and Newsletter subscription and use that information for later outreach activities. Also, participation and representation in events and sessions (co-)organized by EU-MACS will be reported.

5. THE PROJECT WEBSITE AND BLOG

The address of the EU-MCAS project web site is http://eu-macs.eu with an alias http://www.eu-macs.eu. FMI has the responsibility for the technical maintenance of the web site and performs the inclusion of new content material to the web site. Access to the content management system can be granted to project team members of other partners, too.

All partners are requested to provide content to the web site either by updating the events calendar of the project in the shared workspace or directly by sending the material to FMI to be included in the web site. The sections where all partners are expected to provide direct input are the **News, videos and podcasts, Outputs, Blogs** and **sectoral pages** for finance, tourism and urban planning.

News, videos and podcasts

Both project news, videos and podcasts as well as those closely related to climate services market in general from the project partners and third parties are published in the News-section of the EU-MACS web site.

Outputs

Several types of Outputs are published in the web site: Reports, Protocols for explorative market development, Policy Briefs, Articles, Presentations, Brochures and Leaflets.

Blogs

The project blog is embedded in the project website. The blog editor (CMCC) has compiled a schedule (Annex 3) for the blog where each partner and member of the advisory expert committee of EU-MACS can select their appropriate time of contribution. First blog entry was reserved for the project coordinator to write. In addition to that the blog editor identifies events to be covered by blog entries.

Blog entries may consist of interviews, short opinions, adapted executive summaries of the relevant deliverables, and summary reports from conferences and workshops. The length of the blog is between 500 and 1000 words. CMCC will put together a series of blog recommendations and tutorials, this may be considered as a training (Annex 4)

The sectoral pages

The WP2-4 leaders are requested to regularly review the content of the respective sectoral pages and send updates to FMI in order to keep these pages useful for the stakeholder recruitment and engagement purposes.

6. NEWSLETTER AND TWITTER ACCOUNT

Newsletter

CMCC will develop a cover page for the news using the project visual identity provided by FMI. The editable cover page (in Adobe Illustrator or Corel Draw) will be adapted by CMCC for each issue. The newsletter (NL) will be produced in .pdf form, in different lengths 2, 4 or 6 pages. There will be five newsletters with the following envisaged publication schedule: February 2017, June 2017, October 2017, April 2018 and October 2018. The EU-MACS newsletter will be distributed via email. Subscriptions to the newsletter will be collected through the project web site. Recipients of the newsletter among the target groups and stakeholders of the project will also be harvested actively using the networks of the partners as well as utilizing web sites of the stakeholder and target group organisations. The newsletter will also be made available in electronic format through the project web site and in paper format at relevant events. FMI will decide whether and how many copies will be printed and how the printed form of the NLs will be distributed (at conferences etc.).

The first NL can be organised can be organized to explain the scope and methods used in the EU-MACS project. This coverage will be more in depth than the one in brochures and leaflets. . Ideally, the first NL could be a joint enterprise of EU-MACS and MARCO, explaining also how the two projects will cooperate and avoid redundancy.

If not decided otherwise, the second NL issue will feature the executive summary of the relevant deliverables produced within the time frame up to the NL release.

The project relevant news will be provided by other parties (outside of EU-MACS consortium) in the form of invited contributions (interviews, opinion articles). This should include contributions from the DG Research (project officer), the ad-hoc EC expert group, the members of the advisory boards (of both projects), and from other relevant projects (Climate KIC, Copernicus etc.). A small working group composed by CMCC, FMI and other interested partners will be formed for each NL issue. This group will specify content and release time of the issue, and review the content once collected.

Twitter account

@EUMACS_H2020 is the Twitter account of the project. Its respective e-mail account is eumacs_twitter@gmail.com and it has opened by CMCC. FMI and anyone else indicated by FMI will have an access to this e-mail account, and hence will be able to make changes to the Twitter account.

Unless otherwise decided by FMI, tweets can be posted from the project account only by CMCC and FMI.

The schedule for tweets is irregular, but we aim to an active flow with ample of followers of the account. Calendar of tweets (Annex 6) will be maintained at the shared workspace of the project to assist in active and systematic tweeting. Tweets will be posted for example whenever there is a short update on the website (FMI responsibility), a new blog entry is posted (CMCC), and an event is organised (FMI, CMCC), or when news are received from other partners. Partners may suggest posting a tweet by sending an e-mail to eumacs_twitter@gmail.com. Partners may also post tweets using their own accounts and insert reference to the project **@EUMACS_H2020**. CMCC has compiled a more detailed Twitter policy to guide an active and effective online communication (Annex 5).

7. BROCHURES, LEAFLETS, AND THE LOGO

The brochures are meant as paper-based summary presentations of the project, which can be handed out during events. The first brochure should be made within the first 5 months of the project. The Executive Board can decide to renew the brochure after (at least) 12 months. The production of the brochure is coordinated by the Coordinator, and supported by the project central material budget resources.

Leaflets are meant for quick and cheap presentation of certain topics or results of the project on one A4 sheet. After consultation with the Coordinator each partner can produce leaflets to the extent deemed useful for a particular event. Production costs of a leaflet are to be covered by the material budget of the respective partner proposing it. Some minimum standards with respect to project logo, website address, contact information, etc. has to be followed. Otherwise partners are left free to fill the space. There are eight different versions of the EU-MACS project logo (Annex 7) made available in the shared workspace WP6 folder. The version that fits the best can be chosen for the particular purpose at hand.

ANNEX 1 – STAKEHOLDER REGISTRY EXAMPLE PAGE

								Organisation					MARCO / EU-MACS Information			
Primary key	First Name	SURNAME	Full name of the organisation			Short name		Climate Services User / Provider		Relevant Sector		Type of organisation	Primary relationship lead MARCO	Primary Relationship lead EU-MACS	MARCO WP (WP1, WP2, WP3, WP4, WP6, WP7)	EU-MACS WP (WP1, WP2, WP3, WP4, WP5, WP6)
								Options: User, Provider, Both		Options: Real Estate, Mining, Financial Services, Renewable						

Continued...

				Background information			
Engagement status	Involvement level	EU-MACS / MARCO interest in stakeholder (their value prop to us)	Stakeholder interest in MARCO / EU-MACS (our value prop to them)	Ongoing projects and initiatives	Action history	Comments

ANNEX 2 – EVENTS REGISTRY EXAMPLE PAGE

dates	event name	location	event description	target	strategic	attendees	poster	oral	event web site
9.2.2017	Helsinki Region Climate Seminar	Helsinki, Finland		urban planning stakeholders	medium	Atte Harjanne			https://www.hsy.fi/fi/asiantuntijalle/tapahtumat/seminaarit/ilmastoseminaari/Sivut/default.aspx
21.-23.2.2017	Munich Summit MUST	Munich, Germany	MUST is an annual two-day event, bringing together cutting edge science and technology start-ups with industry leaders and investors. The goal is to foster the relationship between international top-level start-ups and leading German technology companies.	start-ups, industry leaders and investors	?				http://must-munich.com/
27.2-3.3 2017	International Conference on Climate Services 5 (ICCS5)	Cape Town, South-Africa			medium	Peter?		?	http://www.climate-services.org/iccs/iccs5/
5.-7.4.2017	Climateurope Festival 2017	Valencia, Spain			high				http://www.climateurope.eu/events-climateurope-festival/
22.-24.4.2017	6th International Conference on Smart Cities and Green ICT Systems	Porto, Portugal		urban planners	?				http://www.smartgreens.org/Home.aspx?y=2017
4.-6.-5.2017	ICLEI Resilient City Conference 2017	Bonn, Germany		urban planners	high?				http://resilient-cities.iclei.org/
9.-10.5.2017	Ecosummit	Berlin, Germany			low				http://ecosummit.net/
16.-19.5.2017	ANT17	Madeira, Portugal	The 8th International Conference on Ambient Systems, Networks and Technologies		low				http://cs-conferences.acadiau.ca/ant-17/#
6.-9.6.2017	ECCA2017	Glasgow, Scotland	joint MACS/MARCO session	CS providers	high	A. Perrels (FMI); J. Cortekar, A. Baglee, J. Mysiak, ...		A. Perrel; Adriaan	http://ecca2017.eu/conference/
19.-21.6.2017	EU-MACS meeting	Helsinki, Finland	Workshops and EU-MACS mid-term seminar		essential	many; Juha A. Karhu (MACS-FMI)			

ANNEX 3 – BLOG SCHEDULE

Period	Topic	Authors
Jan-Mar 2017	Introduction	Coordinator/FMI
	EU ad-hoc expert group on climate services – next steps	EC officer Alessia Pietrosanti
	Copernicus C3S	Carlo Buontempo, European Centre for Medium Weather Forecast ECMWF
	Implementation of the EU Roadmap on climate services	Roger Street, UK Climate Impacts Programme, University of Oxford; and JPI Climate
Apr-June 2017	Introduction of project partners	EUMACS partners
	Insights from the ongoing research	EUMACS partners
	ECCA2017	Conference coverage
	Global Platform on Disaster Risk Reduction Cancun, Mexico	Jaroslav Mysiak, CMCC
July – September 2018	Introduction of project partners	EUMACS partners
	Introduction of ongoing projects on climate services	Maria Noguer (SECTEUR Copernicus); Miguel Ángel Esbrí (CLARITY), Fred Hattermann (H2020_INSURANCE),
		Samuel MORIN (PROSNOW)
		Filip Lefebre (PUCS)
		Maria Navarro (VISCA)
	Insights from the ongoing research	EUMACS partners
October 2018	Review and impact assessment	EUMACS partners

ANNEX 4 – BLOG RECOMMENDATIONS AND TUTORIAL

To blog or not to blog: 12 simple steps to be a Master

Recent years have witnessed an exponential growth of blogs, online platforms, knowledge-sharing portals and personal webpages. Do we need more? Do we really read anything? According to a leading linguistic Italian scholar "social media gives legions of idiots the right to speak". Agree or not, it is true that everyone has the power to post, share, comment, and tell her /his point of view. Information and has changed.

Therefore, as a perspective blogger, it is crucial to bear in mind few, very simple rules *before* engaging online:

1. <u>Choose a topic and explore the environment you are about to entry:</u> given the amount of information out there, you should decide where to start. Do you want to be a generalist platform? Or rather specialized? Whatever your choice, start looking online at all available resources! It is ok to take inspiration from others, but try to assess the potential of your contribution. Too many Times New Roman…be unique, be a Garamond.
2. <u>No man is an island:</u> consider the idea of launching a collaborative blog. If you do not feel comfortable with writing alone, do not be discouraged. Collaborative platforms present excellent benefits: the burden of posting is shared (less work!) and the visibility increases thanks to everyone's personal network of readers.
3. <u>Choose a direct name:</u> being unique is your best quality. Given the competition you are going to face, the reader wants an explosive, sassy, unordinary blog. Invest more time in thinking, rather than rushing into the first thing you are coming out. And be direct! None has the time or the energy to guess the topic of your creature even before start reading.
4. <u>Invest in the right layout:</u> they say "never judge a book from its cover". Not for blogs! Be easy, but joyful. Be meaningful, but with sex-appeal. The content is as important as its presentation. Explore free photo providers or make an agreement with artists you admire. By quoting their works, you are also increasing your audience.
5. <u>Be social:</u> what about Facebook, Instagram, Pinterest, Tumblr, Twitter, LinkedIn? Are they important? Yes! In the US alone, 62% of readers are getting information from social networks, by looking at what other people post. Spend quite some time in elaborating a social media strategy: be accessible. This implies a constant monitoring of notifications and alerts, but also a great opportunity to raise awareness on what you are trying to communicate.

Cool! You have just moved to the second level: **the actual writing.** Do not forget to…

6. <u>Schedule your workload:</u> Set up a weekly schedule and be constant. If you commit to writing and posting three times per week, respect your own word. This will help your credibility: reader will know over time they can count on frequent updates and you will be able to boost your visibility.
7. <u>Catch your readers' attention from the very moment:</u> titles are the first visible part of every blog post. A reader may or may not decide to be interested in what you are offering based on the first three lines. Be brave: use short sentences and try to be catchy. Be short: there may difficult topics, but always try to stay within 500-900 words per post.
8. <u>Remember that quality matters (a lot!):</u> we already said it…too many information out there. Readers have access 24/7 to every sort of content. How can you convince them to read your posts? By setting the bar high. This is especially true if you are engaging in scientific/economic/very specialized fields: a reader often relies on what the writer says and quotes them.

9. Cite other people work: wouldn't it be frustrating for you to come across a piece of your work without nobody knowing it is actually yours? Well, this applies to others' contributions, too. Citing is a great signal to competitors: it says you are checking out their stuff. Moreover, if you cite a blog, you may receive a citation back. Your visualization will skyrocket. Bear in mind the same applies for artists, photographers, graphics and visual creatives who produced the material you are using as a complement to your words.

10. Avoid spelling mistakes and errors in general: there is no such a bad thing as articles full of typos. Invest in checking and proof-reading. It may seem a minor consideration, but in fact, this is not the case.

11. Be open to critics: being on the internet is being public. Therefore, being exposed to criticisms, opinions, but also suggestions and ideas. These may come from readers (hopefully!), but also from colleagues or even your family and friends. Listen carefully and be willing to change when necessary.

12. Be updated and consistent: the evolution of information is so quick, something you may think it is hard to be on time with the news. The user wants something fresh and never seen before. Provide useful explanations, use data as support for your arguments, combine different sources to offer a comprehensive view of the topic or even update your old posts. In other words, give them uniqueness. Do not forget to be consistent: throughout both a single article and the whole blog. Blogging can be a joke, but remember this is a chance to speak up and effectively contribute to the debate.

As hard as it may seem, you will find soon this a stimulating challenge and a great opportunity to prove your uniqueness while delivering excellent contents. Our era is giving us the chance to be actors of change, even by using words. Be part of it and good luck!

ANNEX 5 – TWITTER POLICY

The EUMACS twitter account was set up in December 2016. Up to date we have posted or retweeted 49 messages, established links to more than 160 organizations and individuals, and secured more than 30 followers. The EUMACS twitter policy lays down who is responsible and entitled to post tweets on behalf of the consortium, what content will be tweeted, how the impact will be monitored, and what strategies are followed to boost the dissemination strategy via social media and twitter in particular.

Policy

Using twitter for the purpose of the EUMACS project will be guided by rigorous ethical principles, as well as good practice examples (1) and EC guidance documents (2, 3) addressing the use of social medial for promoting research. The posted tweets will be non-offensive, non-discriminatory, and non-political in nature. They will be factual, truthful and non-sensational. FMI and CMCC will keep exclusive access to the EUMACS twitter account. FMI can delegate the access right to other EUMACS project's partners while ensuring that the twitter policy is fully complied with. Any partner can suggest or request posting tweets by sending an e-mail to FMI and/or CMCC. A separate account has been set up for this purposes.

Content

EUMACS social media will be exploited in the first place for disseminating the own research. This will include reports, deliverables, articles, blogs, surveys, events and other outreach activities. EUMACS will retweet or otherwise promote content posted by other parties, especially within the context of the EU climate innovation platforms and Horizon 2020. Only content closely related to climate change science and in particular climate services will be retweeted.

Assessing the impacts

We will adopt specific performance indicators both in terms of posted content (e.g. number of tweets posted on average in a month) as well as the impacts (e.g. measured by impression and engagement raised) analyzed using twitter analytics (see table below for an example of the performance indicators).

Tweet text	Time	IM	ENG 1	ENG 2	RT	R	L
Simulated vs. Empirical Weather Responsiveness of Crop Yields. @CmccClimate Seminar @FEEMit #climateservices https://t.co/PuvxcGgSKaðŸ• ƒ	2017-01-30	16.0	1.0	0.06	0.0	0.0	1.0
Joint session with MARCO & SECTEUR with @PLACARD_EU at @ECCA2017 'Our Climate Ready Futureâ€™ @marco_h2020 #climateservices @CopernicusECMWF	2017-01-29	50.0	2.0	0.04	1.0	0.0	0.0
Check out a new report of the EEA/ETC-CCA https://t.co/ylS43cAb7q	2017-01-29	42.0	3.0	0.07	1.0	0.0	2.0
Six new projects on climate services selected under the call H2020 SC5-01-2016: CLARA, CLARITY, H2020_INSURANCE, PROSNOW, PUCS, VISCA @CMCC	2017-01-29	40.0	2.0	0.05	1.0	0.0	1.0

		IM	ENG1	ENG2	R	RT	L
EU-MACS #climateservices for #urbanplanning interviews started this week! Case #Helsinki with @helymparisto @hsy_fi @ksvhelsinki	2017-01-27	166.0	4.0	0.02	2.0	0.0	0.0
Check out how EU-MACS will unleash the market for #climateservices in #Europe at the new website https://t.co/6SF9tP8FDO #H2020	2017-01-13	240.0	21.0	0.08	2.0	0.0	1.0

Notes: based on twitter analytics, accessed on 30/01/2017. IM – impressions, ENG1 – engagement, ENG2 – engagement rate, R – replies, RT - retweets, L - likes

References:

[1] 10 ways you can use social media in your Horizon 2020 project https://europamedia.wordpress.com/2016/10/12/10-ways-you-can-use-social-media-in-your-horizon-2020-project

[2] EC, "Horizon 2020: Communicating EU research and innovation - guidance for project participants." 2014. ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

[3] EC, "Communicating research for evidence-based policy making. A practical gudia for researchers in socio-economic sciences and humanities." 2010. ec.europa.eu/research/participants/portal/doc/call/fp7/fp7-ssh-2013-1/32835-communicating_ssh_research_en.pdf
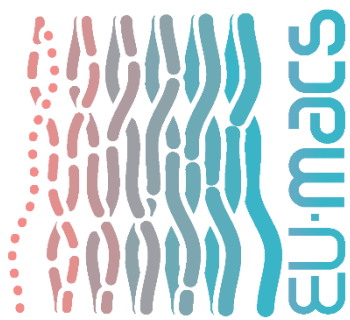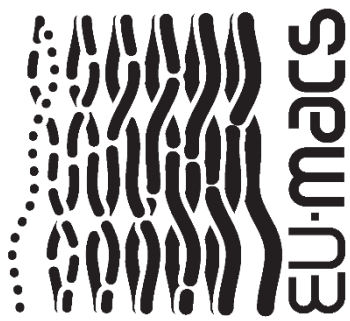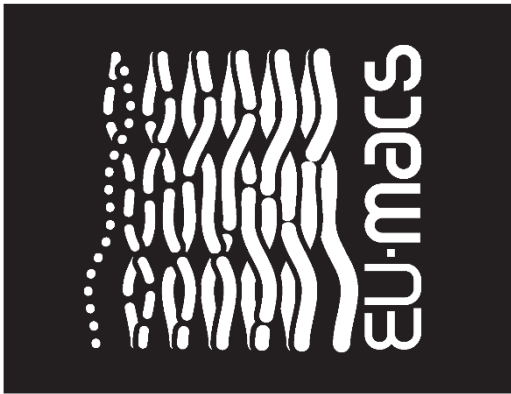
Examples of Analytical tools:

ANNEX 6 – CALENDAR OF TWEETS

Period	Scope and performance
December 2016 – February 2017	Initialization, building a solid network of followers and followed parties. Objective: 100 tweets and retweets, 50 followers, 200 followed parties
Examples	The @EUMACS_H2020 website launched, check this #climateservices, #Horizon2020
	Six new H2020 projects on climate services selected for funding under the call SC5-01-2016: CLARA, CLARITY, H2020_INSURANCE, PROSNOW, PUCS, VISCA. #climateservices, #H2020, @CMCC
	ERA4CS Workshop on Climate Services - Synergies, Gaps and Challenges (2/3 Feb 2017, Brussels)
	#Urbanplanning is a well-known user segment in #climateservices market. This week #EU-MACS starts finding out how #Helsinki is using them. @ilmatiede
	"Climate services are an indispensable input for any actor's risk management" writes coordinator @adriaanperrels
March - June 2017	Getting established. Further consolidating the network and fully exploiting the social media. Objective: Number of tweets and retweets up to 200. Over 100 followers, up to 300 followed parties.
Examples	Key events: Global Platform for DRR 2017, European Forum on DRR, DRMKC Seminar, Fifth International Conference on Climate Services, ECCA2017
	Key insights from the project: What methods and concepts do we use? Check out at the #EU-MACS website http://eu-macs.eu/glossary-of-terms/#
	These are the milestones of EU-MACS in #2017!
July - September 2017	Early impact analysis, identification of the weaknesses and strengths; revision of the strategy

ANNEX 7 – EU-MACS LOGOS

ANNEX 8 – DESCRIPTION OF TASKS

WP6 - Communication, dissemination, outreach [Months: 1-24]

FMI, HZG, CNR-IRSA, Acclimatise, CMCC, UTUM, UT, JR, ENoLL IVZW

WP6 is devoted to dissemination, outreach and communication activities. We will use four lines of dissemination: (i) leaflets, brochures, newsletter, and policy briefs; (ii) web-site, blog and social networks (e.g. twitter); (iii) scientific articles and working-papers; (iv) conferences, meetings, and workshops, industry training courses, summer schools and young researcher training, and networking /liaising with other research projects and policy organizations; in all WP6 Tasks coordination and cooperation with the MARCO project will be important.

Task 6.1 Specifying the project's dissemination and communication plan

Lead partner: FMI Other partners: U-TUM, CMCC Start: M1 End: M24

Under this task we will refine and oversee the execution of the Communication and Dissemination plan (D6.1). The Plan will extend the targets groups and scrutinise their knowledge needs, so as to guide the dissemination activities. The measures to maximize the impacts of the dissemination will be specified in detail, including a list of the indicators to monitor their success. As part of the kick-off meeting and General assemblies, we will hold training dedicated to dissemination.

Task 6.2: Project website

Lead partner: FMI Other partners: All partners provide contents Start: M1 End: M24

Website will serve as information platform with concise information about our activities, repository of dissemination products, and forum staging interviews, opinion articles, policy briefs, and news. It will be connected to major existing portals on climate services. Several web services will be embedded: blog with opinion articles, discussion forum, short news, and embedded interface to social media platforms (e.g. twitter). The website will be used to disseminate targeted outreach material. Initial dissemination package will include a leaflet (short presentation of the project) and brochure on existing surveys of climate services. The executive summaries of major deliverables will be translated into policy briefs (PBs). The timing and content of the PB will be laid down in the Dissemination Plan. Each PB will address specific audience and will be designed following the EC Guidance. This Task will also coordinate the Open Data Research Pilot and the Data Management Plan related to it.

Task 6.3: Newsletter, twitter, blog

Lead partner: CMCC Other partners: All partners provide contents Start: M1 End: M24

We will regularly publish news, and opinion articles on project's blog. We will employ social media for talks and interviews, information alerts after accomplishing important milestones in the project. CMCC and other partners are operating own YouTube channels (e.g. www.youtube.com/user/CMCCvideo) and/or contribute to other online outreach channels. We will employ scribing techniques that are based on mind-mapping and graphical skills of a scribing artist to synthesize complex issues in a way that is accessible to users of different backgrounds and expertise

Task 6.4: Outreach to CS supply groups, CS user groups, policy makers, and researchers and consultant

Lead partner: FMI; co-lead: U_TUM Other partners: all others Start: M1 End: M214

The WP2-WP4 workshops are supported from WP6 to enhance participation and interest, e.g. by also reporting on progress in the market development exploration through the project's various dissemination tools. WP2-WP4 remain the prime responsible work units for the sector specific workshops.

This task also organizes the mid-term (M8) and final seminar (M24). Based on identified events from the dissemination and communication plan varying teams from EU-MACS will be mobilized to participate in

these events. Where possible also Advisory Board member will be engaged, on the one hand to be speaker in the EU-MACS activities and on the other hand as contact points for further extending the EU-MACS network. For these seminars also input and attendance from the MARCO projects will be sought. This second (final) seminar will be organised jointly with the MARCO seminar as an integrated event. This task also coordinates participation to conferences by EU-MACS consortium partners in order to get most effective contributions. This task recurrently updates the event list for all consortium partners.