ACTIVITY B1

COMMUNICATION PLAN

SEPTEMBER 2024

GREEN

CLIMATE - Improving EU regions environmental and socioeconomic resilience to climate change

Interreg Europe

Co-funded by the European Union

CLIMATE

TABLE OF CONTENTS

ABSTRACT

Effective communication is the cornerstone of any successful project or initiative. The Communication Plan presented herein incorporates a comprehensive strategy to facilitate CLIMATE project partnership to achieve the operational objectives of the CLIMATE project - "Improving EU regions socioeconomic and environmental resilience to climate change", which is to promote and diffuse the project results. This document aims to ensure that CLIMATE partners will engage and inform key stakeholders and external experts already involved in climate change initiatives.

The Communication Plan encompasses communication channels such as a project website, social media channels and methods tailored to the needs of the dissemination objectives. Within this deliverable, the plan defines the role and the responsibilities of each CLIMATE partner, also giving guidance on how to disseminate efficiently the outputs of every activity.

This document also provides a wide variety of various communication tools, such as email, newsletters, social media platforms, and more.

In conclusion, this Communication Plan aims to foster an environment of collaboration and contribution between CLIMATE partnership which will lead to a joint effort towards achieving and enhancing the CLIMATE project success.

1 THE CLIMATE PROJECT: AN OVERVIEW

1.1 BACKGROUND & ISSUE ADDRESSED

Extreme weather events attributed to climate change have caused up to 145,000 fatalities and more than €500B in economic losses over the past 40 years in the EU. In recent years, Europe experienced its warmest recorded summers, with prolonged heatwaves in the Mediterranean accompanied by severe floods in Western Europe. Even under the best-case climate change scenario (a temperature increase of only 1.5°C), similar incidents are expected to increase in intensity and frequency, exacerbating existing territorial stresses and resulting in greater environmental (biodiversity loss, deforestation) and socioeconomic (shortage of resources, disruptions in infrastructures, displacement of populations) damage. Climate models also suggest that many territories are likely to experience new and unprecedented weather patterns, further challenging regional authorities' preparedness and adaptive capacities to operationally deal with emergencies and build climate resilience.

1.2 PROJECT'S OBJECTIVES

CLIMATE enables partners to integrate in their regional development policies a strategic approach for climate resilience, to address the root causes of territorial climate vulnerability and promote proactive disaster management planning. To this end, it will build the capacities of territorial authorities to:

1. Advance the mainstreaming of climate considerations into territorial regulations and enhance cross-departmental collaboration towards a whole-of-government approach to climate hazards and civil protection.
2. Improve territorial climate intelligence to increase territorial authorities' preparedness and adaptive capacities and guide the formulation of fit-for-purpose and socially just responses.
3. Strengthen open discussion and community engagement processes to promote civic participation and inclusiveness in climate planning.
4. Mobilise public and private investments for preventive structural measures, climate-resilient infrastructure, and civil protection mechanisms.

1.3 EXPECTED OUTPUTS

The overall objective is to support CLIMATE partners to transfer the lessons learnt into regional policies and action plans. The main project outputs are foreseen as follows:

- 6 workshops & 2 study visits to promote capacity building
- 2-year joint policy planning procedures (3rd & 4th Project year)
- 4 joint thematic studies on territorial needs and 47 good practices to guide policy improvements
- 8 regional info days
- 1 EU-wide policy learning event

1.4 CLIMATE EXPECTED IMPACT

CLIMATE supports 10 partners from 9 countries, aiming to achieve:

- 8 improved policy instruments, benefiting managing authorities & stakeholders
- Increased capacity of 150 public administrations to formulate and implement fit-for-purpose, socially aware climate adaptation responses
- 18M euros unlocked to support projects on risk/vulnerability studies, climate data management, surveillance systems, emergency response protocols, infrastructure upgrades, green urban interventions, ecological restoration and open governance structures.

1.5 CLIMATE Partnership

The participating organizations are presented in Table 1 below:

Table 1: CLIMATE project partners

PP NO.	COUNTRY	PARTNERS (ABBREVIATION)	ROLE
1	(EL)	**Region of Ionian Islands** (RII)	Lead Partner
2	(FN)	**Helsinki Region Environmental Services Authority** (HSY)	Project Partner
3	(BG)	**City of Brussels**	Project Partner
4	(IT)	**Lombardy Foundation for the Environment** (FLA)	Project Partner
5	(NL)	**Province of Drenthe**	Project Partner
6	(LV)	**Vidzeme Planning Region** (VPR)	Project Partner
7	(BG)	**Stara Zagora Municipality**	Project Partner
8	(EL)	**University of Patras** (UPAT)	Advisory Partner
9	(HG)	**Vas County Government Office** (VVÖH)	Project Partner/ Communication Leader
10	(ALB)	**Saranda Municipality**	Discovery Partner

2   COMMUNICATION OBJECTIVES

The Communication Plan is a strategic project tool, which contributes to achieving the project's operational objectives, ensure the diffusion of project results, and foster a good working relationship between project partners. The communication objectives of the CLIMATE project, derived from the Application Form, are the following:

a) **Communication Objective 1 – CO1**

Disseminate best practices on integrated climate governance, to improve partners' operational capacities and guide policy developments in CLIMATE territories.

b) **Communication Objective 2 – CO2**

Raise public awareness on territorial vulnerabilities and adaptation needs, and promote stakeholders' engagement in the design, implementation and appraisal of civil protection and climate resilience measures

c) **Communication Objective 3 – CO3**

Diffuse the advancements made in partners' PIs, to secure beneficiaries' support and participation in relevant calls/measures.

The Communication Plan will describe a detailed communication strategy which will be implemented as an ongoing and evolving process. All partners will be involved, based on predefined monitoring procedures. Performance monitoring will be on going, based on set SMART objectives and tracked KPIs per partner. Thereby, partners can evaluate the impact on target groups, and accordingly adjust outreach in case of underperformance.

The connection between each project objective with the corresponding communication objective is reflected in Table 2.

CLIMATE project objectives in relation to communication objectives		
#	**PROJECT OBJECTIVES**	**COMMUNICATION OBJECTIVES**
1	Advance the mainstreaming of climate considerations into territorial regulations and enhance cross-departmental collaboration towards a whole-of-government approach to climate hazards and civil protection.	CO1, CO2, CO3
2	Improve territorial climate intelligence to increase territorial authorities' preparedness and adaptive capacities and guide the formulation of fit-for-purpose and socially just responses.	CO2, CO3
3	Strengthen open discussion and community engagement processes to promote civic participation and inclusiveness in climate planning	CO1, CO2
4	Mobilise public and private investments for preventive structural measures, climate-resilient infrastructure, and civil protection mechanisms.	CO2, CO3

To further elaborate on communication objectives, they can be categorised into a) **internal** and **external** communication objectives, as well as b) **Core Phase and Follow-up Phase** objectives:

- **Internal** communication objectives refer to **communications within the partnership**. Effective internal communication promotes the objective of information exchange among and within partners' organisations. Internal communication will support policy learning between and within partners' organizations, to increase their adaptive capacities to climate change.

- **External** communication refers to **communications with project stakeholders, target groups and the public**. Effective external communication will raise public awareness (reaching both local authorities and public society) and build consensus. External communication will also foster stakeholders' participation in project activities, paving the way to secure support for the action plans.

- **Core Phase objectives:** During the Core phase (semesters 1-6), the communication strategy will focus on **informing and involving** the public and all the relevant stakeholders who can provide input in the way of improving the selected policy instruments and programmes.

- **Follow-up Phase objectives:** During the follow-up phase (semesters 7-8), project communication will be oriented towards the **implementation** of the policy improvements (action plans if required), informing key regional stakeholders and target groups about the progress made and the relevant measures adopted.

3 TARGET GROUPS

In order to meet the needs and the best outcome of the communication activities, it is vital to map and identify the respective target groups of the CLIMATE project.

CLIMATE target groups as they are referred to in the Application Form, are outlined in the following table.

Table 3: Identified Target Groups

NO	TARGET GROUP	LEVEL OF ACTION
1	Public authorities responsible for crisis management, infrastructure, and the environment	NATIONAL, REGIONAL, LOCAL
2	Regional development agencies	REGIONAL
3	Civil emergency planning and protection units	NATIONAL, REGIONAL
4	Meteorological and climate data services	NATIONAL, REGIONAL, LOCAL
5	CSOs promoting environmental sustainability and social cohesion	LOCAL
6	NGOs combatting climate change	TRANSNATIONAL, NATIONAL
7	Universities in the field of environmental engineering and sustainable development	LOCAL
8	Economic operators from high polluting industries and sectors at greatest risk from climate change	NATIONAL, REGIONAL, LOCAL

The target groups of the communication and dissemination activities of the project are further presented in **ANNEX I & II**. In Annex I there is an indicative pool of regional stakeholders, which were identified at an initial stage (lists of stakeholders from AF). In Annex II there is a link to a list for the identification of new potential stakeholders. Each Project Partner have to customize the list by adding their respective stakeholders and target groups, throughout the course of the project implementation.

3.1 IDENTIFICATION AND MAPPING OF STAKEHOLDERS

There are multiple ways for project partners to identify and map suitable stakeholders. This effort can be structured as follows:

- Stakeholder identification with partners' networksς within the Interreg community, from other similar projects or from stakeholders that their interest covers the range of climate change
- Attracting stakeholders by participating in the Policy Learning Platform sessions
- Asking already engaged stakeholders to recommend or identify others
- Stakeholders' identification through the social media and project's website

The partners are encouraged to implement this mapping at the early stage of the project (until M12) in order to be prepared for the dissemination of subsequent news and deliverables of the project. It is explicit that the data acquired and handled during this procedure should abide by the GDPR.

3.2 MESSAGES FOR TARGET AUDIENCES

Specific messages are vital for the communication and dissemination strategy because they are the initial 'bridge' between communication objectives and the target audience. Messages are used to simplify the communication objectives (they act like 'slogans') and to serve as guiding communication threads in reaching out to the final beneficiaries of the project (policy makers/public authorities, the general public and stakeholders).

To convey a message that will be received and understood by the target population in exactly the way the communication strategy intends to, it should:

- Be a short sentence (up to 12-15 words); wording should be simple, clear, credible, memorable, positive, active, jargon-free, easily identifiable, and suitable for emission through a plurality of communication tools.

- Include keywords that reflect the scope and key objectives of the CLIMATE project.
- Be easy to remember, guaranteeing that the core idea is getting across.
- Avoid technical vocabulary.
- Respects the respective target groups.

'Information overload' must be avoided; instead, in order to multiply the effect, it is better to emit a few messages from plural sources and on selected occasions.

On the following table there are two (2) messages that are proposed to be used as slogans

Table 4: Indicative communication messages

INDICATIVE COMMUNICATION MESSAGES
• **CLIMATE IS CHANGING…SO SHOULD WE** • **POWER UP CIVIL PROTECTION: OUR SHIELD AGAINST CLIMATE THREATS**

Communication messages should be informational and serve as incentive statements. To achieve communication and dissemination targets, these messages should be further worked through for specific target groups in specific communication instances.

4 ROLES AND RESPONSIBILITIES

4.1 COMMUNICATION MANAGER

The dissemination effort will be led by Vas County Government Office (VVÖH) & their external expert, on account of its staff experience and expertise in the communication sector, as well as the dissemination of project generated results. VVÖH can cover all aspects of a dissemination campaign in house, from the creative process to the organization of networking events. In terms of communication with the public, VVÖH demonstrates a good understanding of new media and social media interactions, which tend to be the norm in contemporary public campaigns of high-cost effectiveness. In addition, VVÖH's expertise in this area will allow for effective monitoring and evaluation of the partnership's efforts, providing support and consultation to all participants. If necessary, VVÖH will suggest corrective measures to assist participants in reaching the goals specified by the dissemination strategy.

A Communication Manager (**CM**), nominated from **VVÖH** will:

a) facilitate internal cooperation, ensuring a fair allocation of work.

b) develop and monitor the project's communication strategy.

c) oversee the development of communication materials to ensure communication goals alignment.

d) evaluate dissemination results to revise planning in order to increase outreach and impact.

5 COMMUNICATING PROJECT RESULTS

The following table (Table 5) presents in detail which project outputs are to be disseminated, to which target groups, as well as the reasons to do so, for each project policy activity.

Table 5: Outputs to be disseminated

COMMUNICATING POLICY RESULTS				
A1: JOINT THEMATIC ANALYSES				
ACTIVITY CODE	TYPE OF ACTIVITY	ACTIVITY OUTPUT	WHAT TO DISSEMINATE?	DISSEMINATION PURPOSE & TARGET GROUP
A1.1	Exchange of experience «Identification of the environmental and socioeconomic factors of CLIMATE territories' vulnerability to climate hazards»	1 x Final synthesis report	Information and data to increase Partner's capacity to develop future-proof adaptation responses through their PIs	To discuss findings with stakeholders in meetings, workshops, site visits
A1.2	Exchange of experience «Assessment of partners and competent authorities' adaptive capacity and operational needs at structural level to cope with climate events and impacts»	1 x Final report	Information on the operational challenges and organizational limitations associated with the implementation of an integrated climate governance approach	To discuss findings with stakeholders in meetings, workshops, site visits
A1.3	Exchange of experience «Exchange of practices in disaster risk management and reactive emergency measures to extreme weather events and climate hazards»	1 x Operational guidebook	Information on how to integrate, adapt and build upon good practices to improve climate hazards preparedness and management, based on partners' appraisal of effectiveness and transferability potential	To discuss findings with stakeholders in meetings, workshops, site visits
A2: STAKEHOLDER POLICY LEARNING				

ACTIVITY CODE	TYPE OF ACTIVITY	ACTIVITY OUTPUT	WHAT TO DISSEMINATE?	DISSEMINATION PURPOSE & TARGET GROUP
A2.1	Stakeholder meetings	48 x regional stakeholder meetings 1 x final synthesis Report	Diffusion of results and dissemination and policy learning purposes. Diffusion of results and dissemination and policy learning purposes and proposed policy changes.	To engage stakeholders in policy improvement

A3: INTERREGIONAL LEARNING & CAPACITY BUILDING				
ACTIVITY CODE	TYPE OF ACTIVITY	ACTIVITY OUTPUT	WHAT TO DISSEMINATE?	DISSEMINATION PURPOSE & TARGET GROUP
A3.1	Site visit to Ionian Islands' Emergency Coordination Centre and workshop on emergency response protocols	1 x report with lessons learnt (each partner for internal use)	Lessons learnt, good practices etc	To discuss findings with stakeholders
A3.3	Site visit to the Finnish Meteorological Institute and workshop on climate information technologies and knowledge management practices	1 x summary report	Lessons learnt, good practices etc.	To discuss findings with stakeholders
A3.2	Interregional workshop on joint civil protection operations	1 x summary report	Lessons learnt, good practices etc	To discuss findings with stakeholders
A3.4	Interregional workshop on climate-resilient infrastructure and green urban interventions	1 x summary report	Lessons learnt, good practices etc	To discuss findings with stakeholders

A3.5	Interregional workshop on community engagement mechanisms to promote civic participation and inclusiveness in climate governance.	1 x summary report	Lessons learnt, good practices etc	To discuss findings with stakeholders
A3.6	Interregional workshop on the ecological restoration of natural ecosystems following extreme weather events and climate-induced disasters.	1 x report with lessons learnt (each partner for internal use)	Lessons learnt, good practices etc	To discuss findings with stakeholders

A4: POLICY CAPITALISATION RESOURCES

ACTIVITY CODE	TYPE OF ACTIVITY	ACTIVITY OUTPUT	WHAT TO DISSEMINATE?	DISSEMINATION PURPOSE & TARGET GROUP
A4.2	Joint working group to develop a "climate vulnerability and hazard assessment" framework	1 x Document - indicator framework	The socio-spatial vulnerability indicators from the framework	To policy makers
A4.3	Formation of climate specific intra-organisational structures within CLIMATE public administrations	1 x Strategic plan per partner	The strategic plan and its resources	*Each partner will disseminate this to their policy makers*

A5 (Follow-Up Phase)

ACTIVITY CODE	TYPE OF ACTIVITY	ACTIVITY OUTPUT	WHAT TO DISSEMINATE?	DISSEMINATION PURPOSE & TARGET GROUP
A5.1	Assessment of PI and action plans implementation results	1 x report with the achieved policy changes Update policy recommendations	Achieved policy changes	Update policy recommendations based on any developments.
A5.2	Follow-up monitoring meetings	Appraisals over policy change implementation	Policy recommendations	Regional and national stakeholders – Policymakers

6 COMMUNICATION CHANNELS AND MATERIALS

6.1 OVERVIEW

This section outlines the communication tools that VVÖH and project partners will use to achieve the communication objectives and disseminate the project's policy changes and improvements:

Communication tools refer to the various means (such as technological, infrastructural, or interpersonal methods) utilized by project partners to exchange information both a) within their partnership and b) with their target audiences. An example of such a tool is email.

These tools can be categorized based on how the sender and receiver establish communication, falling into either online, print, or event-based formats. Additionally, they can be classified as one-way (where the addressee cannot provide feedback) or two-way (where the addressee can provide feedback). For instance, social media platforms serve as online two-way tools, whereas brochures function as print one-way tools.

In the context of the Interreg Europe program, communication tools play a crucial role in disseminating relevant information about the CLIMATE project to the target groups. This information includes details about a) project activities, b) project activity outcomes and results, c) overall project results, and d) any other pertinent information related to the project's objectives.

To establish **internal** and **external** communications, the CLIMATE communication strategy employs a combination of **online, printed, event, one-way, and two**-**way** tools. The aforementioned include also the implementation of public relations schemes as well as traditional media. The following table provides an overview of those tools:

Table 6: Overview of communication tools

COMMUNICATION TOOLS OUTLINE		
INTERNAL TOOLS		EXTERNAL TOOLS
Partners' communications platform	√	
Project website		√
E-mail campaigns		√
E-newsletters		√
Press releases		√
Social media pages		√
Poster		√
Brochure		√
Flyer		√
Dissemination events		√
Participation in 3rd party events		√

It is important that all partners translate all available materials and the dissemination deliverables to maximise the results of the engagement of relevant territorial stakeholders.

6.2   INTERNAL COMMUNICATION TOOLS

Internal communication between partners is vital for the development and the progress of the project, so in order to facilitate that action, the partnership should use the following tools:

i.   A cloud platform is necessary for the distribution of everyday news as well as deliverables when they are completed between the partners. CLIMATE partnership will use the FREEDCAMP platform and VVÖH is responsible for creating the basic account and inviting the rest of the partners to participate. Such platforms give the flexibility to the users to have access to their materials whenever are needed.

ii.   Emails are also a very interactive and shift way for partners to communicate and exchange important inputs, solving issues and discussing ideas about the project. VVÖH as the communication manager will be the main contact for any issues that may arise throughout the duration of the project.

iii.   Another application that is proposed to be used from the partnership for internal communication purposes is What's app or some other relevant messaging applications. These applications can provide a swift way of communication.

6.3   EXTERNAL COMMUNICATION TOOLS

External communication comprises all the way that can be valorised to promote the project into the public. There are numerous means that can be used for the abovementioned purposes, however as it is indicated in the Application Form the tools that the Partnership should primarily use are represented below.

6.3.1   CLIMATE PROJECT'S WEBSITE

The CLIMATE project website represents the main communication tool for the CLIMATE project. The CLIMATE website needs to be regularly updated with the progress of the activities, the outputs, the policy instruments improvements and overall with any content that is related to the project's thematic and scope.

One of the most crucial key performance indicators that the Interreg Europe Program will review per reporting period regarding the communication activities is the average number of sessions as well as the unique visitors that visited the site and interacted with it.

The Communication Manager will be responsible for editing and updating the CLIMATE project website. In order to have a constant stream of visitors, partners are encouraged to share content and news relevant to the project thematic, however if that is not always feasible, the project website must be updated at least once every semester.

CLIMATE website is comprised of the following sections:

- **HOME Section:** This section gives a brief description of the project.

In particular:

- The aims, the objectives and the expected results are described

  An overview of the project, such as the total budget, the duration and the number of the partners

- **News & Events:** This section will be the main repository for every activity or event related to the project.

In particular, the following are expected to be uploaded:

- Every output and deliverable that can be disseminated
- Every scheduled event such as study visits or workshops
- Call to actions to promote specific content
- Unique articles with content relevant to CLIMATE project and Climate Change

- **Policy Instruments:** This section provides information for the policy instruments that are addressed by the project partners.

In particular:

- There is a description for each policy instrument that the CLIMATE project addresses (Thematic, Duration, Partner)

- **Good Practices:** This section will comprise all the good practices that will be identified throughout the project's implementation. This section will be available upon the first verification of a good practice.

- **Library:** This section will contain all the documents that are related to the CLIMATE project, such as outputs, tools and all deliverables derived from the implementation of the project.

In particular:

- Library will be used as a repository for all the documentation
- Outputs, reports, tools will be uploaded in this section
- Also, the newsletters and other communication and dissemination tools could be uploaded in this section.
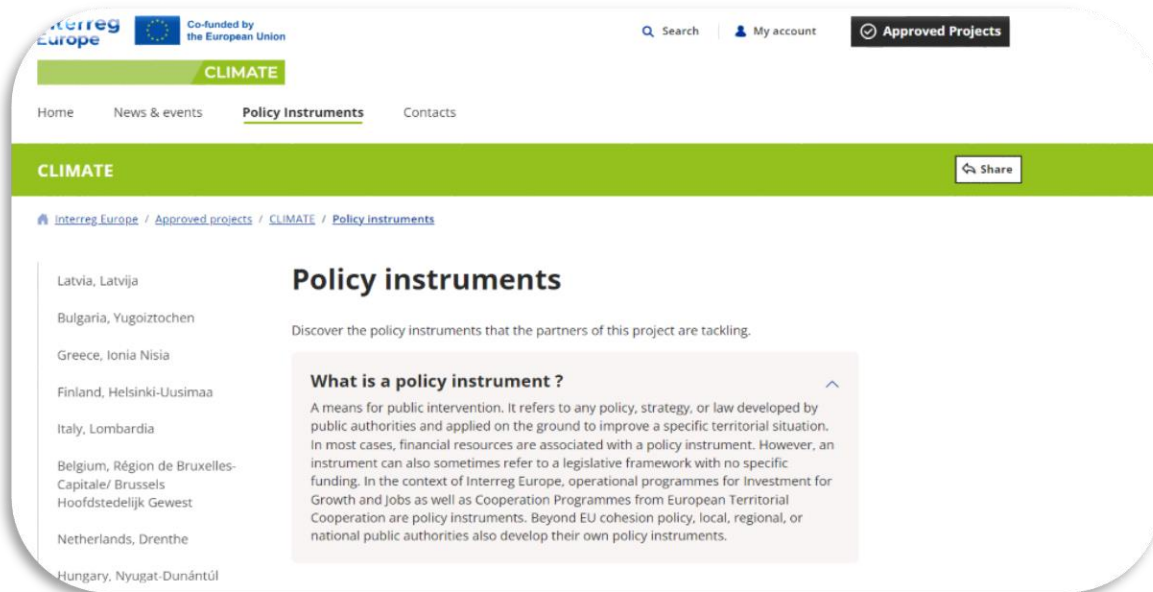
- **Contacts:** This section contains the profiles of the organizations and the individuals that are related to CLIMATE Project. To be included in the project's contacts, one must sign up on the official Interreg Europe website.

Figure 1: CLIMATE WEBSITE/ HOME Section

Figure 2: CLIMATE WEBSITE/POLICY INSTRUMENTS Section

*Notable Mention

Beyond the project website, all partners will have to promote CLIMATE in their institutional websites. Project partners should provide a short description of the project, its aims and results, partnership, and highlight the financial support from the European Union (Interreg Europe/ ERDF). Information related to the project has to include the programme logo set in a visible place, satisfying the general visibility and publicity requirements of the Programme.

 A link to the project website should be added for more information about the project's activities.

Furthermore, once the project website goes live, the Interreg Europe JS will send to the Lead Partner and the Communication Manager a Google Analytics report with online traffic highlights, monthly. It will be up to the lead partner and the communication manager to keep track of and analyze these reports and adjust accordingly the communication activities.

6.3.2 CLIMATE SOCIAL MEDIA PAGES & ELECTRONIC DISSEMINATION TOOLS

Social media platforms wield substantial influence as electronic resources that enable user interactions and integration of user-generated content, ranking second only to other electronic sources. CLIMATE Partners intend to engage various stakeholders, including public authorities, agencies and executive bodies that are addressing climate change, and the general public, through their social media pages.

To achieve this, partners must actively contribute to the content of these social media pages, providing the Communication Manager with relevant information, ideas, and strategies, tailored to engage specific target groups effectively.

Specifically, CLIMATE social media pages should embody the following principles:

- Communication through social networks must yield positive results with the most economical use of resources.
- The project and its outputs must be presented in an objective, unbiased, and professional manner.
- The content shared on social media pages must adhere to high standards of relevance, form, style, and meaningfulness.
- At all times, partners must respect social norms and the terms of use of each social network.

- Social media outlets should be utilized to promote and facilitate public access to the project's resources, such as links to the project library and updates with research outputs.
- While engaging with the public or organizations on social media, partners should exercise courtesy and refrain from intrusive practices (e.g., spamming) that might adversely affect the project's public visibility.

By adhering to these guiding principles, CLIMATE Partners aim to maximize the impact of their social media presence and foster effective communication with their target audiences.

6.3.2.1 FACEBOOK

The Facebook page will feature the CLIMATE and Interreg Europe logos, information about CLIMATE and the Consortium, events and conferences, a link to the CLIMATE website and to all other social media accounts of the project and the Programme, accompanied by brief descriptions of the above mentioned.

Figure 3

FACEBOOK PAGE LINK : https://www.facebook.com/profile.php?id=61561811978713
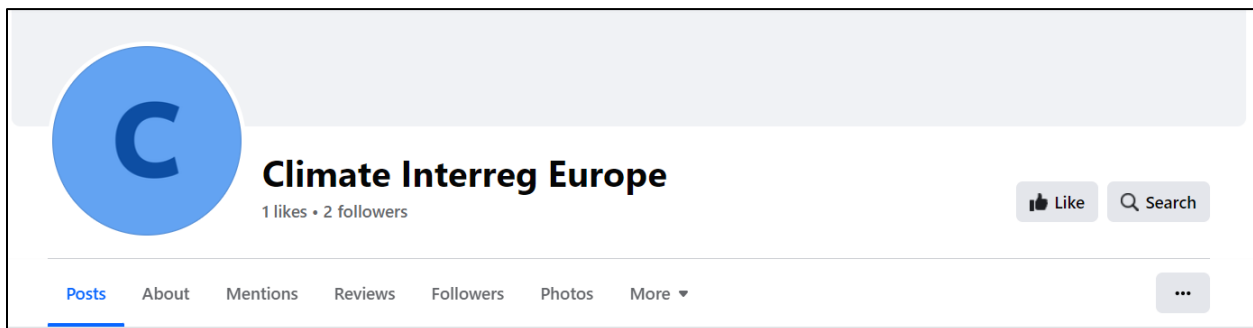
The purpose of the Facebook page is:

- To attract new followers
- To create a channel of communication between the project and interested parties (individuals & organisations)
- To facilitate the dissemination of various materials such as flyers and newsletter as well as events and conferences with a call to action.

The initial setup of the Facebook page should include the following:

- A brief description of the project, sharing the aims and the objectives as well as a description of the role of the existed page.
- A URL for CLIMATE project site, in order for users that are interacting with the content of the page could be able to visit the CLIMATE website also.
- **A Facebook URL / username** – A custom vanity URL for the CLIMATE page, (i.e. *facebook.com/yourbrandname*) can be created.
- A section where information of the project such as email, website, ways of contact can be displayed, namely a page info section.

To successfully achieve Facebook marketing targets, CLIMATE will have the option to create a team (to consist of project partners' staff) that will be engaged with the management of the account. In such a case, each of its members should have one of the following roles:

- **Admin** – Complete and total access to everything (creators are admins by default)
- **Editor** – Can edit the Page, send messages and post as the Page, create Facebook ads, see which admin created a post or comment, and view insights.
- **Moderator** – Can respond to and delete comments on the Page, send messages as the Page, see which admin created a post or comment, create ads, and view insights.
- **Advertiser** – Can see which admin created a post or comment, create ads and view insights.
- **Analyst** – Can see which admin created a post or comment and view insights.

To add collaborators, go to the page settings and the "Page Roles" section. It is then possible to type in the name of any Facebook friend or person who has liked the page. Alternately, one can type in an email address associated with a Facebook account.

After completing the setup, project partners can add content to the CLIMATE Facebook page by publishing a post - a status update, a link, a photo, a video, an event, or a milestone. Partners are advised to follow the principles listed above in terms of content posted. In terms of post-penetration potential, a combination of carefully selected text and visual content is generally more desirable than mere text, as visual cues contribute to catching the reader's attention.

6.3.2.2   LINKEDIN

The LinkedIn profile features the CLIMATE and Interreg Europe logos, a brief popular description of the project, the consortium, a link to the website and to all other social media accounts of the project and Interreg Europe.

The purpose is to attract followers and connections, facilitate communication among members and disseminate flyers, e-newsletters, events, and conferences.

The CLIMATE LinkedIn page features the following options:

- Creation of groups to share information about events and outputs.
- A summary of the aims, activities, outputs, and results of the CLIMATE project.
- Links to the CLIMATE website

Figure 4

LINKEDIN PAGE LINK: https://www.linkedin.com/company/climate-interreg-europe/
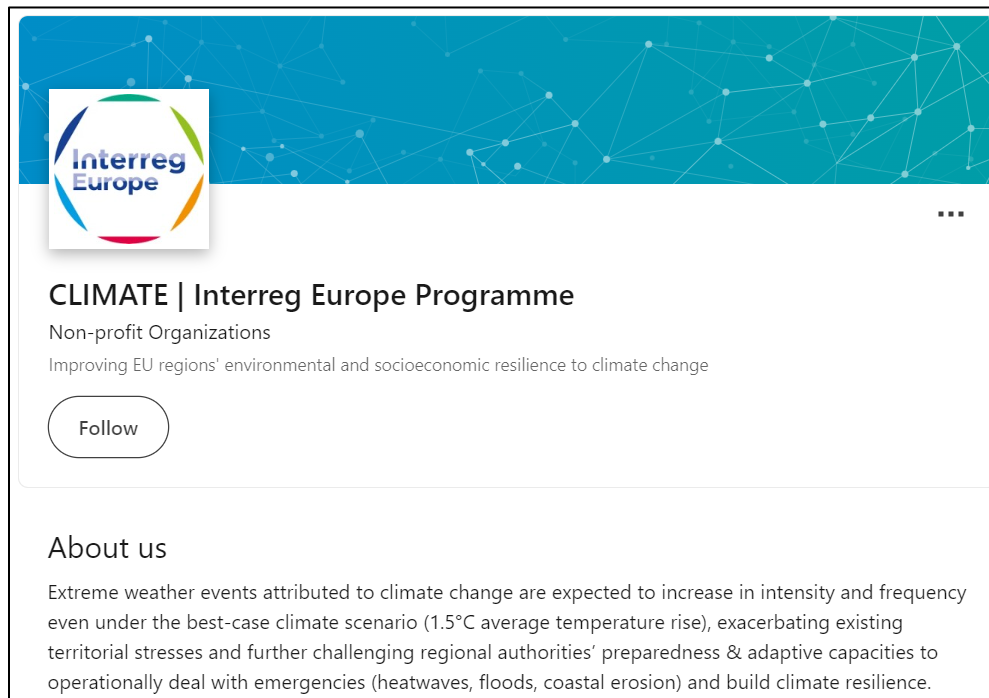
Partners are required to offer monthly input into the project's LinkedIn page. Such input can be a status update or a photo from the participation in a third-party or CLIMATE event, workshop or

meeting, an event announcement, a story related to the achievement of a project milestone, or an article that is relevant to CLIMATE and would interest its target groups. Partners are advised to share the project's LinkedIn profile with as many individuals as possible within their networks in order to increase the number of connections.
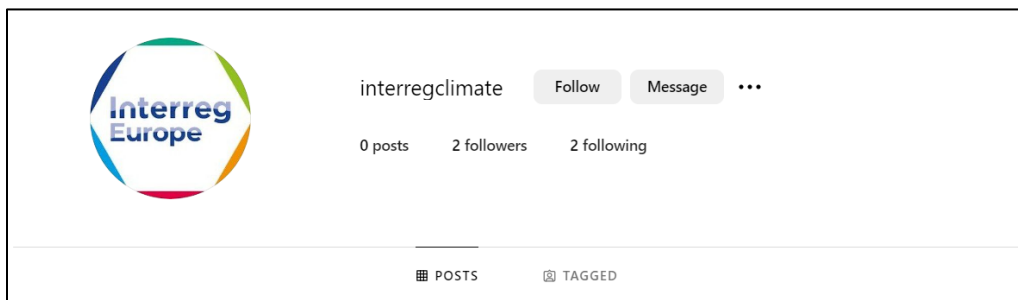
6.3.2.3 INSTAGRAM

Instagram is considered one of the most popular and most used platforms, regardless the ages groups. CLIMATE consortium could benefit from Instagram by using specific features like reels (short duration videos) or stories that could potentially give the opportunity to stakeholders to interact with CLIMATE's content directly.

The Instagram page should first have as a profile pick the Logo of the Project and should have to be a public profile in order to increase the visibility of the profile which will lead to an increasement of the followers.

To maximize the reach and engagement of the CLIMATE project on Instagram, it's essential to use relevant hashtags such as #ClimateAction, #Sustainability, and #GreenFuture, which can help attract a broader audience interested in environmental issues.

Additionally, the "**Link in Bio**" feature should be used strategically to direct followers to key resources like the CLIMATE project website, newsletters, or event pages. Incorporating a link aggregator tool can provide easy access to multiple resources. Encouraging stakeholders and followers to create and share user-generated content related to the project will also help foster community involvement.

Figure 5

INSTAGRAM Profile link: https://www.instagram.com/interregclimate/

6.3.2.4 YOUTUBE

YouTube is the leading video-sharing platform globally, which allows users to easily upload a wide variety of user-generated videos and facilitates the dissemination process. A CLIMATE YouTube account will be created to share teaser videos and videos of events and interviews, to demonstrate project results and potential impact.

The purpose of the CLIMATE YouTube channel is to promote CLIMATE activities, outputs, and events to a wide audience through various videos such as. These videos, uploaded by the communication leader and potentially CLIMATE partners, will visually showcase the project's achievements. To ensure the channel's effectiveness, it must prominently display the CLIMATE and Interreg Europe logos, along with links to the CLIMATE website and other social media accounts. The channel's main objective is to attract new viewers and provide a direct testimonial of the project's results. To prepare successful videos, the following instructions should be followed:

- Understand the target audience to tailor the content appropriately.
- Ensure that the videos provide valuable information promptly, as this will encourage viewers to follow the channel.

Furthermore, the CLIMATE channel should include a subscription feature, allowing viewers to subscribe and receive updates whenever new videos are uploaded. This will help engage the audience and keep them informed about the project's ongoing developments. The VVÖH will be responsible for developing and managing the CLIMATE YouTube channel. By adhering to these guidelines, we aim to create a compelling and informative platform that effectively showcases the success and progress of the CLIMATE project to a wider audience.

Figure 6

YOUTUBE PAGE LINK

https://www.youtube.com/@CLIMATEPROJECT_INTERREGEUROPE

6.3.2.5   E-NEWSLETTER

The e-newsletters will be created by VVÖH and translated into the respective languages by the consortium members. They will be distributed by all partners every six months during semesters 1 to 8. Over the course of the project, a total of eight issues of e-newsletters are anticipated to be disseminated.

Figure 7

The newsletters will showcase the fundamental messages of CLIMATE, highlight key outputs, and feature various activities, events and overall project progress. It is mandatory for thee-newsletters to include both the CLIMATE and Interreg Europe logos and meet the requirements of the set visual identity.

6.3.2.6   ONLINE E-MAIL CAMPAIGNS

CLIMATE engages in an essential external communication endeavor, the online dissemination campaign which involves launching e-mail campaigns every semester for semesters 1 to 8. To ensure that the right recipients receive the e-mails, specific e-mail distribution lists will be developed.

These e-mails will consistently include the logos of CLIMATE and Interreg Europe, along with links to their respective websites, and comprehensive information about the project, consortium, and Programme. The content will cover the project's objectives, achievements, as well as announcements related to significant events or activities.

Throughout all communications, it is imperative to adhere to GDPR regulations, especially concerning interactions between the project and individuals (refer to section 8.3). For contacting individuals, their consent must be obtained through an easily accessible and comprehensible method.

6.3.2.7   PRESS RELEASES

Project partners will develop, and issue press releases every semester (except Semester 6 & 7) to communicate project advancements, particularly after project events and meetings. These press releases must adhere to the visual identity rules applicable to all communication materials (see section 8.2.)

The press release template/guidelines will be prepared by VVÖH and shared with all project partners as a separate document as well, by the beginning of the second semester at the latest. The drafting and preparation process should follow the following guidelines:

1. Press releases should present themes related to the progress of the project's activities in a clear, concise, and accessible manner.

2. If a press release covers the outcomes of a dissemination/networking event or consultation process, it should include the names of key speakers in those events or processes.

3. All press releases should be dated at the top and indicate when the information is intended for release. Normally, journalists prefer to use releases immediately, so 'For immediate release' will be stated at the top of the document, unless specified otherwise in the communications plan. In such cases, a simple expression like 'Not to be used before dd/mm/yyyy' will be included at the top.

4. All press releases must incorporate the logos of the partner issuing the release, Interreg Europe Programme, and the CLIMATE project.

5. To be newsworthy, press releases should include the following elements/components:

   - A heading
   - A strong leading paragraph summarizing the essential facts
   - The main body of the story
   - Quotes
   - Some background information
   - Contact details for further information

6. Press releases should utilize a font size of 10-12 and be kept to the size of an A4 page unless more space is necessary. If longer, 'more follows' should be written at the bottom of each subsequent page.

7. At the end of all press releases, at least one contact person for further information, reachable via email or cell phone should be provided.

6.3.2.8 VIDEOS

The project foresees the production of 5 videos for CLIMATE will play a crucial role in visually communicating the project's overarching information, outcomes and achievements.

The initial teaser video, set to be developed during the 1st semester, will provide a comprehensive overview of the project, encompassing its goals, anticipated results, and a brief outline of the partnership involved. Subsequently, the following 4 videos, will encompass a comprehensive compilation of all achieved results.

Each partner is required to translate the videos into their respective languages and actively disseminate them within their networks and among stakeholders.

Additionally, in Semester 7, each partner will create a concise video for the final dissemination event. The primary objective of this video is to attract a wide range of stakeholders and encourage their participation in the event, ultimately maximizing its impact.

6.3.3   PRINTABLE MATERIALS

6.3.3.1   BROCHURE

The CLIMATE brochure serves the purpose of being distributed both online and in printed format during project events, 3rd party events, and partners' networking activities. The colors and design of the brochure align with the CLIMATE logo. Each partner will distribute 100 copies of the brochure in printed or in digital from for project-organized events & in their own premises.

Figure 8
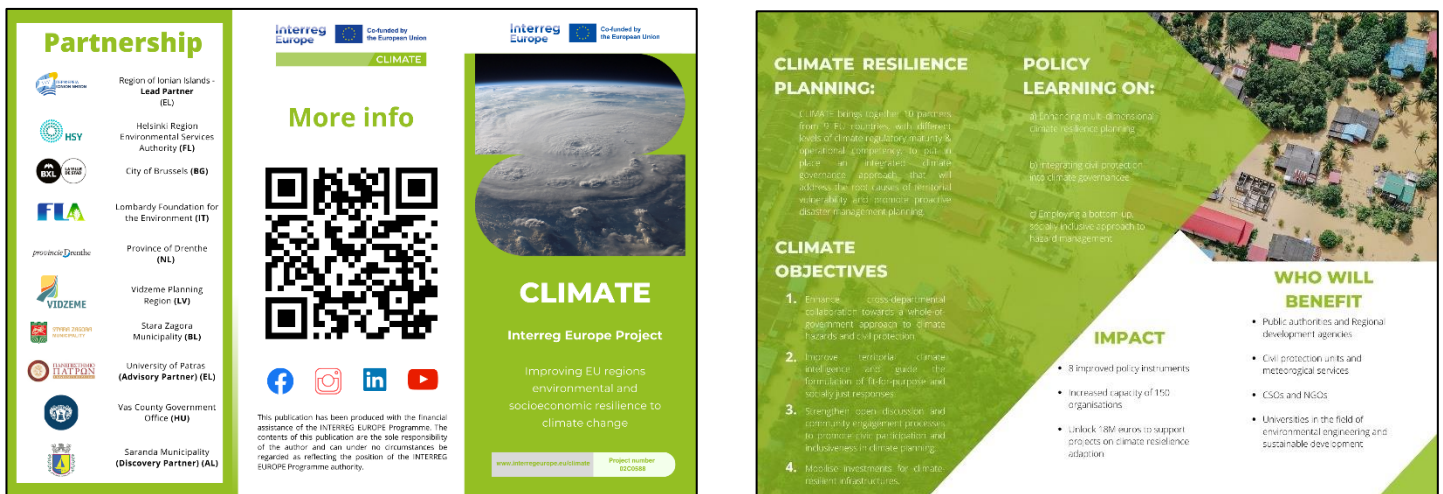
6.3.3.2 POSTER

During the entire duration of CLIMATE, each project partner is required to display at least one project information poster (minimum size A3), which includes details about the project and its financial support from the ERDF, at a visible location accessible to the public, such as the building's entrance area (Regulation (EU) No 1303/2013, Annex XII Article 2.2 paragraph 2.b). The Interreg Europe programme offers a downloadable poster.

Additionally, the Application Form indicates that partners should distribute at least 100 copies of the poster in printed or digital form in the events they organize or participate in, to promote the objectives of CLIMATE. The poster can also be displayed on a monitor if the printed option is not available; partners could use the digital form at third-party events or other relevant occasions to ensure maximum visibility and engagement. The poster can be seen in the figure provided.

Figure 9
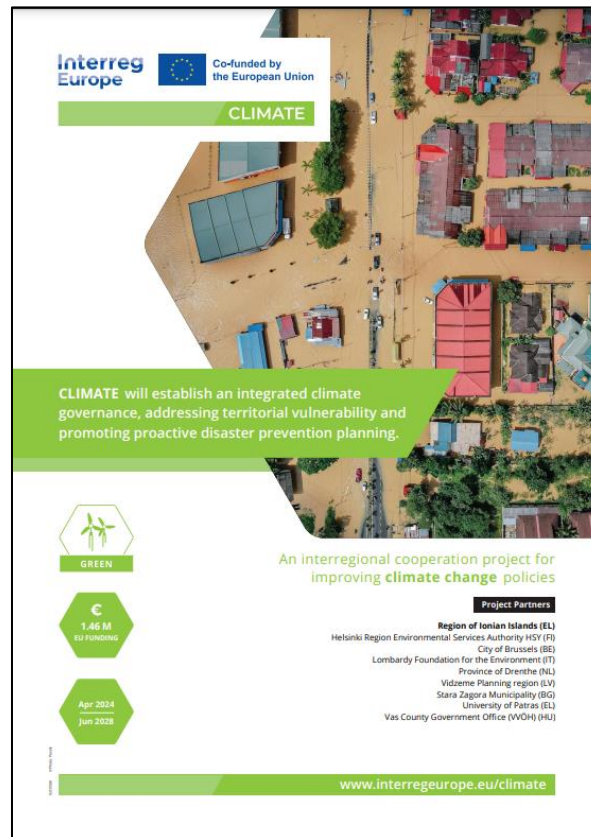
6.3.4 EVENTS

CLIMATE foresees that the partners will organize as well as participate in events relevant to the project's scope. There are two kinds of events that will take place during the implementation of the CLIMATE project, the dissemination events, and the 3rd party events.

6.3.4.1 DISSEMINATION EVENTS

The Application Form foresees the organization of 7 virtual briefings in semester 7 and 1 final dissemination event in semester 8. Each Partner (except UPAT) has to organize an info day in their own territory with the major purpose the diffusion of the results of the policy improvements that have been achieved. The final dissemination event will be organized by the City of Brussels (PP03) gathering high-level policy makers and stakeholder institutions from CLIMATE regions and beyond, executives from EU authorities (DG CLIMA), and sectoral networks (CLIMATE ALLIANCE, C40 CITIES), and JS representatives to present project results such as good practices and policy advancements to a wide, targeted audience.

ACTIVITY	DESCRIPTION	KPI'S (Indicative)	IMPACT	SEMESTER	RESPONSIBLE PARTNER
B5	Organization of 7 Info days	40 participants / info day	Share with stakeholders the outputs and engage their participation in project activities	7	ALL (Except UPAT)
B5	Final Dissemination Event	200 participants	Present the policy improvements and policy recommendations that were	8	City of Brussels

Each partner must comply with the visibility rules that Interreg Europe fosters and should not use Interreg Europe for any other promotion purposes besides the promotion of the project.

6.3.4.2   3rd Party Events

The CLIMATE project foresees that all project partners will benefit from the involvement and participation in third-party events, coordinated and held by institutions or organizations external to the CLIMATE consortium. Third-party events aim to expand and establish the project's network and disseminate the CLIMATE outcomes. Third-party events potentially offer the CLIMATE consortium, a unique opportunity to actively participate in conferences, seminars, workshops and other related events, to promote the project's storytelling, communicate directly and engage face-to-face with key stakeholders and target audience, informing them about the project's scope and objectives.

7 WORKPLAN (ACTIONS & PARTNERS' ROLES PER SEMESTER)

This section outlines the activities project partners will have to carry out in order to communicate with target groups and disseminate the key messages and particular objectives of the CLIMATE project. CLIMATE communication and dissemination activities will involve all consortium members at each level and will be performed during the whole duration of the project. The purpose of CLIMATE communication and dissemination activities is to ensure wide reaching impact, facilitating the uptake/exploitation of key project outputs among regional stakeholders and public authorities.

 As can be seen in the table below, each dissemination activity is described by:

a) providing a time-plan for the implementation of the activity presenting the specific actions to be made by project partners
b) indicating the activity
c) providing a short description of the activity
d) describing the deliverable
e) indicating the partner(s) responsible for the activity

Dissemination activities have a time horizon of four years, mainly the whole duration of the CLIMATE project.

Table 8 ROLES & PARTNERS ACTIONS PER SEMESTER

SEMESTER	ACTIVITY	CATEGORY	TASK	PARTNER
1	B1	B: Communication and Dissemination	-Draw up the communication plan -Create a dissemination tracking tool and a shared stakeholders' database -Establish visual identity incl. logo, tagline, templates, background photo	VVÖH
	B1	B: Communication and Dissemination	-Provide input on target groups	ALL
	B2	B: Communication and Dissemination	- Set up and administer project website and accounts on social media	VVÖH
	B3	B: Communication and Dissemination	- Create project brochure and poster using IE templates -Shot a welcome video -1st newsletter	VVÖH

SEMESTER	ACTIVITY	CATEGORY	TASK	PARTNER
			-Place project posters on premises - Translate & disseminate materials	ALL
			- Participate in 1-2 Programme events	RII/VVÖHALL
	B4	B: Communication and Dissemination	- Carry out the 1st online marketing campaign via email & social media to introduce CLIMATE and diffuse policy conclusions from A3.1 -Attend 3rd party events to disseminate the project and explore synergies	ALL
	B1	B: Communication and Dissemination	- Fine-tune 2nd semester communication activities planning -Provide input on target groups, activities and KPIs	VVÖH /All
2	B2	B: Communication and Dissemination	-Website and social media pages updates -Provide input for social media content/ support interactions with target groups, share project publications in own portals	VVÖH/All

SEMESTER	ACTIVITY	CATEGORY	TASK	PARTNER
	B3	B: Communication and Dissemination	-Create a teaser video with annual project news & sectoral developments -2nd Newsletter	VVÖH
			- Translate the Newsletter and adapt the video to suit local audience -Press release on A3.3 and A2.1 results	ALL (Except UPAT)
	B4	B: Communication and Dissemination	- -Launch an online marketing campaign to disseminate 2nd semester results (A1.1, A1.2), and diffuse policy conclusions from A3.3	All
			-Participate in 2 Programme events /Attend 1 relevant 3rd party event	VVÖH, RII/All
3	B1	B: Communication and Dissemination	-Fine-tune 3rd semester communication activities planning/ - Provide input on target groups, activities and KPIs	VVÖH/All
	B2	B: Communication and Dissemination	-Website and social media pages updates/ -Deliver content for social media, support interactions with target groups, and share project publications in own portals	VVÖH/All

SEMESTER	ACTIVITY	CATEGORY	TASK	PARTNER
	B3	B: Communication and Dissemination	-Develop 3rd Newsletter (Template in EN)/ -Issue a press release on activities completed	VVÖH/All
			Translate 3rd Newsletter in own language	ALL (Except UPAT)
	B4	B: Communication and Dissemination	-Launch an online marketing campaign to disseminate 3rd semester results from activities concluded and diffuse policy conclusions	All
			-Participate in 2 Programme events -Attend a 3rd party event to disseminate project outcomes	VVÖH, RII/All
4	B1	B: Communication and Dissemination	-Fine-tune 4th semester activities planning - Provide input on target groups, activities and KPIs	VVÖH/All
	B2	B: Communication and Dissemination	-Website and social media pages updates/ -Deliver content for social media, support interactions with target groups, and share project publications in own portals	VVÖH/All
	B3	B: Communication and Dissemination	-Create a teaser video with annual project news & sectoral developments	VVÖH/All

SEMESTER	ACTIVITY	CATEGORY	TASK	PARTNER
			-Issue the 4th Newsletter in EN	
			Video adaptation and Newsletter translation -Issue a press release on A3.4, A3.5 and A2.1 results (ALL)	ALL (Except UPAT)
	B4	**B: Communication and Dissemination**	**-Launch an online marketing campaign to disseminate 4th semester results and diffuse policy conclusions from activities concluded this semester**	All
			-Participate in 2 Programme events / **-Attend one 3rd party event**	VVÖH, RII/All
	B1	**B: Communication and Dissemination**	**-Fine-tune 5th semester activities planning** **-Provide input on target groups, activities, KPIs**	VVÖH/All
5	**B2**	**B: Communication and Dissemination**	**-Website and social media pages updates** **-Deliver content for social media, support interactions with target groups and share project publications in own portals**	VVÖH/All
	B3	**B: Communication and Dissemination**	**-Issue the 5th Newsletter in EN**	VVÖH/All

SEMESTER	ACTIVITY	CATEGORY	TASK	PARTNER
			-Video adaptation and Newsletter translation **-Issue a press release on A3.4, A3.5 and A2.1 results**	ALL (Except UPAT)
	B4	**B: Communication and Dissemination**	**-Launch an online marketing campaign to disseminate 5th semester results and diffuse policy conclusions from completed activities**	All
			-Participate in 2 Programme events **-Attend a 3rd party event to disseminate project outcomes and explore synergies**	VVÖH, RII/ALL
	B5	**B: Communication and Dissemination**	**Guidelines for the organisation of the CLIMATE info-days**	HSY
6	**B1**	**B: Communication and Dissemination**	**-Fine-tune 6th semester activities planning** **-Provide input on target groups, activities, KPIs**	VVÖH/All
	B2	**B: Communication and Dissemination**	**-Website and social media pages updates** **-Deliver content for social media and support interactions with target groups**	VVÖH/All

SEMESTER	ACTIVITY	CATEGORY	TASK	PARTNER
	B3	B: Communication and Dissemination	-6th Newsletter -Teaser video with project results & achieved impact	VVÖH
			-Video adaptation and newsletter adaptation -Issue a press release on infodays -Issue a press release on activities completed and info-days	ALL (Except UPAT)
	B4	B: Communication and Dissemination	-Participate in 1-2 Programme events -Launch a marketing campaign to disseminate 6th semester results (A4.2, A4.3) - Promote participation in infodays -Attend 3rd party events to disseminate project outcomes	VVÖH, RII/ALL
	B5	B: Communication and Dissemination	-Organise info-day in own region to present achieved policy changes & territorial impact	ALL (Except UPAT)

SEMESTER	ACTIVITY	CATEGORY	TASK	PARTNER
7	B1	B: Communication and Dissemination (follow-up phase)	-Fine-tune 7th semester activities planning -Provide input on target groups, activities, KPIs	VVÖH/All
	B2	B: Communication and Dissemination (follow-up phase)	-Website and social media pages updates -Deliver content for social media and support interactions with target group	VVÖH/All
	B3	B: Communication and Dissemination (follow-up phase)	-Develop 7th Newsletter	VVÖH
			Issue a teaser video for the final dissemination event	ALL
			Translate 7th Newsletter in own language	ALL (Except UPAT)
	B4	B: Communication and Dissemination (follow-up phase)	-Launch a marketing campaign on the achieved policy changes and territorial developments	ALL
			-Participate in 1 Programme event -Attend a 3rd party event to disseminate project outcomes	VVÖH, RII/ALL
	B5	B: Communication and Dissemination (follow-up phase)	- Deliver guidelines for the organisation of the CLIMATE final dissemination event	HSY
			-Organise (virtual) briefings with local public	ALL

SEMESTER	ACTIVITY	CATEGORY	TASK	PARTNER
			authorities to share policy advancements, discuss implementation challenges, and streamline administration on municipal level. -	
	B1	B: Communication and Dissemination (follow-up phase)	-Fine-tune 8th semester activities planning -Assess KPIs achievement	VVÖH
	B2	B: Communication and Dissemination (follow-up phase)	-Website and social media pages updates -Deliver content for social media & support interactions with target groups	VVÖH/ALL
	B3	B: Communication and Dissemination (follow-up phase)	-Develop 8th Newsletter (Template in EN) -Issue a press release on the final dissemination event	VVÖH/ALL
			Translate newsletter in own language.	ALL(Except UPAT)
8	B4	B: Communication and Dissemination (follow-up phase)	-Launch a marketing campaign to disseminate 8th semester results	ALL
			-Participate in 1-2 Programme event	VVÖH/RII

SEMESTER	ACTIVITY	CATEGORY	TASK	PARTNER
	B5	**B: Communication and Dissemination (follow-up phase)**	**-Organise a hybrid 1-day final dissemination**	City of Brussels

7.1 Fine-Tuning Communication Activities Every Semester: Why and How

Interreg Europe projects are considered long-term projects and so adaption to their dynamic changes is key. A constantly evolving plan is crucial to make sure we are staying on track. For this reason, fine-tuning our communication activities every semester is so important. It keeps us focused, making sure that our messages reach the relevant to our project objectives audience, while also enabling us to adjust our approach depending on what is going on both within the project and in the outside world.

Why Fine-Tuning is important

There are different reasons why we need to refine our communication activities each semester:

1. Each semester, the project moves forward, bringing new data, findings, and milestones. What we communicated last semester might not be relevant anymore. Our communication needs to reflect the latest achievements and new insights, keeping everything up to date and aligned with the current phase of the project.

2. The people we are reaching out to — whether they are climate change experts, policymakers, or the public — will not have the same level of interest or needs throughout the entire project. As we progress, some groups may become more engaged, while others may shift focus. By fine-tuning, we can adapt our approach to ensure we are meeting their expectations and keeping them engaged.

3. New trends, technological shifts, or policy updates can have a big impact on how our project is perceived or what is most important to communicate. By fine-tuning each semester, we can adjust our messaging to reflect these changes and stay relevant.

4. What worked in one semester might not work in the next. By evaluating our communication performance — looking at things like social media engagement, website traffic, and newsletter response rates — we can make adjustments. This allows us to focus on what is working and rethink the parts that are not having the desired impact.

How We Fine-Tune Communication Each Semester

Here is a step-by-step breakdown:

1. At the start of each semester, we are assessing our stakeholder engagement. Are they the same as before, or do we need to focus on a different audience? For instance, if policymakers have become more interested in the project outcomes, we may decide to adjust our content and tone to better capture their attention.

   - **Step 1**: Analyse stakeholder engagement from previous semesters — who is interacting with us, who is not, and why?

   - **Step 2**: Segment these groups so that our messaging is targeted. We may adjust our communication for different groups, such as climate change professionals, policymakers, or the general public, depending on their current level of involvement and interest.

2. Each semester, we adapt how we communicate across different platforms:

   - **Website and Social Media Updates**: We keep our content fresh, relevant, and reflective of the latest project developments. We might change the visuals, add new articles, or feature upcoming milestones to keep the momentum going.

   - **Social Media Content & Engagement**: We will review the types of posts that perform best (videos, infographics, reports, etc.) and tailor new content accordingly. Interactive posts, polls, or direct engagements can foster more active discussions with our audience.

   - **Sharing Publications**: We will ensure that every new report or publication is widely shared through our own platforms and any partners' portals, giving our project as much visibility as possible.

3. Use our Multimedia Tools

- **Teaser Videos**: As the project progresses, we will see new teaser and informative videos highlighting key news, project achievements, and important sectoral developments. This not only summarises progress but also serves as a shareable, engaging piece of content for different audiences.

- **Newsletter Creation**: We continue producing newsletters to summarise key updates, but each edition is fine-tuned to focus on the most relevant developments.

- **Localisation**: For regions with local audiences, we will translate the newsletter and adapt the video to ensure these resonate with them, thus engaging the audience that is not familiar with the English language.

4. Performance Monitoring and KPIs

- We will monitor the KPIs through the '**Progress of Communication and Dissemination activities tool**' (you can find it in **ANNEX II**) — such as website visits, newsletter open rates, social media engagement, and participation in project events.

- Throughout the semester, we will check these metrics, analysing what is working and what is not. If certain types of content underperform or specific channels are not reaching our target groups effectively, we will make adjustments.

- For example, if a particular social media campaign did not get much traction, we will try a different format next time, such as more interactive content or focusing on different topics.

5. From the participation of all partners in 3rd party events, in addition to networking opportunities and increasing the visibility of our project, we can gain valuable experience by adopting best practices used in these events, which will help us build our capacity for organizing future project events. Moreover, we will use these insights to fine-tune future communication activities.

8   MONITORING & EVALUATION

8.1   KEY PERFORMANCE INDICATORS (KPIs)

It is important to put tools in place to measure the impact of the different communication outputs and results, and to potentially improve the effectiveness of the communication strategy. The reasons for aiming at better evaluation of communication are:

a) to monitor the process and take corrective actions where possible
b) to learn from past mistakes and make future communications more effective
c) to ensure the accountability of the resources dedicated to communication and,
d) most importantly, to be able to assess, demonstrate, and quantify the effectiveness of communication.

A certain number of indicators are pre-defined at programme level, and they need to be reported through each progress report. Moreover, CLIMATE has defined its own measurable result indicators, baselines, and targets for evaluating progress towards achieving communication objectives.

Evaluation of such internal indicators will allow the consortium to assess whether the selected communication approach and activities bring about the intended results and whether they help the project reach its goals. In Annex II project partners can find the evaluation forms to be filled in at the end of each reporting period (semester), to monitor the impact/effectiveness of the different communication outputs and evaluate the achievement of specific communication objectives.

8.2   VISIBILITY IDENTITY

CLIMATE is required to adhere to the visibility and style rules of Interreg Europe, which mandate a unified visual identity for all projects. The common branding approach is considered crucial to the Programme's communication strategy as it strengthens the achievements of Interreg Europe projects and enhances the overall visibility of the Programme.

To comply with these requirements, CLIMATE will utilize Interreg Europe's communication toolkit, which includes the following elements: a project logo set, a project poster, a suggested PowerPoint template, a project website, and project-specific branding guidelines.

The CLIMATE logo is provided by the Interreg Europe Joint Secretariat (JS), along with the Graphic Book and the Project Branding publications, which offer guidance on the CLIMATE visual branding style. The overall Interreg Europe programme branding incorporates the programme name, the EU flag with an ERDF inscription.

In addition, project partners are advised to verify if there are any additional publicity requirements set by national authorities, ensuring they do not conflict with the Programme's obligations.

Failure to observe or only partially adhere to the visibility and publicity requirements may result in related costs being deemed ineligible for ERDF funding. Therefore, it is crucial for CLIMATE to follow these guidelines diligently to maintain compliance and maximize their funding eligibility. Further details and resources can be found at the following address: http://www.interregeurope.eu/about-us/logo/.

8.3   GDPR

Project partners participating in CLIMATE are obliged to comply with GDPR legislation for communications with other businesses and organisations and for use of third-party data, including those initiated in the context of enacting the CLIMATE communication strategy. It should be noted that the rules applying in contacting individuals are different from those applying in legal entities as per the most recent EU GDPR legislation. Consent must be obtained by means of an opt-in form.

Interreg Europe has not issued specific guidelines for the projects. However, CLIMATE project partners should pay particular attention to their conduct regarding online dissemination campaigns, dissemination of the newsletters, and e-mail invitations for event participation.

> *For detailed information regarding GDPR legislation, follow the link below:*
>
> **https://www.consilium.europa.eu/en/policies/data-protection/data-protection-regulation/**

8.3.1   PRIVACY POLICY GUIDELINES

The following guidelines provide direction concerning project partners' privacy policy, which should be updated to comply with GDPR. The guidelines, to be incorporated in project partners' communication forms (e.g. forms of consent), are indicative and will be updated regularly according to Interreg Europe programme privacy policy suggestions. The following table (Table

10) presents the suggestions as articles, to be easily transcribed in each project partner's privacy policy document.

Table 9

PRIVACY POLICY SUGGESTIONS
1. The CLIMATE partnership will carefully treat all data collected as confidential and strictly use it under the framework of the CLIMATE project activities in compliance with the EU legal regulations and the Interreg Europe Programme.
2. All data collected and managed under the activities of the CLIMATE project, namely accounts, public subscribers, event registrations, and other dissemination and communication activities is in strict compliance with the new Regulation (EU) 2016/679, General Data Protection Regulation.
3. The scope of the data collected is the minimum necessary for each purpose, avoiding as much as possible personal information. However, no personal information is collected without the knowledge and consent of the target audience.
4. No data will be shared with third parties, including other project beneficiaries, or used for unintended purposes without the express consent and prior notification of the interested individuals. When personal data is collected, the purpose will be clearly expressed.

ANNEX I: LIST OF STAKEHOLDERS FROM AF

REGION OF IONIAN ISLANDS

No #	Stakeholder
1	MINISTRY FOR CLIMATE CRISIS AND CIVIL PROTECTION (GENERAL SECRETARIAT OF CIVIL PROTECTION)
2	MUNICIPALITY OF LEFKADA
3	BANK OF GREECE – CLIMATE CHANGE IMPACTS STUDY COMMITTEE
4	NATURAL ENVIRONMENT AND CLIMATE CHANGE AGENCY
5	HELLENIC NATIONAL METEOROLOGICAL SERVICE
6	IONIAN UNIVERSITY (DEPARTMENT OF ENVIRONMENT)
7	EYDAP NISON SA
8	MUNICIPALITY OF ZAKYNTHOS
9	MUNICIPALITY OF CORFU

HELSINKI REGION ENVIRONMENTAL SERVICES AUTHORITY HSY

No #	Stakeholder
1	HELSINKI-UUSIMAA REGIONAL COUNCIL
2	NATURAL RESOURCES INSTITUTE FINLAND (LUKE)
3	CITY OF KAUNIAINEN
4	MINISTRY OF AGRICULTURE AND FORESTRY OF FINLAND
5	CENTRE FOR ECONOMIC DEVELOPMENT, TRANSPORT AND THE ENVIRONMENT (ELY)
6	CITY OF HELSINKI (INCL. DEPARTMENT FOR RESCUE SERVICES)
7	CITY OF ESPOO
8	CITY OF VANTAA
9	FINNISH ENVIRONMENT INSTITUTE (SYKE)
10	RESCUE DEPARTMENT OF CENTRAL UUSIMAA
11	RESCUE DEPARTMENT OF WESTERN UUSIMAA

12	FINNISH METEOROLOGICAL INSTITUTE

CITY OF BRUSSELS

No #	Stakeholder
1	BRUSSELS-CAPITAL REGION
2	BELGIAN ALLIANCE FOR CLIMATE ACTION
3	YOUTH FOR CLIMATE
4	VRIJE UNIVERSITEIT BRUSSEL
5	ROYAL METEOROLOGICAL INSTITUTE OF BELGIUM
6	PERSPECTIVE BRUSSELS
7	URBAN BRUSSELS
8	BRULOCALIS
9	BRUSSELS CIVIL PROTECTION DIRECTORATE OPERATIONS
10	BRUSSELS ENVIRONMENT AGENCY

LOMBARDY FOUNDATION FOR THE ENVIRONMENT

No #	Stakeholder
1	UNIVERSITY OF MILAN
2	"REGIONS4" NETWORK
3	REGIONAL AGENCY FOR THE PROTECTION OF THE ENVIRONMENT (ARPA)
4	UNIVERSITY OF PAVIA
5	LEGAMBIENTE LOMBARDIA
6	4 MOTORS FOR EUROPE
7	ITALIAN DELEGATION IN THE ALPINE CONVENTION (ITADELEG) AT THE MINISTRY OF ENVIRONMENT AND ENERGY SECURITY (MASE)
8	ITALIAN SOCIETY FOR CLIMATE SCIENCES (SISC)
9	POLYTECHNIC UNIVERSITY OF MILAN
10	Lombardy Region
11	MUNICIPALITY OF MILAN

12	INSTITUTE FOR ENVIRONMENTAL PROTECTION AND RESEARCH (ISPRA)

PROVINCE OF DRENTHE

No #	Stakeholder
1	WATER BOARD WDO DELTA
2	MUNICIPALITY OF HOOGEVEEN
3	MUNICIPALITY OF EMMEN
4	MUNICIPALITY OF NOORDENVELD
5	MUNICIPALITY OF MIDDEN-DRENTHE
6	MUNICIPALITY OF COEVORDEN
7	MUNICIPALITY OF ASSEN
8	NOORDERZIJLVEST WATER BOARD
9	HUNZE AND AA'S WATER BOARD
10	WATER BOARD VECHTSTROMEN

VIDZEME PLANNING REGION

No #	Stakeholder
1	VIDZEME UNIVERSITY OF APPLIED SCIENCES
2	OGRE MUNICIPALITY
3	VALMIERA MUNICIPALITY
4	GULBENE MUNICIPALITY
5	SMILTENE MUNICIPALITY
6	CESIS MUNICIPALITY
7	LATVIAN GREEN MOVEMENT
8	REGIONAL FIRE AND RESCUE SERVICE
9	LATVIAN ENVIRONMENT, GEOLOGY AND METEOROLOGY AGENCY
10	RIGA TECHNICAL UNIVERSITY

STARA ZAGORA MUNICIPALITY

No #	Stakeholder
1	TRAKIA UNIVERSITY
2	INSTITUTE FOR SUSTAINABLE TRANSITION AND DEVELOPMENT
3	NATIONAL INSTITUTE OF METEOROLOGY AND HYDROLOGY - BRANCH PLOVDIV
4	STARA ZAGORA REGIONAL ECONOMIC DEVELOPMENT AGENCY
5	CHAMBER OF COMMERCE AND INDUSTRY - STARA ZAGORA
6	ZA ZEMIATA (ECOLOGICAL ASSOCIATION "For the Earth")
7	KUKURYAK SCHOOL
8	REGIONAL INSPECTORATE OF ENVIRONMENT AND WATER - STARA ZAGORA
9	UNIVERSITY OF FORESTRY

VAS COUNTY GOVERNMENT OFFICE (VVÖH)

No #	Stakeholder
1	Vas County's Directorate for Disaster Management
2	West-Transdanubian Water Directorate
3	Government Office of Vas County, Department of Environment, Nature Protection and Waste Management
4	Chamber of Commerce And Industry of Vas County
5	ELTE Savaria University Centre
6	Őrség National Park Directorate
7	Szombathely Forestry Corporation

ANNEX II: DETAILED TARGET GROUP LIST

VVÖH has developed a stakeholder database to serve as a repository for the target groups. This common database will enable Partners to easily access and contact the target groups most relevant to their activities.

The link for the database can be found here:

https://docs.google.com/spreadsheets/d/1NGYQJRxLq6rprwdPxTgJbAPu1pPNTcESXPRenFDll1I/edit?gid=0#gid=0

ANNEX III: Flyer

The flyer below was developed by VVÖH to further enhance dissemination efforts. Partners can use the flyer at 3rd party events when they don't have a dedicated kiosk or desk to distribute project brochures. The flyer is designed to engage stakeholders, especially through social media, as it features a QR code and includes eye-catching phrases to draw attention