



NBRACER
Nature Based Solutions
for Atlantic Regional Climate Resilience

D8.2 Communication & Dissemination Plan

Version n° 4

Author(s)

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Summary

This Preliminary Communication and Dissemination Plan outlines the strategy and actions that will be implemented to promote NBRACER and Nature-based Solutions NbS during the 48 months of the project. This plan will be regularly updated and improved based on the monitoring results collected, to reach the objectives that have been set.

Keywords

NBRACER, Nature-Based Solutions (NbS), demonstrations, Atlantic biogeographical area, regions and communities, climate resilient regions, climate change adaptation, marine and coastal Landscapes, urban landscapes, rural landscapes, nature, agriculture, rivers, aquatic ecosystems, erosion control, water quality, communication, dissemination, awareness raising, content flow, mapping, target audience, exploitation, capacity building, advocacy.

Abbreviations and acronyms

Acronym	Description
WP	Work Package
C&D	Communication and Dissemination
NbS	Nature Based Solutions
DRs	Demonstrating Regions
RRs	Replicating Regions

1 Introduction

1.1 Purpose and scope

Communication and dissemination activities are a top priority in European collaborative research projects funded under the European Union's HORIZON-MISS-2022-CLIMA-01 programme. The purpose of this deliverable is to describe the communication and dissemination strategy of NBRACER, and to provide greater visibility of the process. This document identifies the communication objectives, target groups and key messages, and defines the tools and channels used to communicate with the audience and to disseminate project results. The scope includes all actions taken in and outside of the project in terms of knowledge dissemination and public communication regarding NBRACER and its results. Communication actions will be continuously monitored and updated in M36.

1.2 Partner contributions

IID-SII leads the communication and dissemination activities for NBRACER. More specifically, IID-SII focuses on the global communication of the project and its results as well as the dissemination of results and progress to key stakeholders (policymakers, NbS developers and scientific community, local administrations, service providers, investors, civil society, etc.). The communication and dissemination strategy outlined in this deliverable will be followed by all partners. A summary of partner contributions to this strategy can be found in the table below.

Table 1: Partner contributions for communication, dissemination and exploitation

Partner	Contribution
IID-SII	Task 8.1 Communication and Dissemination • Visual identity: logo, presentation and document templates • Communication and dissemination plan • Communication channels: web site, social media (X and LinkedIn) • Promotional materials: posters, factsheets, roll-up • Content: infographics, short video clips, press releases, articles, newsletters • Communication and dissemination about scientific publications and participation at events
	Task 8.2 Engagement and exploitation • Awareness-raising strategies and activities • Storytelling articles • Personal stories from communities • Series of public educating workshops for citizens engagement • Modules/ webinars for capacity building • Exploitation seminar and workshops • Initial exploitation plan • Replication Repository

	Strategic planning roadmaps to support the market uptake of the demo/project results
ICLEI	Task 8.2 Engagement and exploitation - Modules/ webinars for capacity building at regional level across Europe - NBRACER transformative adaptation guide
	Task 8.3 Advocacy at regional, EU and Global policy levels 1 regional workshop each, back-to-back with the annual NBRACER events - Events with EU policy makers - Policy-makers events report
WR	Task 8.2 Engagement and exploitation - Organisational handbook and outlines from each region and landscape - Articles in relation to deliverables and actions by other WPs
DELTARES	Task 8.4 Networking with other projects and regions - Enabling and supporting a dialogue between the project, the already engaged regions and potentially interested regions. - Mapping, collaborating and connecting to other relevant projects for joint activities (events, workshops, papers, presentations...) with other EU projects and other Missions (Cities, Soils,...). - Linking to or co-organizing networking meetings and/or events
All partners	- Support in translating communication and dissemination content and promotional materials when needed in European languages of the regions - Support to relay news and results produced in the NBRACER project - Dissemination about the NBRACER outcomes through all partners communication channels (contact databases, social networks, national press, local stakeholders) - Provide regular information for website & news about the activities and actions related to NBRACER developed by partners and regions - Use the official NBRACER templates and apply the brand visual identity - Ensure formal acknowledgement of EU funding, Disclaimer and logo in all communication and dissemination materials provided by WP8 - Provide contents for dissemination and communication materials, i.e. texts and images, infographics, videos etc.

1.3 Relation to other activities

Developing a coherent communication and dissemination strategy is crucial for the project's success. Effective collaboration between all partners is essential to ensure appropriate updates to WP8 about their activities, as well as sharing relevant information about the project with their respective networks and contacts.

The following tasks from other WPs will be particularly interrelated with the work of WP8:

- WP1 [Task 1.2] Framing demonstrations across Landscapes WP8 facilitate dissemination of results.
- WP2 [Task 2.3] Assessing the impact of Marine and Coastal solution portfolios Findings and lesson learned in the RRs will be assessed and incorporated in scaling-out the project in WP8.
- WP3 [Task 3.3] Assessing the impact of solution portfolios in Urban systems Landscape scale.
- WP4 [Task 4.3] Assessing the impact of solution portfolios and pathways in rural systems.
- and [Tasks 2.4, 3.4 and 4.4] Transposing and validating solutions with Replicating Regions, findings and lessons learned in RRs will be assessed and incorporated in scaling out of the project in WP8. Lessons learnt will be shared with WPs 1,5,6 and 7 for deliverable optimization and further replication.
- WP5 Technical framework supporting the design and implementation of NbS.
- WP6 [Task 6.4] Strategies for inclusive community building to support behavioral change, These strategies provide valuable input for WP8, specifically addressing communication challenges in overcoming resistance to transitioning towards a green society.
- WP7 [Task 7.3] Packaging NBRACER products and messages for other regions. WP8 will assist in design, promotion and exploitation.
- WP8 collaborates with WPs1 and 7 to align the outcome of the distillation processes with comprehensive and targeted outreach campaigns.

2 Communication objectives

The communication plan was created in relation with the following objectives:

- **Advocacy** of Nature based Solutions and European collaborations in partner countries and regions.
- **Build a community**, focus on fostering open dialogue, create engaging content, and organizing events that encourage interaction among members.
- **Disseminate knowledge** and findings widely and efficiently to all stakeholder groups.
- **Empower and engage local communities** in the planning, design, and implementation of nature-based solutions to ensure their needs, knowledge, and perspectives are considered.
- **Form synergies** with other related EU initiatives.
- **Increase public awareness** and understanding of the concept of nature-based solutions and their potential in addressing environmental challenges.
- **Provide and implement** a plan for effective communication to inform and engage the target audiences.
- **Promote project findings** to the professional and general public across the EU.
- **Promote education and capacity-building initiatives** to enhance knowledge and skills related to nature-based solutions among various stakeholders, including policymakers, practitioners, and the general public.
- **Network** within the field of NbS and sister projects, as well as with other climate adaptation and resilience solutions.

3 Communication challenges

Developing a comprehensive communication strategy for diverse regions and communities throughout Europe presents several challenges when communicating about science and research. For NBRACER, communicating about NSB requires a two-way dialogue and a decentralised strategy that includes local and customizing communications to suit the distinct languages and cultural contexts in various European regions.

Complex messaging: Simplifying complex scientific and technical concepts into accessible information is crucial to widespread understanding of nature based solutions. Taking in to account the involvement of systems and processes that not everybody understands, the communication materials and messages have to be adapted to make the concepts more accessible, breaking down the information and outcomes of the NBRACER project into digestible terms that can be easily grasped by the general public. Presenting information in a way that is engaging and easy to follow, it will be able to enhance understanding and promote acceptance, validation and adoptions of NbS in the different communities and regions.

Cultural and Linguistic Diversity: Adapting messages to diverse cultural backgrounds and languages is essential for reaching a global audience. Tailoring messages to resonate with various cultures and linguistic nuances can be demanding. NBRACER is working with 8 different European Regions with their own language (Portuguese, Dutch, Frisian, Spanish, French, Flemish, and Danish) some messages can be misunderstood when not using the local expressions and messages can get lost in translation.

Behavioural Change Resistance: Encouraging new sustainable behaviours can be met with resistance due to the lack of knowledge or established habits. To successfully implement NbS it is crucial to support stakeholders and partners. Engagement is key in shaping attitudes and behaviours towards NbS, taking by example the success cases in the demonstrating regions to apply in the replicating regions. Inputs from task T6.4 will help to face this challenge.

Overcoming lack of interest: Some individuals may feel disconnected from environmental issues, and may not be fully aware about the concept of NbS or their potential benefits in sustainable development. Also the individuals may feel doubts about the effectiveness of NbS compared to traditional technological solutions. The communication actions require framing the message in a way that emphasizes the positive impact of NbS. Showcasing the NBRACER tools, findings, reports and community inclusive events and workshops will help to increase interest and increase awareness.

4 Target audience

The NBRACER project aims to reach key target groups through its communication and dissemination strategy including policymakers, NbS developers & scientific community, regions and communities, local administrations, business (Private sector service providers, investors), and civil society, etc. Each communication action will be targeted at different levels: local, nationwide, European and global. The relevance and importance of communicating/disseminating to each stakeholder group is summarised in the table below.

Table 2: Target Audience

TARGET AUDIENCE	DESCRIPTION AND INTEREST	OPPORTUNITIES
 NbS developers & scientific community	NbS Developers: who are involved in the planning, design, implementation and management of NbS that can provide technical expertise and resources to NBS projects Interest in : • Develop opportunities for sustainable business models • Collaboration with other stakeholders for successful NbS projects Scientific Community: Researchers and scientists in fields related to biology, ecology, and climate science.	Sustainable Development: opportunity to create and participate in projects that provide multiple benefits and contribute to the long-term well-being of communities and ecosystems. Partnerships and Collaboration : Collaborating with different stakeholders and sister projects to address environmental challenges and create positive change. Capacity Building: Participation in capacity building programs, training opportunities to enhance

	Interest in : • Application of scientific research that can help solving climate change issues • Monitoring and evaluating the effectiveness of NbS	skills and expertise that can provide valuable knowledge and resources to support NbS projects implementation
 Regions and communities	Regions and communities: That are facing climate challenges, like droughts, water scarcity, fluvial and marine flooding, elevated sandy areas, peat oxidation, salinization, water management supply for agriculture and human consumptions, forest fires, sea level rise and saltwater intrusions	Ecosystem Restoration Services: That can provide farmers, community groups, and government institutions with nature-based solutions for habitat restoration, soil health improvement, and water quality management. Conservation Agriculture and Sustainable Farming Practices: Technologies and practices that promote sustainable agriculture
 EU & national policy makers	Government and Policy Makers: Officials involved in environmental policies, conservation initiatives, and sustainable development. Interest in : • Economic benefits of NbS • Policy frameworks to integrate NbS • Community engagement and social equality	Development and integration of public policies and Regulations. Aligned with the EU strategy on adaptation to climate change to support regions and communities “to boost adaptive capacity, strengthen resilience and reduce vulnerability to climate change”¹
 Civil society	Environmental Concern: People interested in environmental conservation, sustainable living, and eco-friendly practices. Interest in : • Nature conservation • Sustainable development • Local community empowerment • Resilient territories	Ecosystem Conservation: Preservation of biodiversity, protection natural habitats Citizen engagement: Activities and opportunities to mainstream NbS awareness, knowledge, capacity and practice to reduce risk in vulnerable communities

¹ Forging a climate-resilient Europe - the new EU Strategy on Adaptation to Climate Change Pg 3

 Businesses, private sector, service providers and investors	Corporate and Institutional Sector: Organizations aiming for sustainable practices, corporate social responsibility, and eco-branding. Interest in : • Sustainable practices to improve public image and attract conscious consumers. • Investment in green technologies, and adoption of sustainable practices.	Green Infrastructure: Companies can invest in developing and promoting nature-based infrastructure solutions that can enhance urban sustainability and resilience. Ecotourism: Opportunities for businesses and individuals to develop and promote eco-friendly tourism packages, which contribute to local economies while protecting natural resources.
 Media (Secondary Target)	Journalists and key opinion leaders that have positive engagement with sustainable development, climate change and innovation.	PR and media relations activities can help to increase awareness about NbS and highlight the actions and engagement of the European Commission to support regions and countries to face climate change.

5 Key messages

An initial set of tailored messages for NBRACER has been developed to promote the project in the most effective way. Based on the results and continuous analysis made throughout the project, the messages in the table below will be further refined and developed for each user type.

Table 3: Key Messages

Target Audience	Key message
NbS developers & scientific community	• Climate-resilient future and innovation pathways by 2030 requires rapid replication and scale-up of good practices and technologies that will be developed within NBRACER • Networking and collaboration between sister projects will help to identify and connect with different stakeholders in climate adaptation and NSB to create opportunities in knowledge sharing. • For NBRACER lessons learned are important for translating NbS concepts into practical solutions that benefit communities and ecosystems in the Atlantic biographical area and beyond.
Regions and communities	NBRACER is working together with your region • Implementing NbS encourages community involvement, fostering local belonging and sense of protection over natural resources • Prioritizing NbS facilitates ecosystem restoration, revitalise degraded habitats and promotes ecological balance • Promoting NbS requires collaboration among stakeholders including governments, NGOs, local communities, and private sector entities to ensure effective implementation and long-term success
EU & national policy makers	• Collaboration between policymakers, stakeholders, and communities is crucial for the successful implementation of Nature Based Solutions • NbS provide opportunities, economic growth with environmental conservation and social well-being • Integrating NbS into policy frameworks can enhance resilience to climate change impacts and promote sustainable development. • NBRACER will help achieve goals of the climate change adaptation action plan and the EU Green Deal

Civil society	• EU initiatives like NBRACER are in place to provide general support to communities and regions to better understand and prepare for managing climate risks • Nature Based Solutions offer a promising path forward creating sustainable and resilient communities in the Atlantic regions and beyond. • Implementation of NbS requires deep citizen engagement to guarantee ongoing projects support and participation for adaptation.
Businesses, private sector, service providers and investors	• Investing in NbS not only mitigates environmental risks but also generates economic returns through enhanced ecosystem services, cost saving, and new market opportunities • Supporting NbS contributes to ecosystems restoration efforts, revitalizing degraded landscapes, enhancing biodiversity, and preserving natural habitats for future generations. • NbS can open new markets opportunities, new jobs that can help handle the demand for sustainable products and services.
Media	• Urgent action is needed to increase awareness about the benefits of implementing Nature Based Solutions in the Atlantic Regions to reduce climate risks. • Climate change is a reality, EU initiatives like NBRACER can help European regions and communities to tackle climate change in a sustainable and lasting way. • Providing examples of NbS and increasing the visibility of the subject will show the effects and benefits of these solutions for climate change mitigation.

6 Timeline

A timeline gathering all key communication and dissemination activities throughout the project has been created and will be continuously updated. Deliverables are indicated in white and blue, while the Milestones are highlighted in green.

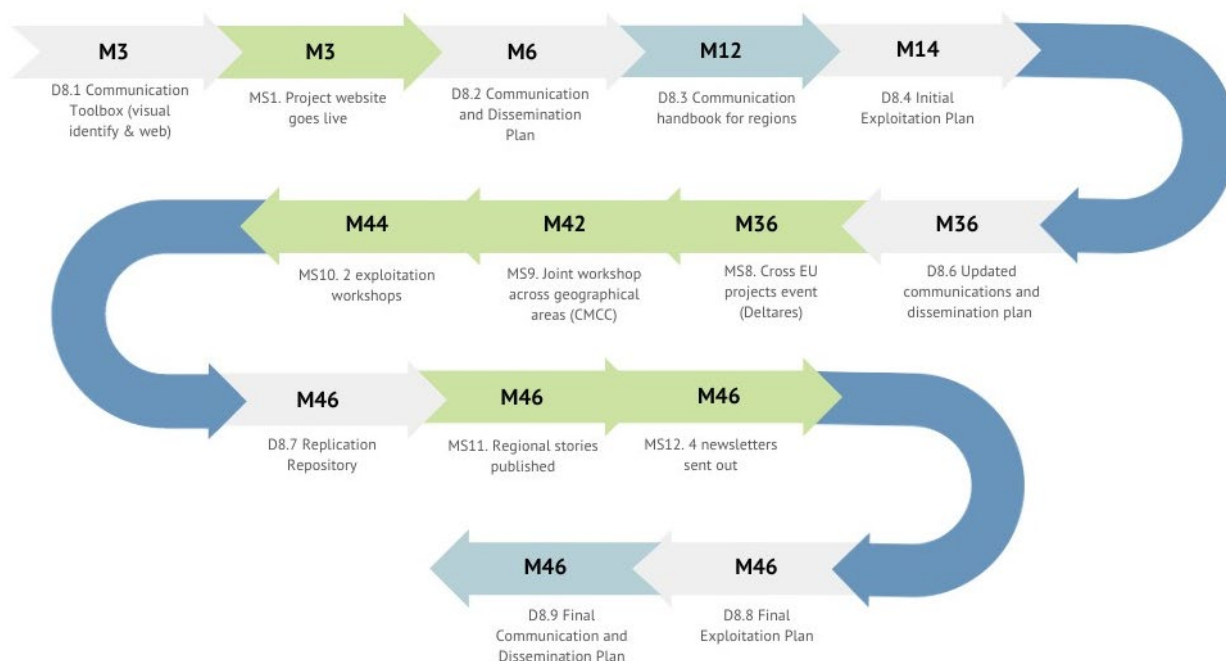


Figure 1 Timeline

7 Management

7.1 Information Workflow

To facilitate the flow of information, an internal process has been established to allow all partners to collaborate on content creation and relay the information shared through NBRACER communication channels. IID-SII uses the internal group **list NBRACER Consortium** and the email address nbracercommunications@iid-sii.org to receive news, announcements, scientific publications and articles.

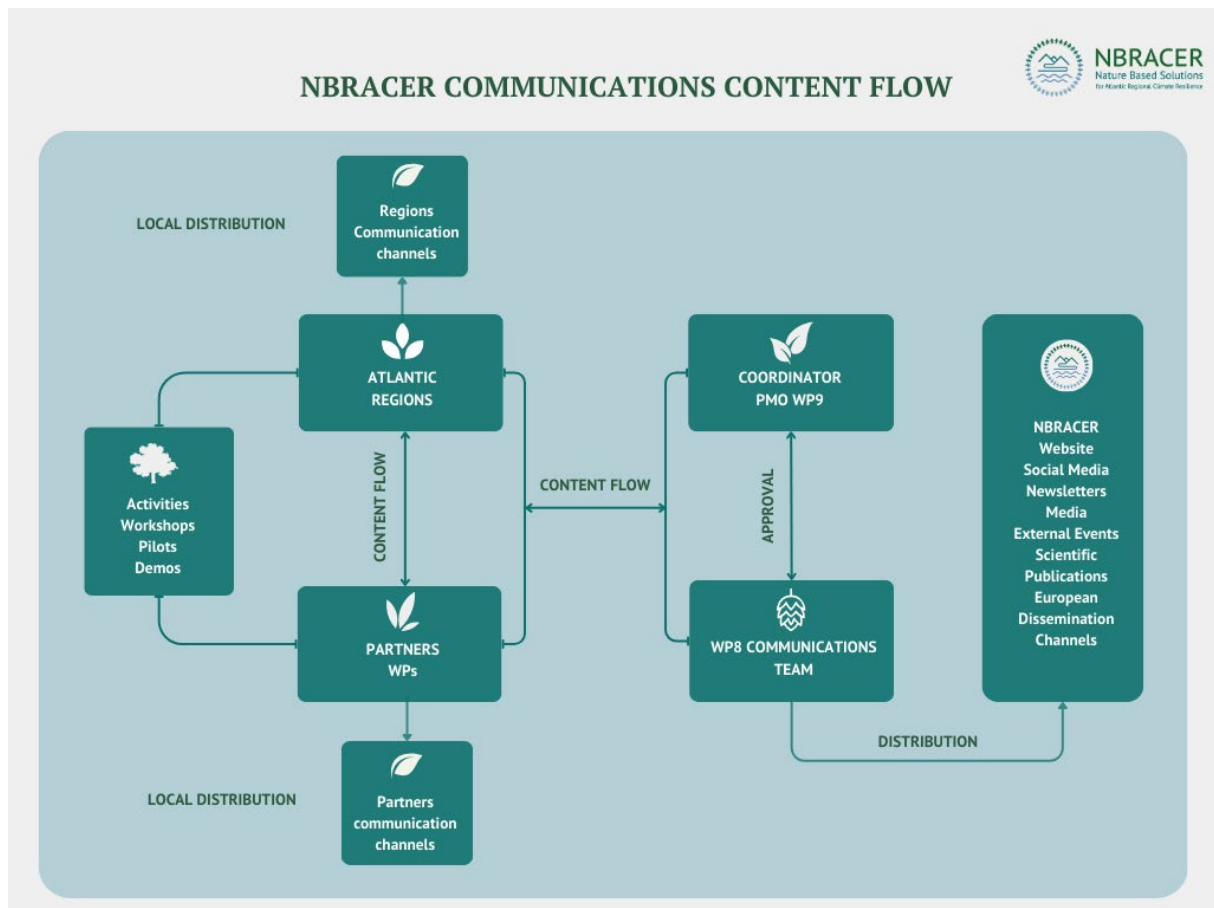


Figure 2 NBRACER communications content flow

An **Events, News and Media channel** in the DELTARES Teams has been created to share important information with the consortium, as well as dedicated channel for each WP and regions. In the WP8–Communication, Networking and Engagement Teams channel, the NBRACER communication toolbox, visuals, official logo, visual identity, partners logos, templates etc. are available for all partners.

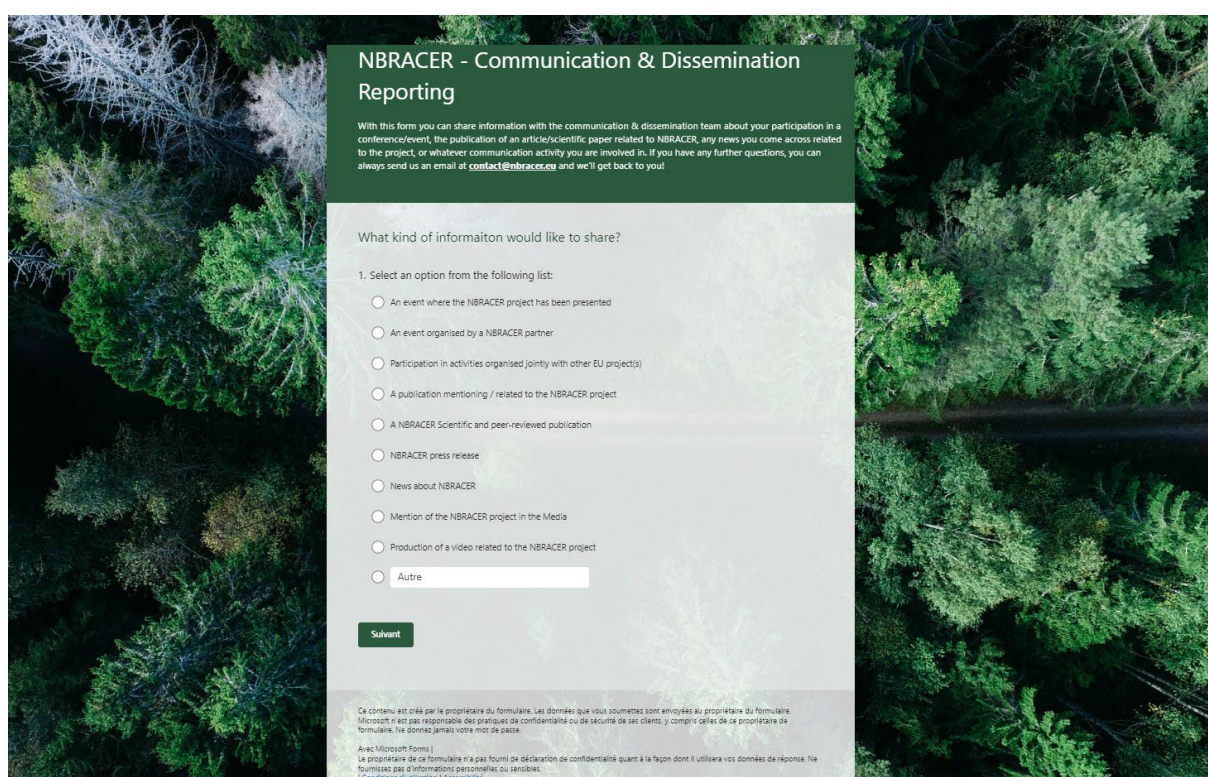
In addition, to ensure an effective communication and dissemination of the activities and actions of the NBRACER project in a local, regional and European scale, WP8 will share with partners and regions an editorial calendar that will serve as a visual workflow to facilitate the content creation. The main purpose is to simplify dissemination efforts and ensure that the project communications are consistent, coherent and timely.

Regular meetings with regional communication officers and WP leaders will be organised to review the next actions and needs to take in to account to update the communication strategy according to the project evolution.

7.2 Using an Online Form for Streamlined Communication and Effective Monitoring

To improve communication and simplify the process of information sharing between partners, an online [NBRACER form](#) has been created. This tool is crucial for monitoring and reporting purposes, as it helps to track communication and dissemination efforts. It is also essential for internal strategic decision-making and reporting to the European Commission.

To ensure the effectiveness of the online form, it is necessary for all partners to participate. WP8 will send frequent reminders to encourage partners to fill out the form. This can be done when participating in an event, attending a conference related to the NBRACER project, publishing an article about the project, and other relevant activities.



NBRACER - Communication & Dissemination Reporting

With this form you can share information with the communication & dissemination team about your participation in a conference/event, the publication of an article/scientific paper related to NBRACER, any news you come across related to the project, or whatever communication activity you are involved in. If you have any further questions, you can always send us an email at contact@nbracer.eu and we'll get back to you!

What kind of information would like to share?

1. Select an option from the following list:

- ☐ An event where the NBRACER project has been presented
- ☐ An event organised by a NBRACER partner
- ☐ Participation in activities organised jointly with other EU project(s)
- ☐ A publication mentioning / related to the NBRACER project
- ☐ A NBRACER Scientific and peer-reviewed publication
- ☐ NBRACER press release
- ☐ News about NBRACER
- ☐ Mention of the NBRACER project in the Media
- ☐ Production of a video related to the NBRACER project
- ☐ Autre

Suivant

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Figure 3: NBRACER Communication and Dissemination Form

Using the 'Communication and Dissemination Form' is highly recommended for partners to ensure inputs for the project newsletters, website newsroom and social media channels to be up-to-date with relevant content. The content gathered will further be used for the communication and dissemination reporting and to track the impact of the project.

8 Communication channels and tools

8.1 European Emblem and Funding acknowledgement

All the communication materials including scientific papers and publications produced by the project will contain the mandatory EU emblem and the funding statement **“Funded by the European Union”** to indicate the involvement of the EU in the NBRACER project.



Figure 4 EU emblem

8.1.1 Funding acknowledgement

This project has received funding from the European Union’s HORIZON-MISS-2022-CLIMA-01 programme under grant agreement no. 101112836.

8.1.2 Disclaimer

“Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.”

8.2 Communication Toolbox

8.2.1 Visual Identity

To ensure brand consistency, recognition and visibility of the NBRACER project, the visual identity was defined and explained in a detailed guideline document that includes an official logo, a colour palette, typefaces and templates adapted to each type of support material. The inclusion of the logo in all project documentation and promotional materials provides a consistent visual identity.

8.2.2 NBRACER Guideline Sheet

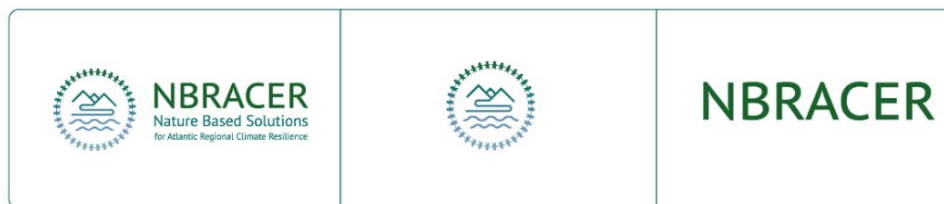
NBRACER

GUIDELINE SHEET

Primary Logo

Logo Mark

Word Mark



Fonts guide

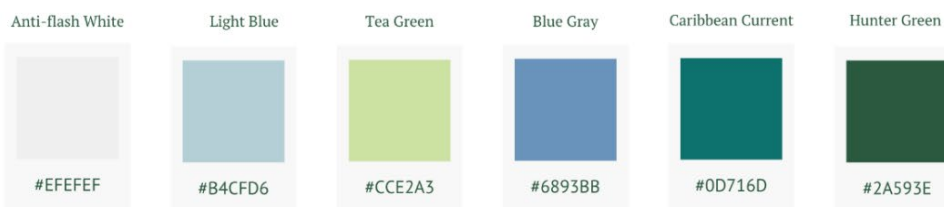
Aa PT Serif
Header Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa PT Sans
Body Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color Palette



Imagery



Figure 5: NBRACER Guideline sheet

8.2.3 NBRACER logo variations

In order to have more versatility in communication materials, several variations of the logo have been created. The visual identity has been updated, including imagery and iconography to better define the identity of the project.

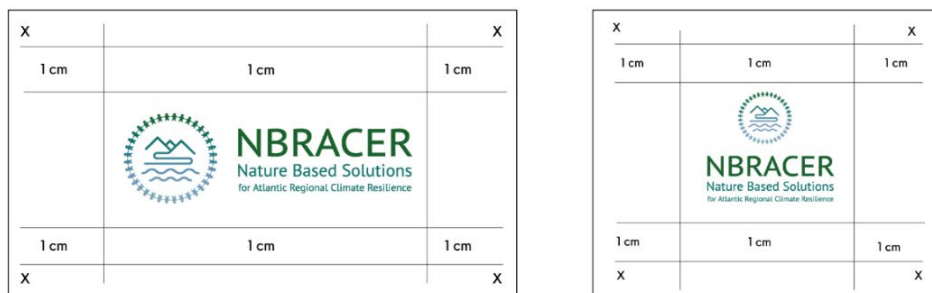
Logo Variation

Versions of the NBRACER logo can be used to match a variety of materials and applications. Make sure to apply them appropriately.



Logo System

The protection area must remain free of texts, logos, images or any other visual element that could compromise its correct legibility.



Iconography

The following elements will be used in different documents, infographics, sheets etc. They represent nature and the three different landscapes from the NBRACER project.



Figure 6: NBRACER Logo Variations, System and Iconography

8.2.4 PowerPoint template

A PowerPoint presentation template was designed and distributed to all partners shortly after the start of the project. Easy to use and versatile, the template adds value to the NBRACER brand and ensures the project's visibility when presented at events or conferences.

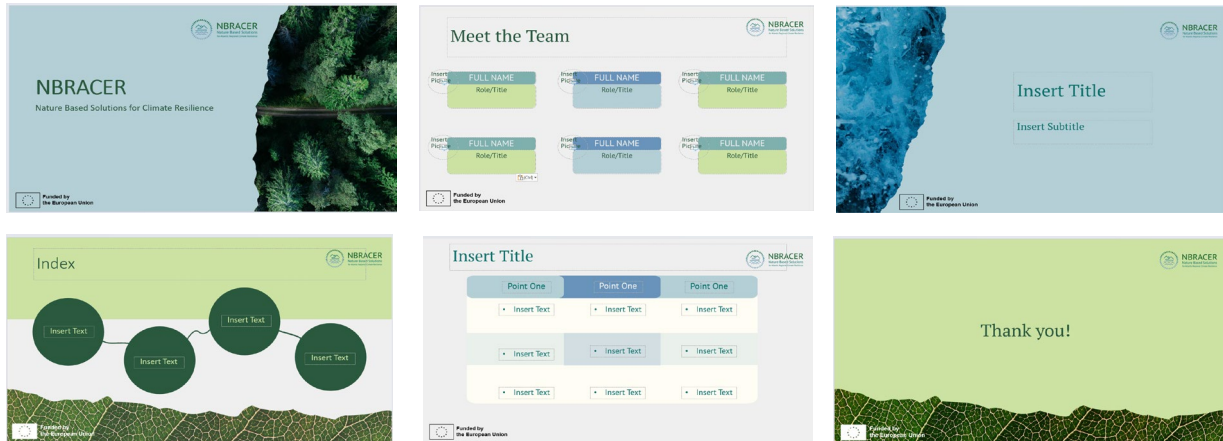


Figure 7: PowerPoint Templates

8.2.5 Deliverable template

A Word document template was also prepared and shared with all NBRACER partners shortly after the start of the project. Consistent with the NBRACER visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables.



Figure 8: Word Template

8.2.6 Events agenda template

A Word document template was also prepared and shared with all NBRACER partners shortly after the start of the project. Consistent with the NBRACER visual identity and streamlined for ease of use, the template makes it easy for partners to present event agendas.



Figure 9: NBRACER Events Agenda Template

All templates are available on the Teams platform that is being used as the main communication channel among partners. In the WP8 channel, partners have access to the different Communication Toolkit folders which contain several communication materials such as the NBRACER logo, partners' logos, and the press releases.

8.2.7 Promotional Materials

To increase visibility, IID-SII will create a variety of promotional materials, including flyers, brochures, and social media graphics that will showcase the project's mission, goals, and achievements. The promotional materials will be designed to build brand awareness and reach the target audience. The design will be eye-catching with a clear message that communicates NBRACER values and objectives. The materials will be distributed via social media, email, and physical distribution channels during events and workshops.

In addition, to target local promotion of the demo activities in the regions, the promotional materials will be developed in collaboration with the local partners to adapt the information and visuals according to the local needs.

Flyer: A flyer was designed to promote the NBRACER project. It will be distributed at workshops and events organised by NBRACER, as well as at external events. It includes a description of the project, NBRACER in figures, objectives, consortium members, social media and contact information. The flyer will also be available on the website as a tool to present the project and it will be printed on demand to avoid waste and minimize carbon footprint of the project.



Figure 10: NBRACER Flyer A5

Roll-up: Two roll-ups were designed for display at various events and conferences attended by project partners. It will include visual elements that represent the project, consortium members and contact information. The roll-up will only be printed when the first physical event is confirmed and NBRACER partners will be present.



NBRACER
Nature Based Solutions
for Atlantic Regional Climate Resilience

NBRACER is a project funded by HORIZON Europe Research and Innovation actions in support of the implementation of the Mission on Adaptation to Climate Change (HORIZON-MISS-2022-CLIMA-01). To accelerate the transformation towards climate resilient regions that are safe, green, clean and healthy, NBRACER works with demonstrating and replicating regions in the Atlantic biogeographical area, across sectors and disciplines, experimenting and involving local communities.



 6 European countries	 29 Project Partners	 48 Months of duration	 17.4 M € Contribution
 8 Atlantic Regions	 5 Demonstrating Regions	 3 Replicating Regions	 3 Landscapes

 WWW.NBRACER.EU
 CONTACT@NBRACER.EU
 [@NBRACER_EU](https://twitter.com/NBRACER_EU)
 [@NBRACER](https://www.linkedin.com/company/nbracer)

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NBRACER
Nature Based Solutions
for Atlantic Regional Climate Resilience

A Journey to Climate Resilience through Atlantic Regions.

Project Partners

Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency (ECIEA). Neither the European Union nor the granting authority can be held responsible for them.

Figure 11: NBRACER Roll-up

8.2.8 Other materials

Standard presentation: a standard presentation has been created in English and will be regularly updated based on the project achievements. Partners will be able to use this standard presentation at conferences, events, workshops and meetings with stakeholders, and will be free to adapt and translate it based on their needs.

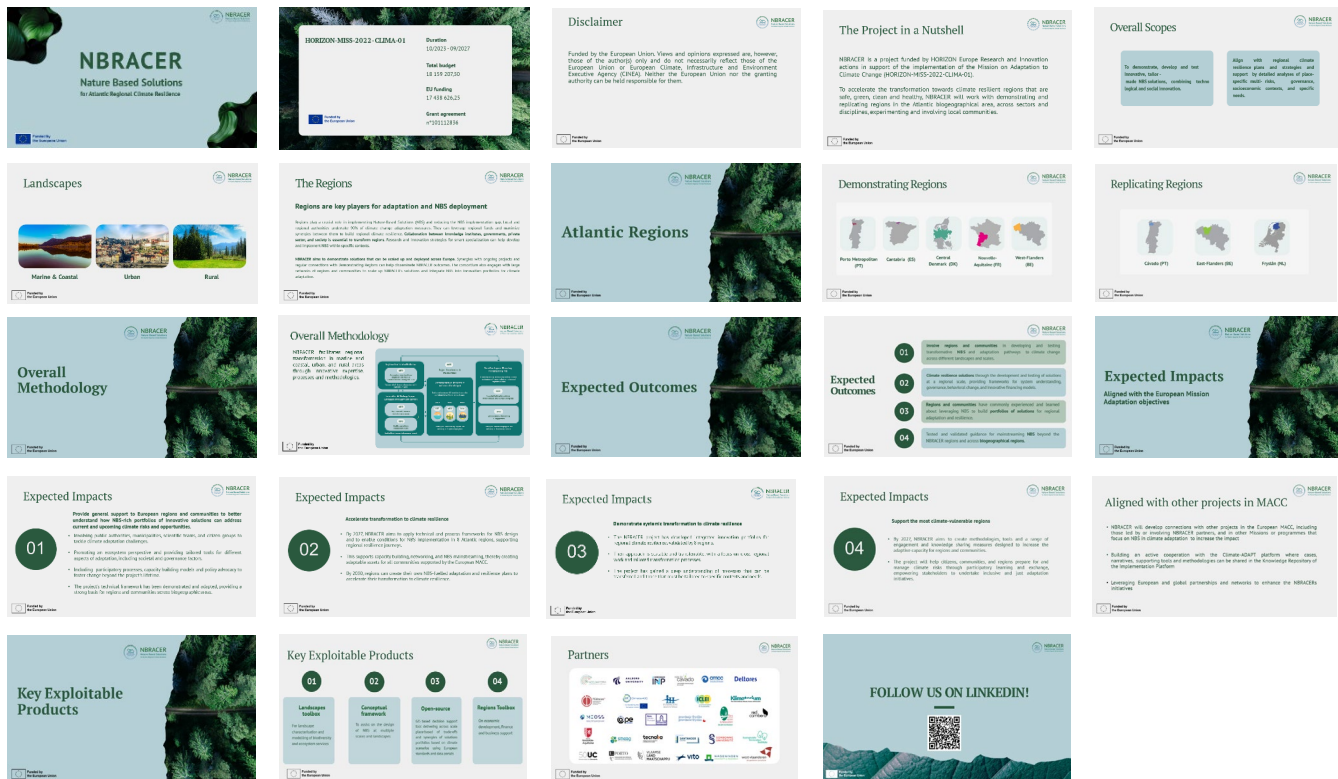


Figure 12: NBRACER standard presentation

Visuals will be created to promote project events, publications and project news across the NBRACER communication channels including social media as needed.

8.3 Project Description

Two versions of the project description have been developed, depending on the audience. One is a short description of the project, with a targeted message for occasions where words are limited. Another, more extensive version of the description is available for a deeper dive into the project and its objectives. Below are both versions:

Short NBRACER description

NBRACER is a project funded by HORIZON Europe Research and Innovation actions in support of the implementation of the Adaptation to Climate Change Mission (HORIZON-MISS-2022-CLIMA-01). To accelerate the transformation toward climate resilient regions that are safe, green, clean and healthy, NBRACER will work with demonstrating and replicating regions in the Atlantic biogeographical area, across sectors and disciplines, experimenting and involving local communities.

Visit the project website for more information at www.nbracer.eu
Coordinator: Mindert de Vries, DELTARES

Long NBRACER Description

The impacts of climate change on people, planet and prosperity are intensifying. Many regions and communities are struggling to avoid losses and need to step up the effort to increase their climate resilience. Ongoing natural capital degradation leads to growing costs, increased vulnerability, and decreased stability of key systems. Whilst there has been noticeable progress and inspiring examples of adaptation solutions in Europe, the pressure to make rapid and visible progress has often led to a focus on stand-alone, easy-to-measure projects that tackle issues through either direct or existing policy levers, or sector-by-sector mainstreaming. But the dire trends of climate change challenge Europe, and its regions, needs exploration of new routes towards more ambitious and large-scale systemic adaptation. The European Mission on Adaptation to Climate Change (MACC) recognizes the need to adopt a systemic approach to enhance climate adaptation in EU regions, cities, and local authorities by 2030 by working across sectors and disciplines, experimenting, and involving local communities.

NBRACER contributes to the MACC by addressing this challenge with an innovative and practical approach to accelerating the transformation towards climate adaptation. Transformation journeys will be based on the smart, replicable, scalable, and transferable packaging of Nature-Based Solutions (NbS) rooted in the resources supplied by biogeographic landscapes while closing the NBS implementation gap. Regions are key players of this innovative action approach aiming at developing, testing, and implementing NbS at systemic level and building adaptation pathways supported by detailed and quantitative analysis of place-specific multi-risks, governance, socio-economic contexts, and (regional) specific needs.

NBRACER works with ‘Demonstrating’ and ‘Replicating’ regions across three different Landscapes (Marine & Coastal, Urban, Rural) in the European Atlantic biogeographical area to vision and co-design place based sustainable and innovative NbS that are tailor-made within the regional landscapes and aligned with their climate resilience plans and strategies. The solutions are upscaled into coherent regional packages that support the development of time and place specific

adaptation pathways combining both technological and social innovations. The project is supporting, stimulating, and mainstreaming the deployment of Nature-Based Solutions beyond the NBRACER regions and across biogeographical areas.

Visit the project website for more information at www.nbracer.eu

Coordinator: Mindert de Vries, DELTARES

8.4 Online Tools

8.4.1 Website

The NBRACER public website (part of Task 8.1) was officially launched in December 2023: www.nbracer.eu. It will be continuously updated and will evolve with the lifecycle of the project, in line with the communication and dissemination strategy described in this deliverable. As the main information entry point and delivery channel for results and progress achieved in NBRACER, the public website will disseminate the key messages to target audiences, inform on events, publications and activities of interest for the NBRACER community (news related to Nature Based Solutions and climate resilience regions, as well as project deliverables, reports, etc.), and foster participation and engagement among consortium members.

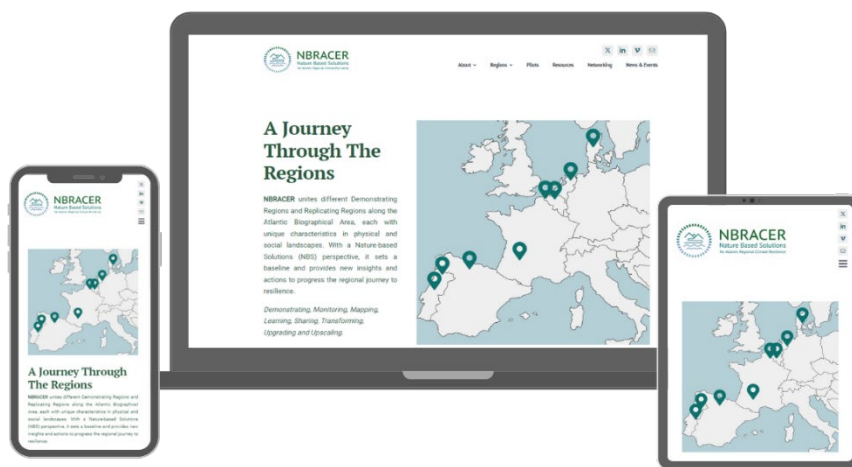


Figure 13: NBRACER Website

8.4.2 Social Media accounts

Different social media channels, including LinkedIn and X, will be utilised throughout the project to communicate on the project and disseminate its results in an effective and impactful way. The goal is to reach followers in the different regions and on a European scale. IID-SII will manage the official NBRACER social media accounts. All partners will provide material for that purpose.

8.4.2.1 LinkedIn

A LinkedIn page was created for NBRACER, accessible using the following link:
<https://www.linkedin.com/company/nbracer> :

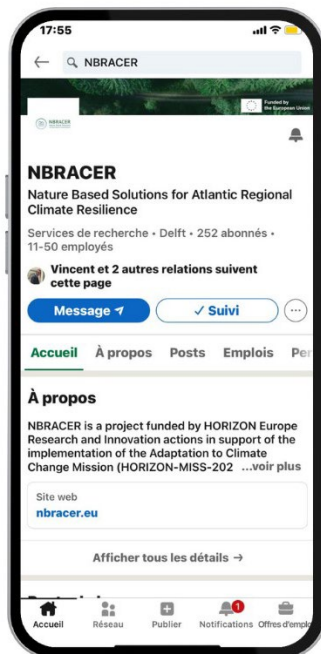


Figure 14: NBRACER LinkedIn

Managing the NBRACER LinkedIn account with a specific focus

IID-SII will take charge of the NBRACER LinkedIn account on a daily basis. Targeting policy makers, researchers, and project stakeholders, including consortium members and end-user group members will be a priority. As a partner, IID-SII will aim to be as responsive, efficient, and proactive as possible on the channel. Here are the steps we'll take to achieve this

- Post or share at least one item bi-weekly;
- Respond to users who mention @NBRACER;
- Follow and engage with users who post content related to climate change and NbS;
- Monitor specific keywords, mentions, and trending hashtags to stay up-to-date.

8.4.2.2 Twitter (X)

An official NBRACER X page was created under the handle @NBRACER_EU.

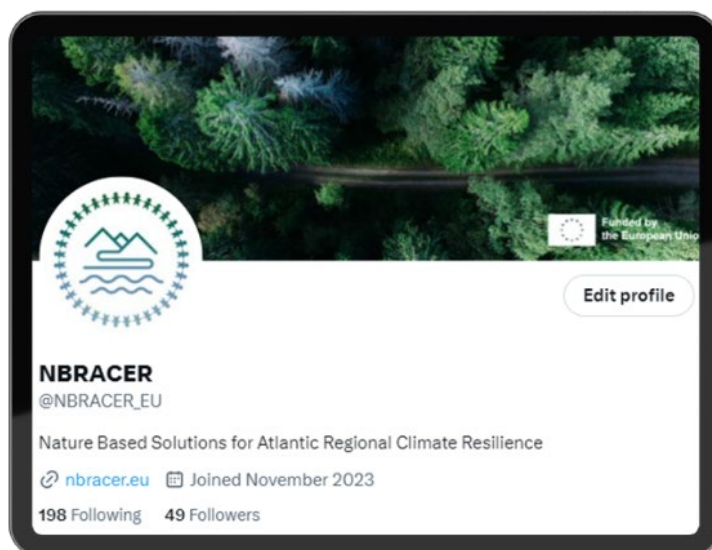


Figure 15: NBRACER Twitter (X)

X will serve as one of the primary channels to foster online community and promote project outcomes under three main objectives:

- Establish connections and interact with the target audience;
- Share insights on NbS and climate resilience;
- Increase project visibility to the general public, journalists, and policy makers.

To ensure the NBRACER X account remains active, the following actions will be taken:

- At least one tweet or retweet will be posted bi-weekly;
- Users who tweet or mention @NBRACER_EU will receive a response;
- Users who share content related to NBRACER activities will be followed and engaged with;
- Specific words, mentions, and trending hashtags will be tracked to facilitate proactive engagement.

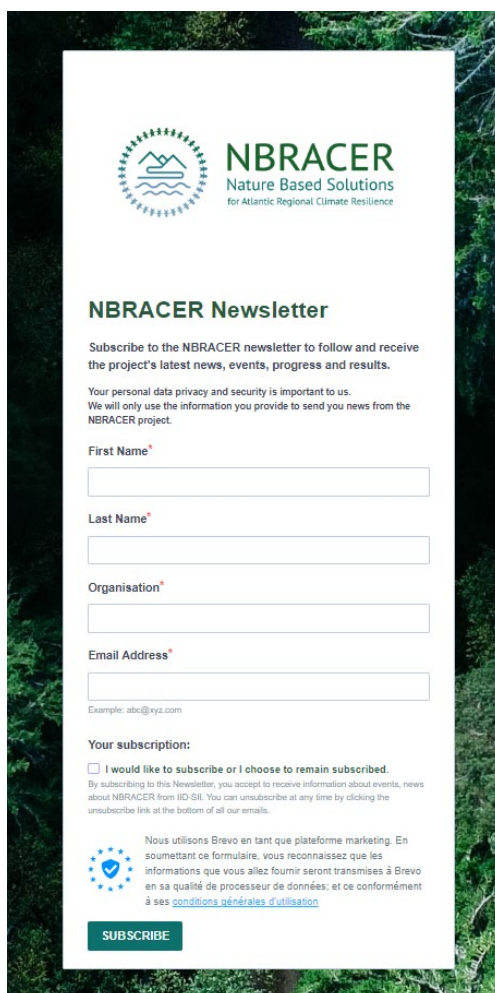
8.4.3 Newsletter

An annual newsletter will be sent to stakeholders to inform them of project updates, news, and upcoming activities. The newsletter will inform the NBRACER Project community about the latest achievements of the project, progress, pilot outcomes, and relevant events.

The newsletter will contain different sections, including:

An editorial written by the coordinator providing an overview of the previous year

- A technical update from each work package lead on progress made
- A recap of the events attended and upcoming events of interest
- A feature on the results achieved by NBRACER



 **NBRACER**
Nature Based Solutions
for Atlantic Regional Climate Resilience

NBRACER Newsletter

Subscribe to the NBRACER newsletter to follow and receive the project's latest news, events, progress and results.

Your personal data privacy and security is important to us.
We will only use the information you provide to send you news from the NBRACER project.

First Name*

Last Name*

Organisation*

Email Address*

Example: abc@xyz.com

Your subscription:

☐ I would like to subscribe or I choose to remain subscribed.

By subscribing to this Newsletter, you accept to receive information about events, news about NBRACER from IIO-SII. You can unsubscribe at any time by clicking the unsubscribe link at the bottom of all our emails.

 Nous utilisons Brevo en tant que plateforme marketing. En soumettant ce formulaire, vous reconnaissez que les informations que vous allez fournir seront transmises à Brevo en sa qualité de processeur de données; et ce conformément à ses [conditions générales d'utilisation](#)

SUBSCRIBE

Figure 16: NBRACER newsletter form

IID-SII will contact the coordinator and partners one month prior to the scheduled newsletter, to collect the needed information, make the edits, review, and validate the information. Partners are invited to contribute ideas, suggestions of events to highlight or any other type of information they think might be of added value to the NBRACER newsletter.

To subscribe to the NBRACER newsletter, a pop-up box compliant with GDPR regulation is available on the NBRACER website. Also a QR code has been created and shared on social media to encourage our audience to subscribe to the newsletter to receive the latest project results and achievements.



Figure 17: NBRACER QR code

For consistency, this type of information will be uploaded to the WP8 Teams channel in the newsletter folder.

The first newsletter will be distributed in September 2024, after the first year of the project.

8.4.4 Videos

A total of three videos will be produced throughout the NBRACER project. The first video was produced by IID-SII and Deltares, the NBRACER Kick-Off meeting video : [NBRACER - Kick-off meeting \(vimeo.com\)](#) a series of video-interviews, that includes an introduction of each DR and RR, the challenges that they are facing, their motivation to implement NbS, the landscapes and the opportunities that they identify by being part of NBRACER project for local communities, regions and for Europe.

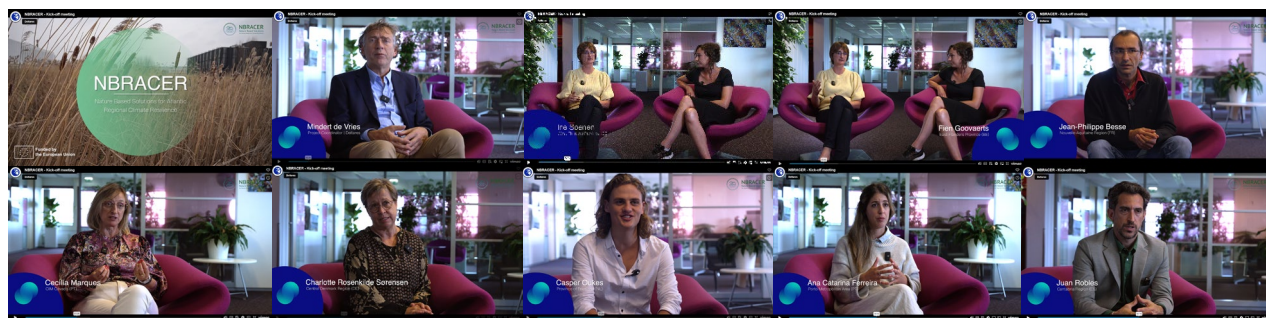


Figure 18: NBRACER Kick-off meeting video

The following two videos will be created to provide information about the project outcomes and results. These videos will be featured on the project website and widely disseminated on the NBRACER social media channels.

8.4.5 Press releases

To ensure efficient communication and visibility, press releases will be distributed as often as necessary considering the project milestones. The first press release was shared in June 2023 presenting the NBRACER Project and the second one on 20 October 2023 announcing the project's kick-off meeting. The press releases are available in the NBRACER website page.

Moreover, a press release template will be created to share with partners for local communication for specific activities in the regions.



9 Communication and dissemination strategy

The overall NBRACER communication and dissemination strategy is focus on specific key messages that are tailored for distinct audiences. Since the program targets different European countries and eight Atlantic regions, the strategy will be adjusted for each region, creating customized communication plans that reflect local diversity (9.2). The communication materials will be tailored to each country, considering their specificities (demography, landscapes, language, culture etc). Both approaches will be employed across various channels and tools outlined in a dedicated section of this deliverable.

In addition, to effectively convey messages to the intended audience and promote positive change, the communication and dissemination strategy will be divided into four phases. Each phase aims to provide a comprehensive and consistent overview of the project, making it easier for stakeholders to understand the project's objectives, activities, and expected outcomes.

9.1 Communication and dissemination phases

Table 4: Communication strategy phases

	Description	
Discovery Phase M1- M12	Embracing and discovering Nature- Based Solutions	The Discovery phase of NBRACER aims to highlight the value of NbS in mitigating environmental challenges and promoting sustainable development. Through strategic communication efforts, the objective of this initiative is to raise awareness, generate interest, and empower regions, communities and policy makers to adopt NbS as a crucial strategy in achieving climate resilience. The principal actions during the first phase of the project are focused on promoting the benefits of NbS in addressing environmental challenges and encouraging engagement in related activities. Roadmap: • Establishing communication goals and objectives. • Designing of the preliminary communications strategy with emphasis in local diversity and regions' needs. • Content creation, communication materials, design, and social media. • Activation of the NBRACER communication channels (website and social media accounts).

Building Phase M13 – M24	Advocacy, partnership and Capacity building	During the building phase, IID-SII and ICLEI (WP7) will focus on establishing and strengthening partnerships, fostering a collaborative environment for capacity building, and increasing knowledge and understanding of NbS and their benefits. This involves showcasing success stories from demonstrations and integrated innovations implementing NbS in each region. Roadmap: • Creation of engaging content to establish an online presence. • Implementing targeted outreach to key stakeholders. • Keeping the audience informed by newsletter, social media post, articles, press releases and website updates. • Implementing Workshops for Capacity-building and community engagement • Evaluation and adaptation of the communication strategy based on feedback.
Engagement phase M25- M36	Pathways towards resilience by increasing knowledge in NbS	The engagement phase will develop pathways that bring together stakeholders from various sectors to work towards a common goal through collaboration and knowledge-sharing. Roadmap: • Expanding outreach efforts through partnerships and collaborations. • Enhancing multimedia content, including videos and infographics. • Implementing surveys or feedback sessions for continuous improvement. • Establishing metrics to measure the impact and reach of communications.
Final Phase M37-M48	Sustainable Transformation, community engagement and scale-up	The final phase of the communication strategy will focus on the dissemination of results. The main goal is to spread the replication of the NBRACER methodology and reach more regions in Europe and beyond. To achieve the sustainable transformation, community engagement and scale-up. Roadmap: • Creation of a public relations campaign to increase visibility. • Strengthen relationships with media outlets for broader coverage. • Implementing a general review of the overall communication strategy and establishing the final communication and dissemination plan.

9.2 Tailored Communication Strategies for local Diversity

Effective communication is key to successfully promoting Nature Based solutions (NbS) and informing local communities about the outcomes and actions achieved by the NBRACER project. However, it is important to tailor communication strategies to the local diversities taking into account factors such as language, culture, and social norms in each country and region.

The NBRACER communication approach is to work closely with the regions and WPs leaders to ensure that messaging is culturally appropriate and resonates with local values and beliefs. This involves :

- **Translate materials** into different languages, using local terminology, and incorporating traditional knowledge and practices into communication efforts.
- **Customize messages** to resonate with local values and priorities, highlighting NbS that are align with specific regional landscapes and ecosystems.
- **Create synergies** with existing local environmental initiatives and generate personalized messages to align with and leverage community networks for grassroots engagement.
- **Understand and respect of cultural diversity** to avoid misunderstandings. It is crucial to considerate and respect the cultural diversity of each region when including appropriate images and references in visuals and messages.
- **Showcase local success stories** to inspire community engagement.
- **Use a variety of communication channels** to reach diverse audiences. This includes the official NBRACER website and partners websites, social media (X & LinkedIn), workshops, community events, regional and European events.
- **Provide offline materials** such as posters, flyers, brochures.
- **Understand the local political landscape and regulatory frameworks** by collaborating with local governments and aligning messages with regional environmental policies and goals.
- **Upscaling** NbS into coherent regional packages and building time and place specific adaptation pathways integrating local solutions and regional scales.

By using multiple channels, it is possible to reach a broader audience and ensure that everyone has access to important information about the process, actions and results of the NBRACER project.

9.3 Communication activities

9.3.1 Digital Campaign

IID-SII will be launching a digital campaign to engage a wider audience by informing and useful content about NbS. The campaign will include videos, infographics, events from sister projects, articles, success stories, and practical steps to implement NbS. Utilizing social media platforms, website development, and online content creation, IID-SII will focus on reaching as many people as possible during this first phase of the project.

Social media strategy for project engagement

- The project will utilize X and LinkedIn to engage with the public and foster two-way communication.
- Tailored messages will be crafted based on audience profiles to enhance engagement.
- Active participation in relevant LinkedIn groups and the exclusive NBRACER LinkedIn page will allow the project to contribute to discussions on climate resilience and NbS.
- Highlight successful projects and initiatives in the NbS domain to inspire and inform the NBRACER LinkedIn network.
- Connect with industry leaders and professionals working in the field of climate neutrality and NbS, engaging with their content, sharing relevant posts, establishing meaningful connections to expand the NBRACER network.
- Sharing articles and events will help position the NBRACER project as a reference in the NbS and climate resilience field.
- On Twitter, the strategy involves building a follower base by following similar projects and organizations. Sharing valuable insights like articles, research papers, cases studies and success stories related to NbS in regions and beyond to establish credibility and provide value to followers.

9.4 NBRACER Events strategy

9.4.1 Events at regional/local level

Workshops series

- **Internal workshops for creating a cross-cultural understanding** : Organizing internal workshops between partners and across regions can help to promote a better understanding of different needs and address specific challenges that each region may face. These workshops are essential in fostering a global perspective, improving communication between partners, and aligning strategies across different regions. The outcomes of these workshops will be shared on social media.

- **Educational workshops:** For Citizen engagement to create a two directional dialogues. IID-SII will organize a series of educational workshops to empower participants with knowledge and skills to actively participate in civic implementation of NbS. The workshops will include discussions on the benefits of NbS for communities, responsibilities, and practical exercises like mock debates or community projects to foster a sense of community involvement. These workshops often cover an effective communication for informed and engaged citizenship.
- **Regional workshops for knowledge exchange of lessons learned :** Conducting regional workshops will provide a platform for knowledge exchange, capacity building, and fostering collaborations among stakeholders. Experts and practitioners will share insights, best practices, and lessons learned, encouraging the adoption of NbS.

Communications actions for workshops divided into three stages:

- **Before the workshop:** To promote the event and ensure maximum attendance, IID-SII will launch a digital campaign using the different official communication channels such as the NBRACER website and social networks (LinkedIn and Twitter(X), to inform the audience, generate interest and attract potential attendees. The action will be followed by mailing invitations. These platforms allow for targeted messaging and can reach a wider audience.
- **During the workshop:** The main communication channel will be the social medias to create a buzz around the event. In addition, interviews can be made with attendees and speakers to showcase the workshop's highlights.
- **After the workshop:** IID-SII will use a survey to follow up with attendees and provide additional resources about the outcomes. This will be completed with a press release highlighting the event's success, and an analysis and reporting on the feedback received from attendees.

9.4.2 Events at regional level across Europe

Webinars series

- IID-SII and ICLEI will organize 3 NBRACER public webinars for the NbS community for capacity building to disseminate information and best practices, and creating a network of regional hubs to support the implementation of the NBRACER methodology. The topics and structure of the webinars will be determined according to the needs and progress of the project. A more detailed description of these webinars will be set out in the updated version of the communication plan D8.6

9.4.3 Participating in events

Presenting NBRACER results at conferences to disseminate the results is important to maximise the impact of the project. Attending conferences and events also provides an opportunity to engage closely with stakeholders and have a mutual cooperation with sister projects.

The project consortium will attend events that are relevant to the project and that are closely related with climate resilience, climate neutrality, NbS, landscapes etc and through which the target groups can be reached.

To monitor partners participation in international and national conferences, an online form was created and shared with partners (described in section 7.2). This form is available in the communication and dissemination Teams channel.

The NBRACER project has identified some events of interest including the following:

- EURESFO
- EU Green Week: towards a water resilient Europe
- Climateurope2 festival
- NATURANCE
- TNOC Festival
- NetworkNature Plus - Taskforces Cluster Meeting & Annual Event

The NBRACER project will hold at least two dissemination events: an interim event around M24 and a final event M48.

10 Networking

Connecting with other projects and regions in a networking context involves fostering collaboration, sharing resources, and ensuring seamless communication. Deltares is the leading partner of this process with the consortium partners participation will develop the collaboration with sister projects through the Mission Adaptation Platform, NetworkNaturePlus, RegionsWith Nature, Regions4Climate etc including special sessions in conferences and join annual meetings.

The NBRACER strategy aims to enhance networking across projects and regions with the following actions:

- **Stakeholder Analysis:** Identifying key stakeholders in across relevant projects and regions, understand their roles, influence, and networking preferences.
- **Project Updates:** Scheduling regular virtual meetings with project coordinators for updates. This will encourage open discussions and sharing of challenges, successes and foster collaboration.
- **Knowledge Sharing Sessions:** Hosting or participating in virtual sessions where partners can share insights and best practices. Inviting facilitators from sister projects and across regions to promote inclusivity.
- **Workshops:** Organizing workshops or conferences to facilitate networking opportunities and cross-project collaboration.
- **Joint Initiatives:** Encouraging projects to collaborate on joint initiatives to promote knowledge exchange and skill-sharing, together with NBRACER partners
- **Task forces participation** for specific research challenges and knowledge exchange.

11 Partners participation in European projects for direct networking

Table 5: NBRACER partners participating in relevant EU projects

EU Project	Partners in Common
ARCADIA	• Climate-KIC • CMCC, Fondazione Centro Euro-Mediterraneo sui cambiamenti climatici (CMCC) • Stichting Wageningen Research WR
CARDIMED	• ICLEI
CLIMAAX	• DELTARES (Coordination) • CMCC, Fondazione Centro Euro-Mediterraneo sui cambiamenti climatici (CMCC)
CLIMATEFIT	• Climate-KIC • CMCC, Fondazione Centro Euro-Mediterraneo sui cambiamenti climatici (CMCC)
DESIRMED	• Climate-KIC • CMCC, Fondazione Centro Euro-Mediterraneo sui cambiamenti climatici (CMCC) • DELTARES • TECNALIA • Stichting Wageningen Research WR
DANUBE4ALL	• DELTARES
LAND4CLIMATE	• ICLEI • TECNALIA
MIRACA	• DELTARES
PATHWAYS2RESILIENCE	• Climate-KIC • DELTARES • ICLEI • TECNALIA
PIISA	CMCC, Fondazione Centro Euro-Mediterraneo sui cambiamenti climatici (CMCC)
REGILIENCE	• ICLEI • FCIENCIAS.ID - ASSOCIACAO PARA A INVESTIGACAO E DESENVOLVIMENTO DE CIENCIAS (Lisbon Uni)
SPONGESCAPES	• DELTARES (Coordination)
VALORADA	• Climate-KIC • CMCC, Fondazione Centro Euro-Mediterraneo sui cambiamenti climatici (CMCC)

11.1 Complementarity with other projects at European level

At the European level, complementarity among projects is crucial for promoting synergies, avoiding duplication of efforts, and ensuring a comprehensive approach to addressing common challenges. NBRACER has identified the following projects for implementing collaborations.



Figure 20: NBRACER EU Projects mapping

12 Publications

Several publications will be prepared by lead academic partners involved in the project. These publications will include the main findings of the project deliverables.

- **Articles** : Different kinds of articles will be produced to keep stakeholders informed and engaged in the project's development. The articles will provide detailed insights about deliverables and actions undertaken by other Work Packages (WPs) and will be published on the NBRACER website and social media channels.
- **Factsheets**: will be produced to raise awareness about the demos in the regions, associated supply risks, mitigation measures and potential for innovation. These factsheets will be widely promoted via the NBRACER website, newsletters, social media channels, conferences and through European networks and initiatives
- **Policy briefs** on accelerating regional climate resilience in addressing KCS, pathways, journeys, governance, financial and cross-regional upscaling aspects, directly applicable in the 6 countries involved.
- **Storytelling articles** Developing transforming narratives to develop engagement, knowledge sharing, and connection with the target audience. IID-SII in collaboration with all partners will create a series of compelling storytelling articles. These articles will showcase how NbS can help address environmental challenges taking by example the communities of the demonstrating regions that will illustrate how NbS can be applied to help solving environmental problems and how NbS has impact their community for the better.
- **Regional portfolios of solutions and pathways systems for the three Atlantic Landscapes (Marine & coastal, urban and rural)** expanding and integrating solutions elaborated in tasks 2.1, 3.1, 4.1
- **Regional portfolios of solutions and pathways for urban replicators** aim to explore the impact of solutions in urban systems on risk reduction and resilience of KCS and assess the state of enablers at solutions scale, regarding technical, financial, social and governance aspects.
- **Scientific publications** : Several scientific publications will be prepared by lead academic partners involved in the project. To make NBRACER results available to the targeted audiences, the partners will publish scientific articles in open access journals and online repositories.
- **Tool guide for adaptation & transformation paths for landscapes**: Production of D5.5 Regional solution portfolio in a user-friendly format i.e. electronic format and web-content. This will be accessible via the website, as a downloadable document and will be disseminated via the social media channels (LinkedIn), partner networks and communication channels.

13 European dissemination channels

The project's results will be disseminated through official channels established by EU institutions. To ensure maximum reach, we will target the following EU dissemination channels:

Table 6: European dissemination channels

Dissemination outlet	Name	Description
Magazines	Horizon The EU Research & Innovation Magazine	Horizon publish the latest news and features about thought-provoking science and innovative research projects funded by the EU.
Portals	EU Open Data Portal	The European Union Open Data Portal is the single point of access to a growing range of data from the institutions and other bodies of the European Union (EU).
Platforms	EU Mission on Adaptation to Climate Change Platform	The Mission Implementation Platform (MIP4Adapt) supports European regional and local authorities to prepare and plan their adaptation pathways to climate resilience.
	Urban Greening Platform	This platform aims to provide guidance and knowledge to support of towns and cities in enhancing and restoring their urban nature and biodiversity, along with links to other relevant European Commission initiatives and policies.
	NetworkNature	The NetworkNature platform hosts the latest nature-based solutions research, best practice, news, events and resources.
Repository	Oppla	EU Repository of Nature-Based Solutions. It provides a knowledge marketplace, where the latest thinking on natural capital, ecosystem services and nature-based solutions is brought together.

14 Key Performance Indicators

Table 7: Key performance indicators

Action	Target Audience	Description	KPIs
Project Website	all target groups	Interactive, dynamic permanent online hub for wide scale dissemination of project objectives and public results. Bi-directional links with websites of other related projects and initiatives	• Live (M4) • 5,000 hits from 15 countries (M48)
Press release	stakeholders, initiatives, and policymakers	3 press releases in support of the awareness campaign to be issued at strategic points 2 supporting press releases in DRs and RRs related to local activities	• 19 press releases by (M48).
Newsletter	all target groups	at least 4 e-newsletters in project branding to be issued to subscribers to the NBRACER network drawing attention to project and related news	• 250 subscribers per DR and RR • 50 subscribers beyond DRs and RRs related to WP's.
Events	all target groups	Awareness raising workshops Interim event (around M24) and final event (around M48) to present the network, NBRACER activities and results, regional events with actors in the demonstration activities of WPs 2, 3 & 4 and for capacity building in replication regions (WP7)	• 250 attendees over 5 events (M48).
Webinars	academia, stakeholders, and policy makers	Public UbN modules/webinars for the wider UbN, NbS community and RegionsWithNature, and CoR Atlantic's local and regional authorities	• 300 participants over 3 webinars
NBRACER at external events	all target groups	Consortium partners will actively promote the project, its objectives and results at relevant external events (policy) through oral and poster presentations	• Representation at 3 external events per DR and 6 external events per WP5-6 (M48).
Publications	academia, stakeholders, and policy makers	Consortium partners will promote the project, its objectives, and results by way of written publications, such as blogs, articles in the popular and specialist press, ensuring open access	• at least 4 pieces per year

15 Evaluation and KPIs monitoring

To evaluate the effectiveness of the dissemination plan, several control mechanisms will be employed, including:

- Analyzing project website traffic and dissemination material downloads
- Measuring social media engagement
- Engaging in active dissemination during external events (presentations, posters, communication materials, etc.)
- Identifying project references in publications and articles
- Participating in project events actively
- Press review

Conclusion

The Preliminary Communication and Dissemination Plan outlined in this document provides a detailed overview of the strategy and actions that will be implemented to promote the NBRACER project and its results in an efficient and impactful way. The plan will be updated based on the project evolution. Updated versions of the plan will be submitted on M37 – deliverable D8.6 and on M46 – Deliverable D8.9.

Bibliography

1. **European Commission. (2021).** Forging a climate-resilient Europe - The New EU Strategy on Adaptation to Climate Change COM (2021) 82 Final Pg 3