



Communication Plan

Justification

The *communication strategy* of AQUACLEW is multi-layered and includes a strong *participation and co-development* component to ensure long-term and self-sustaining impacts beyond the project.

This communication plan (Milestone 4.2) will evolve throughout the project period and change for different phases of the project. Initially, communication will be designed to enhance engagement in the co-development process during the project, but towards the end of the project, the aim will be to encourage use of the final service. The planned communication (Table 11.2) for the project combines both methods to engage users during the project and dissemination to new users after the project because there is a large overlap of these target groups. This plan will be a living document to be followed and updated as the project progresses. In this plan we will go into more detail to identify and categorise target groups for communication, tailor the message for each group, identify channels for communication for each group and plan specific dissemination activities.

Communication Plan

Target Audience

- Engineering/agricultural consultancies
- Regional and local decision-makers:
 - Water managers
 - Policy makers /Authorities
- Scientific community
- Climate service providers

Table 11.1. Committed users who have already confirmed their input by support letters to AQUACLEW.

User Type	Name and role	Company or Association
Engineering consultancies	Sebastian Irminger Street, consultant in infrastructure design values	SWECO, Sweden
	Antonio Pablo Romero, consultant in company	Civile
	Cristóbal Rodríguez, consultant in environmental studies, Joint Administrator	Ibermad
	Jorge Rey, consultant in coastal studies	ESGEMAR
	Carmen Izquierdo, Environmental Project Manager	Omicron
Agricultural consultancy	Flemming Gertz, Senior specialist in Plants and Environment	SEGES



Scientists	Dr. M.Pat González-Dugo, lead researcher on remote sensing applications to agriculture	IFAPA Andalusian Research Centre for Agriculture
	Dr. Jose M. Civantos, lead researcher on relationship between society&cultural heritage and traditional irrigation systems in mountain areas	Research Group of UGR
	Dr. Francisca Martínez, Research Scientist	Spanish Research Council (CSIC)
	Dr. Christen D. Børgesen, Senior Researcher in Nature, Environment and Farming	University of Aarhus
	Dr. Cintia Bertacchi Uvo, Professor in Water Resources Engineering	University of Lund
Water managers	Pedro Parias, General Secretary	FERAGUA Andalusian Federation of Irrigation Farmers
	Felix Weingraber, Head of division of Water Management and Flood Protection of the Provincial Authority of Upper Austria	Provincial Authority of Upper Austria
	Dr. Clemens Neuhold, Department IV/6 - Water Management and Flood Protection	Federal Ministry of Agriculture, Forestry, Environment and Water Management
	Borja Nevot, Department of Environment	Andalusian Regional Government
	Rolf Johnsen, Senior Consultant in Climate adaptation and groundwater	Central Denmark Region
Policy-makers	Ulrika Postgård, National Civil Contingencies Agency, Sweden	Swedish Civil Contingencies Agency
	Elmar Podgorschek, Provincial Minister for Civil Protection and Protection against protective water management	Federal Government in Austria
	Francisco J. Sierra, Department of Infrastructures	Andalusian Regional Government
	Keld Rasmussen, Senior Consultant in Nature management	Municipality of Horsens
Climate Service providers	Dr. Åsa Sjöström, Head of the national Swedish Climate Change adaptation center	SMHI
	Dr. Inke Schauser	“KompPass”; German Federal Environment Agency, UBA
	Chris Schubert, (Head of the CCCA Data Centre Austria)	CCCA Data Center Austria
	José Manuel Moreira, Coordinator of the Data and Environmental Analysis Department	Andalusian Regional Government



	Oswaldo López, Joint Administrator	INNOVA
	Kaija J. Andersen, Coastal engineer	Danish Coastal Authority

Methods to Reach Target Audience

The target groups will be engaged throughout the project through online webinars dedicated to each step of the data and data guidance production process, offering educational value in learning where the data comes from and how it can best be used. Feedback for co-development will be collected through pop-up windows in the web service that include questions to gather feedback on each step of the production process.

Extending the user community

The latest scientific and social science methods for climate impact studies will be communicated through scientific publications, at national workshops and international conferences. Within the project, the new scientific methods will be spread from the research department to the operational and commercial or consulting departments so they will provide concrete benefits for the project. Towards the end of the project, a training workshop specifically targeted to engineering consultants will be held to develop capacity in climate impact assessments and use of climate data from climate services developed in AQUACLEW.

Table 11.2. Plan for engagement and dissemination.

Target Group	Project phase	Method
Engineering consultancies	Throughout	<ul style="list-style-type: none"> -Use of online feedback form on existing climate services (e.g. SWICCA) -Report new progress/breaking news via project website, and social media including LinkedIn group/facebook public profile/twitter -Webinars to educate users on using climate services for choosing, analyzing and post-processing indicators for clients, (recorded and used as material for vimeo/youtube channel). - Courses to demonstrate how climate service data can be tailored by consultants to client's needs. - Linking to other climate services. - Use Enterprise Europe Network (EEN) to disseminate news and input possibilities to wider audience. -Dissemination via professional associations of engineers and unions: newsletters, conferences and expos e.g. WssTP, ACE, EEN, European Data Portal
Engineering consultancies	End	<p>Advertise project outcomes and data availability</p> <ul style="list-style-type: none"> - Branch organisations (consulting engineers) – newsletters, meetings, conferences, courses - Providing archived online courses based on those created during the project
End Users (regional, local)	Throughout	<ul style="list-style-type: none"> -Use of online feedback form on existing climate services (e.g. SWICCA)



decision-makers, businesses)		<ul style="list-style-type: none"> -Report new progress/breaking news via project website, and social media including LinkedIN group/facebook public profile/twitter - Linking to other climate services. - Workshops connected to other events where users give feedback on what they want from a climate service and a consultant for their decision making. - “Serious Game” on using Climate Services for impact assessments – either printed on paper and conducted in person, or computer game. - Production of AQUACLEW Policy Briefs in conjunction with this sector.
End Users (regional, local decision-makers, businesses)	End	<ul style="list-style-type: none"> - National or European networks of municipal authorities - Sector specific networks: hydropower, insurance, agriculture
Scientific community	During and End	<ul style="list-style-type: none"> -Use of online feedback form on existing climate services (e.g. SWICCA) -Publication in relevant journals -Presentations at conferences -Inclusion of the project and scientific production in Research Gate. -Inclusion of links to the official webpage in every partner institutional webpages.

Sustainability of project results

New climate impact data created will be used to update existing climate services where possible (e.g. SWICCA, hypeweb.smhi.se, vattenwebb.smhi.se, CCCA Data Centre Austria, REDIAM-Spain and Danish national climate service). This means that climate service improvements can be made agilely during the project and also that the project data will be stored and made publicly available in existing portals so that users can access the data during and after the project. New knowledge on how the climate service should provide guidance, format indicators, present metadata, maps, figures and graphs and deliver data to users will also be implemented to improve these existing climate services. This ensures that this knowledge will come to immediate and ongoing use both during and after the project.

The AquaClew mission is to provide high quality and high resolution data for inclusion in climate services to support water management and collaborative research through cooperative work and new ways of diffusing knowledge by using digital technologies and new collaborative tools. Thus the project has a strong focus on open science and open innovation and the new data will be released under the Open data licence CC BY 4.0: <https://creativecommons.org/licenses/by/4.0/>.

AQUACLEW will create a cross-sectoral user community for water information in climate services starting with the 36 committed users in the project. This group will be extended within the project creating a base for sustainable user demand of climate information in a network of related users.



Evaluation of communication

To be completed.