

D7.7

Communication and Dissemination Plan

Project Acronym: RES-MAB

Project name: Promoting WEFE Nexus-based adaptation and mitigation solutions and landscape resilience to climate change in the Mediterranean Biosphere Reserves

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Dissemination level

[] PU- Public: must be available in the RES-MAB's website

[X] CO- Confidential: Only for members of the Consortium and the Commission Services

[X] CI – Classified. As referred in to Commission Decision 2001/844/EC

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Introduction

Introduction to RES-MAB:

In a scenario of climate change-associated extreme events, temperature rising, changes in rainfall patterns, and an increasing demand for water, food and energy, Mediterranean countries face various common challenges. These challenges could affect food security, nutrition and livelihoods, triggering migration and increasing risks and vulnerability in a region with limited adaptive capacity. The Mediterranean region, one of the most responsive regions to climate change, hosts exceptional ecological diversity and socio-cultural richness originating from three continents. The multiple interacting climate hazards and anthropogenic drivers of change in such a vulnerable hotspot require specific adaptation and mitigation measures that support populations at higher risk of exposure. Moreover, adaptation and mitigation plans need to tackle the trade-offs and synergies among the management programs of the different Water-Energy-Food-Ecosystems (WEFE) sectors to promote multifunctional and resilient landscapes on the path to a Green Economy and Sustainable Development. In this sense, there is a need for cooperating and establishing cross-sectoral management plans and policies to address climate challenges across Mediterranean countries, since all face significant risks due to climate change.

This document constitutes deliverable **D7.7 Communication Plan of the RES-MAB project**. This internal document integrates the guidelines for communication and dissemination activities planned for RES-MAB, giving an overview on the whole set of activities to be carried out by the RES-MAB consortium. It comprises a presentation of the communication and dissemination goals, target audiences, strategies, activities, and channels that will be used for communication and dissemination during the project period. The Communication Plan presented will be updated, according to the needs of the project, in May 2025 and May 2026.

The execution of the **Communication Plan** will be carried out by the Royal Society for the Conservation of Nature of Jordan (RSCN) and includes the creation and maintenance of a website that will be updated with the results of the project, achieved deliverables, and various multimedia features. The project will have a strong social media presence through different social networks to assure broad dissemination of the project's relevant results within the scientific community, practitioners, biosphere reserve (BR) managers, and the general public.

Objectives

The **main objective** of this communication plan is to engage stakeholders in a meaningful way to inspire, share in the pride of the project's collective achievements, and empower people to take responsible actions toward climate change adaptation and mitigation. RES-MAB will strive to achieve a comprehensive, modern, open, and transparent communication model, as well as an information and data sharing model which is considered essential to the collaborative nature of the project, because it addresses the need of increasing the awareness of all aspects of climate change challenges and leading to more adaptive, cohesive and resilient Mediterranean Biosphere Reserves in the face of climate change.

Considering this, the general objective of the communication and dissemination plan is **to give visibility and publicize the RES-MAB project**, goals, and results, among all its target audiences at the local, state, and international levels.

Specific objectives:

SP1- To promote an **integrative** (multi-functional, multi-scale, multi-actor and cross-sectoral) **landscape management approach** by developing and implementing a WEFE-Nexus Socioecological Modelling Tool (hereafter WEFE-SEM Tool) to enhance resilience and adaptation to climate change in seven UNESCO Mediterranean Biosphere Reserves (BR).

- To inform the public about the benefits provided by RES-MAB project and their contribution to build resilience and sustainability in the face of climate change.
- To raise social awareness about the main concepts of the RES-MAB project and its major impact on the surrounding environment and the enhancement of people's life.
- To encourage the transition towards a circular, clean, energy efficient, and climate-resilient model in the Mediterranean countries

SP2- To **integrate the WEFE-SEM Tool into cross-sectoral policies**, as well as development and action plans to provide medium- and long-term actionable information and capacity building for decision[R1] -makers, and facilitating long lasting adaptation capacity, especially for potentially vulnerable populations.

SP3 - To **co-create and develop a Mediterranean network of seven BR demonstration sites** (hereafter BR demo sites) focused on promoting eight climate-resilient and transformative WEFE Nexus-based adaptation and mitigation solutions (hereafter WEFE Nexus solutions).

Target audiences

The main target audiences of the RES-MAB project are grouped into the following categories:

Internal Audience:

1. **Consortium** members (WEFE Actors): RES-MAB brings together ten Mediterranean partners, linked to [UNESCO Biosphere Reserves](#) to engage in a meaningful way to take responsible actions toward climate change adaptations and mitigations. The RES-MAB consortium members are expected to both provide and help disseminate the content and communication materials provided by the project's Communication Coordinator.

External Audience:

2. **Local Community:** people living in the BRs involved in the RES-MAB project.
3. **Biosphere reserve managers**
4. **Universities and research institutions.**
5. **Media outlets:** journalists working in local, regional, national, and international newspapers, TV/radio news programs, etc., to increase the visibility and number of opportunities to reach out to society. Especial attention will be given to journalists interested on environmental and entrepreneurship issues.
6. **Public institutions/governing bodies:** local, regional and national policy makers.
7. **Socioeconomic sectors** (such as sustainable tourism sector)
8. **Civil public:** increase the visibility of the project and raise social awareness on the importance of RES-MAB project regarding the urgent need for adaptation and mitigation measures to address climate change.

9. **Local producers** (farmers, fishers, etc.) of the RES-MAB demo sites will work on (also cooperatives and farmer/fisher's associations).
10. **Environmental associations & NGOs.**
11. **Trade and agricultural organization.**

Visual identity

The aim is to create a distinctive visual identity for the RES-MAB project, facilitating quick and efficient recognition of its brand. This visual identity should present the project in a professional and effective manner to both internal and external audiences, enhancing its visibility as per the general communication objective. By developing carefully crafted templates, including variations of the logo, colour palettes, typography choices, and layout guidelines, the project can ensure coherence across different communication platforms.

Obligation and right to use the PRIMA logo and the EU emblem

Any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the programme must display the PRIMA logo and the EU emblem including the following text:

For communication activities: "This project is part of the PRIMA Programme supported by the European Union"

For infrastructure, equipment and major results: "This [infrastructure], [equipment] [insert type of result] is part of the PRIMA programme supported by the European Union's Horizon 2020 research and innovation programme"



This project is part of the
PRIMA Programme supported
by the European Union

Logo and slogan

The RES-MAB logo is the visual element that represents the project and leads to instant public recognition. It was designed by the RSCN communication team at the beginning of the project. Several logos were evaluated before deciding on the final one.



This logo represents the project's goal of joining forces to adapt and mitigate the escalating threats of climate change in the Mediterranean. Its shape also alludes to the diversity and interconnectedness of Mediterranean landscapes as well as to the synergies among the management programs of the different Water-Energy-Food-Ecosystems (WEFE) sectors to promote multifunctional and resilient landscapes on the path to a Green Economy and Sustainable Development.

The colours of the project will be different hues of blue, turquoise, and brow, as they are mediterranean tones that underline the graphic personality of the project.



Templates and branding elements

Templates and branding elements are essential components in crafting a professional visual identity for the RES-MAB project. These elements will facilitate efficient and cohesive presentation of project materials to both internal teams and external audiences. By adhering to established branding guidelines, the RES-MAB project can effectively enhance its visibility and establish a strong and memorable presence in the community it serves.

Some of the planned elements are:

- Templates for Word documents
- PWP Master presentation
- Roll up (for partners to use during events or meeting related to the project)
- Project brochure/folder

Video

The project will produce three short videos on the positive impacts of RES-MAB. Using drones to take advantage of the beauty of such green infrastructures, the videos will communicate the benefits, along with the project objectives and impacts.

Website – www.resmab.eu

Developing a website for the RES-MAB project in collaboration between the RSCN and the CTFC is essential to effectively communicate the goals, progress, and outcomes of the project.

This online platform will serve as a central hub for stakeholders to access information, resources, and updates related to the project's activities and findings.

By leveraging CTFC's expertise and the consortium's collective resources, the website will be user-friendly, visually appealing, and aligned with the project's branding and communication objectives.

Through the website, we aim to engage a diverse audience, including researchers, policymakers, practitioners, and the general public, fostering collaboration and knowledge exchange to overcome the challenges of climate change in the Mediterranean.

The website will include (at least) the following sections:

- **HOME**
- **PROJECT**
 - Goals
 - BR Demo sites
 - WEFE SEM-Tool
 - Expected impact
 - Partners
- **DOCUMENTS**
 - Results
- **NEWS**
 - Events
- **CONTACT**

The website will be available in **English, French, and Spanish**.

It will be designed following a responsive web design (RWD) to enable optimum visualization independently of the size of the screen (PC, tablet, and mobile) or web browser one is viewing with.

Social media

The project will create **social media accounts** in both **Facebook** and **Instagram**, managed by the RSCN team. These channels will be used to promote the project and its events, achievements, outcomes, and any relevant information that contributes to give visibility to the project and interact with its target audiences and related projects.

These channels will be used to interact with different publics, including consortium members, related projects, policy makers, and the public, thus advancing towards all the communication objectives of the project.

Partners are encouraged to follow the project and each other's social media accounts and to boost other partners' publications. All partners' social media accounts have been collected.

Press releases and media appearances

The project's press releases will help to disseminate the project's latest findings and initiatives to journalists working in different media outlets. Meanwhile, media appearances on radio and television channels by RES-MAB participants will provide great opportunities to delve deeper into the project's mission and its significance. The goal behind the interviews with journalists and experts, is to amplify the project's message and raise awareness on the solutions that the RES-MAB project will propose to enhance resilience of Mediterranean landscapes in the face of Climate Change.

One or two press releases will be created each year - depending on the content generated.

Events

Seminars

The RES-MAB consortium is preparing to host **specialized seminars** tailored for technical and academic audiences, providing vital platforms to showcase the project's progress. Through these seminars, the RES-MAB consortium aims to cultivate collaboration, exchange knowledge, and stimulate broader engagement in the adaptation and mitigation of the escalating threats of climate change in the Mediterranean.

Workshops

The consortium will organize **two online workshops** aimed to ensure the replicability of the project.

The first workshop will address the international replicability of RES-MAB. It will be held with all the international partners of the project. Each of them will prepare a presentation on the individual replicability study carried out in their area. The idea is to reach agreements with the different international partners regarding the replication of RES-MAB that could be included in the After RES-MAB Plan.

The second workshop, with all involved stakeholders (partners, participants, sector associations, public administrations), will review the proposed After RES-MAB Plan. The participants of the workshop will decide on the following steps and will establish the long-term roadmap.

Internal consortium meetings

The RES-MAB consortium will mainly work remotely. Nevertheless, to encourage interaction and networking among the partners of the project, three main meetings are planned:

- **Kick-off meeting:** will be held in Catalonia in July 2024
- **Mid-term meeting:** will be held in France towards the middle of the project
- **Final Assembly:** will be organized in Jordan in month 35 (2027)

Publications

Scientific papers

The consortium will produce **at least ten scientific articles** (3 CTFC, 4 Arganeraie, 2 Po Delta, 1 The Karst) of peer-reviewed research papers, submitted to high-quality scientific journals. All publications will be available in Open Access and in the project Webpage too.

The creation of scientific papers will help engage with other projects and researchers working in the field while raising the visibility of the project. If considered of relevance for broader publics, a specific press release can be generated thus reaching the media and the general audience.

Non-scientific publications

The RES-MAB consortium will produce **at least 13 non-scientific publications** aimed to the general audiences with key messages for Mediterranean and local decision makers building on the BR demo sites experiences.

The consortium will also publish at least seven policy briefs, one for each BR participating in the project.

Master and PhD thesis

The consortium will produce at **least nine master and PhD thesis** (5 CTFC, 2 Arganeraie, 2 Po Delta).

Communication methods

Communication methods encompass **various channels and techniques** used to exchange information and ideas about RES MAB project. These can include **verbal** (like face-to-face conversations or phone calls), **written** (such as emails or reports), and **non-verbal cues** (like body language).

Digital methods like video conferencing and social media have also become vital in modern communication. Effective communication methods are crucial for fostering understanding and collaboration between all partners in this project.

Method	Key Message	Action plan
<p>Awareness Campaign</p>	<ul style="list-style-type: none"> • Inspiring • Educating • Influencing 	<p>Demonstrating actions of how the network of biosphere reserves is an example of creating impact and is valuable to people's lives will help people believe in the RES-MAB key role in minimizing the impact of climate challenges and make a commitment. • sharing stories of impact • helping people understand our value • education programs. online and offline campaigns.</p>
<p>People engagement</p>	<ul style="list-style-type: none"> • Sense of belonging • Empower • Protect 	<p>Increasing local people's pride in their biosphere reserve sand territories, being part of a global network and world-wide solution will help people to commit to the goals of this project and become advocates to climate challenges and the solution we implement through this project • campaigns to celebrate local people and increase the awareness • connecting local products to the goals and values of the RES-MAB project.</p>
<p>Events and activation</p>	<ul style="list-style-type: none"> • Spreading the word • Creating solutions • Maintaining Trust 	<p>Getting people engaged in the actions of sustainable development and building advocacy will sustain their commitment to the RES-MAB project. • creating ambassadors • involving people in decision making.</p>

Expected Impacts

A summary of some **Key Performance Indicators** (KPIs) is outlined in the following section. They have been developed to evaluate the effectiveness and impact of the project’s communication, and dissemination activities. The KPIs will guide these activities and provide a benchmark to drive the communication and dissemination strategy of RES-MAB. Furthermore, this plan will be revisited throughout the project to ensure that the KPI’s are being achieved.

	M18	M36
Website. Unique visitors	150	500
Social media. Instagram & Facebook followers	50	>200
Press releases	2	4
Press releases. Media appearances	6	12
Scientific papers. Creation	0	4
Scientific papers. Citations	0	16
Events. Participants	0	30
Trainings. People trained	50	50
Videos. Views	50	100