



Mid-mountain adaptation to
climate change



LIFE MIDMACC

Mid-mountain adaptation to climate change

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Communication and Dissemination Plan

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Executive summary

This deliverable presents the initial framework of the LIFE MIDMACC Communication and Dissemination Plan. It provides a general communication and dissemination strategy for LIFE MIDMACC project.

The general objectives of LIFE MIDMACC Communication and Dissemination Plan are to:

- disseminate effectively the project goals and outcomes,
- set up efficient tools for the communication towards various stakeholders (scientific communities, professionals, decisions makers, public, etc.),
- exploit synergies in liaisons and collaborations.

The present document acts as a general roadmap for all LIFE MIDMACC-related communication and dissemination activities. It presents LIFE MIDMACC overall communication and dissemination strategy; analyses the project's target actors; presents a set of core communication messages; analyses the communication resources available to the project; describes the project's own communication channels and dissemination materials produced by the project; lists external dissemination opportunities, and sets evaluation targets for project lifespan.

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1. Introduction

LIFE MIDMACC project promotes adaptation through the implementation and testing of different landscape management measures to meet climate change related challenges in marginal **mid-mountain areas** of Spain (La Rioja, Aragon and Catalonia), while improving their socioeconomic development.

LIFE MIDMACC project relies on a strong participatory approach; a particular emphasis is therefore put on the identification and engagement of all relevant actors of the local communities in the studied areas during the whole development of the planned actions. This implies a great need for communication, coordination and visibility and a strategy to address the challenges inherent in communicating project advances to wider society, including a lay audience, as well as to policy and decision-makers. Furthermore, the LIFE MIDMACC project goes one step further, in that it seeks to involve wider society and policy-makers in authentic exchanges of information and views with researchers and technical experts, in order to validate and enhance the relevance of the project results, namely the development of options and alternatives for climate change adaptation of mid-mountain areas. The use of stakeholder engagement techniques will allow creating new communication channels, effectively integrating stakeholder input, and enhancing saliency, credibility and legitimacy of the results.

The Communication and Dissemination Plan is strategically designed to **multiply the impact of the project** among the different end-users, identifying the **informative needs of each target audience** and **defining the channels and the most adequate means** to reach them.

However, this Communication and Dissemination Plan is a work in progress that will evolve as the project progresses and necessarily should be adaptable to revisions and new requirements as become apparent over the project's lifespan.

2. Definitions

In order to ensure a common understanding of relevant concepts and approaches some definitions are given in the following section. This deliverable includes actions related to these concepts.

Communication

Communication about a project is a strategically planned process that starts at the outset of the project and continues throughout its entire lifetime and beyond, aimed at promoting the project activities and its results. It requires strategic and targeted measures for communicating about (i) the project activities, and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

Dissemination

Dissemination encompasses the public disclosure of the project results by any appropriate means (other than resulting from protecting or exploiting the results), including by technical and scientific publications in any medium.

3. Objectives of the Communication and Dissemination Plan

The project's Communication and Dissemination Plan has the objective to multiply the impact of the project among the different end-users; being necessary to start for the identification of the different target audiences and informative needs and for the definition of the most adequate channels and means to reach them.

The overall objective of communication and dissemination is to distribute information about the LIFE MIDMACC project and its results to the relevant target groups, including stakeholder groups active at different spatial and policy making levels and the academic community with different disciplinary backgrounds. The specific communication and dissemination objectives are defined as follows:

- To raise interest and awareness of LIFE MIDMACC and the project results, such as mid-mountain adaptation to climate change and its related social, economic, institutional and environmental linkages within the targeted stakeholder groups.
- To encourage the integration of stakeholders in all phases of the project development in order to ensure a mutual exchange between the LIFE MIDMACC beneficiaries and stakeholders.
- To encourage the uptake of project results by policy and decision makers.

Bridging the gap between urban society and rural management and policy and decision making is still a major challenge in the climate change adaptation arena in European Mediterranean areas, where rural abandonment has increased in the last decades. The project has a social will, since it pretends to explain to society that preserve and recover agro-silvo-pastoral mosaics have a fundamental role in sustainability of mid-mountain areas. A concerted effort, facilitated by the Communication and Dissemination Plan, is needed in order to bridge the existing gap and to ensure the usability and uptake of project results by managers and decision makers as well as social acceptance. Iterative exchanges about potential users' perceptions and needs and the integration of their knowledge in the project process, constitute further important factors for the usability of pilot experiences and the uptake of their results.

The formulated objectives refer to communication and dissemination on local, national, European and international level depending on the relevant target group and the recommended channels, which are defined in the following sections.

4. Spatial coverage and timing of communication and dissemination activities

Communication and dissemination material will be spread on different spatial and policy making levels, which are specified in the following section.

4.1. Local/Regional/National level

Local and regional activities refer to the integration of stakeholders and the promotion and distribution of the project and its results in the respective case study regions in Spain (La Rioja, Aragon and Catalonia). To extend communication and dissemination activities and increase the impact of the project beyond the case study regions, the project and its results are also spread on national level, especially in mid-mountain areas.

4.2. European/International level

The promotion and dissemination of the project and its results on European and international level refer mainly to the networking activities in international platforms and meetings, the publication of technical and scientific working papers, presentations at scientific conferences, social media activities and media releases in international media, in coordination with transferability activities.

4.3. Timing of communication and dissemination activities

The distribution of communication and dissemination material should be occasion-related, rather than arbitrarily. Potential occasions can arise during the project development when stakeholders articulate their information needs and knowledge gaps regarding the project topic or when novel insights are obtained from the utilization of project implementation activities or the elaboration of new results. The project will leverage of periodic political events to be present and disseminate project key messages (COP annual meetings, transborder Pyrenean meetings, Union for the Mediterranean). Furthermore, natural events (i.e. droughts, wildfires) in the case study regions and beyond may be 'windows of opportunity' to reach stakeholders and policy makers.

5. Target audiences

This Communication and Dissemination Plan may ensure that **relevant target groups and end users will optimally benefit from, and contribute to, project findings**. These target audiences must be identified and defined their specific requirements, fields of interest and expectations concerning the outputs of the project. Target audiences need to represent virtually all main interest groups present in the region, assuring a diverse and multi-sectoral participation to the LIFE MIDMACC project, more precisely:

- Public institutions and authorities at local, regional, national and international levels.
- Productive entities (e.g. farmers, forest owners, SMEs, as well as key entrepreneurs and local cooperatives).
- Research and academia.
- Civil society, including NGOs, local entities, as well as local populations.
- General public.

Table 1 provides an in-depth analysis of each target audience importance and interests.

Target audience	Description	Interests in LIFE MIDMACC project	Importance for the project
Public institutions and authorities at local level	Public bodies at municipal level	The acknowledgment of the LIFE MIDMACC project and its results contributes to improve their environmental and climate related policy design and implementation.	Central role in climate change adaptation policies. Direct collaboration in action implementation.
Public institutions and authorities at regional level	Public bodies of the regional governments (La Rioja, Aragon, Catalonia)	Improving current land management practices with the results of climate change adaptation measures implemented in the project. Consolidation of a collaborative framework and coordinate policy structure among case-study regional governments.	Central role in climate change adaptation policies. Dissemination of project results and advising managers about best practices derived from the project.
Public institutions and authorities at national level	Spanish public bodies in charge of adaptation policies	Improving current land management practices with the results of climate change adaptation measures implemented in the project.	Formulate the Spanish policy on climate change, in accordance with international and community legislation in this area, as well as propose the regulations and develop the planning and administrative tools that allow to fulfil the objectives established by this policy.
Public institutions at international level	Public networks on rural development, mountains and climate change adaptation in Euro-Mediterranean region	Strengthening climate change adaptation governance in the region and increase resilience to the impacts of climate change.	Dissemination of farming, vineyard and forest management results in agroforest sector in Euro-Mediterranean region. To include project outcomes in some European policies/funds as eligibility criteria (CAP 2021-2027, FEDER, FAEDER, Interreg funds).

Target audience	Description	Interests in LIFE MIDMACC project	Importance for the project
Private sector	Farmers, forest owners and wineries	Improving current management practices with the results of climate change adaptation measures implemented in the project.	Dissemination of farming, vineyard and forest management results among participants and cooperatives.
NGOs and concerned citizens	Organized civil society	NGOs promote public participation in integrated management and safeguard to integrate sustainable principles in the design of public policies.	Provide local knowledge useful to contextualize current state analysis, given insights on the evolution of the territory in terms of land use, socioeconomic development and local perspectives on past climate related events.
Academic community/ researchers	Scientific and technical staff of universities and other research organisations	Scientific community contributes in missing information and knowledge. Interested in monitoring protocols and data.	Provide information and data on ecology, hydrology, climatology, biodiversity, land use, cost-benefit analysis and other aspects to understand the current state and projected future trends of climate change.
General public	Wider non-expert audience	Social pressure for climate change adaptation. Wildfire prevention. Land management	Social acceptance of rural development activities for climate change adaptation in mountain areas

Table 1. Analysis of each target audience importance and interests.

5.1. Public institutions

Public authorities will be targeted at different levels, ranging from local to national and European institutions, making them aware of the project and its results.

LIFE MIDMACC project will relate to the targeted dissemination strategies of the Spanish LIFE Program, allowing public authorities to be fully aware of the environmental benefits of the project, advising them to revise their policies accordingly and to urge other regions to adopt this methodology or similar ones.

In the realm of this target audience group, reaching local authorities is a high priority for LIFE MIDMACC project, due to their central role in climate change adaptation policies. The acknowledgment of the LIFE MIDMACC project and its results will be disseminated at local level, through existing networks of municipalities (Mayor's Adapt) aiming to improve their environmental and climate related policy design and

implementation. At the national level, the acknowledgment of the LIFE MIDMACC project and its results will be disseminated to similar networks of municipalities. Provinces and regional counties are also important key stakeholders for project implementation.

LIFE MIDMACC will be disseminated at the level of Regional Governments through project beneficiaries' institutions at regional level (Government departments, Social platforms for climate change, Research center networking) and international level (Regions Adapt, The Climate Group, Network or Regional Governments for Sustainable Development), which have a broad dissemination network, such as Natural Park Authorities, County Councils, Firefighters Bodies. At the National level, Spanish Climate Change Office and LIFE SHARA project will help in project development and dissemination to other national entities and government departments.

Furthermore, at the international level, the acknowledgment of the LIFE MIDMACC project and its results will be disseminated to different networks, both at the European or global level, through rural development networks. One representative example is the Working Community of the Pyrenees (CTP), a partner of the project, which is a cross-border cooperation organization, supported by the Council of Europe, and in charge of the France-Spain-Andorra Cross-border Cooperation Operational Programme (POCTEFA). The Pyrenees Climate Change Observatory, which belongs to CTP, will help LIFE MIDMACC through transferring results in a cross-border regional context.

EUROMONTANA network, which is the European multisector association for co-operation and development of mountain territories, that has already shown their interest in the project outputs, will favour project dissemination to other mountain areas. The network embraces regional and national mountain organizations throughout greater Europe, including regional development agencies, local authorities, agriculture organizations, environmental agencies, forestry organizations, and research institutes.

5.2. Private sector

LIFE MIDMACC results will strongly impact local economies and stakeholders of mid-mountain areas, mainly related to livestock and agriculture, with the aim of assessing feasible and realistic alternatives. It includes mainly wineries, farmers and forest owners.

5.3. NGOs and concerned citizens

NGOs promote public participation in integrated management and safeguard to integrate sustainable principles in the design of public policies. As such, dissemination activities will focus them via articles, site visits, besides conferences and seminars. Local NGOs will be engaged and dissemination activities will target networks of national and international NGO's, such as Naturalist and Ecologist Networks and Climate Action Network Europe.

5.4. Researchers/university/academia

In order to disseminate LIFE MIDMACC project to the scientific community, scientific articles will be published in international top-level journals, as well as invited scientific seminars.

5.5. General public

The general public will be informed through the project website and potential notifications in the local newspapers, and radio and television channels. The LIFE notice boards in the study areas and in local administration headquarters can aid in effective communication with local citizens

6. Key messages

Key messages express the most important content which should be conveyed in a particular dissemination or communication activity. In order to ensure the uptake of the most important contents, key messages have to be specified for each communication and dissemination activity and adjusted to the respective target groups. Subsequently four overall key messages for the dissemination and communication of LIFE MIDMACC activities are formulated (Table 2).

Target audience	Key message
Public institutions and private sector directly involved in project development	LIFE MIDMACC focuses on the active integration of stakeholders' knowledge in the project development in order to create implementation actions tailored to the stakeholders' needs and specific knowledge. The project promotes a cross sectoral approach, taking into account the interrelation between different natural resource uses and its effects on local climate change resilience, fostering the engagement of the regional authorities to develop sectoral adaptation actions, improving coordination and information-sharing, as well as enhancing the upscaling of findings and practices.
Researchers University Academia	Project results contribute to the provision of landscape alternatives by applying conceptually and methodologically meaningful approaches to the climate change adaptation in mid-mountain areas. The project promotes an ecosystem-based approach to adaptation and green infrastructure by producing experience-based knowledge that account for the different alternative practices through the development of the project's pilot cases.
NGOs Concerned citizens	The results of LIFE MIDMACC contribute to the understanding of cross-sectoral links in landscape diversification, which enhances the sustainability of agricultural and forest environments and their economic incomes. Many of the European most endangered habitat types and species are dependent on farming practices evolved in specific regions with favourable environmental conditions. Extensive livestock farming could promote a landscape change characterized by a mosaic of land uses that can incorporate high production values, important ecological and cultural values, the regulation of hydromorphological processes and the support of a large diversity of habitats.
General public	LIFE MIDMACC contributes to the achievement of long-term societal objectives, such as the climate change adaptation challenges in rural areas counteracting land abandonment. The conversion and/or maintenance of heterogeneous agro-forest-pastoral land mosaics can be considered an excellent approach for climate change adaptation.

Table 2. Key messages per each target audience.

7. Communication channels and Dissemination tools

Communication channels are understood as the **means to reach various target audiences**. In LIFE MIDMACC, we use several channels for communicating and disseminating our research to the different target groups. Some channels are specific for communication with certain target groups, e.g. technical/scientific publications or stakeholder workshops, and others suitable for communication with all specified target groups, e.g. the LIFE MIDMACC website or twitter. Thereby, it is important to express project results in an accessible language, comprehensible and usable for the addressed target group.

Table 3 gives an overview on the suggested channels, the information that should be mutually shared or achieved by the utilization of the respective channel, the target audience, and when/how often this channel should be used. Afterwards, more detailed information on each channel is presented in the following sub-chapters. The described use of the channels are suggestions and should be adjusted to any occurring changes in the course of the project.

C&D channel (How?)	Content (What?)	Target audience (Who?)	Timing/Frequency (When? Where? How often?)	Scope (How many persons?)
Website	General project information, project progress and activities, deliverables, data, results and publications.	All target groups	Regularly updated until the end of the project.	1200 visitors/year
Brochures	General project information.	All target groups	Once, at the beginning of the project and project dissemination events. 1000 copies + e-version.	1000 persons 350 downloads
LIFE Notice boards	General project information and pilot experience explanations. 16 different boards.	All target groups	Once, in the beneficiary's headquarters and pilot sites. Regularly, in project events.	1000 persons/year
Press releases News articles	Major findings presented in deliverables and technical/scientific papers.	All target groups	Regularly in the course of the entire project adjusted to relevant occasions. 50 press releases.	10000 persons
Social media activities Twitter	General project information, project progress, project meetings.	All target groups	Regularly updated, weekly.	1 tweet per week 1000 followers

C&D channel (How?)	Content (What?)	Target audience (Who?)	Timing/Frequency (When? Where? How often?)	Scope (How many persons?)
Factsheets - Posters	General project information, key results and conclusions.	All target groups	During the entire project period, adjusted to relevant occasions 10 copies + e-version.	1000 persons 100 downloads
Reports - deliverables	Detailed information about specific results.	All target groups	During the entire project period, adjusted to relevant occasions.	
Scientific publications	Data and methods, key results related to specific topics, conclusions.	Academic community	Working papers drafted regularly during the entire project period 2 publications.	200 persons
Attendance to Scientific conferences/ Workshops	Data and methods, key results related to specific topics and conclusions.	Academic community	Submissions conducted regularly during the entire project.	5 conference attended 500 total attendants
Stakeholder workshop/ events and annual meetings	General project information, data and methods, key results and conclusions.	Stakeholders, concerned citizens	Annual, according to regional committees.	4 annual meetings 500 persons
Scientific session organization	Two to three hours session in an international conference.	Academic community, technicians	1 session organized	200 attendants
Networking activities	Contact with other local, regional, national or international projects.	Other LIFE projects or regional, national or international projects	10 networking contacts done.	100 persons
Layman report	A document of 5-10 pages in colour to present the project, its objectives, its actions and its results to a general public.	All target groups	Once, at the end of the project. 100 copies + e-version.	100 persons 300 downloads

Table 3. Overview on the suggested channels, the information shared, the target audience, and the frequency of use.

7.1. Website

The LIFE MIDMACC website (<http://www.life-midmacc.eu>) is the main tool for communicating project progress and disseminating project results to stakeholders, the academic community, concerned citizens, and the wider non-expert audience. The languages of the website are Spanish, Catalan and English. The following information is presented on the website:

- General project information including the project's objectives, activities, timeframe, and pilot site information.
- Description of project beneficiaries.
- Update of the project progress.
- All documents, such as deliverables, brochures, articles in press or factsheets are provided online and can be downloaded as pdf.
- Links to press releases, the social media and networking activities.
- Information on meetings: project meetings, Regional Committees meetings, Supra-Regional Working Group meetings ...

The website will be regularly updated by CREAM until the end of the project and beyond.

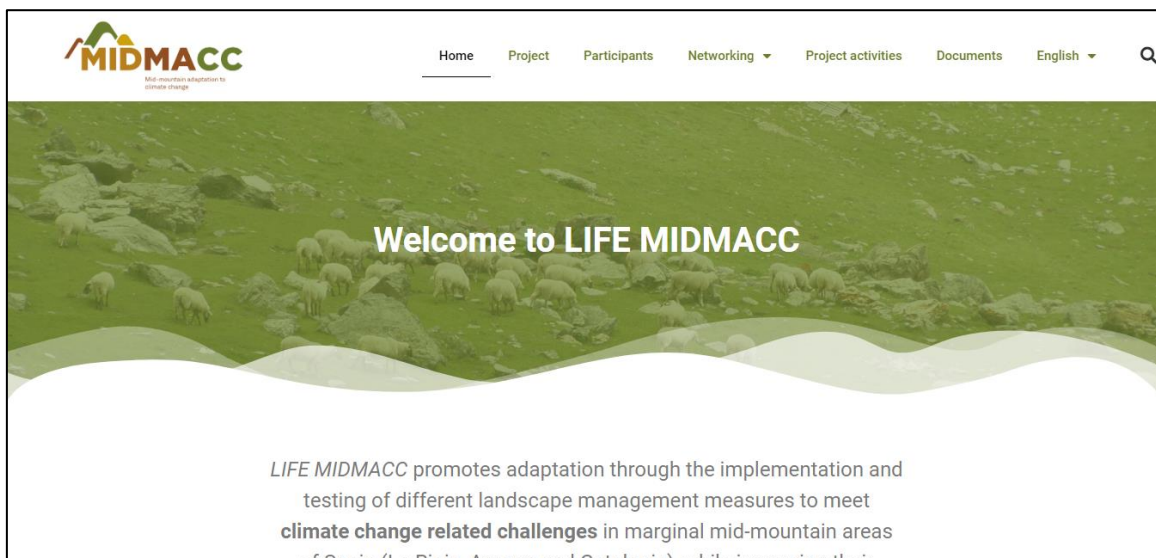


Figure 1: Screenshot of the LIFE MIDMACC website.

7.2. Brochures

Brochures consist on one-page colour leaflet to present the project, its objectives, actions, and results. They are edited in Spanish, Catalan and English and 1000 copies were printed at the very beginning of the project (October 2019, Figure 2) and are being shared with stakeholders and interested public.

7.3. LIFE notice boards

LIFE notice boards are prepared along the project, in three strategic moments:

- At the beginning of the project (March 2020), a notice board has been created to transfer to the public a clear message and key information about the project (Figure 2). Each beneficiary will have one notice board that will be displayed at strategic places, such as Town Hall offices, waiting and meeting rooms of each beneficiary's site ...etc. They are produced in Spanish, Catalan and English.
- Once the pilot experiences are implemented, a notice board will be designed and located at each pilot, including key information about the pilot experiences, the project objectives and expected results (September 2020). They are produced in local language of the pilot (Spanish and Catalan). At the end of the project (December 2023), the LIFE notice boards may be updated to include the main obtained results. We foresee the publishing of around 16 notice boards.



Figure 2. Left: Screenshot of one side of the project brochure. Right: Screenshot of the LIFE notice board.

7.4. Press releases/news articles

For the three project regions, press releases as well as announcements about events will be produced for the main findings, with a focus on the relevance of co-benefits between climate change adaptation and landscape alternatives in mid-mountain areas. These press releases will be in the local language of each region (Spanish and Catalan) and target especially stakeholders, concerned citizens and the wider non-expert audience. Furthermore, press releases follow the completion of academic working papers and policy-reports and provide information on these. These press

releases are going to be in English/Spanish/Catalan and the target group is the academic community and technicians.

News articles in regional information distribution channels (e.g. via generalist media, via professional journals of rural extension services or via periodic newsletters of environmental and farmer organizations) will be used in order to reach a broad variety of people affected by rural development and climate change adaptation. In these articles, most important results in the project results and advances shall be communicated.

7.5. Social media activities

Mainly the project coordinator CREAM, but also other project beneficiaries, are going to communicate general project information, the project's progress, information and photos from activities, events, such as Regional Committee meetings or technical workshops, the project's results, and all project publications via the social media platform Twitter under the [@midmacc](https://twitter.com/midmacc). Tweets are posted on a regular basis (weekly and from each meeting, conference, presentation or publication). Furthermore, Twitter will allow global interactions with a diversity of audiences that can provide substantial feedback to the project.

7.6. Factsheets/Posters

Factsheets or posters will be used in manifold ways. In every pilot experience several factsheets are created. The content of the factsheets depends on the purpose of the factsheet and should be time- and occasion- related. They are spread in the course of LIFE MIDMACC project. On the one hand, they will be used to inform about the project and the case study region, e.g. they will be used to get in contact or to inform stakeholders about the project and to motivate them to get involved in the project. On the other hand, they are also used to inform about the project's results, conclusions and the data and methods used, e.g. they will be used to provide insights about stakeholder landscape alternatives and viability analysis.

All factsheets should be 1-2 A4 pages and figures and graphs should be used so that information is presented attractively and easy to understand. Depending on the purpose of the factsheet, they will be produced in the local language to reach the defined target group. Factsheets may be sent via e-mail when contacting stakeholders. Moreover, they will be accessible through the project website or serve as handout at stakeholder events or workshops. Posters will be more summarized documents in A3 page to present a specific part of the project.

7.7. Reports

Reports will be used for the dissemination of specific results and focus on a specific topic, such as the results included in deliverables, pilot experience results or upscaling activities. They should comprise a description of the activities and a detailed description of the results. They will be formulated in the respective language of the case study region and are available in print or as digital document on request. Reports may either serve as separate dissemination channel or as additional material to factsheets, containing in-depth knowledge about the respective topic.

7.8. Scientific publications

At least two scientific publications are planned to inform about the developed methods, used data, obtained results and key conclusions. Publications shall be both case study specific but also give insights to climate change adaptation in mid-mountain areas e.g. the impacts of scrub clearing vs land abandonment, the pasture quality evolution, the results of vineyard techniques in mid-mountain areas and eco-hydrological upscaling results or economic metric analysis. Publications in peer-reviewed journals have on the one hand a large outreach to the academic community and on the other hand increase credibility and enable replicability of the developed methods for analyzing the landscape alternatives in the case studies.

7.9. Assistance to scientific conferences and workshops

Project beneficiaries will participate to at least 5 conferences, seminars, symposia or exhibitions for dissemination. During these events, project beneficiaries will be able to meet relevant stakeholders and to present overviews on some aspects of the project's impact: key results of each pilot, supra-regional activities and information about climate change adaptation in mid-mountain areas shall be presented at several disciplinary and inter-disciplinary scientific conferences or workshops, such as the Adaptation Futures, European Climate Change Adaptation Conference, European Geoscience Union (EGU) Annual meetings and other Mediterranean and European conferences related to climate change and climate change adaptation (MedECC, UfM meetings).

7.10. Organization of stakeholder committees, meetings and events

Stakeholders play a key role in LIFE MIDMACC and shall be integrated in various project phases. Annual Regional Committees are planned in each case study region. They play an important role in the design and implementation of adaptive strategies in marginal mid-mountain areas of Southern Europe. The mission of these committees is to exchange ideas, data, and knowledge among stakeholders and with beneficiaries, providing feedbacks to the Consortium at crucial stages of the project development and to create common interests.

7.11. Scientific session in an international conference

A Scientific session in an international conference on challenges and adaptation strategies (e.g. ECCA Conference, Adaptation Futures Conference) to climate change in mountain areas will be pursued. Two to three hours session with an expected attendance of 200 participants.

7.12. Networking activities

These activities aim to build a sound network of relevant contacts in order to make sure the LIFE MIDMACC project is properly linked to existing projects with similar or complementary objectives and also to ensure that its development and outcomes are linked to synergies found with local, national, and international initiatives.

At the regional level, LIFE MIDMACC will get in contact with relevant projects or initiatives developed in the three case-study regions.

At the national level, LIFE MIDMACC project will identify relevant European projects and specific action groups in order to introduce the project, its innovative features and

the potential interest in other mountain areas. All beneficiaries will proactively seek and link up with potential networking contacts, for example, via the advice of the national EC LIFE Units, LIFE projects meetings and events at national level. An interaction with existing national LIFE projects, e.g. MEDACC, Polyfarming, CLIMARK, Ebro ADMICLIM, CLINOMICS, ADAPTAMED, MASTERADAPT, Montserrat, and SHARA, will also be pursued.

At the international level, the project will link up with relevant networks, alliances and projects, seeking to promote knowledge transfer and collaboration, amongst them:

- Networking with ongoing international LIFE projects (e.g. JunEx, Mil'Ouv)
- Networking with ongoing H2020 and ERA Net projects (e.g. HNV-Link, SIMRA, INDECIS)
- EUROMONTANA network
- European Forum on Nature Conservation and Pastoralism
- FAO-CIHEAM Mountain Pastures Network
- Centre for Research, Environmental Sustainability and Advancement of Mountain Viticulture

A regular exchange of the information will be sought with the identified projects and initiatives, in order to find synergies between them and common activities to undertake together. At the end of the project, the network will be fully informed about its results in order to share knowledge and pursue further collaborations.

7.13. Layman report

A Layman's report will be produced in order to present the project, its objectives, actions, and results to non-specialist audience, including political decision-makers. Issued in English, Spanish and Catalan, the report will be provided both in paper and electronic versions, which will be freely accessible via the project webpage. This Layman's report will be useful for providing a synthesized overview of the project when it will have achieved its targets.

7.14. Graphic image of the project



The graphic image of the project is branded by a logo, aiming at ensuring a quick recognition of the project and the identification colours. The logo defines the working area of the project, mid mountain areas, and the working thematic, adapting to CC. The colours represent the three typologies of adaptation measures: forest (green), scrubland (brown) and vineyards (orange-yellow). Moreover, the graphic image includes three icons to identify the three adaptation measures:



Pasture recovery through scrubland clearing and introduction of extensive livestock farming



Forest management for fire risk prevention and maintenance with extensive livestock farming



Introduction / optimization of vineyards in mountain areas

To ensure homogeneity across project related-publications, templates for Word, Excel and Powerpoint documents were prepared and shared among project beneficiaries. A Deliverable Template and a Style Manual were produced to be used by all beneficiaries (Annex I).

The project website (Deliverable D5.2) is fully integrated with the project's branding, being designed in collaboration with the same company that produced the LIFE MIDMACC logo. Consortium beneficiaries are encouraged to use the project document templates and branding for all dissemination materials, both internal and external to the project. This includes project deliverables, reports, and notes as well as dissemination means such as newsletters, leaflets, fact sheets, policy briefs and press releases.

8. Management and monitoring

8.1. Communication and Dissemination Checklist for project beneficiaries

All involved beneficiaries of LIFE MIDMACC are responsible of communication and dissemination activities on local, regional, national and international level. For national, regional and local communication and dissemination activities, it is important that contents and language are adjusted to local, regional and national requirements, which occur, e.g., due to differences in language, cultural characteristics and thematic focus of the different case study regions.

The following bullet points summarize important steps for preparing communication and dissemination activities.

Formulation of key messages

Define the key message related to the project or project results, which should be communicated to a specific target audience. At least two key messages should be specified for each communication or dissemination activity. The key messages should be adjusted to the addressed target group.

Linguistic and cultural differences should be taken into account. Try to answer the following questions:

- What is new?
- Why is it important for your target group?
- How do the results relate to target group? What will change for the region/for the target audience?

Employment of channels

Pro-actively integrating stakeholders into each project phase, as well as, reaching all target groups are essential success factor for the realization of the LIFE MIDMACC project. In order to maximize the impact of communication and dissemination activities and the awareness of the project, a multichannel dissemination strategy is recommended. The described channels in previous chapter should be employed in a careful and meaningful way.

Use of templates

Templates are useful tools to ensure a consistent appearance of the project and to increase the recognition value of the project. Templates for different communication and dissemination purposes and hints for the application are provided following:

- Word and Excel document templates. A Word and Excel document templates exist for documents and for deliverables (
-
- Figure 3). All deliverables should be produced using these templates.

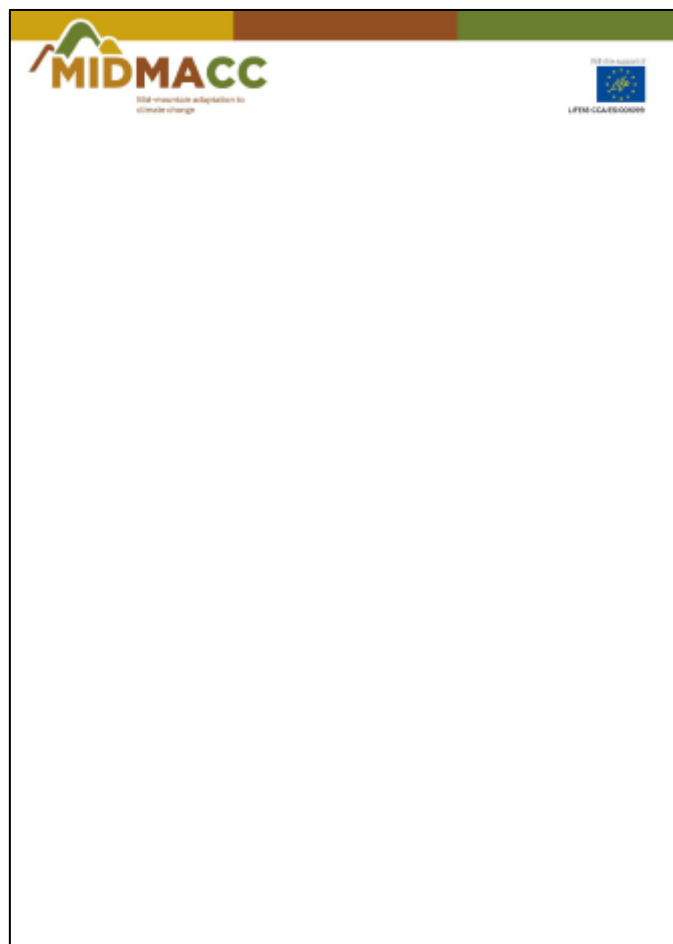


Figure 3. Screenshot of the Word template for documents generated by the project.

- Power point template. The power point template should be used for presentations at scientific conferences, stakeholder workshops, internal workshops or any other event. It includes the LIFE MIDMACC and LIFE Programme logos (Figure 4).



Figure 4. Screenshot of the PowerPoint title slide.

8.2. Reports on communication and dissemination activities

Project communication and dissemination is an ongoing process in course to the LIFE MIDMACC project. In order to measure the success of the communication and dissemination strategy a documentation and dissemination monitoring system is implemented.

The reach and impact of LIFE MIDMACC communication and dissemination activities will be measured qualitatively and quantitatively. All beneficiaries are asked to document and report their activities in a provided Excel template (Table 4) which forms the basis for the official reporting to the funding organizations. Thus, reports on communication and dissemination activities should be made in accordance with reporting periods of the LIFE MIDMACC-project.

All activities in connection with communication or dissemination should be documented and activity proofs, such as protocols, pictures, participant lists, copies/screenshots of articles, etc. should be collected and added to the reports. The reports shall be sent to CREAM team every six months, who will compile a comprehensive report about all communication and dissemination activities employed in the course of the LIFE MIDMACC project.

In order to increase the impact of LIFE MIDMACC the publication and dissemination activities should be continued beyond the end of the project. Involved LIFE MIDMACC beneficiaries are responsible for the implementation.

Report on LIFE MIDMACC Communication and Dissemination activities

MIDMACC Partner: CREAM

Activity #	Date/period of activity	Type of channel	Coverage level of activity	Description of the activity	Was LIFE MIDMACC explicitly mentioned?	Adressed target group(s)	Specified key messages of activity	Estimated number of persons reached	Number of involved organisations	References	Additional notes
	Please fill in the date/period of the employed activity.	Please fill in the employed distribution channel according to the C&D Plan	Please define the level of coverage (local, national, European or international) AND add the respective location.	Please add a short description of the activity (eg. Title of article/event, objectives of workshops, etc.)	Please fill in Yes or No.	Please describe the addressed target group according to the C&D Plan, specify if possible.	Please enter your specified key meassages	Please fill in the estimated number of persons reached (e.g. viewers of media releases, number of workshop participants, etc.)	Please fill in the estimated number of involved organisations (e.g. at workshops, presentations, etc)	Please add the hyperlink, if available.	Feel free to add any notes, relevant to the activity
PERIOD 1: 07/2019-12/2019											
1											
2											
3											
4											
5											
6											
7											
8											
PERIOD 2: 01/2020-06/2020											
1											
2											

Table 4. Screenshot of the template for reports on LIFE MIDMACC Communication and Dissemination activities

9. Chronogram and budget

In LIFE MIDMACC project, all partners are implicated in the project dissemination and have been attributed resourcing to this action. The total budget of this action is 353,326€, the 14% of the total project budget. The highest expense is devoted to personnel, which represents the 78% of the total budget (Table 5).

Category	Description	Budget (€)
Personnel	Personnel	275,836.0
Travel	Assistance to conferences	15,360.0
	Dissemination activities in the three case-study regions	6,000.0
	Networking activities	4,030.0
External assistance	Design the project logo and project image, design project brochure and impression of 1.000 copies	1,500.0
	Web design, implementation and maintenance	12,000.0
	Designing notice boards and impression	8,500.0
	Design and creation of dissemination materials (calendars, dissemination products, ...)	8,000.0
Other Costs	Assistance to Scientific conferences and Workshop	4,400.00
	Publication costs	10,500.00
	Translations, English revision	7,200.00
	TOTAL	353,326.0

Table 5. Detailed Budget for the Communication and Dissemination activities.

Table 6 includes a chronogram which schedules and organizes the different communication and dissemination activities. Some of the activities last the whole project duration, but have specific moments in which a communication or dissemination product may be produced. This chronogram will be revised along the project.

Communication channels and Dissemination tools	2019						2020						2021						2022																	
	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12						
Graphic image	Logo																																			
Website	Launch						Continuous update																													
Brochures	Impression			Continuous distribution																																
LIFE Notice boards							Impression for desk			Impression for field																										
Press releases	Initial press release						Intermediate press releases																													
Social media - Twitter				Account creation			Weekly tweet																													
Factsheets - Posters																																				
Reports - Deliverables	D1-2						D3	D4	D5-6-7			D8-9-10-11			D12-13-14-15						D16			D17 a D21												
Scientific publications																									Working in scientific publications											
Scientific conf. and Workshop	Continuous assistance to conferences and workshops																																			
SH workshop, meetings				RC meet.			WG meet.						RC meet.			WG meet.						RC meet.			WG meet.											
Scient. session organization																																				
Networking activities			Launch networking			Continuous networking																														
Layman report																																				

Table 6. Chronogram of the Communication and Dissemination Plan

Communication channels and Dissemination tools	2023												2024					
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6
Graphic image																		
Website	[Blank]																	
Brochures	[Blank]																	
LIFE Notice boards								Impression with results										
Press releases	[Blank]															Final press release		
Social media - Twitter	[Blank]																	
Factsheets - Posters	[Blank]												Final posters and factsheets					
Reports - Deliverables	D22						D23 a D29						D30-31-32		D33 a D39			
Scientific publications	[Blank]												Two scientific publications					
Scientific conf. and Workshop	[Blank]																	
SH workshop, meetings	WG meet.			[Blank]						RC meet.			WG meet.					
Scient. session organization													Scientific session					
Networking activities	[Blank]																	
Layman report													Layman report impression					

Table 6. Chronogram of the Communication and Dissemination Plan