

NEXUS-NESS

NEXUS NATURE ECOSYSTEM SOCIETY SOLUTION

Fair and sustainable resource allocation demonstrator of the multiple WEF E Nexus economic, social and environmental benefits for Mediterranean regions

GRANT AGREEMENT NUMBER 2042

Deliverable D6.2

Communication, Dissemination and Exploitation Plan V1.1 30 December 2021

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WP6 Leader: DDATA, Sebastian Marcu and Task 6.1 Leader: DDATA Andrea Maier Bode





**NEXUS-NESS - NEXUS NATURE ECOSYSTEM SOCIETY SOLUTION:
FAIR AND SUSTAINABLE RESOURCE ALLOCATION
DEMONSTRATOR OF THE MULTIPLE WEF E NEXUS ECONOMIC,
SOCIAL AND ENVIRONMENTAL BENEFITS FOR MEDITERRANEAN
REGIONS**

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30 December 2021

WP6 Leader: DDATA, Sebastian Marcu and Task 6.1 Leader: DDATA, Andrea Maier Bode

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Abbreviations*

CA	Consortium Agreement		
DDP	Deliverable Development Plan DM: Deliverable Manager Mx: Month number QC: Quality Control QM: Quality Management		
DoA	Description of Action (Annex I of the Grant Agreement)		
DoW	Project Description of Work or Workplan		
EA	Exploitation Board		
EAB	External Advisory Board		
EC	Executive Committee		
EC	European Commission		
EEC	External Ethical Committee		
GA	Grant Agreement		
GEA	General Assembly		
MSUP	Multi Stakeholder and User Platform		
NEL	Nexus Ecosystem Labs		
NNS	NEXUS-NESS Service		
PC	Project Coordinator		
PI	Principal Investigator		
PM	Project management		
PO	Project Officer		
PR	Project Review		
RP	Reporting Period		
RRI	Responsible Research and Innovation		
WP	Work Package of the Project consisting of tasks and subtasks		
WPL	Work Package Leader		

*Abbreviation table updated on December 15th, 2021 is available in the NEXUS-NESS data cloud repository at https://docs.google.com/document/d/1LLNh9cmSEd5e2F22RinAcPA_BsUOmLgElYUwJ4E5YUU/edit
For any updates of this deliverable, before submission, please check you are using the latest Abbreviation table

1. Purpose of the Deliverable

The aim of this WP is to design, develop and execute targeted communication, dissemination and exploitation actions to ensure that project outcomes are widely shared by/with stakeholders, users and actors of the WEFE Nexus. This task will make sure the project results and achievements are understood used, shared by anyone, from students and young professionals, to scientists and experts, from agency and industry managers to decision and policy makers, stakeholders and citizens. This task will also ensure the project impacts will go beyond the project duration by creating - during the 3-years project frame - a solid and easy-to-use set of data, tools and platforms fostering enduring impacts and replications of NELs experiences in other regions in EU, Africa and worldwide. This WP include not only the dissemination and communication means (brochures, project website, newsletter, videos, social networks, etc.) but also a tailored set of activities and platforms (WEFE Nexus Forum, MOOCs, etc.) that will make sure the project outcomes are exploited paving the way for the viability and replicability of the NEXUS-NESS Solutions (NNS) by other stakeholders and Small Medium Enterprises (SMEs) during and after the end of the project.

The communication and dissemination strategy is the main purpose of the deliverable 6.2. The definition of the strategy is however functional to the realisation of the exploitation plan in order to give continuity to the results and the goals reached beyond the triennial duration of the project.

2. Introduction

The NEXUS-NESS Communication plan and activities aim to develop and implement strategic and targeted measures for promoting the project itself and its results to a multitude of audiences, including the media and the public, also fostering a two-way exchange with receivers of the Communication campaign. The communication plan shall maintain and coordinate all internal and external communication activities and initiatives through key activities including:

- Target group analysis;
- Design and implementation of a communication slogan and visual that fits well with the target audiences;
- Develop a campaign for the promotion of the project outcomes through various channels;
- Implement the communication plan and specific communication monitoring KPIs;
- Refine campaign to meet communication objectives;
- Launch targeted promotional advertising campaigns on Social Media

The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling the societal challenges of interest for this action.

The work package implies, that the strategic planning has to take into consideration two levels of communication:

1. **The local communication plan**
supporting the NEL project objectives and the interaction within the NEL/stakeholder communication.
2. **The international communication plan**
involving international target audiences into the NEL projects and disseminate the NEL project results, it's progress and success stories.

This two-level-planning reflects the integrated bottom-up approach of the whole Nexus program, starting on the local NEL level and merging efforts with top-down dissemination actions to communicate the results broadly to national and international stakeholders and interest groups.

2.1 Connection of the Communication levels

The NELs are responsible for two kinds of communication: local communication in local language and providing content for international communication in English. The **local communication** is done by the NELs on their own to reach their target group (NEL stakeholders). For the **international communication**, the communication content runs from the NELs to the Local Communication Managers (LCMs) to the Communication & Dissemination Manager (CDMs). The LCMs will periodically ask the NELs for content. The LCMs will then deliver the content to the CDMs and report on the NEL communication needs. The CDMs upscale and translate this content and care for the publishing on international level: a newsletter every 6 months, bi-monthly web posts, and weekly social media posts.

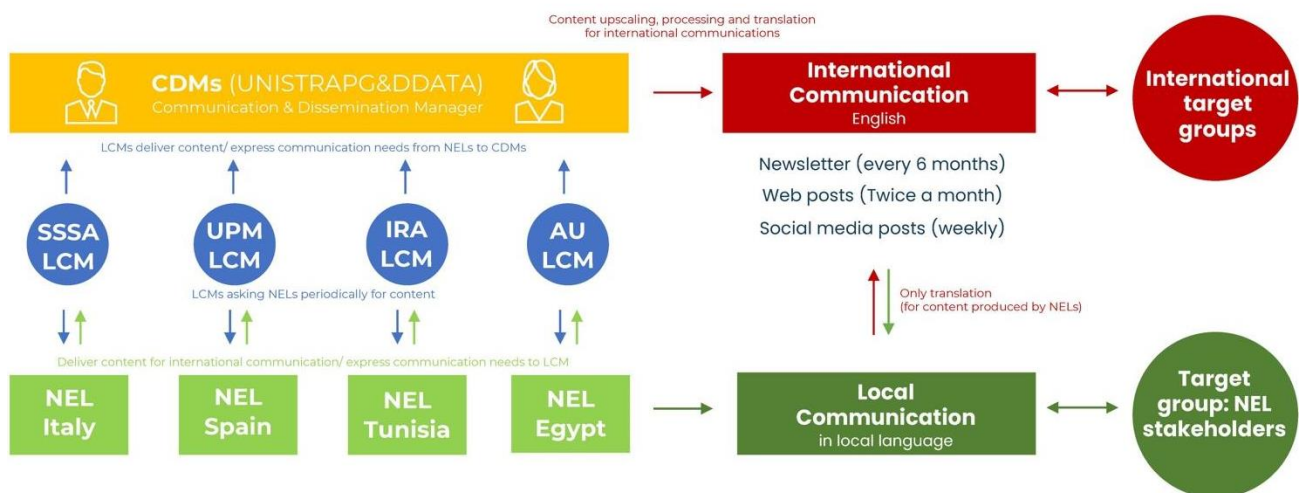


Figure 1 Connection of the communication levels

3. Basics

Water scarcity, climatic and demographic change stressors impact most of the Mediterranean regions. In this respect, the Union for the Mediterranean (UfM) initiated in 2017 a political process to promote the Water-Energy-Food-Ecosystem (WEFE) Nexus approach.

Governors are called to take important decisions to support fair allocation of resources, mitigate conflicts and sustain social cohesion while managing socio-economic pressures and support environmental sustainability. The complexity and heterogeneity of the water, food, energy and land management dynamics still avoid the uptake of shared WEFE policy and decision-making processes.

Technical and non-technical (i.e. social and cultural) barriers shall be addressed to transition towards WEFE Nexus approaches by developing Multi-Sector and Multi-Actor (i.e. Multi-Stakeholder) cross-cooperation and mutual trust while binding economic growth to environmental and socio-cultural sustainability, protection and cohesion.

To achieve the transition to a WEFE nexus approach, it is fundamental to test and demonstrate in real working conditions (NEXUS ECOSYSTEM LAB, NEL) the multiple benefits of the WEFE Nexus.

A key success factor for the acceptance and the participation at the NEL activities is a strong, open and involving communication with all local stakeholders and interest groups. Provision of information and dissemination of results and successes facilitate the buy-in of local stakeholders into the project. In a second step involving international target audiences and stakeholders into the NEL projects will accelerate the project progresses as they bring in know-how, input and support.

3.1 Four NEXUS Ecosystem Labs (NELs)

With the aim of developing four different climatic, environmental, socio-economic and cultural WEFE Nexus case studies engaging the public and private sector through Living Lab and RRI principles and methods, four NEXUS ECOSYSTEM LABS (NELs) are created in:

- Val di Cornia in coastal Tuscany (Italy)
- Duero basin (Spain)
- Wadi Jir basin (Tunisia)
- Wadi Naghamish (Egypt)

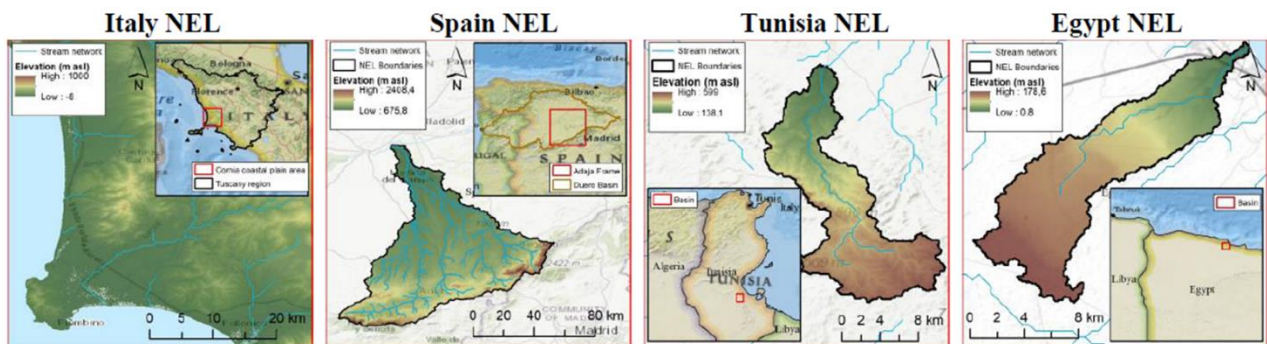


Figure 2 The four Nexus Ecosystem Labs (NEL)

3.2 The 12 Grand Challenges

12 major challenges, that are relevant for the WEFE Nexus, were indicatively identified. Those challenges will be used for the testing and validation the project solution (i.e. the NNS). The four NELs were selected for their relevance and importance also in relation to the replicability and marketing of the project achievements in other EU and world regions.

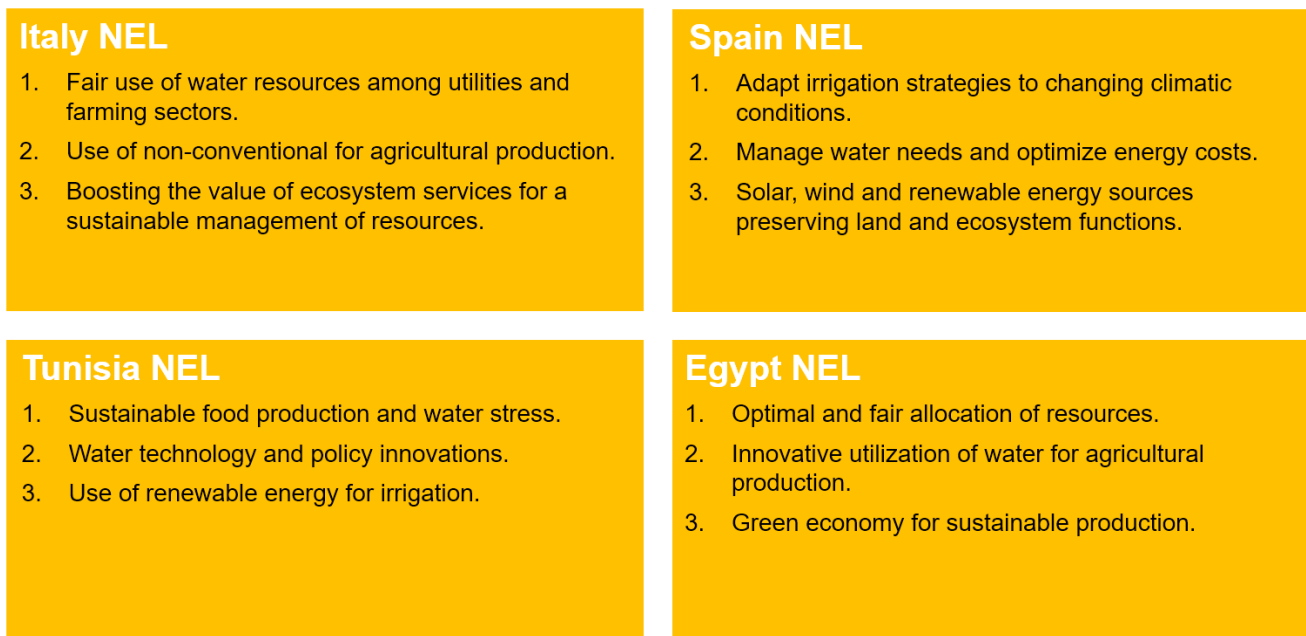


Figure 3 The 12 Grand Challenges

3.3 WEFE Nexus NELs Target Audiences

At an early stage of the NEL projects a Stakeholder Analysis was conducted by the local project responsible to get insight regarding the diverse variety of target audiences on the local NEL level. Here some examples:

	Val di Cornia (Italy)	Duero Basin (Spain)	Wadi Naghamish (Egypt)	Wadi Jir Basin (Tunisia)
Environmental Stakeholders	...		Desert Research Center Egypt Environmental Affairs Agency Water Research Center	
Agricultural Stakeholders	Not available yet	Irrigation Districts Duero Irrigation As. FERDUERO Sugar beet Coop. ACOR Cooperative ARION SL	Garawla Agricultural Society (NGO) Farmer Associations Agricultural Cooperative Society Association of Olive Growers Association of Figs Growers	Agricultural Service Cooperative
Economical Stakeholders		Gesternova (energy) Globaluz (energy) Iberdrola Tragsa	Solar Gate Best Solar Arab Org. for Industrialization	
Government		Municipalities of Nava, Villalar, Charfe Duero Basin Authority Ministry of Agriculture	Ministry of Agriculture Ministry of Environment Ministry of Water Resources Ministry of Electricity Matrouh Drinking Water Authority	Municipalities of Matmata & New Matmata
Citizens, Public, Media		Universidad de Avila Local people Local press	Local people (Bedouins) Municipality of Matrouh	Local people (Berber) Citizens of New Matmata

Figure 4 NEL Target Audiences (Examples)

3.4 Benefits / Motivators (Examples)

Within the NEXUS-NESS Stakeholder Analysis some initial insights were collected regarding the motivation of stakeholders to participate at the NEL project. In a second questionnaire we expect further insights (see 3.6).

For a better comparison of the different local insights, we grouped the various stakeholder organizations in five comprehensive segments (see 3.3 and figure 3): Environmental Stakeholders (e.g. local environmental activists), Agricultural Stakeholders (e.g. farmer associations), Economical Stakeholders (e.g. energy companies), Government (e.g. municipalities and ministries) and Citizens/Public/Media (covering the whole local public).

	Val di Cornia (Italy)	Duero Basin (Spain)	Wadi Naghamish (Egypt)	Wadi Jir Basin (Tunisia)
Environmental Stakeholders		Keeping natural resources	Sustainable use of ecosystem resources and environment	
Agricultural Stakeholders	Not available yet	Maintain/increase their income Keeping natural resources Support/increase crop production	Sustainability of the land Better resource allocation	Not available yet
Economical Stakeholders	Not available yet	Maintain/increase the role of the area	Clean energy sources Innovative ideas out of the project	Not available yet
Government	Not available yet	Economical development Support in local stakeholder involvement New ideas	Fair allocation of resources and sustainable use of it	Not available yet
Citizens, Public, Media			Better living conditions Sustainable use of ecosystem resources and environment	

Figure 5 Benefits/Motivators (Examples)

3.5 Barriers

In the documents available technical and non-technical barriers (social, cultural, political, behavioural) are mentioned. But there is no concretization regarding the barriers and critical points that exist in our target audiences. We decided to ask the local NEL project leaders for more input regarding this important topic.

Because in our communication we should address the barriers with a convincing argumentation to ease the buy-in of our stakeholders into the project.

The multiple and diverse barriers that the project will have to face, with specific focus on the production and sharing of relevant information supporting this Plan, may be organized upon different scales and categories:

- science to stakeholder/citizen interactions (experts to non-experts): the concepts, the methods, the language require work to have science-driven content to be understood and used by citizens;
- the diversity of the different NELs in terms of culture, geography, climate make the different WEFENEXUS related issues very diverse and, as such, perceptions, awareness and target material shall reflect these differences
- the local language is a key aspect that requires the need of translating the material from the official project language (English) into native language at the four NELs (Spanish, Italian, Arabic and French), also considering the translation is not merely technical but also cultural (as linked to point 2 of this list)

3.6 NEL Questionnaire

In a second questionnaire, started in February 2022, we ask the local project leaders for input and deeper insights concerning

- The benefits for the stakeholders to participate at the NEL project;
- The barriers for stakeholders to take part of the project;

- The Media usage of the local target audiences, especially the most common social media platforms, and
- Available classical media in the region

We expect feedback and input that will be incorporated into the communication planning.

4. NEXUS-NESS Brand Identity

The NEXUS-NESS Brand Identity is characterized by a set of graphical features, colors and guidelines to create, transfer, make visible and recognizable the content and impact of the NEXUS-NESS work for the diverse actors, users and stakeholders involved in the NEL and at the EuroMed and international level. These features are used for producing advertising materials, such as banner, conference presentations, posters, flyers or brochures.

The following sections describe the main features of the NEXUS-NESS Brand Identity.

4.1 NEXUS-NESS Logo and Templates

The logo in figure 5 represents an association of the four components of the WEFE Nexus. It summarizes the connection between these four components in the equitable, integrated, and sustainable management of resources. This nexus is represented by a person supporting and uniting the four components, indicating the need for joint multidisciplinary and multi-actor actions and decisions.



Figure 6. NEXUS-NESS Logo

The newsletter template (Figure 7) was created as a hallmark of the communication campaigns on the project's progress for stakeholders and partners. It contains periodically updated news and information on the project's mission and goals.

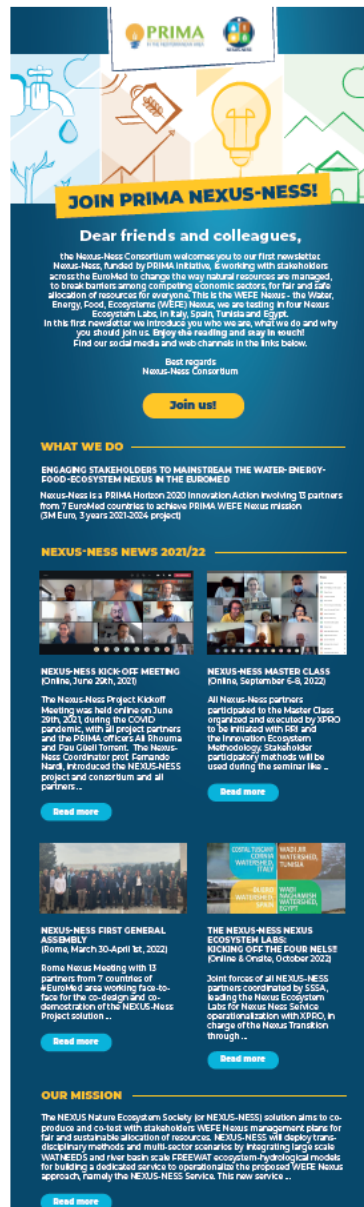


Figure 7. Newsletter template

Other products to promote the project's brand identity are NEL flyers (Figure 8) and roll-ups (Figure 9) to promote the project's image during local workshops or at conferences and meetings.



Figure 8. NEL Flyer



Figure 9. Roll-up

The application of brand identity is replicated at each stage and communication channel. Figure 10 illustrates an example extracted from the web page of the site to promote the 4 case studies.

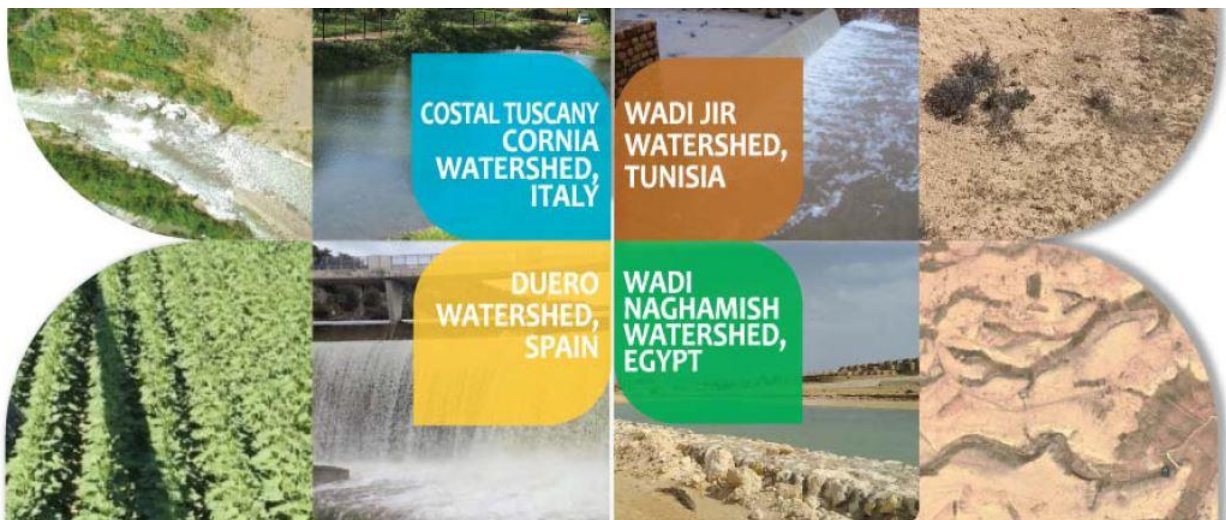


Figure 10. Other applications of the NEXUS-NESS Brand Identity

5. Communication Planning for local NEL Communication

Following the bottom-up approach of the whole Nexus program we have to build up a strong, open and involving communication for every local NEL project as a fundament of the Nexus Communication and Dissemination Strategy.

5.1 Local Communication Objectives

- Involve and motivate all relevant NEL stakeholder groups to support the project.
- Transfer the scientific data, knowledge and results of the NEL project into stakeholder language.
- Disseminate the learnings and results to all target audiences and stakeholders.
- Build a long-lasting platform for discussion and co-operation between all stakeholder groups.

5.2 Local NEL Target Audiences

On the local level we mainly communicate with organizational and official structures, i.e.:

- Interest associations and organisations
- Governmental structures
- Economical enterprises
- Universities and scientific institutes

Furthermore, we need to involve the local public, i.e., local press and the inhabitants of the regions.

These target audiences need a **benefit**-oriented communication addressing questions like:

- Why should we support our local Nexus-NESS NEL project? (= Relevance)
- What are the benefits regarding our specific interests? How can we profit from the project?
- What do you argue regarding our critic points concerning the NEL project?
- How can we bring in our interests and support into the project? Will it be considered accurately?

As the local stakeholders are manly not scientists and researchers, they require a clear and **easily understandable speech and argumentation**. This is the key challenge on the local NEL level to achieve the “funnel-effect” of the Nexus-NESS program.

5.3 Storyline / Slogan

Sustainable use of environmental resources is the crucial task for the next decades to answer the challenges of climate change, water scarcity and rising energy demand and food production in your region.

The unreflective on and on will foster the problems, but you can be part of the solution.

Together, we can tackle these issues and develop effective sustainable solutions for your region.

You can create the change you need.

Slogan: Creating Change Together



Figure 11. Nexus Campaign Slogan

5.4 NEXUS NEL Communication Steps

With the aim of building-up a long-lasting, involving and convincing interaction between the Nexus NEL team and all stakeholder groups on the local level, we have to organize our communication in three steps:

1. First, we have to invite every relevant stakeholder and introduce the NEL project to them.
2. In a second step we have to activate the stakeholders to enter and support the project.
3. This has to lead into the long-lasting co-operation we are aiming for.

Keeping in mind these three steps we are now able to define how we communicate in each of these steps and what communications means we need to develop / provide.

The three steps are, nevertheless, not a one-way-process but a continuous circle involving more and more stakeholders into the NEL project.



Figure 12. Nexus NEL Communication Steps

5.4.1 Step One: Invite

What we aim for?

- **Build awareness** in the NEL region
- **Start dialogue** with relevant stakeholders
- **Provide first information** about the NEL project
- **Guide initial interest** to Nexus Website and NEL Social Media presentations
- **Press reports** in local media

How we achieve it?

- **Initial personal contact** to key representatives of local organizations
- **Public visibility** via selected public media with QR Link to Nexus Website
- **Local PR** activities by contacting journalists
- **Distribution of brochure/flyer**
- Launch of Nexus NEL **Website**
- Launch of Nexus NEL **Social Media activities**

5.4.2 Step Two: Activate

What we aim for?

- **Motivate relevant stakeholder** to participate and support the NEL project
- **Convince them** about the benefits and advantages of the Nexus-NESS approach
- **Provide easy access** to the NEL information and data
- **Start sharing** of information and data
- **Announce** initial successes and first results

How we achieve it?

- **Deepen personal dialog** with key representatives of local organizations
- **Establish** Nexus Website and MSUP
- **Continuing Local PR** activities with success stories
- **Fostering Social Media** activities
- **Establish** newsletter

5.4.3 Step Three: Co-operate

What we aim for?

- **Provide space for discussion** and continuous information exchange
- **Moderate discussions** and forming of opinions
- **Continuous exchange** of data and information
- **Achieve agreement** and regarding the developed NEL solutions
- **Consensus of all stakeholders** in defining the right way for future use of natural resources

How we achieve it?

- **Steady personal dialogue** with key stakeholders
- **Establish regularly meetings** and discussion forums
- **Encourage use** of Nexus Website and MSUP

- **Keep local press informed** regarding the progress of the NEL project
- **Announce milestones** and achievements via social media
- **Regularly newsletter** send-outs

5.5 Excuse: Communicating with interest associations

Communicating with interest associations requires a two-level approach.

The dialogue with the key representatives is mainly personal and individual. Furthermore, the NEL team should provide content (visuals, texts, infographics, videos) that the association can easily use in their internal communication with their members. Being a topic within the communication activities of the associations and stakeholders is a key aim to foster the communication efforts on a local level.

On a second level, the NEL project communicates directly to the members as individuals via their social media and online channels, newsletters, local PR and local events.

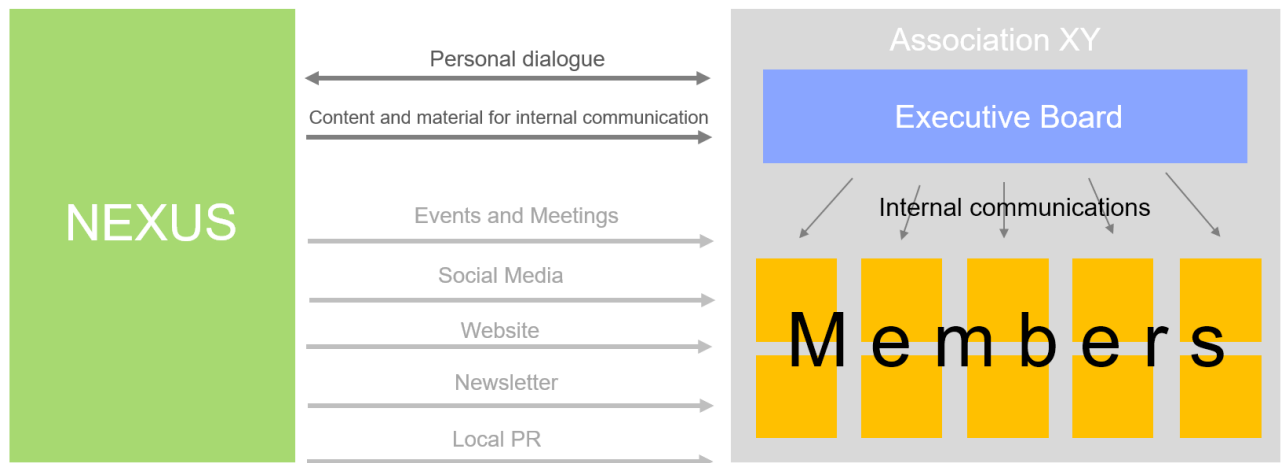


Figure 13. Communication Model

5.6 The NEL Communication Toolbox

As a summary of the local communication planning this are the means that should be prepared and provided to the NEL teams.

Offline:

- Personal dialogue
- Local events and meetings
- Brochure and info material
- Local PR
- Promotion in local classical media

Online:

- Nexus NEL Website
- MSUP

- Newsletter
- NEL social media channel
- Online content (videos, infographics, texts, pictures, video footage)
- Local social media promotion

Personal Dialogue & Local Events

Personal contact and dialogue are essential for a successful communication on NEL level. Conversations, discussions and meeting with key stakeholder representatives are the core of the Nexus NESS approach. Local events and conventions with the stakeholders provide the platform to address a wider spectrum of stakeholders and interested local people.

As support for the NEL team argumentations, key presentation slides, graphics and guidelines for local events should be prepared centrally.

Local PR

The local NEL team needs to build-up and maintain contact to key journalists, providing them

- regularly press releases and information (template for press releases to be developed)
- content (infographics, pictures, video footage)

with the aim of generating coverage in newspapers, radio, TV and online media. The survey and analysis of local press reports regarding the NEL activities serves as a performance indicator for the success of the local communication efforts (see 6.).

Brochures and Info Material

Develop a flyer with first information on the NEL project objectives, benefits, ways to participate and NEL partners. With call for action and contact information and QR code providing link to website. A5 format for cost-efficient production.

Wide distribution within the NEL region, e.g.:

- Interest associations and their members
- Frequented places like bank branches, authority offices, shopping center etc.
- Supplement in local newspaper.

Promotion in Classic Media

A focussed and limited presentation of the NEL project in local classic media helps us to build awareness and lead traffic to our website.

- Billboard poster at strongly frequented places like train stations, central city places, main roads with QR code link to NEL website
- Short infomercial spots in local radio with call for action
- Print ads in local newspapers with QR code link to NEL website

The Core Online: Nexus NESS Website

The project website plays a central role in the NEL communication since it is the primary mean for disseminating results but also in communicating activities among the various audiences. The website

serves as the platform for communication internally among partners through an intranet and with project stakeholders through the multi-stakeholders online platform Nexushare.

It contains a section for each NEL (accessible via subdomain) with:

- Objectives
- Activities
- Results
- Links to related literature, organizations and projects, events and networks
- Contacts
- Newsletter subscription

Set up in a standard WordPress Parallax template. Step-by-step it will be further developed with links to:

- the multi-stakeholders platform Nexushare
- the open data **geo-information portal** for project-generated data
- and the **WEFE Nexus Forum** section will be integrated

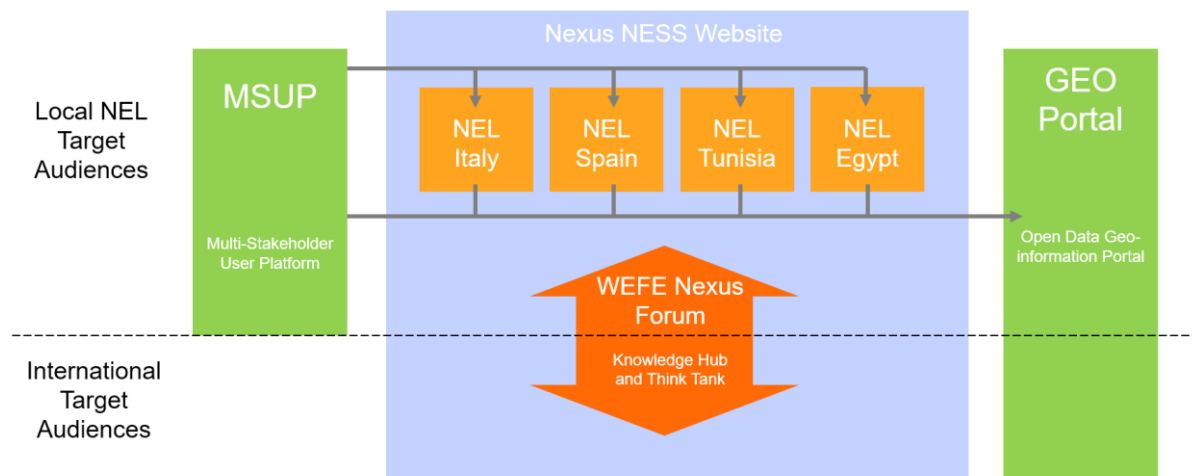


Figure 14. NEXUS-NESS Online Structure

Multi-Stakeholder User Platform (MSUP)

The MSUP serves as the primary forum for stakeholder interaction with each other and with project partners. It serves as a forum for both online and face-to-face consultation and negotiation on project outputs and in particular the identified pathways and solutions that are the primary outcomes of the project. The MSUP makes use of knowledge visualisation tools to make enhance understanding of the outcomes and the WEFEX Nexus Forum digital platform will be dedicated to different levels of organizations following the dissemination and exploitations plan, above described, that implements the MSUP and the WEFEX Nexus Forum to first test, demonstrate and enforce the NNS solution and, then, use the Forum for long lasting impacts and the development of the Roadmap for Mediterranean Framework of WEFEX Nexus Services.

The website serves as the platform for communication internally among partners through an intranet and with project stakeholders through the MSUP online platform. This allows them to follow and contribute to project developments at a more detailed level. The public site will also include links to relevant organisations and publications.

Update: The platform, renamed as Nexushare, is in the development phase. See related deliverables and milestone reports.

NEL Newsletter

- On a regular basis everyone interested in the NEL project gets information about the project status, news and events via E-mail newsletter.
- Send-out bi-annually, i.e. 2 times per annum
- Newsletter subscription via NEL website section or MSUP/Nexushare
- Stakeholders will also be encouraged to contribute features, self-presentations and news
- Easy handling by local NEL project team via prepared standard template (adaptable for each NEL)

Social Media

- Besides the website social media is a key communication tool within the NEL communication toolbox.
- It offers highly effective communication with all target audiences that it's easily actionable for the local NEL project team,
- In some regions – especially Africa – social media is even more effective than other media.
- Furthermore, SM offers a wide range of promotional activities to foster the reach of the social media channels in locally limited way.

Social Media Use

Facebook is the leading Social Media platform in Tunisia, Egypt and Italy. Spain to be checked. We expect more input an insights with the NEL questionnaire (see 3.6).

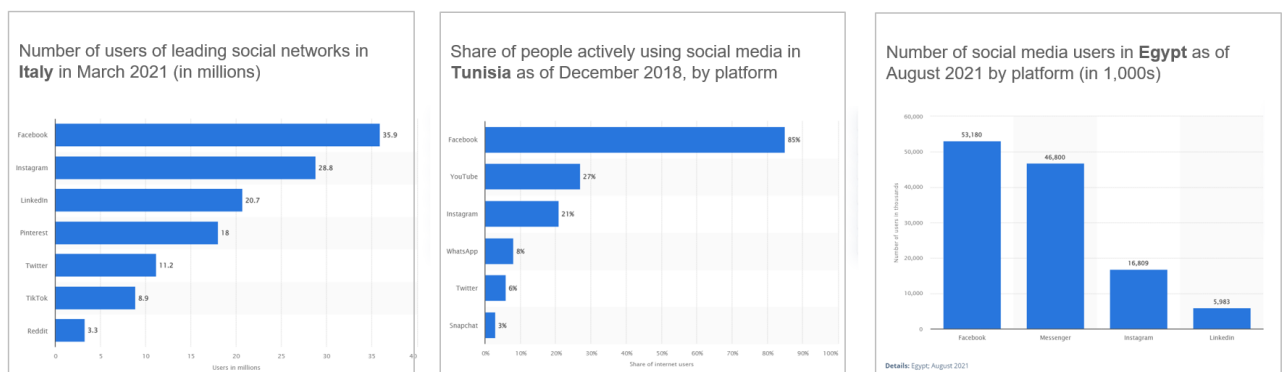


Figure 15. Social Media Platforms in Italy, Tunisia and Egypt (Source: Statista)

Assessment of Social Media Platforms







Platform	Role	Action
 facebook.	<ul style="list-style-type: none"> • Core NEL presentation channel in Social Media • News, infographics, videos, contacts provided • Viral multiplication via subscriber postings and facebook messenger 	Support local NEL team to build up a channel
 YouTube	<ul style="list-style-type: none"> • Video dissemination channel • Needs traffic building via other SM channels and online tools (e.g. newsletter) • Viral multiplication via viewer shares 	Support local NEL team to build up a channel
 Instagram	<ul style="list-style-type: none"> • Infographics, videos and news dissemination channel • Compared to facebook less user numbers • NEL team has to decide, if it's appropriate and expedient 	Regional relevance to be checked with NEL team
 twitter	<ul style="list-style-type: none"> • News channel • Perfect to keep followers informed on a local, but also on an international level • NEL team has to decide, if it's appropriate and expedient 	Regional relevance to be checked with NEL team
 WhatsApp	<ul style="list-style-type: none"> • Private chat communication • Serves for viral multiplication of NEL postings, infographics, videos and news • Eventually usable for local chat groups with key contacts of the NEL 	Regional relevance to be checked with NEL team
 LinkedIn	<ul style="list-style-type: none"> • Business contact channel • Might be interesting for networking with stakeholder representatives • NEL project leaders should be present with a contact page 	Regional relevance to be checked with NEL team

Figure 16. Assessment of social media platforms

On the local communication level, we expect Facebook to be the most relevant social media channel. For the international dissemination Twitter and LinkedIn could be the key channels (see chapter international dissemination planning, 5.4.7).



- Build-up and maintain an official Facebook page for every local NEL (to be done by local project team with support from Nexus core team)
- Link all NEL partners and stakeholders
- Introduce new project partners with short presentation
- Build-up a local NEL Facebook community and generate subscribers with every local communication activity
- Use Facebook promotion tools or focussed local awareness building, especially in the early stage of the NEL project (see 4.6.10)
- Post news, pictures, videos, graphics or data on a closely timed regular basis (1 or 2 posts per week)
- Monitor comments and discussions and moderate them

Online Content

For the use on our website, in social media, as input for stakeholder communication and for PR purposes the NEL has to provide:

- **Infographics** explaining the basics and processes of the NEL project

- **News**, explaining texts, press releases
- **Videos**:
 - **Video #1** (1.5 minutes approx.) presenting the project overall mission, goals and expected outcomes/impacts
 - **Video #2** presenting the NEXUS-NESS NELs, the stakeholders, the actors of the WEFEX Nexus transitioning and the NEL Grand Challenges
 - **Video #3** presenting the NEXUS-NESS solution, from science WEFEX Nexus modelling to resources management plans to address NEL Grand Challenges. including WATNEEDS, FREEWAT and the novel Nexus-Ness Service
- **Video footage** and **photo documentation** (picture pool) of the NEL environment, project activities and achievements.

Online Promotions

Interest and traffic have to be led to our online communication (website, social media) by

- Links, banners and online articles on stakeholder Websites
- Search engine optimization (SEO) and adwords (local)
- Local social media promotions (banners, news feed, etc.)

6. Communication Planning for International Dissemination & Exploitation

The second level of communication planning covers the international target audiences with the aim to involve them into research based on the Nexus NEL projects and disseminate the NEL project results, its progress and success stories.

6.1 International Communication Objectives

- Generate interest and involvement of scientists, researchers, policy makers, practitioners, students and relevant interest groups to follow the projects and results (EU and worldwide)
- Introduce the data and information provided by the GEO portal to these audiences
- Activate the international target audiences to bring in their knowledge to the NEL projects and discuss NEL solutions (via Online Forum)
- Co-operate with them to support the NEL projects and identify further NEL opportunities

6.2 Nexus-Ness International Target Audiences

On the international level we communicate with topic-related interest groups like

- scientists and researchers
- policy-makers
- practitioners
- students

These target audiences need a **knowledge and result-oriented** communication, answering questions like:

- What data and information/facts are available? How can we use them?
- What are the insights, results and success stories of the NEL projects?
- How can we bring in our knowledge into the projects?

6.3 Nexus-Ness International Communication Steps

The communication with these international target audiences walks through the same steps, that we know from the local communication planning, but with different aims and thus different communication means.



Figure 17. Nexus-Ness International Communication Steps

Step One: Invite

What we aim for?

- Generate interest and involvement of scientists, researchers, policy makers, practitioners, students and relevant interest groups to follow the projects and results (EU and worldwide)
- Invite them to use the data and information provided by the GEO portal

How we achieve it?

- Initial **personal contact** to key researchers, policy makers and practitioners
- **Presentations** at topic related congresses, conventions and committees
- Creative awareness activities at these events (TBD)
- **Publication** of NEL achievements in scientific journals
- Generate interest for **Nexus Website**
- Launch of Nexus NESS channels in **social media**

Step Two: Activate

What we aim for?

- Introduce the data and information provided by the GEO portal to these audiences
- Activate the international target audiences to bring in their knowledge to the NEL projects and discuss NEL solutions (via Online Forum)

How we achieve it?

- Personal dialogue
- Publication of NEL achievements in scientific journals
- Provide access to **GEO portal**
- Fostering social media activities
- Establish **newsletter**

Step Three: Co-operate

What we aim for?

- Co-operate with the target audiences to support the NEL projects
- Identify further NEL opportunities

How we achieve it?

- Steady personal dialogue
- Announce milestones and achievements via social media and newsletter on a regular basis
- Establish **WEFE Nexus Forum** on website

6.4 The Nexus-Ness International Communication Toolbox

As a summary of the international communication planning this are the means that should be prepared and provided.

Offline:

- Personal dialogue
- Presentations at congresses or committees
- Creative awareness activity at events
- Publications in scientific journals

Online:

- Nexus NEL Website with Forum and GEO Portal
- Newsletter
- WEFE Nexus social media channels

Presentations at congresses or committees

- Prepare a **presentation template** with standard slides explaining the WEFE Nexus approach.
- Introductory **video** explaining the Nexus basics (see videos at 4.6.9)
- This presentation has to be reviewed regularly and updated with latest results of the NEL projects.

To stand out of the crowd and to set a reminder anchor at the audiences minds a **creative awareness idea** should be developed. This idea could be

- A simple but clever give away (ideally with a QR code linking to the Nexus Website)
- And/or a surprising way to start the presentation

Scientific Publications

This task will also include the coordination and organization of project outcomes and consortium working as a whole in producing scientific publications in international journals as well as grey literature fostering the presentation of project results at scientific conferences and workshops.

Dissemination via conferences and workshops, scientific and technical journals (by standard outcomes, led by DDATA that is hopefully providing any/some innovative means): Project activities and results will be presented in most suitable conference and editorial venues. A final project workshop will take place in

Brussels, to present results and follow up plans to the European Commission. The main scientific results will be presented in major scientific journals and also as gray literature.

Nexus NESS Website

Again, the Nexus NESS Website is the core mean of providing access and first information regarding the Nexus NESS approach and the status of NEL projects.

The structure and content of the website is explained in 4.6.5 and Figure 7.

For intentional target audiences, the website will be expanded by

- The **WEFE Nexus Forum** and
- The **open data geo-information portal** for project-generated data

WEFE Nexus Online Forum

(Coordinated by UNISTRAPG, support by FEEM and DDATA, scheduled after M12)

The WEFE Nexus forum is both a **Knowledge Hub** and a **Think Tank** promoting the understanding and replication of the WEFE Nexus approach by means of the NNS.

The Forum will be hosted in a specific section of the NEXUS-NESS project website.

The Forum will aim to extend the impacts and achievements of the NEXUS-NESS project at global scale linking with bilateral and multilateral efforts (e.g. EU-China, EU-USA, COP, Belmont forum etc.).

The WEFE Nexus Forum will be empowered by key marketing methods for “branding” the project outcomes and spread the message.

A major action promoted by the Forum will be the **WEFE Nexus Champions of the Year**, a yearly organized event promoting the most influential WEFE Nexus initiatives linked to the project NELs and/or network.

The WEFE Nexus Forum will serve the establishment of a Roadmap for Nexus Services: towards the Mediterranean Framework of WEFE Nexus Services.

Open Data Geo-Information Portal

Integrated into the website will be the geodata portal that provides access to the project results of the project in the form of datasets, results of data analysis, scenarios of climatic and sociopolitical developments and models. The portal will make use of visualisation tools to display information in a more accessible form that promotes understanding. At the conclusion of the project, responsibility for the website including the geo-information portal and the development of future communication products and services will, based on the approval of the Commission, remain with one of the project partners or be transferred to an SME capable of maintaining it with resources from subsequent projects complementary to NEXUS-NESS.

WEFE Nexus International Newsletter

- Set-up and edited by the central Nexus project leader team
- Containing key results of the NEL projects, key insights of the international research, links to scientific publications, important news regarding Nexus
- Promote the Nexus social media channels and latest updates on the Nexus website

- Regular edition quarterly
- Occasional special editions with breaking news regarding the Nexus projects are possible

Social Media

On the international level, Twitter and LinkedIn are most relevant to reach the scientific and policy-maker target audiences effectively. Especially in the African regions social media is a key dissemination channel.



- Use the official Nexus Hashtag: #NexusNess
- Spread Hashtag and invite subscribers in every communication activity
- Disseminate short news, latest insights and basic information about Nexus on a regularly basis
- Send out breaking news occasionally for important new information



- Develop an official Nexus “LinkedIn Company & Showcase Page” as communication basis within this channel
- Use “LinkedIn SlideShare” to present videos, infographics, PDFs and presentation documents.
- Publish Nexus important research results and insights open to all LinkedIn users
- Build-up an international Nexus community and promote this group in other social media and newsletters
- Posts and uploads on a regular basis (ideally weekly or 2 or 3 times per month)

Further Activities

- **Summer/Winter schools and WEFE Nexus MOOCs** (Coordinated by UNISTRAPG). Summer/Winter School and a Massive Open Online Course (MOOC) will be organized for national and international groups of young researchers involved into the NEL regions as well as international young scholars, young professional and practitioners interested and/or engaged in water, land and energy management across the globe. The freely released training materials will be drawn from the project NEL studies.
- **Knowledge and Technology Transfer** (Coordinated by UNISTRAPG; this requires active engagement of all SMEs from XPRO, UEO and DDATA itself; scheduled after M18). An important element to be included in dissemination materials is the documentation of results for the purpose of replicability – most importantly the MSUP, the Open data Geo-information Portal and NNS solution. This Knowledge and Technology Transfer documentation will be made available on the website and/or geoportal, and it will be used as part of the curriculum of the summer/winter school and the MOOC.

7. How to check the effectiveness of our communication

KPIs (Key Performance Indicators) to be reviewed on a regular basis:

- Development of stakeholder participation
- Visits monitoring on Website and Social Media Cannels
- Local press monitoring: amount of press reports, tonality analysis
- MSUP traffic and visits monitoring
- Direct feedback in personal dialogue and on events

A performance review should be issued quarterly to all partners in charge of NEL communication.

8. Organizing the Communication

Communication only works, when somebody takes care of it and secures the perfect realization of communication activities. In the complex situation of Nexus and NELs it requires a team-combination of international and local responsables cooperating on all communication tasks together.

We would recommend the structure of:

- One Communication & Dissemination Manager (CDM) based at UNISTRAPG, responsible for coordination (CDM1)
- One responsible at DDATA in charge of professional and executional tasks of communication (CDM2)
- One communication manager at each NEL responsible for the local execution of all planned communication activities (Local Communication Manager / LCM)

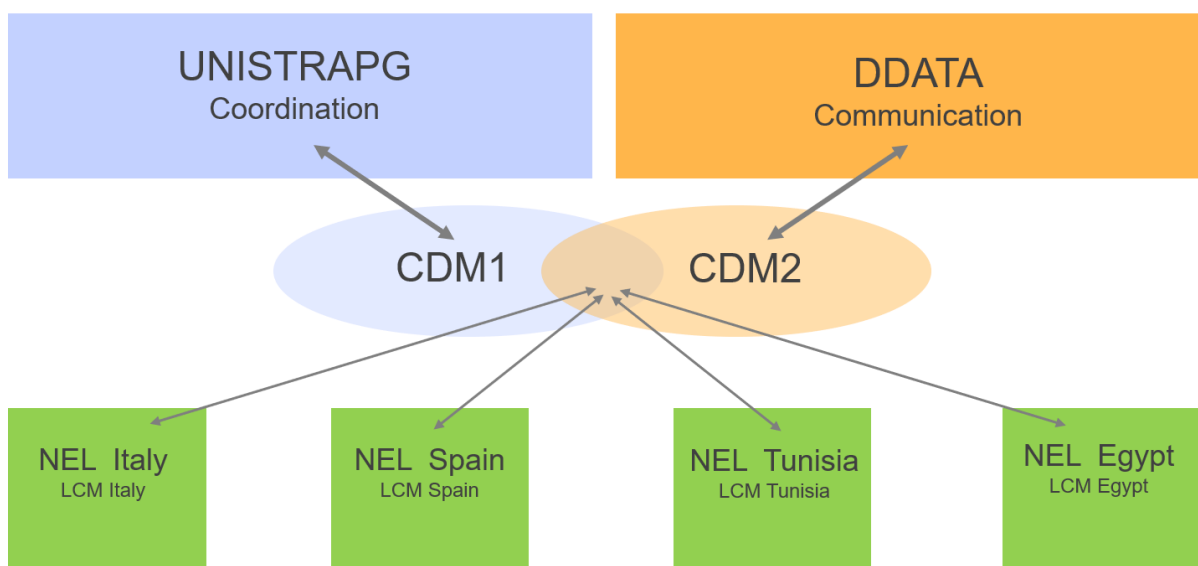


Figure 18. Communication Managers Structure

8.1 Communication & Dissemination Managers (CDM): Job Descriptions

CDM1 - Coordination

- Coordination responsibility
- Implementation lead of communication plan
- Contact to local NEL
- Request input from all Nexus partners, especially DDATA
- Keeps ongoing contact to all local NEL LCMs
- Survey and reporting of local NEL communication activities
- Organizing support for NELs in every case of communication need

CDM2 - Communication

- General communication responsibility
- Grail keeper for communication plan
- Managing development and execution of centrally worked out communication tools (videos, brochures, etc.)
- Organizing development of Nexus website with all its NEL sections
- Support setup of local Social Media Channels (coaching, technical support)
- Provide general content for local communication activities

LCM – Local Responsible

- Local communication responsibility
- Realization of communication plan locally
- Setup and maintenance of local Social Media Channels (Facebook, YouTube, etc.)
- Contact and support to local journalists
- Provide content for local sub-area in Nexus Webpage
- Setup video and picture pool of NEL activities and achievements
- Regularly editing of local newsletter
- Contact to local stakeholders regarding their NEL communication
- Documentation and reporting of local communication activities

9. Timeline

table 1 Milestones/Deliverables

2022 Deliverables	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
6. Project coordination and management												
6.1 Project website/ multi-media content			M	D								D
6.2 Communication, dissemination and exploitation plan						D						D

2023 Deliverables	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
6. Project coordination and management												
6.1 Project website/ multi-media content												D



6.2 Communication, dissemination and exploitation plan						M						
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2024 Deliverables	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
6. Project coordination and management												
6.1 Project website/ multi-media content												D
6.2 Communication, dissemination and exploitation plan												

D (Deliverables)
M (Milestones)

- D6.1 Project website and multi-media content
- D6.2 Communication, dissemination exploitation plan
- M6.1 Project website and social channels accessible online
- M6.2 Special Issue launched on an online journal to receive paper

9.1 Communication means overview

B. International Dissemination & Exploitation

Task	DDATA	UNISTRAPG	Others
NEXUS NEL Website	introductory video		
Social Media	Concept/Coordination for Twitter and Linked-in	Content	Content from local NEL
NEXUS NEL Website	Coordinate/Publish news articles (blog), Produce two more videos (how the NELS work?)	Input/Content of project information, Coordination	Content
Social Media	Coordination/Publish Twitter/LinkedIn/ FB posts (Create Content calender)	Content	Content
WEFE Nexus Forum	Integration into the Website	Responsible	supported by FEEM
geo-information portal	Link on Website	Coordination	Responsible: UEO
International Newsletter	Template, Subscription tool on website, regularly send-out	Content, Coordination	Content from local NEL
Presentations at Congresses and to committees	presentation template, give away	Responsible	Input/Content from local NEL
Scientific Publications	template	Responsible	Input/Content from local NEL

Summer/Winter schools and WEFE Nexus MOOCs		Responsible, Coordination	
Knowledge and Technology Transfer	Support	Responsible, Coordination	this requires active engagement of all SMEs from XPRO, UEO and DDATA

A. Local NEL Communication

Task	DDATA	UNISTRAPG	Local NEL
Project Brochure	delivered		
Social Media	Guidelines for relevant channels (Facebook, YouTube, Twitter, Instagram)		Realization and upkeep of local social media channels
NEXUS NEL Website	Design & Structure NEL presentations	Input/Content of project information, Coordination	Input/content of local project activities/ documentations/ data
MSUP	Link on Website (CTA)	Responsible	
Online Content	- Videos - Infographics - Picture and video footage pool	Content/Input	Content/Input, Development of local picture and video footage pool
Local Online Promotions	Banner Master, Support for local adaptation		Realization
Local Promotion in Classic Media	Master Layout for Poster, Print Ad, Radio Spot Treatment, Support for local adaptation		Realization
Local Events		Coordination, Support/Guideline	Realization
Local PR	Template Press Release	Coordination, Content, Standard texts	Realization

10. Conclusive remarks

This report constitutes the first version of D6.2 Communication, Dissemination and Exploitation Plan. It provides the guidelines within which to carry out the project's communication activities. The dual level of the



communication flow (international, local) is a distinctive and fundamental feature for the dissemination and exchange of project outcomes. Future implementations of the plan will be released in the course of project activities. These general guidelines are to be considered flexible and adaptable in line with project developments.