

“NAture Insurance value: Assessment and Demonstration”

NAIAD

SC5-09-2016 Operationalising insurance value of ecosystems

Grant Agreement n° 730497

Deliverable 9.2

First update of the Dissemination and Communication Plan

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Name of partner responsible for deliverable: Iskrija, Institute for development of local potentials

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PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

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1. Executive summary

Deliverable 9.2, First update on Dissemination and Communication plan (CDP), is outlining the strategic approach, in support of the second phase of project NAIAD communication: *communicating results* obtained from activities implemented until month 18 of the project implementation stage.

The document described the actions taken during the first phase: *Communicating ambition and evoking response*, and the second phase: *Communicating results*. During these phases, NAIAD consortium has followed the strategy in communication that outlines key activities in C&D as stakeholder's engagement, activities in capacity building and the used of social media tools, the project web site and tailored communication and dissemination materials. The implementation and effectiveness of the DCP have been monitored using Key Performance Indicators and social media analytic tools.

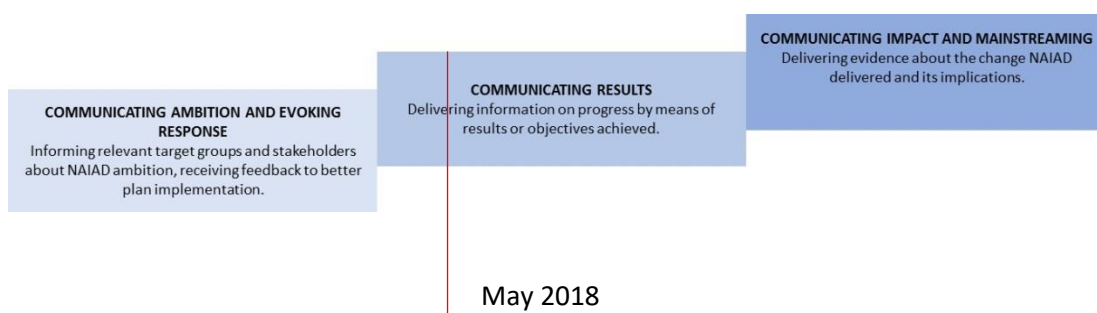


Figure 1: Phases of communication in the NAIAD project. Phases of communication coincide with project time plan for implementation, so the first phase is spans approximately till M14, while the second lasts till M30, with the third phase following. All tools should be used in all phases, with messages suited to support every phase.

Results of the first half of project NAIAD implementation, consist of:

1. results obtained by academic research and synthesis of knowledge on Insurance Value of Ecosystems (IVE) and theoretical knowledge in support of Nature Based Solutions planning and implementation,
2. response from pilot – demo areas, including experience and feedback on the process of participatory planning, and overall business and social acceptance of NBS,
3. interim results and progress in the development of decision support tools and IT tools in support of NBS development and implementation,
4. advancements in preparation of educational and promotional, web-based, material – MOOC and Street Level Guidelines (SLG).

These results will be used in the development of C&D materials, and delivered to target audiences using: social media, event participation, the preparation of scientific papers and knowledge-based courses. The steps taken to implement these activities are described in this document.

2. Overview of the first phase of NAIAD CDP implementation

During the first phase, Communication and Dissemination (C&D) activities were focused on:

1. Preparation of C&D supporting materials for partners, including (see annex 1)

- overall visual concept (logos, templates, graphical identity)
- posters; general and tailored posters for different events partners attended,
- flyers; focusing on general information and ambition of the NAIAD project,
- small promotional gifts; seed pencils, small notebooks with NAIAD information, stickers for general promotion at international events,
- tailored project presentations; general project presentation, tailored presentations for different conferences, depending on the topic (see point 3, Event participation),
- instructions and support to project partners on cross dissemination and general C&D activities in support of project NAIAD visibility in local environments. This activity made use of partners' networks (private and institutional networks), to increase credibility and visibility and get greater outreach,
- supporting development of Stakeholder engagement protocol and stakeholder mapping, for C&D activities,
- introductory videos on the purpose and objectives on NAIAD (published on social media and web page).

2. Distributing information on NAIAD project activities

- Web page (www.naiad2020.eu); initial web page, further elaboration of the concept of the NAIAD web page will follow in the second part of the project, taking into account integration of other IT tools developed within NAIAD project, which includes: EcoActuary, Open web-based Platform, MOOC
- ISP (internal) and GoogleDrive Sharing point– Internal sharing platforms for supporting internal communication, documents storage and daily operations: protocol for collaborative work has been agreed by partners and put in place, with special attention to personal data and data protection a
- Social media accounts, for different target groups:
 - Facebook profile – for general awareness-raising and information-sharing
 - Twitter profile – for quick and targeted communication to wide policy and expert target audiences, streaming communication of NAIAD project participation in EU and overseas events,
 - LinkedIn profile – for communication to various communities of experts
 - Blog profile – to be used more in the second part of the project, but initial activities started

- Newsflashes (first three issued November 2017- April 2018) for internal communication and also to enable project partners to provide updates on project progress for various stakeholders in their local settings
- First newsletter – first of two planned for the first period. First newsletter was of a general nature, giving insight into the state of art of the project for broad audiences, whereas the following two will focus more on key themes concerning the insurance and business sector. It was distributed through partners networks and especially promoted through the networks of partners SIWI and BDG.

3. Event participation:

The strongest channel for NAIAD project promotion was:

1. working on demo sites; where at least three meetings are foreseen with local stakeholders, ranging from expert operatives, to local and regional decision-makers and policy-makers, including also the general public, NGOs, and the education sector.

The first round of local / demo site meetings has mostly been implemented by now, where, apart from working in the content of the proposed NBS, all stakeholders were informed also on the broader ambition of NAIAD project and topics of IVE.

The second round of workshops, will be dedicated to participatory co-development of scenarios, as well as an opportunity to promote NAIAD in local environments, working on the bottom-up approach

2. its diverse partnership; partners were encouraged to attend meetings (see also point 1, bullet point 5), conferences and events, which gathered stakeholders from the list of NAIAD project target groups and/or stakeholders from complementary sectors and utilised their networks to disseminate NAIAD news and promotional materials.

All in all, partners participated in over 15 international events, workshops and conferences, including but not limited to: ClimateEurope festival, Guy Carpenter Forum, European Climate Change Adaptation Conference, Water Week, EIP Water Innovation Week, Danube Information Services Conference, World Water Forum, European Geoscience Union, Life (EU programme) networking event, Meeting of regional development agencies of Southeast Europe, Raw Materials Week, Green Week. Additionally the partners also participated in national events in water and insurance sectors within the bottom-up approach for promotion and dissemination of NAIAD project.

NAIAD project team plays an important role in the NBS project cluster activities initiated by EU to link up the family of NBS related projects currently funded and to be funded as part of H2020. NAIAD team participates in the clustering activities and strengthening collaboration and synergies among projects related to nature-based solutions and renaturing cities as part of 4 taskforces (Task force "Methodologies for NBS assessment", Task force "Data Management and EU evidence-based platform for NBS", Task force "Governance, Business Models and Financial Mechanisms and Task force A network of communicators)

3. Impact of the first phase of the Communication and dissemination plan implementation

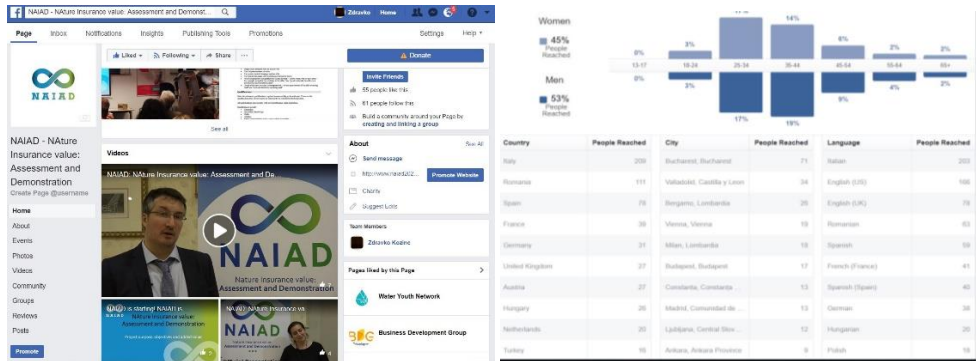
The following overview, shows the predicted impact in terms of outreach of the first phase of the Communication and Dissemination plan implementation. (see next page).

Summarizing the impact achieved in the first phase, we can conclude that:

1. Most of objectives were reached – establishing channels and reaching out to target groups, yet more needs to be done to evoke feedback,
2. More efforts will be dedicated to local level communication, centered around pilot case activities, to engage local level stakeholder in the whole policy cycle, aiming for better buy in and important, credible, input for communication at national and EU level,
3. Even more efforts will be dedicated to cross sector promotion.

Type of C&D action	Location / medium use	Outreach	Foreseen impact	Method of verification
Twitter profile	Web based	Organic followers: 286¹ Average tweet impression: up to 2800 per week (minimum 287 per week) Followers form 10 countries Structure of followers, according to profile interest declared: 1. Science news: 85% Green solutions: 69% Leadership: 65% Business and news: 62% Government: 60% Politics: 58% Biology, geography general info: avg 50% 	Engage policy, government and politics community Partially achieved Main challenge for phase two: Engage at national level	Profile statistics

¹ Organic followers exclude followers obtained by partner network. This statistic shows to the quality of the content rather than to the artificial numbers of followers gained by partners network engagement

Facebook	Web based	Organic followers: 61², non-public 201 Average post impression  <table><caption>People Reached by Country and Language</caption><thead><tr><th>Country</th><th>People Reached</th><th>City</th><th>People Reached</th><th>Language</th><th>People Reached</th></tr></thead><tbody><tr><td>Italy</td><td>208</td><td>Bucharest, Bucharest</td><td>71</td><td>Romanian</td><td>203</td></tr><tr><td>Romania</td><td>111</td><td>Valencia, Castell y León</td><td>34</td><td>English (US)</td><td>166</td></tr><tr><td>Spain</td><td>78</td><td>Berghem, Lombardia</td><td>25</td><td>English (UK)</td><td>78</td></tr><tr><td>France</td><td>58</td><td>Vienna, Vienna</td><td>19</td><td>Romanian</td><td>45</td></tr><tr><td>Germany</td><td>31</td><td>Wien, Lombardia</td><td>18</td><td>Spanish</td><td>90</td></tr><tr><td>United Kingdom</td><td>27</td><td>Bucharest, Bucharest</td><td>17</td><td>French (France)</td><td>41</td></tr><tr><td>Austria</td><td>27</td><td>Comandita, Comandita</td><td>13</td><td>Spanish (Spain)</td><td>40</td></tr><tr><td>Hungary</td><td>26</td><td>Madrid, Comandita de ...</td><td>13</td><td>German</td><td>34</td></tr><tr><td>Netherlands</td><td>25</td><td>Ladkane, Central Slov...</td><td>12</td><td>Hungarian</td><td>25</td></tr><tr><td>Turkey</td><td>18</td><td>Antalya, Antalya Province</td><td>8</td><td>Polish</td><td>18</td></tr></tbody></table>	Country	People Reached	City	People Reached	Language	People Reached	Italy	208	Bucharest, Bucharest	71	Romanian	203	Romania	111	Valencia, Castell y León	34	English (US)	166	Spain	78	Berghem, Lombardia	25	English (UK)	78	France	58	Vienna, Vienna	19	Romanian	45	Germany	31	Wien, Lombardia	18	Spanish	90	United Kingdom	27	Bucharest, Bucharest	17	French (France)	41	Austria	27	Comandita, Comandita	13	Spanish (Spain)	40	Hungary	26	Madrid, Comandita de ...	13	German	34	Netherlands	25	Ladkane, Central Slov...	12	Hungarian	25	Turkey	18	Antalya, Antalya Province	8	Polish	18	Reach mass audiences, general public, raise awareness Partially achieved Increase the number of complementary topics to streamline the concept of NBS	Profile statistics
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LinkedIn	Web based	Organic followers: 174³ Additional 107 profile views Average of 19 posts views per follower	Engage specific communities and evoke feedback Partially reached, due to lack of feedback	Profile statistics																																																																		
Workshops at demo sites	Personal engagement	Organization of DEMO workshop reached out to stakeholders at national/regional level and opened channels for NAIAD promotion at two levels: - First level; informing relevant stakeholders about the forthcoming workshop together with information about NAIAD (info sheet, presentation) and gathering new contact for further C&D activities (informing via Newsletter and inviting them to follow social media profiles and web page) - Second level; in depth presentation of NAIAD at the workshop (for stakeholders attending) and participative cooperation in first of 3 workshops Till the end of reporting period the following workshops were implemented:	Bottom up C&D, awareness raising and capacity building Partially reached; some workshops are still to be organized	Presence lists of individual events organized																																																																		

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		I Stakeholders' Workshop on Risk Perception																			
		Nº	Demonstration site	Date	Location																
		1	City of Copenhagen	14 th November 2017	Copenhagen, Denmark																
		2	Glinscica Catchment	21 st November 2017	Ljubljana, Slovenia																
		3	Medina Aquifer	31 st January 2018	Arevalo, Ávila, Spain																
		4	City of Rotterdam	1 st March 2018	Rotterdam, Netherlands																
		5	The Brague Basin	21 st March 2018	Grenoble, France																
		6	Lower Danube Basin	28 th March 2018	Craiova, Romania																
IVE Survey	Personal and web based (questionnaire) engagement	Total of 61 interview implemented in 12 countries with representative of (re)insurance companies. Apart from gathering info in this activity also opened channels for NAIAD presentation and further communication via Newsletter.				Engage and establish communication representatives of (re)insurance sector in all NAIAD partner countries and at EU level Fully achieved	Web analytics and filled in questionnaires available with WPL														
		THE PANEL OF INTERVIEWEES <table><thead><tr><th>Sector</th><th>Percentage</th></tr></thead><tbody><tr><td>(Re)insurance sector</td><td>52%</td></tr><tr><td>Landowners</td><td>3%</td></tr><tr><td>Banks</td><td>5%</td></tr><tr><td>Academic experts</td><td>12%</td></tr><tr><td>Cities</td><td>7%</td></tr><tr><td>Ministries</td><td>16%</td></tr><tr><td>Large project developers</td><td>2%</td></tr><tr><td>NGOs</td><td>5%</td></tr></tbody></table>						Sector	Percentage	(Re)insurance sector	52%	Landowners	3%	Banks	5%	Academic experts	12%	Cities	7%	Ministries	16%
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		INTERVIEWEES IN RELATION TO THE (RE) INSURANCE SECTOR <table><tr><td>Private insurance companies</td><td>31%</td></tr><tr><td>Reinsurers</td><td>22%</td></tr><tr><td>Services providers to insurance</td><td>19%</td></tr><tr><td>National insurance association</td><td>28%</td></tr></table>	Private insurance companies	31%	Reinsurers	22%	Services providers to insurance	19%	National insurance association	28%												
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External promotional events	Personal engagement	Partners engaged in the following event, by means of: - Participation and delivering C&D materials prepared and modified for individual events - Participating with posters (non-active participation) - Participating with presentation and or panel participation <table><tr><td>EC Cluster Event on NBS</td><td>Brussels, Belgium</td></tr><tr><td>Climateurope Festival</td><td>Valencia, Spain</td></tr><tr><td>Guy Carpenter International Forum</td><td>Berlin, Germany</td></tr><tr><td>XVI World Water Congress Special Session</td><td>Cancun, Mexico</td></tr><tr><td>3rd European Climate Change Adaptation Conference</td><td>Glasgow, Scotland</td></tr><tr><td>EC Cluster Event</td><td>Brussels, Belgium</td></tr><tr><td>World Water Week SIWI</td><td>Stokholm, Sweden</td></tr><tr><td>World Water Week SIWI</td><td>Stokholm, Sweden</td></tr><tr><td>EIP WATER INNOVATION WEEK</td><td>Porto, Portugal</td></tr></table>	EC Cluster Event on NBS	Brussels, Belgium	Climateurope Festival	Valencia, Spain	Guy Carpenter International Forum	Berlin, Germany	XVI World Water Congress Special Session	Cancun, Mexico	3rd European Climate Change Adaptation Conference	Glasgow, Scotland	EC Cluster Event	Brussels, Belgium	World Water Week SIWI	Stokholm, Sweden	World Water Week SIWI	Stokholm, Sweden	EIP WATER INNOVATION WEEK	Porto, Portugal	According to plan, even more efforts for personal engagement will be dedicated in the second phase	Partners estimated, official numbers of organizers
EC Cluster Event on NBS	Brussels, Belgium																					
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			"Danube Information Services Conference – DISC'17"	Ruse, Bulgaria			
			World Water Forum-8	Brasilia, Brasil			
			General Assembly 2018 European Geosciences Union	Vienna, Austria			
			4th European Climate Change Adaptation Conference	Vienna, Austria			
			NBS Clustering event	La Coruna			
			TERIS - Conference on regional development challenges in South East Europe	Dobova, Slovenia			
			SE MEET - Conference on sustainable development in Southeast Europe	Maribor, Slovenia			
			Blue Waters and Green Agriculture – Romanian Challenges and Perspectives in Nutrients Pollution Control	Bucharest, Romania			
			Expo APA	Bucharest, Romania			
			Danube Day	Giurgiu, Romania			
			Romanian Association of Insurance & Re-Insurance Brokers press briefing	Bucharest, Romania			
			Danube Water Conference	Vienna, Austria			
			IEMSS 2018 - International Environmental Modelling and Software Society	Vienna, Austria			
			National conference of hydraulics and hydraulic constructions	Ancona (Italy)			
			Insurance day	Paris, France			

		<table><tr><td>Workshop on Efficiency-oriented water management: From panaceas to actual solutions</td><td>Venice, Italy</td></tr><tr><td>European River Network Roundtable on "New solutions for flood management</td><td>Paris, france</td></tr><tr><td>Fiar - The International Insurance-Reinsurance Forum</td><td>Bucharest, Romania</td></tr></table> Based on partners assessment and assessments of organisers (where available), NAIAD was presented to over 10000 people, based on following criteria for outreach assessment: 1) number of participant (partners assessment and official data where available 2) outreach through conference C&D materials and social media 3	Workshop on Efficiency-oriented water management: From panaceas to actual solutions	Venice, Italy	European River Network Roundtable on "New solutions for flood management	Paris, france	Fiar - The International Insurance-Reinsurance Forum	Bucharest, Romania		
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NBS clustering	Persona engagement	NAIAD partners participated at all NBS clustering events (Brussels, Tallinn, La Coruna), aiming to cross fertilize C&D efforts. NAIAD will be able to take most of the advantage of the NBS cluster network in the second phase of project implementation, where majority of results will be achieved.								

4. Second phase of NAIAD CDP – Strategy overview⁴

The second phase of NAIAD project communication will build on four pillars:

1. Continuation of social media campaigns; where results and operational conclusions from individual deliverables are disseminated to target audiences. This activity is already under way and will continue with on the basis of the following principles:

- for each deliverable, special introductory text will be prepared; if necessary, individual deliverables will be broken down into several messages (publications) and delivered through appropriate social media accounts (weekly), web page (weekly) and newsletter (three newsletters will be published in the next 12 months, targeting general audiences, the insurance sector and policy decisionmakers),
- for each demos site, reports on progress will be prepared, with a view to present the use value of NAIAD projects in NBS implementation at local level,
- each demo site coordinator will review its stakeholder list in order to provide outreach mechanisms for WP9,
- demo partners will be instructed how to engage in depth with local stakeholders; a selection of C&D channels will be tailored depending on the specific demos sites,
- all information will also be shared with THINK NATURE platform and within the NBS Clustering group, where a NAIAD communication representative is participating. We will also support the NBS Cluster and activities aiming to:
 - support pooling of projects on national (local) level, supporting better organisation of local events and giving credibility to the topic of NBS,
 - pooling of resources for more efficient promotion of NBS in terms of cross sector cooperation, e.g. attendance to events that are of complementary nature to the water sector,
 - work on the “story of NBS”, not merely from a technical point of view but in terms of the implications of *a paradigm shift towards participatory co-development, NBS as an approach, contributing to SDG goals.*

All of these messages will be disseminated through NAIAD media accounts, and special attention will be given to maximise the outreach of partners’ (personal and institutional) networks.

POTENTIAL HAZARD: With the introduction of the new GDPR data privacy policy, we could encounter delays in gathering permissions on delivering newsletters and news to end users.

⁴ All communication will follow updated EUC Guidance on use of social media in EU funded R&I projects (publishing date, April 2018).

TIMEFRAME: M18 – M30

PARTICIPATING PARTNERS:

WP9L coordinates and manages project social media profiles

Project coordinator supports partner-engagement and manages website

Project partners implement their individual activities; demo partners at demo level, other partners disseminate and promote NAIAD C&D materials through their personal and institutional networks

2. Participation at the events: updated tailored presentations will be prepared for partners attending meetings, conferences and other international events, to communicate the ADDED VALUE of NAIAD project in the light of changing climate and the USE VALUE of project deliverables.

Special attention will be given to the selection of the events, to select events with maximum outreach to identified target groups including events with potential for cross sectorial promotion (water management, water services, insurance, emergency situation /risk management, sustainable development) as part of the collaborative models promoted by NAIAD.

TIMEFRAME: M18 – M30

PARTICIPATING PARTNERS:

WP9L support preparation of materials for partners and participates at events, especially cross sector events

Partners identify events at local and international levels and, together with the project coordinator, choose events they will attend

3. Academic and policy outreach: a series of academic articles, capitalising on the results of NAIAD project till month 18, will be prepared. Topics and teams for the preparation of articles will be defined by the end of July 2018. Alongside the preparation of scientific articles, content for policy papers will also be developed, focusing on utilising experience from the implementation of demos-level activities and connecting it to global trends in sustainable development in light of rapid climate change.

TIMEFRAME: M18 – M30

PARTICIPATING PARTNERS:

WP9L supports coordination between WP1, WP8 and demo partners

Matrix and authors will be selected for individual articles

4. Massive Online Open Course – MOOC and Steel level guidelines: to capitalise on the different aspects of IVE, NBS and NAS; from the theoretical to the implementation level. MOOC will elaborate several aspects of NBS development, from technical, economic, and social perspectives.

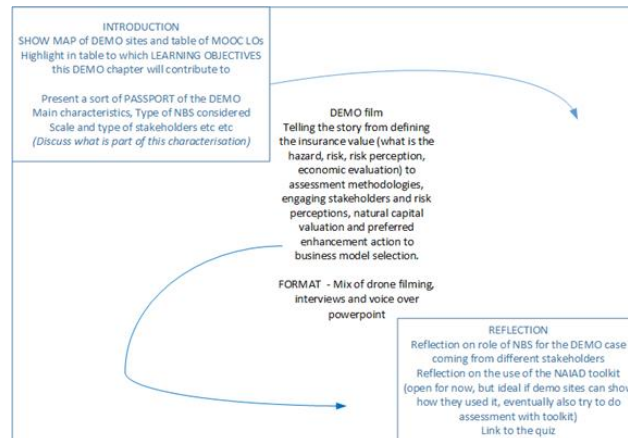


Figure 2: Framework of NAIAD MOOC on NBS

The learning objectives (LOs) of the NAIAD MOOC have already been discussed with the project consortium and are now defined as following:

1. Explain resilience potential and trade-offs of NBS in the context of rapid onset disasters (e.g. floods) and slow onset events (e.g. droughts).
2. Assess the risk reduction achieved by different NBS implementations at a broad range of scales in both urban and rural contexts.
3. Illustrate how the risk reduction potential of NBS can be included in insurance schemes.
4. Argue that multiple environmental social and economic benefits of NBS contribute to their cost-effectiveness.
5. Select suitable NBS for a given context with the help of the NAIAD toolkit.
6. Argue the importance of stakeholder engagement for successful NBS implementation and explain the role of different stakeholders at different stages of an NBS lifecycle.
7. Discuss the integration of the insurance value of ecosystem in environment planning and infrastructure investment and make the business case for NBS.

In addition, the outline and overall content of the MOOC was presented and discussed with both the consortium partners and online learning professionals at IHE Delft and partner organizations. The result of these discussions is now being used to prepare the building of content in the different MOOC chapters.

TIMEFRAME: M18 – M30

PARTICIPATING PARTNERS:

WP9L supports coordination between WP1, WP8 and demo partners

UNESCO – IHE coordinates activities of MOOC chapters development

5. Monitoring and Evaluation

Feedback mechanisms have been used to monitor the dissemination and communication actions taken and the impact.

Quantitative measurement-Impact

Partners have been asked to provide information on publications and events attendance related to the project and other communication activities through the following template.

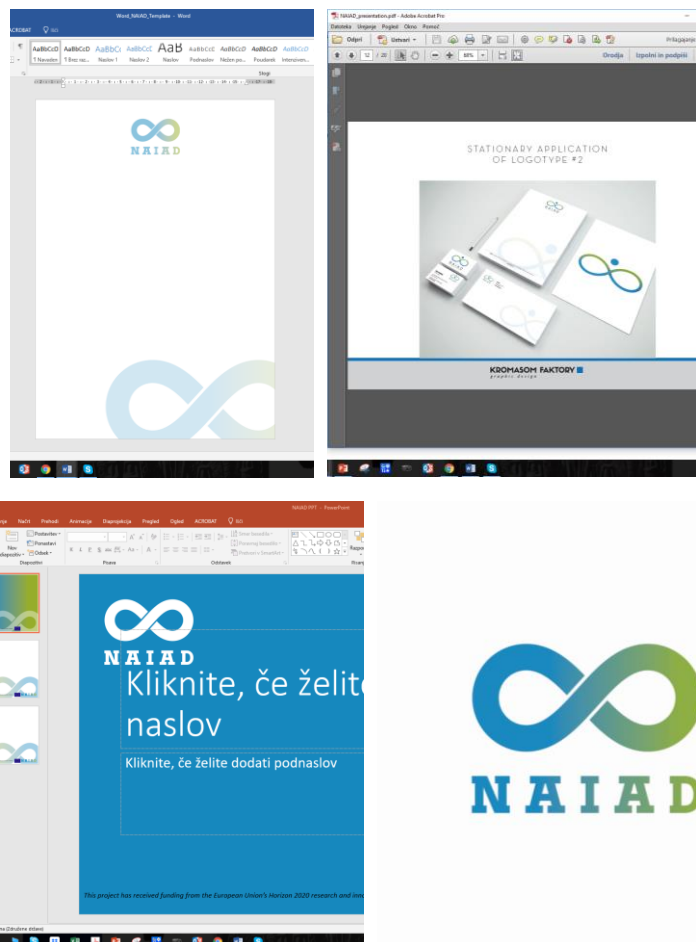
Exploitation, Dissemination and Communication Actions

1	
NAIAD Participant (Beneficiary/Attendant Name/Surname)	
Type of Participation (Lecture/Oral Communication/Poster)	
Date	
Link	
Brief Summary (objective)	
Targeted Audience	
Place	

ANNEX 1:

Snapshots of C&D materials from phase 1.

NAIAD logo & templates



NAIAD poster & flyer & sticker & promo materials



NAIAD social media profiles & outreach instructions

