

Deliverable Report

Communication and Dissemination Plan



The Added Value of Seasonal Climate Forecasts for Integrated Risk Management Decisions (SECLI-FIRM)

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D5.3: Communication and Dissemination Plan

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1 Project Overview

The central objective of The Added Value of Seasonal Climate Forecasts for Integrated Risk Management Decisions (SECLI-FIRM) project (Feb 2018 – July 2021) is to demonstrate how the use of improved climate forecasts, out to several months ahead, can add practical and economic value to decision-making processes and outcomes, primarily in the energy sector, but also in the water sector. Specifically, for the energy sector, SECLI-FIRM will assess the impact on operational planning and portfolio management, such as hedging and asset optimization, thus enabling quantification of the value-add provided by seasonal forecasts which have been calibrated, evaluated and tailored for each specific application. Improvements in management decisions will ultimately lead to an improved supply-demand balance and therefore to a more efficient energy system, particularly with respect to renewable energy, with corresponding benefits for climate change mitigation.

Project partners, collectively referred to as the 'SECLI-FIRM consortium' throughout this document, are:

- UNIVERSITY OF EAST ANGLIA (UEA)
- ENEL TRADE S.p.A (ENEL)
- AGENZIA NAZIONALE PER LE NUOVE TECNOLOGIE, L'ENERGIA E LO SVILUPPO ECONOMICO SOSTENIBILE (ENEA)
- MET OFFICE (MO)
- AWS Truepower – a UL company (AWST)
- KONINKLIJK NEDERLANDS METEOROLOGISCH INSTITUT (KNMI)
- WORLD ENERGY & METEOROLOGY COUNCIL (WEMC)
- European Academy of Bozen/Bolzano (EURAC)
- Alperia S.p.A

The project also works with a number of external 'committed stakeholders' from the energy and water industries, including **Shell, Celsia, AES Chivor, TenneT, National Grid and Thames Water**. These stakeholders pro-actively contribute to the case studies, which are the building blocks and final objectives of the project. A representative for each of these committed stakeholders also sits in the SECLI-FIRM Advisory Board.

In addition to the stakeholders directly involved in the SECLI-FIRM project case studies, the project will consult with energy producers and energy market operators, national regional and international organisations, and climate and energy service providers.

1.1 Project Objectives

The central objective of SECLI-FIRM is to demonstrate how the use of improved climate forecasts, out to several months ahead, can add practical and economic value to decision-making processes and outcomes, primarily in the energy sector, but also in the water sector.

SECLI-FIRM will improve the performance of existing seasonal forecasting products and customise them, maximising economic and environmental benefits for industry and society.

The project will exploit the research outcomes to deliver to market the benefits of these improved products through collaboration with:

1. **Grid operators:** providing proof of concept of new operational approaches will help support the balancing of energy supply and demand.
2. **Downstream operators (national water managers, offshore operators):** providing them with an operational prototype of seasonal forecasting customised to each sector and providing the added value information to a series of end-users with demonstrated performance.
3. **Energy producers:** providing them with a customised tool that would provide tailored seasonal forecasts to foresee problematic scenarios and allow them to match demand/production.
4. **End-users:** sharing knowledge and obtaining regular feedback from end-users on developing SECLI-FIRM products and services, will strengthen user engagement and provide a wider perspective on the challenges, discrepancies, potential misconceptions and issues which may be overlooked by the climate experts. In this context, the stakeholder Advisory Board will play a critical role by helping to ensure that the most relevant variables and metrics are used for assessing developments.
5. **Planning authorities and other stakeholders (e.g. retailers, policy makers, environmental organisations, technological research centres, society as a whole):** better planning of the energy mix using seasonal forecasts will allow planning authorities to plan in advance and thus better informed-decision making, reducing the impact of the volatility of oil and gas prices; thus reducing the risk of interruptions to energy supplies and blackouts aggravated by inefficient connections between national electricity networks.
6. **Research community:** providing them with advanced ways to maximize the prediction performance, the reliability, and the usefulness of the seasonal climate predictions, by exploiting the multi-model approach.

1.2 Expected impact

The expected impact of the SECLI-FIRM project, along with the aligned communication objective is show in Table 1.

1.3 Research output

The key project findings and results will be delivered via a series of case studies produced in conjunction with the project partners. These case studies will demonstrate the practical

application of improved climate forecasts and the benefits this brings to the energy and water industries.

The underlying research, particularly relating to the assessment and tailoring of seasonal forecasts, and methodologies for assessing the added value of seasonal forecasts, will be disseminated through peer-reviewed publications and presentations at scientific meetings and conferences.

Table 1: Impact matrix - EU expected impact, project expected impact and communications objective

EU expected impact	SECLI-FIRM impact	Communications objective
A new Boost for Jobs, Growth and Investment [...] help promote a climate of entrepreneurship and job creation	It is expected that specific opportunities for new jobs will arise from the need to develop services to allow the timely, effective and routine use of seasonal climate forecasts as well as ongoing assessment of their value.	Generate awareness and interest in seasonal climate forecasts. Demonstrate usefulness to energy and water sectors.
Systemic approach to promote a more resource-efficient, greener and more competitive economy as a key part of smart, inclusive and sustainable growth	As well as facilitating the efficient use of resources on seasonal forecasting timescales, the advances in SECLI-FIRM are likely to increase confidence in the use of longer-term prediction and projections. This will help to increase the efficient use of resources, enable smarter financial hedging strategies, reduce waste, and minimize environmental impacts to air and water.	Widely communicate successful applications of seasonal climate forecasts will increase confidence in them and therefore uptake and use of them.
Initiatives funded should as far as possible use data resulting from or made available through different initiatives of the European Commission	The wealth of data that is being made available by the C3S programme, including real-time robust seasonal forecast information, will be central to SECLI-FIRM. All climate data produced by SECLI-FIRM will be compliant with INSPIRE and will be made available for re-use under the Pilot on Open Research Data programme.	When talking about the project, mentioning that it is building on previous data and making new climate data available will demonstrate this impact.
Providing added-value for the decision-making process addressed by the project, in terms of effectiveness, value creation, optimised opportunities and minimised risk	SECLI-FIRM will promote the integration and systematic use of seasonal climate forecasts in management decisions, including through a demonstration climate service, and is expected to markedly facilitate the assessment of the value of using these forecasts.	Demonstrate, using case studies, how seasonal climate forecasts can be adopted in risk management to provide efficiencies and add value.
Enhancing the potential for market uptake of climate services demonstrated by addressing the added value.	SECLI-FIRM partners will work closely with industrial stakeholders and public authorities who have an expressed need for our deliverables.	Generate input and feedback from key stakeholders through working relationships, events and meetings. By ensuring their strong engagement in co-designing and developing the intended solutions, we

		aspire to achieve a speedy market uptake.
Ensuring the replicability of the methodological frameworks for value added climate services in potential end-user markets;	SECLI-FIRM will develop nine case studies which represent a range of geographical distributions (Northern Europe, offshore, Southern Europe and Latin America) with the aim of encountering and solving as many issues as possible that could affect the successful replicability of the methodology applied. These case studies are also representative of different sectors and sub-sectors (offshore logistics, energy mix, oil/gas, hydro, wind and solar energy, water demand).	Demonstrate through specific media and using case study examples the project methodology, added value and best practice.
Promoting a better informed and connected end-user community; implementing the Sustainable Development Goals (SDGs), in particular SDG 13 'Take urgent action to combat climate change and its impacts', as well as the conclusions of the COP21 Paris Agreement	The overall concept underpinning SECLI-FIRM is the optimal utilization of seasonal climate forecasts for decision-making as a way to ultimately improve the efficiency of the energy and water systems and therefore reduce greenhouse gas emissions, in line with, and in strong support to, SDG13.	Showcase the improvement in efficiency of energy and water systems in early SECLI-FIRM communications and highlight to potential end users.

1.4 Project challenges

For industry to use existing seasonal forecast climate services, the following key challenges need to be addressed:

- Raising awareness of these climate services;
- Verifying the performance of existing products;
- Illustrating the cost-benefits of using such products;
- Tailoring the products per industry sector;
- Integrating the products within existing decision-making processes and data management systems;
- Setting up cross-sectoral forums to share gaps, learnings, developments in using seasonal climate services.

The communication and dissemination plan sets out how the SECLI-FIRM project will address these challenges, ensuring effective communication and dissemination of the project's results and findings to stakeholders and industry end-users. This plan should be used to guide communications and dissemination activity throughout the project and will be reviewed and updated at key points during the project term.

The plan will be delivered by WEMC as the work package 5 (WP5) leader, in collaboration with all the SECLI-FIRM project partners.

2 Communication plan

The communication and dissemination plan details how the objectives of the SECLI-FIRM project will be communicated to the target audiences. The plan defines the key messages and communications channels to be used for each target audience and how the success of these will be evaluated.

2.1 Objectives

The objectives of the communication plan are to:

- raise the profile of the project among end-users;
- raise the profile of the project among the climate modelling and climate service communities;
- offer end-users opportunities to influence project direction and to potentially contribute to its outputs;
- produce relevant, user-driven and scientifically robust, end-to-end proof-of-concept for end-users.

The dissemination plan objectives, channels and activities are discussed in section 3.

2.2 Target audiences

Stakeholder analysis has been carried out to identify the project's target audiences, to ensure communications activity is tailored to:

- deliver the project's communication aims;
- meet the needs of each specific group, making project information meaningful and usable.

The stakeholder engagement matrix (Table 2) shows these key audiences.

The process outlined in Table 3 will be implemented by close communications between partners and stakeholders, via the most appropriate channels available. Communications will be used to create awareness, provide progress updates and milestones, via multiple channels including reports, news stories and website updates, as well as one-to-one, group and conference opportunities.

2.3 Key messages

2.3.1 Overall proposition

The following key message will be consistent through all communications to all audiences:

SECLI-FIRM will improve the performance of existing seasonal forecasting products and customise them, thus maximising economic and environmental benefits for industry and society.

Table 3: Stakeholder Impact matrix

Stakeholder	Example of stakeholder	Communication aim	Communication channel
Energy producing companies, TSOs, Energy Market Operators	<p>Transmission System Operators (TSOs) and Distribution System Operators (DSOs):</p> <p>Alstom, Statkraft, Eon, Enel</p> <p>Energy producing companies:</p> <p>RTE, ERDF, Amprion, including ENTSO-E the European group of TSOs</p>	<ul style="list-style-type: none"> • Ensure tools developed are directly relevant • Share experience • Motivate early adopters 	<ul style="list-style-type: none"> • Website (content to include best practices, lessons learned, projects news and updates) • Case studies • Specialist workshops and training sessions • Webinar platforms, e.g. Webex • Presentations • Focus groups and questionnaires • Social media platforms (initially LinkedIn and Twitter) • Meetings and 1:1 communications, e.g. email, phone • Industry events
National, regional and international organisations	<p><u>National and Regional</u></p> <p>Agence De l'Environnement et de la Maitrise de l'Energie (ADEME), DGEnergy, DGClimate, European Environment Agency (EEA)</p> <p><u>International</u></p> <p>International Energy Agency (IEA), World Business Council for Sustainable Development (WBCSD), Global Framework for Climate Services (GFCS)</p>	<ul style="list-style-type: none"> • Share experiences • To promote project results as potential guidance to policy making 	<p>As above, plus:</p> <ul style="list-style-type: none"> • Scientific publications
Climate modelling research community	<p>World Climate Research Programme (WCRP), seasonal forecasting producing centres</p>	<ul style="list-style-type: none"> • Raise awareness of the SECLI-FIRM project. • Provide feedback on system performance including identification of issues where further model/system development is needed. 	<ul style="list-style-type: none"> • Scientific publications and presentations • Conference presentations (e.g. International Conference on Climate Services, EGU, EMS/ECAC)
Climate and energy service providers	<p>Transvalor, MeteoGroup, Climate Service Center Germany (GERICS), Ouranos.</p>	<ul style="list-style-type: none"> • Raise awareness and mobilise sector interest in complete solutions and demonstrations of the value of seasonal forecasts 	<ul style="list-style-type: none"> • Website • Scientific publications • Research output • information on the technology used and their application • Industry articles • Focus groups and questionnaires

Specialist media, wider media and general public	Horizon magazine, JRC SETIS, etc.	<ul style="list-style-type: none"> • Raise awareness of the SECLI-FIRM project • Share research findings and outputs. • Create greater understanding of the wider issues around seasonal forecasting and the benefits to the energy and water sectors 	<ul style="list-style-type: none"> • Scientific and energy industry publications • Website • Social media • Newsletters • Industry events
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Table 3: Communication matrix of objective, audience, content, measure and frequency

Objective	Target audience	Material/content (and responsibility)	Method/communication	Frequency
Ensure an effective and integrated project	SECLI-FIRM consortium	<ul style="list-style-type: none"> • Progress and results (WP6) • Risks/benefits/issues (WP6) • Queries/questions (WP6) 	Internal project repository (OneDrive)	Regular updates of OneDrive
			Partners' Forums	Annual
			Email, Web, Slack and teleconferencing	Frequent
Ensure EC is fully informed of project progress	EC Project Officer	<ul style="list-style-type: none"> • Overall project progress (WP6) • Issues (WP6) • Deliverable progress (WP6) 	One-page progress reports	Quarterly
			Deliverable and periodic reports	As per deliverable dates
			Project website	As per reporting periods
Awareness of capabilities and discussion of needs	Intermediate users (and end users)	<ul style="list-style-type: none"> • Presentations (WP5) • Workshop discussions (WP5) • Advisory Board meetings (WP5) 	International conferences	As they occur and as required
Advertise progress and obtain expert advice	Wider scientific and technical community	<ul style="list-style-type: none"> • Deliverables and other reports (WPLs) • Presentations at conferences including case studies (All) • Papers (All) 	Project website	As per timetable
			Project & task team meetings	As they occur
			Conferences & discussions	As opportunities arise
			Publication in open literature	When ready
Mutual awareness	Other EU bodies	<ul style="list-style-type: none"> • Discussion of needs (WP1) • Plans and results (WPLs) 	Project website	Regular updates
			EC or project meetings	As required
Exploitation of new capabilities	Policy and decision makers	Presentations (WP5)	Meetings organised by EC	As they occur
		Summary information (WP5)	Project web site	Updated annually
Project visibility & raise public awareness	Wider public	Relevant results and their implications including case studies (WP5)	Project website	As opportunity arises

2.3.2 Key messages by sector

Supporting messages will be used to create specific engagement with target audiences within each sector.

Energy producing companies, TSOs, Energy Market Operators

- The SECLI-FIRM project aims to demonstrate how seasonal climate forecasts can help the energy sector improve management decisions and economic resilience to weather extremes and climate variability.
- Energy producers can use seasonal climate forecasts to answer cost-related questions about energy supply and the best way to meet demand, and, in the case of offshore wind, how to most cost effectively plan maintenance activities.
- Meteorological variables can impact renewable power prices, power and gas demand. Seasonal climate forecasts can better equip energy providers to make efficient and cost-effective decisions

National, regional and international organisations

- An extreme dry period in the UK between 2010 and 2012 prompted water restrictions to be imposed in spring 2012 prior to the arrival of wet conditions later that year. SECLI-FIRM aims to demonstrate how seasonal forecasts can make water companies better prepared for and less vulnerable to such events.
- Strong guidance and policies are needed. The demonstrable benefit of seasonal climate forecasts could help policymakers and governments ensure energy systems are efficient and effective.

Climate and energy service providers

- Seasonal forecasts can help the energy sector improve management decisions and resilience to weather extremes and climate variability.
- Improved climate forecasts, out to several months ahead, can add practical and economic value to decision-making processes. Improved management decisions will lead to a better supply-demand balance and therefore a more efficient energy system.
- SECLI-FIRM assists climate/energy service providers by tailoring information, by providing more user-friendly assessments of skill and by demonstrating the added value of seasonal forecasts.
- SECLI-FIRM aims to demonstrate how accurate climate information can help to implement energy management decisions at all levels – saving time and money.

2.4 Branding

All project communications will adhere to the branding set out in the SECLI-FIRM style guide. This will also be provided as a guide for all communications collateral produced by third-parties. The style guide is available on request.

2.5 Project communications

2.5.1 Inter and intra work package communications

Alongside the project meeting schedule, sharing documents within the group will be done via a secure intranet. Partners are invited to sign up and set their username and password to access the area. WEMC will manage this portal and ensure data protection regulation is enforced in relation to it.

Messaging and ad-hoc non-confidential information sharing is facilitated via Slack. Email lists have been set up for relevant groups and work packages.

2.6 Promotional material

A suite of branded communications, providing an overview of the SECLI-FIRM project has been created for use by partners. These include a PowerPoint presentation for internal use, a tri-fold leaflet and a scientific poster. These can be tailored to a specific audience by adding relevant examples and data, targeted towards key end-users.

The leaflet and poster can be used to disseminate information about the project, via the project stakeholders, the SECLI-FIRM website, sector events, scientific events, mailings, newsletters. To ensure consistency and version control, the content and design will remain the responsibility of WEMC as the communications work package leader.

Responses and enquiries generated by the promotional material will be managed by WEMC, in conjunction with the project partners and stakeholders.

3 Dissemination Plan

3.1 Dissemination objectives

The dissemination plan objectives are to:

- Share research results with end-users;
- Instigate and maintain relationships between the climate and energy/water sectors;
- Contribute to the progress of seasonal forecasting sciences in general;
- Contribute to the progress of climate services, particularly through methodologies for assessing the added value of these services;
- Ensure that the project objectives, activities and outcomes reach the relevant target groups, especially end-users, in and beyond the demonstration site countries;
- Ensure transparency and visibility of the project activities to acquire the needed support from crucial stakeholders.

The objectives outlined will govern the way the SECLI-FIRM project's outcomes are disseminated.

3.2 Dissemination channels

Dissemination channels discussed within the plan are the tools that will be used to spread the key messages and results of the project to the target audience. They define how the SECLI-FIRM project will be communicated and are designed to ensure a two-way communication approach.

The channels include:

SECLI-FIRM website: The official website (www.secli-firm.eu) was designed to provide a project identity and promote early engagement with other EU projects, international initiatives, communities and general users.

The website provides a high-level description of the project and its objectives, as well as more detailed outputs, such as links to scientific publications, public reports, general information, news and dissemination material.

As the project progresses, the website structure and content will be revised, taking into account feedback collected from both partners and stakeholders. The changes made will serve more specific needs, including:

- Promoting project results with high impact, multi-media communication material;
- Disseminating promotional campaigns through social media;
- Publishing press releases;
- Providing online feedback mechanisms for the target audiences, including end-users and the general public.

Dedicated events: the SECLI-FIRM consortium will participate in dedicated events for the energy, water and, if possible agriculture, sectors, such as conferences, exhibitions, workshops and seminars at national, EU and international levels.

Workshops: the SECLI-FIRM project will organise six workshops targeting relevant stakeholders for the energy, water and, if possible, agriculture fields.

PR: the project will conduct targeted media outreach activity to promote the activities and achievements of the SECLI-FIRM project and SECLI-FIRM added value. This includes issuing press releases, articles and interview/photo opportunities to national newspapers, online and print magazines, media outlets specialising in weather and climate (e.g. climatebrief.org), and EU policy and specialist media (Energy Voice, Offshore Magazine) aimed at the energy, water and, potentially, agriculture industries.

Stakeholder outreach activity – the project will look to grow its audience, by building relationships with key science and industry experts and influencers, through targeted outreach activity. This could include collaboration on guest blogs, participation in special

interest groups, opportunities to provide expert comment for articles, and speaker opportunities at events, wherever possible.

Social media: the project will share news, milestones and updates on its LinkedIn and Twitter accounts, inviting interaction and engagement with followers.

Visual identity materials: a suite of SECLI-FIRM branded materials, including a pitch presentation will be disseminated for use by partners as appropriate. This will create a strong and recognisable visual identity for the project.

Dissemination materials: dissemination materials will be created to present a selection of project activities and results. Material will be mainly online (although some printed material will be made available at key events) and will include brochures and factsheets.

Project reports: the project deliverables that are in report format and defined as public will be made openly accessible on the SECLI-FIRM website. Interest and engagement on other platforms will be directed to these pages.

Papers for peer-reviewed literature: scientific papers created within SECLI-FIRM will be published in open access, peer-reviewed literature whenever possible to reach the scientific community and advertised through the website.

Promotion and dissemination of results at international events: SECLI-FIRM innovations will be presented to conferences and other external event opportunities such as at the International Conference of Energy & Meteorology (ICEM).

Scientific conferences and workshops: SECLI-FIRM consortium members will make presentations (talks/posters) at relevant scientific meetings including those organised by the WCRP Working Group on Subseasonal to Interdecadal Prediction (WGSIP).

An example of events identified as appropriate vehicles for sharing SECLI-FIRM project communications is shown in the Industry Events Planner shown in Table 4. This will be continually updated throughout the course of the project as new opportunities are identified.

Official EU communication channels: Whenever an important milestone in the project is reached, the subsequent press release will be forwarded to the relevant EU dissemination portals. The press releases will be directly transmitted via Cordis Wire (<http://cordis.europa.eu/wire/>). The SECLI-FIRM consortium will also aim to submit project news to:

- Cordis - <http://cordis.europa.eu/news/>
- Europa - http://www.ec.europa.eu/research/infocentre/all_headlines_en.cfm.
- Horizon Magazine - <http://horizon-magazine.eu/>
- Project stories - <https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/>
- research*EU focus www.cordis.europa.eu/research-eu/researchfocus_en.html
- Newsletters - www.ec.europa.eu/research/index.cfm?pg=publishations&lg=en

- Futuris Magazine - <http://www.euronews.net/sci-tech/futuris/>
- Events on the Commission's Research & Innovation website - www.ec.europa.eu/research/index.cfm?pg=conferences&filter=all

Table 4: Excerpt of Industry Event Planner

Area	Event name	Start date	# days	Location	Web link
Networks	Future Networks	18/04/2018	1	Birmingham	https://event.networks.online/future/book/
Nuclear	Nuclear Decommissioning Conference Europe	01/05/2018	2	Manchester	http://www.nuclearenergyinsider.com/decom/
Renewable	All Energy	02/05/2018	2	Glasgow	http://www.all-energy.co.uk/
Offshore	AWEA Windpower 2018	07/05/2018	3		
Multi	Utility Week Wales	16/05/2018	1	Cardiff	https://event.utilityweek.co.uk/wales/
Multi	Utility Week Live	22/05/2018	2	Birmingham	http://www.utilityweeklive.co.uk/
Multi	International Conference on Energy & Meteorology (ICEM)	22/05/2018	3	Shanghai	http://www.wemcouncil.org/wp/icem2018/
Hydro	SR Hydro Conference & Exhibition	01/06/2018	1	Perth	https://www.scottishrenewables.com/events/sr-hydro-conference-2017
Networks	Network Asset performance Conference	01/09/2018	1	Birmingham	http://events.networks.online/asset/
Wind	Global Wind Summit	25/09/2018	3	Hamburg	http://www.windenergyhamburg.com/
	Energy4PowerLive	01/10/2018		TBC	http://energy4powerlive.co.uk/
	Energy 2018	09/10/2018	3	Birmingham	http://www.ukconstructionweek.com/energy-show
Networks	Low Carbon Networks Conference	16/10/2018	2	Telford	http://www.lcnconference.org/
Renewables	Renewable UK Onshore Asset Management	Nov-18	1	TBC	http://www.renewableuk.com/events/EventDetails.aspx?id=996496
Wind	Wind Europe 2019	02/04/2019	3	Bilbao	Every two years: https://windeurope.org/confex2019/

3.3 Knowledge sharing and dissemination activity

3.3.1 Stakeholder engagement workshops

Workshops will be used as the key way to engage with end-users. Where workshops, seminars and conferences are organised, the numbers will be contained to ensure meaningful engagement. The attendee list will be carefully selected; using individual tailored invitations that provide each invitee with a personalised justification for why they as an individual/organisation should attend the event and how they will benefit.

Stakeholder workshops will be organised to obtain input on the SECLI-FIRM specifications and requirements. A good balance between remote communications (emails, phone, website, flyers and webinars) and physical meetings will be targeted.

While workshops tend to have standard layouts and formats, SECLI-FIRM will endeavour to position itself as an innovator by adding elements that increase interactivity with delegates. Examples could include using Voting apps for audience participation or smart badges¹ for delegates to enhance interaction and dissemination of contacts and information.

Attendance at the workshops is expected to be between 30 and 50 participants. Although not all project partners are formally allocated to this task, all partners are likely to contribute to stakeholder engagements, via e.g. workshops organising committee. Stakeholder workshops will be held, respectively, by months: 4, 12, 20, 28 and 36.

To evaluate the success of the workshops a feedback form will be created to ascertain if the workshop objectives have been met, if the session expected outcomes were reached and end-user communication preferences. This feedback will go on to inform the format of future events and the project's communications approach.

Stakeholder (including with 'committed stakeholders') engagement forum formats are expected to evolve over the course of the project from group workshops to one-on-one meetings at end-users' offices and at their convenience.

3.3.2 Other activities

Some options to communicate and disseminate the SECLI-FIRM output follows. They are ordered based on the more straightforward and easier to implement to those requiring more effort to organise.

Amongst the former category there are:

¹ <https://www.groupdynamics.co.uk/inform/smart-badges/>

Visits – Targeted visits to individual companies, especially in other sectors such as food production or insurance, to explain in depth the SECLI-FIRM climate solutions.

Video presentations – Creating a SECLI-FIRM YouTube channel by recording presentations available on the internet to a worldwide audience. These will offer a visual introduction or update on the project's developments.

Cartoons – Using the illustrations from workshops and events to give a visual representation of the projects case studies and their aims. Maximising the use of these cartoons to advertise SECLI-FIRM events and illustrate the developed approaches for external stakeholders, as demonstrated by the Climate Reality Project².

Hashtags – Encourage use of hashtags in group activities, events and partner communications. This enables collating and monitoring of all mentions for reporting, via tools like Storify etc. For example, #H2020, #secli_firm or #seasonalclimateforecasting

Commissioner visits – Working with the project EU Officer to ascertain the feasibility of arranging at least one Commissioner visit to either a workshop or event, or partner office, to maximise media coverage of a project milestone or landmark.

Open Doors EU event – Each year the EU opens its offices as part of [#EUopenday](#) to engage stakeholders and the public in its work. When SECLI-FIRM has outputs and milestones to disseminate, we will work with our Project Officer to create a presentation or stand, to have a presence at the most suitable Open Day event.

Infographics – Infographics will be designed explaining the problem and how the project seeks to help find the solution. They will be produced in time with findings to give examples from the case studies outcomes and how the findings will be exploited for sector gain.

Beyond traditional media – As well as traditional media outlets such as journals and periodicals, the project will seek to engage and interact with science journalists, online influencers and bloggers. Developing strong working partnerships will help position SECLI-FIRM as experts to offer comment and opinion pieces where relevant. This will focus on the main countries of the case studies and then move out internationally, through Europe and the rest of the world.

Amongst the latter category there are:

Thought labs – Organising 'equal level' speaker and audience discussions, perhaps hosted by partners in conjunction with awareness days or conferences, would draw attention to project outputs, offer interaction points for climate, energy and water sectors, and general project awareness.

² <https://www.climaterealityproject.org/blog/climate-change-explained-10-cartoons>

Unconference – Seasonal Forecasting “Unconference” where the structure and content is only broadly laid out and every opportunity is provided for those present to address topics that matter to them or that have inspired their interest. There is one introductory presentation at the beginning of the event and the subsequent environment is created to facilitate more spontaneous conversations based on topics (under a general theme) that interest the attendees.

Visual scribing – An animation scroll might be produced to introduce the premise of the project and, 18 months later, a second video explaining the initial results. These can be used on the website, in pitches, presentations, workshops and events, and would complement the static cartoons previously mentioned.

Hackathons/Citizen science – If there is a specific issue that the sector is interested in can we offer it up as a hackathon to a wide range of participants, to solve the issue. This could be a Twitter Hour, webinar or a physical event in a suitable location.

Projections at conferences – Arrange for the seasonal climate forecast models to be projected onto interior or exterior walls at energy, water and/or climate conferences like E-World, where SECLI-FIRM will have a presence, to start conversations with delegates.

4 Timescales

Table 5 outlines the timing of key communications activity within the context of the project timeline. This planned activity will be regularly reviewed throughout the project and additional opportunities added, as they are identified.

5 Evaluation

The communication and dissemination plan will be reviewed on a regular basis and the approach updated in line with project developments and new opportunities arising.

Successful delivery of the communication plan will be evaluated by a number of measures, including number of attendees at events/workshops, sign ups to the mailing list, social media followers/interaction, Google Analytics for website traffic, media coverage, general enquiries received by phone/email.

Media and online mentions of SECLI-FIRM will be monitored to evaluate how widely the projects’ key messages are being disseminated, what key stakeholder relationships have been created and how the project’s audiences have grown as a result of this coverage.

Table 5: Implementation stages

Engagement/activity	When	Deliverable/ Milestone
Project website established	Month 2	D5.2
First Stakeholder Workshops	Month 4	MS5.2
<ul style="list-style-type: none"> • Direct mail – save the date and invitation to strategic end user group • Second Stakeholder Workshop • Workshop evaluation and feedback • Follow up direct mail linking to project website and social media 	Month 10 Month 12 Month 13 Month 13	MS5.3
Advisory Board Meeting – feedback on project progress	Month 11	D5.5
Networking, comms activity, 1:1 meetings with decision makers at Wind Europe 2019 Conference	Month 18	D5.7
<ul style="list-style-type: none"> • Direct mail – save the date and invitation to strategic end user group • Third Stakeholder Workshop • Workshop evaluation and feedback • Follow up direct mail linking to project website and social media 	Month 19 Month 20 Month 21 Month 21	MS5.4
Advisory Board Meeting – feedback on project progress	Month 19	D5.10
Networking, conferences, 1:1 meetings with decision makers	Month 21	D5.7
Establish Information Observatory	Month 24	MS5.5
<ul style="list-style-type: none"> • Direct mail – save the date and invitation to strategic end user group • Fourth Stakeholder Workshop • Workshop evaluation and feedback • Follow up direct mail linking to project website and social media 	Month 27 Month 28 Month 29 Month 29	MS5.6
Advisory Board Meeting – feedback on project progress	Month 27	D5.13
Networking, conferences, 1:1 meetings with decision makers	Month 30	D5.11
Fifth Stakeholder Workshop, including presentation of preliminary results from cross sectoral learning (Task 1.5)	Month 36	MS5.7
Dissemination of news and progress updates on the project website and social media channels to wider audiences, including the media and general public	Ongoing	Task 5.3
Attendance at conferences and industry events to engage with industry stakeholders as required	Ongoing	Task 5.3

The Added Value of Seasonal Climate Forecasting for Integrated Risk Management (SECLI-FIRM)

For more information visit

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