

Deliverable Report

Communication and Dissemination Plan Update



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

EU H2020 Project (ref. n. 776868)

D5.11: Communication and Dissemination Plan Update

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Table of Contents

1	Summary.....	4
2	Project Overview	5
2.1	Project Partners and Stakeholders.....	5
2.2	Project Objectives	6
2.3	Expected impact.....	7
2.4	Research outputs	8
2.5	Project challenges	8
3	Communication plan	9
3.1	Objectives.....	9
3.2	Target audiences	10
3.3	Key messages	13
3.3.1	Overall proposition	13
3.3.2	Key messages by sector	14
3.4	Branding.....	15
3.5	Project communications	15
3.5.1	Inter and intra work package communications	15
3.6	Promotional material	15
4	Dissemination Plan	16
4.1	Dissemination objectives	16
4.2	Dissemination channels	16
4.3	Knowledge sharing and dissemination activity	22
4.3.1	Project and industry partner meetings	22
4.3.2	Stakeholder engagement workshops.....	22
4.3.3	Other activities.....	23
4.3.4	Dissemination barriers.....	25
4.3.5	Key Performance Indicators.....	25
5	Timescales	26
6	Evaluation	29
7	Appendix – Short Glossary	30

1 Summary

This plan is delivered by WEMC as the leader of the ‘Stakeholder Engagement, Communications and Exploitation of Results’ work package (WP5), in collaboration with the SECLI-FIRM project partners and industry stakeholders. It will be reviewed and updated as the project progresses. Updated versions will be published at the following key points in accordance with the project deliverables:

D5.3 Communication and Dissemination Plan (Month 6)

D5.7 Communication and Dissemination Plan Update (Month 18, with v2 Month 24)

D5.11 Communication and Dissemination Plan Update (this one, Month 30)

This document, D5.11 is the final Communication and Dissemination Plan. At the same time (Month 30) an Exploitation Activities Report is being compiled. This reflects the journey of the project as it moves to a focus on actual project results and making concrete use of these through exploitation activities. This does not diminish the role of communication and especially dissemination in sharing results through the channels and activities featured in section **4. Dissemination Plan**.

COVID-19 restrictions impacted the delivery of the 4th Stakeholder Workshop but there was only a slight delay. The workshop was originally planned for Brussels in May 2020 (Month 28) but took place online, delivered via Zoom on 15th June 2020 (Month 29). COVID-19 is likely to impact future communication activities including delivery of the 5th Stakeholder Workshop, which has been extended by three-months, taking place in April 2021 (Month 39) instead of January 2021 (Month 36). Table 5: Implementation stages in section **5 Timescales** has been updated to reflect this. COVID-19 is likely to continue to impact our timings and delivery of project activity across our sectors and beyond. We will be led by government directives and advice on how to proceed as will our project partners and stakeholders.

Météo France is a new partner and joined the project in December 2019. They have been added to the list, **2.1 Project Partners and Stakeholders**.

The key updates are to sections within section **4 Dissemination Plan** and in section **5 Timescales**:

4.2 Dissemination Channels – the Excerpt of Events Planner for 2020 events (Table 4) has been updated from the previous version of the plan (D5.7 v2) to show where events were attended, where they were postponed or moved online, due to the impact of COVID-19 and to identify new events coming up in the months ahead. The project team have contributed to this list and it will be regularly updated. Further postponements and cancellations will be monitored as COVID-19 will be affecting all conferences, activities and projects planned within our project sectors and industries and beyond.

4.3.2 Stakeholder engagement workshops – updates on the successful delivery of the 4th Stakeholder Workshop held online in June 2020 (originally it was going to take place in Brussels in May 2020), participant numbers and techniques used, such as polls, have been referenced in this section.

5. Timescales Table 5 Implementation Stages and Table 6 Communication & Dissemination Activity Timeline, both in section **5. Timescales**, have also been updated to reflect the ongoing influence of COVID-19 on delivery and milestone deadlines and communication activities, including revised Summer-School delivery plans and 121 meetings. Restrictions will very likely continue to have an impact on dissemination of research results in the next phase of the project.

2 Project Overview

The Added Value of **S**easonal **C**limate **F**orecasts for **I**ntegrated **R**isk **M**anagement (SECLI-FIRM) is an EU H2020 funded project launched in February 2018 and due to end in July 2021. The project aims 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. This will enable 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 a more efficient energy system, particularly with respect to renewable energy, with corresponding benefits for climate change mitigation.

The practical application of seasonal forecasting and the benefits this brings to industry users will be presented through nine industry case studies. These have been created in conjunction with the project's industry and research partners.

2.1 Project Partners and Stakeholders

The SECLI-FIRM project team is made up of partners from the following organisations:

- University of East Anglia (UEA)
- Enel Global Trading (formerly ENEL Trade S.p.A) (ENEL)
- Agenzia Nazionale per le Nuove Tecnologie, l'Energia e lo Sviluppo Economico Sostenibile (ENEA)
- Met Office (MO)
- Koninklijk Nederlands Meteorologisch Instituut (KNMI)
- World Energy & Meteorology Council (WEMC)
- UL – (formerly AWS Truepower)
- European Academy of Bozen/Bolzano (EURAC)
- Alperia S.p.A
- Météo-France



The project team also works with a number of external ‘committed stakeholders’ from the energy and water industries, including **Shell, Celsia, TenneT, National Grid and Thames Water**. These industry stakeholders pro-actively contribute to the case studies and a representative for each organisation also sits on the SECLI-FIRM Advisory Board.

In addition to the industry stakeholders directly involved in the SECLI-FIRM project case studies, the project team consults with energy producers and energy market operators, national regional and international organisations, and commercial climate service providers for the energy sector.

2.2 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.

Through the research being undertaken by the project team working with its industry stakeholders, 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 trial climate services 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 potential 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. **(Potential) users:** sharing knowledge and obtaining regular feedback from (potential) 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.

2.3 Expected impact

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

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 predictions 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 user markets;	SECLI-FIRM is developing 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 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 use of seasonal climate forecasts for decision-making, 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 users.

2.4 Research outputs

The key project findings and results will be delivered via the nine case studies produced in conjunction with the project partners. These case studies, designed and implemented with the project's industry partners and based on real-life situations, will demonstrate how improved climate forecasting methods can be practically applied to decision making and risk management in 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.

2.5 Project challenges

In setting up SECLI-FIRM, the project partners recognised that, 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.

Key methods for addressing these challenges are set out in this communication and dissemination plan. This document provides a guide to effectively communicating and delivering the project findings to stakeholders and industry users throughout the project term.

3 Communication plan

The communication plan details the objectives, stakeholders (internal and external), key messages, channels and evaluation methods, for the SECLI-FIRM project communications.

3.1 Objectives

A set of communication objectives was defined at the start of the project, as shown below.

Original objectives:

- Raise the profile of the project among potential users;
- Raise the profile of the project among the climate modelling and climate service communities;
- Offer (potential) users opportunities to influence project direction and to potentially contribute to its outputs;
- Produce relevant, user-driven and scientifically robust, end-to-end trial climate services for users.

In line with the evolving nature of communication and the needs of the target audiences, these objectives have been refined as the project has progressed to ensure they remain appropriate and relevant. The refined objectives are shown below. The last point of the original list has been moved to **Section 3 – Dissemination plan**, as it relates more to dissemination of results.

Refined objectives:

- Raise the profile of the SECLI-FIRM project among key stakeholders, including:
 - potential-users in the energy and water industries
 - the climate modelling and climate service communities.
- Facilitate active engagement with the project by offering stakeholders opportunities to influence project direction and contribute to its outputs (as appropriate), to ensure those outputs are relevant and valuable for potential users.
- Maintain engagement by sharing news and updates throughout the term of the project, to keep stakeholders informed of project progress.
- Raise awareness amongst users and commercial users of the benefits of seasonal climate forecasting and how it can be applied to real-life decision-making and risk management in the energy and water industries.

The ways in which findings and results from the project will be disseminated to the relevant target audiences are discussed in **Section 3 – Dissemination plan**.

3.2 Target audiences

Stakeholder analysis was carried out at the start of the project to identify the target audiences, and ensure communication activity is tailored to:

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

The stakeholder engagement matrix (Table 2) shows the key audiences identified, communication aims and the most appropriate channels to be used to deliver messages to the target audiences. This has been updated from the previous version of the plan (D5.7 v1), to include additional information around the Stakeholder user groups and their access to information.

Table 2: Stakeholder engagement matrix

Stakeholder	Example of stakeholder	Communication aim	Communication channel
Project partners (Main Stakeholder group - those directly involved in work packages)	UEA, ENEL, ENEA, KNMI, UL, EURAC, Met Office, Alperia, Météo France	<ul style="list-style-type: none"> • Share progress from the project tasks and work packages • Ensure all team members are aware of communication opportunities both within the project and externally 	Full access to all Channels: <ul style="list-style-type: none"> • Website (content to include best practices, lessons learned, project news and updates) • File archiving system (one drive) containing all key project documents (reports, presentations, etc). • Workshops and training sessions • Webinars via platforms such as GoToWebinars, WebEx etc. • Social media platforms (initially LinkedIn and Twitter) • Meetings and 1:1 communication e.g., email, phone • Industry events • And all other publicly available communications
Industry stakeholders (Main user group - those involved in individual case studies,	Shell, National Grid, Thames Water, TenneT, Celsia, Alperia	<ul style="list-style-type: none"> • Share progress from relevant project tasks and work packages • Ensure all industry stakeholders can 	Full access to following Channels: <ul style="list-style-type: none"> • Website (content to include best practices, lessons learned, project news and updates)

but without project partner status)		contribute to the project case studies they are involved in as well as to the resulting outcomes for other potential users	<ul style="list-style-type: none"> • Selected relevant project reports via project file archiving system (One Drive – password protected, and permission granted with confidentiality agreement) • Workshops and training sessions • Webinars via platforms such as GoToWebinars, WebEx etc. • Social media platforms (initially LinkedIn and Twitter) • Meetings and 1:1 communication e.g., email, phone • Industry events • And all other publicly available communications
EU	EU Project Officer	<ul style="list-style-type: none"> • Ensure the project officer is up to date on progress • Maximise opportunities for collaboration with other projects and initiatives through EU contacts 	<p>Full access to following Channels:</p> <ul style="list-style-type: none"> • Website (content to include best practices, lessons learned, project news and updates) • Workshops and training sessions • Social media platforms (initially LinkedIn and Twitter) • Meetings and 1:1 communication e.g., email, phone • Industry events • Submitted deliverables • And all other publicly available communications • CORDIS media
Energy producing companies, TSOs, Energy Market Operators (Potential users)	<p>Transmission System Operators (TSOs) and Distribution System Operators (DSOs): Alstom, Statkraft, Eon, ENEL</p> <p>Energy producing companies: RTE, ERDF, Amprion, including ENTSO-E the European group of TSOs</p>	<ul style="list-style-type: none"> • Ensure future developments are directly relevant • Share experience • Motivate early adopters 	<p>Access to all publicly available communications only including</p> <ul style="list-style-type: none"> • Specialist workshops and training sessions • Conference presentations (e.g. International Conference on Climate Services, EGU, EMS/ECAC and Offshore Energy 2020) • Meetings and 1:1 communication • Trade press articles

National, regional and international organisations (Well-known industry-leading organizations, policymakers and decision-makers)	<p>National and Regional: Agence De l'Environnement et de la Maitrise de l'Energie (ADEME)</p> <p>DGEnergy, DGClimate, European Environment Agency (EEA)</p> <p>International: 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 experience • To promote project results as potential guidance to policy making 	Access to all publicly available communications as above
Climate modelling research community (Technical and climate research industry professionals)	World Climate Research Programme (WCRP), seasonal forecasting producing centres (e.g. ECMWF, NCEP)	<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 	Access to all publicly available communications as above
(Commercial) Climate service providers for the energy sector (Technical and climate industry professionals)	Transvalor, MeteoGroup, Climate Service Center Germany (GERICS), Ouranos	<ul style="list-style-type: none"> • Raise awareness and mobilise sector interest in complete solutions and demonstrations of the value of seasonal forecasts 	Access to all publicly available communications as above
Specialist media, wider media and general public (Industry press and publications)	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 	Access to all publicly available communications as above

3.3 Key messages

3.3.1 Overall proposition

The following key message is 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.’

The process outlined in the communication matrix (Table 3) will be implemented by close communication 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.

Table 3: Communication matrix of objective, audience, content, measure and frequency

Objective	Target audience	Material/content (and responsibility)	Method/communication	Frequency
Facilitate active engagement with the 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 and teleconferencing	Frequent
Maintain engagement	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
Raise profile of the project	Intermediate users (and potential users)	<ul style="list-style-type: none"> Presentations (WP5) Workshop discussions (WP5) Advisory Board meetings (WP5) 	International conferences Social media	As they occur and as required
Raise awareness amongst users and commercial users	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
			Social media	As needed
			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
		Presentations (WP5)	Meetings organised by EC and project team	As they occur

Exploitation of new capabilities	Policy and decision makers	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 Press releases Social media	As opportunity arises

3.3.2 Key messages by sector

Messages have been tailored to create specific engagement with target audiences within each sector. The messages for each target audience are shown below:

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.

Main dissemination channels: Website, social media, workshops and training sessions, meetings and 1:1 communication (e.g. meetings, email, phone), industry events, case study videos and press releases

National, regional and international organisations

- SECLI-FIRM aims to demonstrate how seasonal forecasts can make water companies better prepared for and less vulnerable to extreme events such as extreme dry periods.
- 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. An example could be the use of seasonal forecast for energy outlooks by transmission operators (e.g. UK National Grid, ENTSO-E)

Main dissemination channels: Conferences, scientific publications, social media, website, workshops and training sessions

(Commercial) Climate service providers for the energy sector

- 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

Main dissemination channels: All public channels

3.4 Branding

All project communications adhere to the branding set out in the SECLI-FIRM style guide. This has been shared with the project team via the shared drive (One Drive). The guide is available on request to external parties producing jointly branded communications collateral.

3.5 Project communications

3.5.1 Inter and intra work package communications

Alongside the project meeting schedule, documents are shared within the group via a secure shared drive. Project team members and partners have access to relevant folders via a secure link. WEMC manages this drive and ensures data protection regulation is enforced in relation to it.

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

3.6 Promotional material

A portfolio 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 (potential) 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 and newsletters. To ensure consistency and version control, the content and design will remain the responsibility of WEMC as the communications work package lead.

Additional communications material has been added as the project has progressed and the portfolio will be continually updated and expanded as required. Recent additions include an introductory video explaining key aspects of the project, case study factsheets and specific posters for key events. The case study (CS) factsheets were all updated in March 2020. CS9 in July 2020 and CS8 awaits final approval from National Grid and will go live asap.

Responses and enquiries generated by the promotional material are managed by WEMC as the communications work package lead, in conjunction with the project partners and stakeholders.

4 Dissemination Plan

The dissemination plan sets out the approach for sharing the findings and results from SECLI-FIRM, as these become available. Stakeholder analysis carried out at the start of the project identified a number of key external stakeholders (excluding those 'committed industry stakeholders' already involved in the project) for whom the findings would offer valued and tangible benefits.

4.1 Dissemination objectives

The dissemination plan objectives are to:

- Share research results with users, via relevant, user-driven and scientifically robust, end-to-end trial climate services;
- 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 (potential) users, in and beyond the demonstration site countries;
- Ensure transparency and visibility of the project activities to acquire the needed support from crucial stakeholders, whilst recognising commercial sensitivities.

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

4.2 Dissemination channels

Dissemination channels discussed within the plan are the tools used to spread the key messages and results of the project to the target audience. They define how the SECLI-FIRM project is 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 project developments and any feedback received from project partners and stakeholders. The changes made will serve more specific needs, including:

- Providing a repository for all promotional material shared through social media and email campaigns;
- Publishing press releases and news updates;
- Promoting project results with high impact, multi-media communication material;
- Providing online feedback mechanisms for the target audiences, including (potential) users and the general public.

Recent updates have included revisions to the home page to include the SECLI-FIRM introductory video and the first SECLI-FIRM Case Study video concerning Case Study 7 (analogous videos for the other Case Studies are in the pipeline). Promotional banners and an interactive graphic map showcasing the case studies have also been added.

Team member interviews have been added on a regular basis to give evidence to the depth, expertise and passion of those involved in the project (we initially focused on female members as per our gender action plan). A dedicated area has been created for SECLI-FIRM events, focusing on the stakeholder workshops and webinars. This includes a set of linked pages providing pre-event information and post-event summaries and presentations. A dedicated page has also been added to provide easy access to factsheets on the nine case studies that form a core focus of the project. These will be regularly updated twice per year to keep potential users and our industry stakeholders up to date on any developments without the need for confidentiality agreements.

The news section of the site is updated regularly with other activity, such as webinars and reports from SECLI-FIRM events and wider events the project has been involved in from across the broader science and energy sectors.

The Information Observatory is another newly published website update, named in the menu bar as 'Resources'. It provides open access to SECLI-FIRM related information in a structured way. This Information Observatory includes all our current communications, our project reports and links to other relevant site. It is a more structured way of publishing a web portal of relevant information to help transfer information into knowledge. We will update this information observatory with more information, resources and knowledge as the project progresses. However the end goal is for this 'Information Observatory' to include everything a user might require, such as completed case studies, publications, new validated products inventory and samples, main technical and workshop reports, as well as information about the climate service trials stemming from the Case Studies, which are relevant for external stakeholders and other EU projects.

Social media: the project shares news, milestones and updates on its LinkedIn and Twitter accounts, inviting interaction and engagement with followers. This is an ongoing activity which naturally increases during key activities, such as stakeholder workshops and

conferences, when participants share updates from these events. As with other communications, opportunities to share updates will increase as more outputs from the project become available.

Twitter has been used as the main social media platform, due to it being a more established platform with a broader audience than other platforms, giving greater opportunities for interaction and engagement. Posts have centred around the project case studies and the stakeholder workshops, with live tweets posted from the stakeholder events like the workshops in January 2019, September 2019 and the online workshop delivered in June 2020 gaining good interaction and impressions. Posts also centred more recently around the first webinar after which we have generated polls and asked for user input into the topic of the next webinars. Going forward, as results become available and further events occur, social media will be used as a key platform for sharing these and for engaging external stakeholders with the project and our future tools – the climate service trials.

Media relations and press opportunities: 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 Science Media Centre through the UEA), and EU policy and specialist media (Energy Voice, Offshore Magazine) aimed at the energy, water and, potentially, agriculture industries. Other activities include regular mail-outs on the IISD 'Climate-I', 'Energy-I' and 'Water-I' community mailing lists regarding our SECLI-FIRM events and newsletters.

To date, other opportunities have been limited, but will increase as results from the project become available and work continues on the trial climate services in work package 4 from Q3 2019 onwards. WEMC media partnerships, such as those with foresightdk.com, will be leveraged to share events and workshops over social media and we will also work with UEA's media team to see how best we can leverage existing connections and share communications as broadly as possible across our networks.

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. Where possible, we would also look to set up 1:1 meetings with key policymakers and decision makers within our target sectors.

Webinars – the project team has a planned series of webinars which focusses on sharing specific aspects of the research, e.g. multi modelling, use of decision trees, etc., and later in the project sharing key findings and user concepts. The initial webinar took place on 15th January 2020 with the next one scheduled for September 2020. The first webinar had a high registration rate and good attendee level for an introductory event. Allowing users input on the next webinar topic will also likely encourage enhanced engagement and attendance for the next.



Visual identity materials: a suite of SECLI-FIRM branded materials, including a pitch presentation has been created to provide a strong and recognisable visual identity for the project and an overview of the project and its key aims. This material is regularly disseminated by partners at appropriate workshops and wider industry events and is available in the Information Observatory.

Dissemination materials: dissemination materials such as Case Study videos have been created to present a selection of project activities and results. Some of these materials are already online with additional items due in the coming months. As well as featuring online, some printed material will be made available at key events. These will also be refreshed as and when needed, and we have plans to include brochures and factsheets too.

Project reports: the project deliverables that are in report format and defined as public are or will be 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 also industry experts, who normally do not have access to journals via subscriptions, and advertised through the website. A publication plan will be discussed and produced during the second half of the project: the plan will identify potential papers, including joint papers involving more than one project partner.

Workshops: the SECLI-FIRM project organises six workshops targeting relevant stakeholders for the energy, water and, if possible, agriculture fields. So far, four workshops have been held, in Brussels in June 2018, in Milan in January 2019, and a third in Norwich in September 2019. The fourth Stakeholder Workshop was originally due to be held in May 2020, in Brussels but due to COVID-19 restrictions the workshop was delayed until 15 June 2020 and delivered online using Zoom.

Dedicated events: the SECLI-FIRM consortium participates in dedicated events for the energy and water sectors, such as conferences, exhibitions, workshops and seminars at national, EU and international levels, to promote the benefits of the SECLI-FIRM project and the benefits of seasonal forecasting to the energy and water industries. Participation has taken the form of workshops, side events, panel discussions and poster sessions, promoting the SECLI-FIRM project and the benefits of seasonal forecasting to the energy and water industries. As the project progresses, where possible, the consortium will also aim to attend relevant events for the agriculture sector.

‘Summer’ School: the SECLI-FIRM project co-organises a summer school targeted at post-graduate students, industrial researchers, climate service developers and providers, etc. The aim is to assist to prepare a new cohort of experts in the burgeoning area of climate services, given also the current skill shortage. The programme will be based on previous

similar events such as the July 2016 Summer Course¹ and the May 2018 Training Course² as well as the related book 'Weather & Climate Services for the Energy Industry'³. Originally planned for September 2020 in Spain, its organisation, which was at a fairly advanced stage (with selected venue, draft programme etc.), was put on hold in March due to COVID-19. We are currently planning to hold it as a physical event in 2021 Q2 COVID-19 permitting. As an alternative, we will consider organising this training school as a virtual event, even if it would not be as effective as a physical event.

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). Each presentation aims to drive visitors to the SECLI-FIRM website and social media for more information and we encourage consortium members to utilize these presentations and talks to accomplish that.

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 Energy & Meteorology (ICEM) and will form part of the ongoing dissemination and exploitation activity which will continue beyond the end of the project.

An example of events attended as vehicles for sharing SECLI-FIRM project communications is shown in the Events Planner shown in Table 4. This will be continually updated throughout the course of the project with confirmation of attendance and the addition of new opportunities as they are identified. Many of these were delivered in an online capacity due to COVID-19 restrictions, some were cancelled or postponed. A status column with extra information has been added to reflect this.

Table 4: Excerpt of Events Planner for 2020/21 events

Area	Event name	Date	Location	Potential Attendees	Web link	Status
Gas	Canada Gas and LNG exhibition and conference	May 2020			https://canadagaslng.com/	Postponed until May 2021
Solar	Solar, Storage and Smart Energy Expo	May 2020			https://events.solar/exposouth/	Cancelled due to COVID
Energy/ Meteorology	3 rd Climateurope Festival	June 2020	Riga, Latvia	UEA/WEMC	https://www.climateurope.eu/events-climateurope/	Postponed

¹ http://www.wemcouncil.org/Events/ClimateEnergySC2016/Climate_Energy_Summer_School_July2016_final.pdf

² <https://www.wemcouncil.org/wp/wmo-wemc-qfcs-bcc-training-course-climate-energy-shanghai-china/>

³ <https://link.springer.com/book/10.1007/978-3-319-68418-5>

					estival/climate urope-festival- 2020/	
Multiple	AEIT Conference	Sept 2020	Italy	ENEL	https://convegni.aeit.it/AEIT2020/	
Offshore	Offshore Energy 2020	Oct 2020	Amsterdam/Virtual	KNMI/MO	https://www.offshoreenergytoday.com/	
Energy	All Energy 2020	Nov 2020	Glasgow	UEA/WEMC/MO	https://www.all-energy.co.uk/	
Multiple	Power Gen Africa	Nov 2020	Cape Town		https://www.african-utility-week.com/welcome	
Marine	Oceanology International	Dec 2020	London	MO	https://www.oceanologyinternational.com/	Originally March 2020 but postponed to this new date
Gas	Canada Gas and LNG exhibition and conference	May 2021	Canada		https://canadagaslng.com	
Multiple	International Conference Energy & Meteorology	Q3 2021		Several SECLI-FIRM partners	https://www.wemcouncil.org/wp/icem/	To be confirmed
Multiple	COP26	Nov 2021	Glasgow	SECLI-FIRM partners/WEMC	https://www.ukcop26.org/	Postponed from Nov 2020

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=publications&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

4.3 Knowledge sharing and dissemination activity

4.3.1 *Project and industry partner meetings*

Regular meetings are held between team members and their industry partners to discuss the individual case studies. These are an important channel for the project, enabling knowledge sharing and dissemination of updates and findings from the work being carried out within each case study.

4.3.2 *Stakeholder engagement workshops*

Workshops are one of the key ways the project engages with (potential) users (in addition to the regular meetings held between team members and industry partners on the individual case studies). Where workshops, seminars and conferences have been organised, the number of attendees has been intentionally limited and targeted to ensure deep and meaningful engagement. The invitation list for each event is 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 are organised to obtain input on the SECLI-FIRM specifications and requirements. The project also manages a good balance between remote communications (emails, phone, website, flyers and webinars) and physical meetings.

While workshops tend to have standard layouts and formats, SECLI-FIRM endeavours to position itself as an innovator by adding elements that increase interaction with delegates.

Examples include using interactive apps like Slido for real-time audience participation, using pictorial representation to explain and map out key aspects, such as cartoons and interactive sessions where the discussion points are sketched out, such as the decision trees session in Workshop 2. Polls were used to collect feedback on participants interest in trial climate services during Workshop 4. Another interactive element considered, but not yet used, is smart badges⁴ for delegates to enhance interaction and dissemination of contacts and information. This may be explored later in the project for larger workshops and events.

Stakeholder workshops have been arranged approximately eight months apart, at months 4, 12 and 20, with further workshops planned in at months 29 and 39 (these latter two dates have postponed due to the impact of COVID-19). As previously mentioned, three Exploitation workshops will be run alongside the first (Month 4), third (Month 20) and fifth (Month 39) Stakeholder workshops.

Attendance at the workshops held so far has been between 30 and 60 participants with a total of 87 joining the 4th Stakeholder Workshop in June 2020. Although not all project partners are formally allocated to this task, all partners, along with the Advisory Board have had the

⁴ <https://www.groupdynamics.co.uk/inform/smart-badges/>

opportunity to contribute to stakeholder engagements, via the workshop organising committee. The EU Officer, Alessia Pietrosanti also joined the 4th Stakeholder Workshop.

Feedback forms have been used post-event to evaluate the success of the workshops so far, to ascertain if the workshop objectives have been met, if the session expected outcomes were reached and to collect (potential) user communication preferences. This feedback has been used to inform the format of future events and the project's communications approach.

Participant data from workshops, where available, has also been studied and shared with project partners, helping to identify potential users to approach through future targeted engagement.

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 users' offices and at their convenience. This is in addition to ongoing activity such as the regular project and case study meetings.

4.3.3 Other activities

The section below explores some potential alternative options to communicate and disseminate the SECLI-FIRM output. They range from the more straightforward and easier to implement, to those requiring more effort to organise, and may be considered in the future, subject to available resources.

Among the former category there are:

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 – a SECLI-FIRM YouTube channel has been created to share recorded presentations on the internet to a worldwide audience. These offer a visual introduction or update on the project's developments and videos are shared via other dissemination channels to maximise impact.

Webinars – webinars are being held every 3 months focused on sharing specific aspects of the research, e.g. multi modelling, use of decision trees etc., and later in the project sharing key findings and user concepts. The first took place in January 2020 (M24).

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 Project⁵. One such cartoon can be found in the [Information Observatory](#).

⁵ <https://www.climateRealityProject.org/blog/climate-change-explained-10-cartoons>

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, #seclifirm or #seasonalclimateforecasting

Commissioner visits – working with the project's 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 have been designed explaining the problem and how the project seeks to help find the solution. Additional ones have been created explaining each WP and their overall journey to produce results. Further infographics 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 and energy journalists (e.g. from the New Europe magazine), 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.

Among the latter category, options could include:

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.

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 a second video later 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.

4.3.4 Dissemination barriers

The barriers to dissemination are largely due to the niche subject matter of the project and the activity of the user groups mentioned previously in this report. Targeting these groups over the chosen dissemination channels will require research and consideration for their behaviours. It is however expected that the uptake of information is slower at the beginning due to the limited project output, but engagement should increase as the project enters its mature phase.

Social media barriers: Social media analytics offer some insight into the audience, helping us to determine the most engaging best practises per platform. However, using appropriate hashtags as well as encouraging sharing by consortium members, media partners and other projects aligned to SECLI-FIRM will hopefully mitigate these social media barriers.

Project Confidentiality: Issues also arise with the confidentiality of some of the project reports. Where possible, we will generate non-confidential versions of reports and share these in our information observatory for public consumption. It is worth noting that the Case Study flyers, which are publicly available, and regularly updated, provide useful insights into the underlying key project work.

4.3.5 Key Performance Indicators

Some growth targets have been identified below in Table 5. These indicators have been designed in such a way to encourage user group engagement and interactions. The Performance Targets are realistic based on the main target audience.

Table 5: Key Performance Indicators with latest figures in column 'Achieved Jan-Jul 2020'

KPI	KPI Title	Performance Target and Unit of Measure	Achieved Jan- July 2020	Frequency	Explanations / Comments
1	Stakeholders attending engagement activities (e.g. workshops)	Workshop: 30 (on average) Webinar: 30 (registered 90)	WS4: 87	Every event	Ensure ample communications of events through dissemination channels to maximize interest.
	Social media followers	Twitter Followers: 40+ Twitter Profile Visits: 130+ Twitter Mentions: 20+ LinkedIn Followers: 10+ LinkedIn Visitors: 60+	50 579 60 29 155	6 Monthly	Based on figures for the past 6 months
3	Web traffic	Returning visitors: 80%+ New visitors: 20% Page views: 2500+	83.7% 16.3% 3981	6 Monthly	Based on figures for the past 6 months
4	Newsletter sign-ups	All-time sign-ups: 200+	173	6 Monthly	Based on all-time sign ups
5	Attendance at Industry events	Minimum 1 event attended	We planned to attend Oceanology in March 2020: this has been postponed to Dec 2020	6 Monthly	Any visit by a consortium member whereupon they speak or represent the project
	Attendance at Scientific conferences	Minimum 2 conferences attended	4	6 Monthly	Any visit by a consortium member whereupon they speak or represent the project

5 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.

Table 5: Implementation stages

Engagement/activity	When	Deliverable/ Milestone
Project website established	Month 2	D5.2
First Stakeholder and Exploitation Workshop	Month 4	MS5.2
<ul style="list-style-type: none"> • Direct mail – save the date and invitation to stakeholder 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
Webinar on project objectives and building blocks	Month 12	D5.3
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 stakeholder group • Third Stakeholder and Exploitation 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 stakeholder group • Fourth Stakeholder Workshop • Workshop evaluation and feedback • Follow up direct mail linking to project website and social media 	Month 27 Month 29 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
[Potential] Organisation of Unconference and Hackathons/Citizen science depending on user, both science and industry, needs	Month 36	Tasks 5.2-4
Fifth Stakeholder and Exploitation Workshop, including presentation of preliminary results from cross sectoral learning (Task 1.5)	Month 39	MS5.7
'Summer' School to help prepare a new cohort of experts in the burgeoning area of climate services	Month 39-42	Tasks 5.2-4
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

Table 6 below, shows a snapshot of the communication and dissemination activity timeline across the full term of the project, with activities undertaken so far and known future activities

already planned in. This will be continually updated with new activities and opportunities as the project progresses, such as 1-1 meetings with decision makers which are likely to be planned in as opportunities arise.

Table 6: Communication & Dissemination Activity Timeline - [can also be viewed here](#)

		M1 February	M2 March	M3 April	M4 May	M5 June	M6 July	M7 August	M8 September	M9 October	M10 November	M11 December
2018			Advisory Board meeting D5.2 Project website launched			Brussels workshop 1 MSS.2 Stakeholder workshop 1 summary report	D5.3 Communications & Dissemination Plan D5.4 Exploitation Plan		WS2 Organising Committee meeting WS2 Organising Committee meeting Workshop 2 web banners Workshop 2 email Save the Date	WS2 Organising Committee meeting Workshop 2 Advance Programme Workshop 2 email Advance Programme	WS2 Organising Committee meeting Workshop 2 Final Programme Workshop 3 email Logistics	
			Project launch news release		Asia Oceania Geosciences Society 15th Annual Meeting				WCRP International Conference on Seasonal to Decadal Prediction	COP24 conference presentation CLARA Multi User Forum 2 workshop	COP24 news release	
		Social media							SECLI-FIRM video launch			
2019	M12 January	M13 February	M14 March	M15 April	M16 May	M17 June	M18 July	M19 August	M20 September	M21 October	M22 November	M23 December
		Workshop 2 speaker presentations Workshop 2 evaluation	Case studies interactive map	WS3 Organising Committee meeting SECLI-FIRM poster WP2	WS3 Organising Committee meeting SECLI-FIRM poster WP2	WS3 Organising Committee meeting Case studies factsheets updates		WS3 Organising Committee meeting	Norwich Workshop 3 (Inc Hackathon)	Workshop 3 evaluation		
	Milan Workshop 2 Workshop 2 email logistics MSS.3 Stakeholder workshop 2 summary report								MSS.4 Stakeholder workshop 3 summary report			
	D5.5 Advisory Board report		D5.6 1st Stakeholder Engagement & Dissemination Report				D5.7 Communications & Dissemination Plan update D5.8 Exploitation Plan update				D5.9 2nd Stakeholder Engagement & Dissemination Report	
							SECLI-FIRM Project Member Interviews	SECLI-FIRM Project Member Interviews	SECLI-FIRM Project Member Interviews	SECLI-FIRM Project Member Interviews	SECLI-FIRM Project Member Interviews	SECLI-FIRM Project Member Interviews
	Workshop 2 news release AMS 2019 annual meeting presentation	Renewable energy webinar news release	EGU 2019 conference presentation	ECCA 2019 conference presentation	ICEM news release ICEM conference parallel session APCC & CWB International Workshop on Climate Prediction			SECLI-FIRM Webinar		SECLI-FIRM Webinar		
		SECLI-FIRM newsletter					SECLI-FIRM newsletter				SECLI-FIRM newsletter WEMC newsletter	
	Social media											
2020	M24 January	M25 February	M26 March	M27 April	M28 May	M29 June	M30 July	M31 August	M32 September	M33 October	M34 November	M35 December
	MSS.5 Information Observatory					Workshop 4 - delivered online MSS.6 Stakeholder workshop 4 summary report	D5.8v2 Exploitation Plan Update					
	SECLI-FIRM Webinar				Pre-WS 4 news item WS 4 presentations promoted	D5.10 Advisory Board report	D5.11 Communications & Dissemination Plan update D5.12 Exploitation Activities report	SECLI-FIRM Webinar (climateurope)	AET Conference news item AET conference presentation			
		WEMC newsletter			SECLI-FIRM newsletter WEMC newsletter				SECLI-FIRM newsletter			
	Social media											
2021	M36 January	M37 February	M38 March	M39 April	M40 May	M41 June	M42 July	M43 August	M44 September	M45 October		
	Potential unconference and hackathons organisation		Workshop 5 MSS.7 Stakeholder workshop 5 summary report		D5.14 5th Stakeholder Engagement & Dissemination Report D5.13 Advisory Board report		D5.15 Exploitation Plan final		D5.16 Final conference report D5.17 Activities and synergies report			
			Summer School - tbc	Summer School - tbc								
		SECLI-FIRM newsletter				SECLI-FIRM newsletter						
	Social media											

6 Evaluation

The communication and dissemination plan will be reviewed on a regular basis by the WP5 lead, the wider project team and the Advisory Board, in line with the project deliverables, 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. These statistics will be monitored by WEMC as part of the reporting process for each individual activity and summarised overall for the project in the relevant deliverable reports.

Media and online mentions of SECLI-FIRM will be monitored to evaluate how widely the project's 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.

7 Appendix – Short Glossary

In recognising the possible confusions in the use of terms such as users, end-users, stakeholders, etc. here we provide a brief glossary of terms as used in this document and more generally in the SECLI-FIRM project.

User: an individual and/or organisation who wants or is able to use the outputs of the project, during or after its implementation. This can be of any form, in our case from the trial climate service, to multi-model combination algorithms, to methodologies for assessing the value of climate information; Users are sometimes thought of as being commercial entities, but this is not necessarily the case; Users can be formal project partners, and can be potential or actual. Examples of users: ENEL, TenneT and International Energy Agency.

Industrial users: an individual and/or organisation with a focus on industrial/commercial applications.

End-user: avoid its use, as ambiguous; use ‘users’ instead.

Stakeholder: (with reference to the formal definition of the word, i.e. people with a stake in an activity/project/business) an individual and/or organisation with an interest in the implementation and the output of the project; normally stakeholders are formal partners of the project, but they may not be; in the latter case we refer to them as ‘dedicated’ stakeholders (see below). Note that this definition is at odds with the use of stakeholder engagement or stakeholder workshops – its use in this context should be considered an exception. Examples of stakeholders: ENEL, Alperia.

‘Dedicated’ stakeholders: stakeholders who are supporting the project in a collaborative way, without being formally part of the project. Examples of ‘dedicated’ stakeholders: Shell, Tennet, Thames Water.

(Project) Partners: Organisations formally involved in the project.

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

For more information visit

www.secli-firm.eu

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