



AWESOME

WATER-ECOSYSTEM-FOOD

MULTI-STAKEHOLDER OUTREACH PLAN

October, 2020



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LIST OF ACRONYMS

Abbreviations

DDP:	Deliverable Development Plan
DM:	Deliverable Manager
DoA:	Description of the Action
GA:	Grant Agreement
MAWG:	Multi-Actor Working Group
MB:	Management Board
MED:	Mediterranean
MSOP:	Multi-Stakeholder Outreach Plan
Mx:	Month number
PCo:	Project Coordinator
PMP:	Project Management Plan
QC:	Quality Control
QM:	Quality Management
RMP:	Risk Management Plan
SME:	Small and Medium-sized Enterprise
WEFE:	Water, Ecosystem, Food, Energy
WP:	Work Package

EXECUTIVE SUMMARY

The Multi-Stakeholder Outreach Plan is a strategic dissemination and communication plan that identifies communication objectives, messages, tools and activities of the AWESOME project on the basis of the different target groups. The purpose of the document is to illustrate the AWESOME's strategy of communication to different target groups, describing in detail the tools that will be adopted and the timings.

The plan outlined in this document will be updated throughout the project's lifetime and the scheduled dissemination and communication activities will be organized flexibly and developed in advance of agreed important moments for the project.

It is worth specifying that the AWESOME Grant Agreement (GA) and Consortium Agreement (CA) take precedence over this document, which does not replace, by any means, the contractual obligations among partners and between the partners and the PRIMA Foundation.

1 INTRODUCTION

Deliverable 7.1 consists in the Multi-Stakeholder Outreach Plan (MSOP) and aims at describing the strategy that will be adopted to pursue the objectives of WP7. This document presents the dissemination and communication plan of the AWESOME project, identifying communication strategy, objectives, approach, audiences, tools, and channels. An overview of the challenges which will be addressed in the MSOP is summarized in Table 1 (Table 2.2 of the Description of the Action, i.e. DoA).

Table 1 – AWESOME matrix for Multi-Stakeholder Outreach Plan

WHY? What is the purpose of the dissemination and communication activity? What are the objectives of the dissemination and exploitation plan?		
Who? Who is the targeted audience?	What? What information should be delivered? Each stakeholder and target group relevant for the project may have different information requirements	How? Mechanisms and tools envisaged in the strategy such as website, social media, events, summer schools etc.
When? AWESOME partners will ensure the timing of the dissemination activities will be effective. Projects key activities, outputs and milestones will be accompanied by timely communication activities.	By whom? The MSOP will detail each communication and dissemination activity of the project and will assign clear responsibility to specific partners. The Plan will be updated regularly during the implementation of the project.	Where? The location of communication activities is also important. Target audiences should be reached wherever they are and at all relevant levels (local, regional, EU).

The plan allows the project to maximize its impact by fostering dissemination of knowledge and promoting dialogue, learning, and understanding between sectors, policy makers, and stakeholders, as well as by supporting the acceleration and exploitation of project innovations. In particular, D7.1 contributes to improving the connections between research experts and policy makers in the field of Water, Ecosystem, Food, Energy (WEFE) nexus management.

The document is structured as follows: after a brief assessment of the context of the AWESOME project (Section 2), the dissemination and communication objectives are presented (Section 3), followed by the strategy (Section 4), which includes the target audiences, the planned dissemination and communication activities, the tools and channels foreseen and the timeline.

Further, the dissemination material and documents are reported in Section 5, while Section 6 identifies the dissemination and communication channels, Section 7 the targeted scientific publications, and Section 8 the dissemination activities.

Finally, an exploitation analysis (Section 9) will outline the opportunities and the challenges related to these activities, followed by the planned monitoring and evaluation process, as well as the assessment and management of COVID-19 related risks.

2 THE CONTEXT

Global trends in population growth and rising economic prosperity are expected to increase the demand for water, energy and food in the Mediterranean (MED) region to a point where they may compromise the sustainable use of natural resources. This context calls for the adoption of integrated and participatory approaches that explicitly account for the WEFE nexus to explore trade-offs, synergies, and interdependencies across sectors, and to generate shared economic, environmental, and societal benefits.

The main objective of AWESOME is to develop a decision-analytic platform based on a multi-level, integrated WEFE model to better understand multi-sectoral WEFE trade-offs and to capitalize on potential synergies, also exploring the interdependencies and feedbacks across a hierarchy of spatial scales, from the macroeconomic development of the MED region and national scale, to regional planning at the river basin scale, downscaling until the single farm.

Dissemination and communication activities represent key elements to maximise the impact of the project's research findings. Given the multi-sectoral characterisation of the project as well as the different hierarchy of spatial scales, a well-defined dissemination and communication strategy is fundamental to address the variety of actors involved and topics addressed.

3 DISSEMINATION AND COMMUNICATION OBJECTIVES

The main dissemination and communication objectives of the AWESOME project are to:

- design and implement an effective dissemination and communication strategy,
- disseminate the project's outcomes at local level, promoting the participation of end-users, and raising the awareness of relevant stakeholders and policy makers,
- disseminate the project's outcomes at the river-basin (meso) level, promoting an interdisciplinary and multi-scale approach to influence water management, land use, and ecosystem services,
- disseminate the project's outcomes at the international level, with a particular look at the European policies in the MED region,
- organise effective dissemination events of the project, with the aim of facilitating science and policy dialogue,
- secure a strong and unique brand for the AWESOME consortium.

4 DISSEMINATION AND COMMUNICATION STRATEGY

4.1 OVERVIEW

The communication and dissemination of the project's objectives and results, supported by well-designed and modern communication activities, are an essential element for the achievement and the maximisation of the project's expected impacts. It is also crucial to foster the dissemination of knowledge and promote dialogue, learning, and understanding between the potential target groups of the project.

The communication and dissemination strategy is intended to support the AWESOME partners in effectively presenting their findings and results to the various target audiences. These activities are built on the following three pillars:

1. Dissemination to **end-users** and **stakeholders** at the MED level (e.g., farmers, Small and Medium-sized Enterprises (SMEs), industry and business companies) ensures that solutions and models elaborated by the project will be transferred to the society and implemented widely.
2. A Science-Policy Interface promotes a direct and open dialogue between scientists and **policy makers** with a multi-level perspective (at the micro, meso and macro scale).
3. Dissemination to target groups associated to **academics** and **experts** engaged in the WEFE (nexus) management enables a wider impact of the project in the international scientific community.

The communication strategy of the AWESOME project is presented in Table 2.

Table 2 – Overview of the AWESOME communication strategy

Target Audience	Dissemination message	Dissemination channel	Value to target
End users and stakeholders	New knowledge about the project's solutions and new technologies is transferred.	Project website, social networks, newsletters, press, informational material, workshops and events (online training, targeted events, summer schools).	<ul style="list-style-type: none"> • Benefits for the stakeholders and the ecosystems. • The research process is opened to stakeholders through MAWGs. • Practical application of project's results.
Policy makers	A multi-level perspective on WEFE portfolios aimed at increasing the sustainability and resilience of the agricultural sector.	Newsletters, press, technical reports, informational material, policy and position papers, trainings and workshops, events (Science Policy dialogue, summer schools).	<ul style="list-style-type: none"> • Benefits in WEFE management and policy making. • Opportunities for co-creation, co-learning and knowledge exchange with the scientific community.

Target Audience	Dissemination message	Dissemination channel	Value to target
Scientific community	Knowledge created with an inter-disciplinary and multi-level perspective.	Conferences and peer-reviewed scientific papers, trainings and workshops, social media, events (summer schools, conferences).	Participation to a multi-level academic network, which provides advances of the state of the art of research on the topics covered by the project.

The AWESOME dissemination and communication strategy is set up in a way to increase of the outreach and the involvement of the target audiences listed in Table 2.

To meet the project's objective, the activities are envisaged by both WP6 and WP7. All relevant stakeholders at local (pilot project field), national, MED and European level will be targeted. In particular, WP6 focuses on stakeholder engagement and interaction, and works collaboratively with representative stakeholders at the case study level, via established Multi-Actor Working Groups (MAWGs), aimed at creating an interface between them and the scientific strand of the project. WP6 is working on creating a multi-dimensional mapping of the main potential stakeholders, along with a prioritization of their needs and their WEFE Nexus awareness. On the other hand, WP7 looks at dissemination, communication, and outreach. WP7 will ensure that the project's results are widely promoted and disseminated, the knowledge is effectively shared with all external stakeholders on the MED level and beyond, and a direct interface is created among science and policy. In conclusion, the two WPs cover, in different but complementary ways, the exploitation, communication and dissemination of the project results.

4.2 TARGETS

To reach the dissemination and communication objectives and a broad stakeholder-base, the different audiences will be targeted with differentiated key messages, channels and tools. Hence, the formats, language and focus of the dissemination and communication products will be shaped according to the different communities of users and target audience, listed in Table 3. Part of the information contained in Table 3 is extrapolated by Task 6.1 - Case Study Elaboration which is in development, in the context of preparation of D6.1 (i.e. Case Study Report, due at M14).

Table 3 – AWESOME matrix for the categorization of target audiences

Type	Scales			
	Local	River Basin	MED	EU
Stakeholders	Farmers; businesses (e.g. hydropower, electricity supply companies/corporations); practitioners; solar, wind power and desalination stations. National advocacy org.s (e.g. farmers and water consumers unions); NGOs. General public and civil society.	Businesses (e.g. hydropower, electricity supply companies/corporations; e.g. GIZ - Transboundary water cooperation in the Nile Basin); practitioners; solar, wind power and desalination stations. National advocacy org.s (e.g. farmers and water consumers unions); NGOs (e.g. Sawiris Foundation).	National advocacy org.s; NGOs.	National advocacy org.s; NGOs (e.g. Global Alliance for Improved Nutrition - GAIN; Community Initiative Facilitation and Assistance – CIFA; Agency for Cooperation in Development – CAFOD; Food Security Cluster – FSC; WWF; International Union for Conservation of Nature - IUCN).
Policy makers	Ministries (e.g. M. of agriculture, water, foreign affairs, energy, dep.t fisheries, environment, health, social services, welfare); policy advisors (e.g. think tanks); policy implementers.	Ministries (e.g. M. of agriculture, water, foreign affairs, energy, dep.t fisheries, environment, health, social services, welfare); policy advisors (e.g. think tanks); policy implementers (e.g. river basin authorities; water resources management authority); other public institutions (e.g. national irrigation institutes/directorates; national parks conservation agencies).	Ministries (e.g. M. of agriculture, water, foreign affairs, energy, dep.t fisheries, environment, health, social services, welfare); policy advisors (e.g. think tanks); policy implementers; other public institutions (e.g. food reserve, crops agencies; national irrigation institutes/directorate s).	Ministries, policy advisors (e.g. think tanks), policy implementers; other supra-national institutions (e.g. Food and Agriculture Organization - FAO).
Scientific community	Local universities and research centers.	Universities and research institutes (e.g. Nile Research Institute - NRI, American University of Cairo – AUC, Egyptian Meteorological Authority - EMA, National Research Center (Egypt) - NRC, TU Berlin Campus El Gouna, Desert Research Center - DRC; Heliopolis University of Sustainable Development).	Research institutes, in the fields of hydrology and groundwater.	Supra-national research institutions (e.g. Global Water Partnership Africa – GWPA, Food and Agriculture Organization - FAO, International Center for Agricultural Research in Dry Areas –ICARDA).

As detailed in the AWESOME internal documents “AWESOME_I_AUEB_WP6_200909_SH-mapping-typologies.xlsx” and “AWESOME_I_AUEB_WP6_200909_SH-mapping-presentation”, part of Task 6.1 - Case Study Elaboration mentioned above, the stakeholder’s categories can be subdivided into the different scales: basin (or local), national, regional and international.

The rationale behind the selection of these target audiences is summarized in detail hereafter.

Firstly, it is fundamental to convey the project’s results to policy makers, to enable and boost their dissemination by channelling them towards policy and decision making to turn them into practice. This transfer of results is a crucial step that could reach actors at the different scales.

Secondly, scientific findings will be published in form of peer-reviewed articles in international journals and conferences and spread widely through the international academic networks. The involvement of the scientific community is indeed crucial in terms of research development, data access and exchange, training activities and resilience of the project outcomes.

Besides, national and international institutions such as advocacy organisations and NGOs have to be included in workshops, discussions, and science-policy dialogues to let them play an active role and shape the debate on WEFE related outcomes. With reference to NGOs, they can be seen as the operational arm of the civil society; therefore they have a fundamental role in the process of awareness-rising among the local actors. Indeed, several stakeholders at the local scale (such as farmers and SMEs) shall also be informed and involved in project’s activities (e.g. visit of the pilot facilities), since they can provide valuable inputs in translating research findings into feasible everyday solutions.

Finally, civil society and the general public are targeted by the project’s dissemination and communication activities, given the importance of increasing the level of awareness around the WEFE nexus (specific local targets may arise to make the project visible and known in the study area).

4.3 CONTENTS

Table 4 summarizes the contents of the project’s dissemination and communication activities.

Table 4 – Dissemination and communication activities planned for the AWESOME project

Task	Description	Initial & end month		Deliverables/ dissemination tools	Details
7.1	Multi Stakeholder Outreach Plan	1	6	Multi Stakeholder Outreach Plan: strategies that will be used to achieve the objectives of WP7	Report describing the strategies that will be used to achieve the objectives of WP7. The plan will include a communication requirements analysis, identification of stakeholders and target audiences, and will outline dissemination activities and channels to be used and will display time management features for their implementation.

Task	Description	Initial & end month		Deliverables/ dissemination tools	Details
7.2	Dissemination and Communication	1	3	First version of project website, infographics, and social media (Milestone 1 timely achieved)	A project website to provide all necessary information about the project (goals, partners, activities, deliverables, etc). Project developments and results will also be regularly disseminated through social media channels such as Twitter. Website and social media accounts are set up, but they will be refined and followed up during project's lifetime.
7.2	Dissemination and Communication	1	42	Social media strategy	AWESOME will be active on social media (e.g., Twitter) to facilitate the direct communication of the project-related activities to a wide external audience.
7.2	Dissemination and Communication	3	18	Updated general dissemination/information material, including project leaflets, factsheets, newsletter. (Milestone 8)	A progressively enriched information package will be available reflecting the brand and visual identity of the project, together with the objectives and expected results. The package will include project leaflets and factsheets.
7.2	Dissemination and Communication	any	42	Policy and position papers	Policy briefs and position papers, specifically written and intended for policy makers to deliver policy recommendations identified by the project.
7.2	Dissemination and Communication	any	42	Press releases	Press releases will promote specific information to the media about the outcomes of interest produced by the project's activities.
7.2	Dissemination and Communication	any	42	Scientific papers	Dissemination via scientific journals will represent the main dissemination channel for sharing the scientific knowledge produced by AWESOME in the international scientific community.
7.2	Dissemination and Communication	any	42	International conferences	Dissemination via conferences will represent another fundamental channel for sharing the scientific knowledge produced by AWESOME in the international scientific community.

Task	Description	Initial & end month		Deliverables/ dissemination tools	Details
7.2	Dissemination and Communication	16	42	First (16-18M), second (18-30M), third (40-42M) dissemination and know how transfer report	Reports on the scientific publications and dissemination actions performed during the project.
7.3	Science-Policy Dialogue	13	42	Policy outreach workshops	A series of regional outreach workshops where the consortium will present interim results to selected audiences of stakeholders'/policy makers/individual agents and allow the exchange of perspectives among the potential users of the project outcomes.
7.3	Science-Policy Dialogue	13	40	Final Science-Policy dialogue event (Milestone 19)	At the end of the project, the optimal dissemination of results will be facilitated through a concluding two-days event which will invite the scientific community, media and all involved stakeholders to share the project results, discuss about their impact, exploitation opportunities and wider implications to develop policy roadmaps for the uptake of WEFE Nexus approaches in the MED region.
7.4	Capacity building and knowledge transfer	13	41	Summer school and online training material (Milestone 21)	Partners will organize a training module based on a Summer School complemented by online training material about the WEFE Nexus, targeting young professionals in a variety of positions including graduate students, practitioners, policy makers, and public administrators.
7.4	Capacity building and knowledge transfer	13	42	Solutions Transferability and portability Report	Solutions transferability and portability report will be dedicated to the transfer and exploitation of the main project results, with a detailed analysis of the challenges and opportunities associated to the application of the AWESOME framework and lessons learnt beyond the case study area to other basins in the MED region.

4.4 TOOLS AND CHANNELS

In order to achieve the objectives listed in §3 and to reach the identified target audiences, the AWESOME's partners will be equipped with a series of dissemination and communication tools and channels, respectively in an electronic and online form.

The tools are the informative material that will be created to present the project's findings and contents to the target audiences. The channels are the media through which the research outcomes are conveyed to the target audiences.

Table 5 summarizes the specific channels to target the AWESOME's target audiences, which vary accordingly (how this occurs will be explained in detail in the next sections).

Table 5 – Channels / tools connected to target audiences

Dissemination channels / tools	Policy makers local	Policy makers general	Science	EU, NGOs, Institutions	Other stakeholders local	Other stakeholders general	Society and general public
Information material	X	X		X	X	X	X
Policy and position papers	X	X	X				
Scientific papers			X				
Solutions transferability and portability report		X					
Online training material (capacity building)	X		X	X	X	X	X
Policy outreach workshops	X	X					
Final Science-Policy	X	X					X

Dissemination channels / tools	Policy makers local	Policy makers general	Science	EU, NGOs, Institutions	Other stakeholders local	Other stakeholders general	Society and general public
Dialogue Event							
Summer School		X	X	X		X	X
AWESOME website				X		X	X
AWESOME Twitter account		X	X	X		X	X
Newsletter	X	X		X	X	X	X

4.5 TIMELINE

Table 6 describes the implementation of the communication and dissemination strategy during the project's lifetime. Given the current pandemics situation and the related uncertainty, the table is preliminary and will be updated during the lifetime of the project.

Table 6 – Timeline of the planned dissemination and communication activities.

	2020	2021	2022	2023
January			Second workshop	
February				
March		Social media/infographics activities related to climate and		

	2020	2021	2022	2023
		demographic projections.		
April		EGU 2021	EGU 2022	EGU 2023
May		First newsletter First workshop	Second newsletter ASCE-EWRI 2022	Third newsletter ASCE-EWRI 2023
June	Press release, first infographic			
July	Definition of information package and social media strategy		iEMSs Biennial Meeting 2022	
August	Website, social media accounts			Final Science-Policy Dialogue event, Final project leaflet
September	Second infographic		Third workshop	Summer School
October	Multi-Stakeholder Outreach Plan	First dissemination and know how transfer report	Second dissemination and know how transfer report	Third dissemination and know how transfer report
November	Initial project leaflet			
December	First factsheet, first webinar (open to public), first General Assembly	Second factsheet	Third factsheet AGU 2022	AGU 2023

	2020	2021	2022	2023
	(internal meeting), infographic			

5 DISSEMINATION MATERIAL AND DOCUMENTS

Dissemination material and documents represent the general promotional material for the project dissemination (Task 7.2 of the project).

A progressively enriched information package is available and will still be developed reflecting the project brand, objectives and expected results, including project leaflets and factsheet. The project website reflects those as well and provides all necessary information about the project, periodic newsletters, press releases, and scientific papers. As a general line of action, printed material will tend to be limited in order to reduce the project's paper footprint.

The next subsections present the AWESOME visual identity and brand, the AWESOME and PRIMA logos, and the templates, which contribute to maintain a coordinated image and common identity for the project.

5.1 IDENTITY AND BRAND

It is fundamental that all the materials and contents used for the dissemination activities present the same visual identity and follow the AWESOME style. These indications have been detailed in the internal document "Communication Guidelines" (stored in the project repository under "AWESOME_public\Work_packages\WP7\Documents") aimed at ensuring clear and coherent communication outputs, as well as defining the visual identity for the project. A document dedicated to press releases is also available in the project repository, specifically in the WP7 folder under "AWESOME_public\Work_packages\WP7\Press_releases". The AWESOME identity and brand is associated to the project logos (§5.2) and templates (§5.3). In terms of visual identity, the primary fonts for the project's materials are in Calibri, while the logo and titles are in Josephin. The colour palette, indicating the primary colours and gradients, is represented by Figure 1.

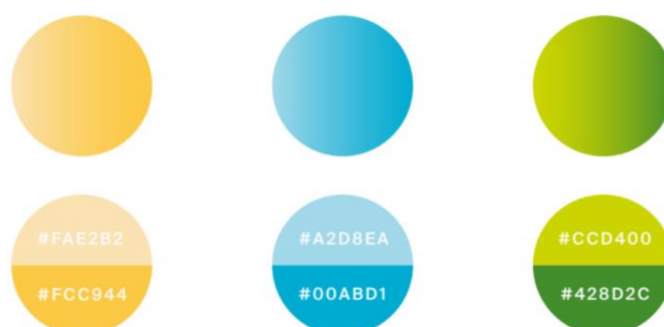


Figure 1 – Colour palette

5.2 LOGOS

The primary logo of AWESOME and its horizontal versions are reported respectively in Figures 2 and 3. The full logo manual is available in the project's repository under the directory "AWESOME_public\Visual_identity\logo".

The colours of the logos are coherent with the colour palette in the Figure 1, and they represent the three pillars of the AWESOME project: the blue element stands for water, the green element for ecosystems, and the yellow element for food.

In the context of dissemination and communication activities, it is mandatory to display the AWESOME logo always together with the PRIMA logo and the EU emblem, giving to the three the same importance and thus prominence.



Figure 2 – Primary logo and clear space



Figure 3 – Horizontal version and clear space

5.3 TEMPLATES

A set of templates for presentations, text documents, leaflets and factsheets is available to the entire consortium since the beginning of the project, in order to guarantee a coordinated image and a common visual identity in all the dissemination and communication activities of the project. All templates are stored in the internal project repository under the directory “AWESOME_public\Visual_identity\templates”.

5.3.1 Presentations

The template for power point presentations (in .pptx format) is reported in Figure 4. The templates always include the AWESOME logo.

The key elements that should **not** be modified are:

- The layout of the cover slide, the subsequent title slide and the final one
- The AWESOME and PRIMA logos, which should be present on the front and final page
- The Calibri font, the title font size and the colours

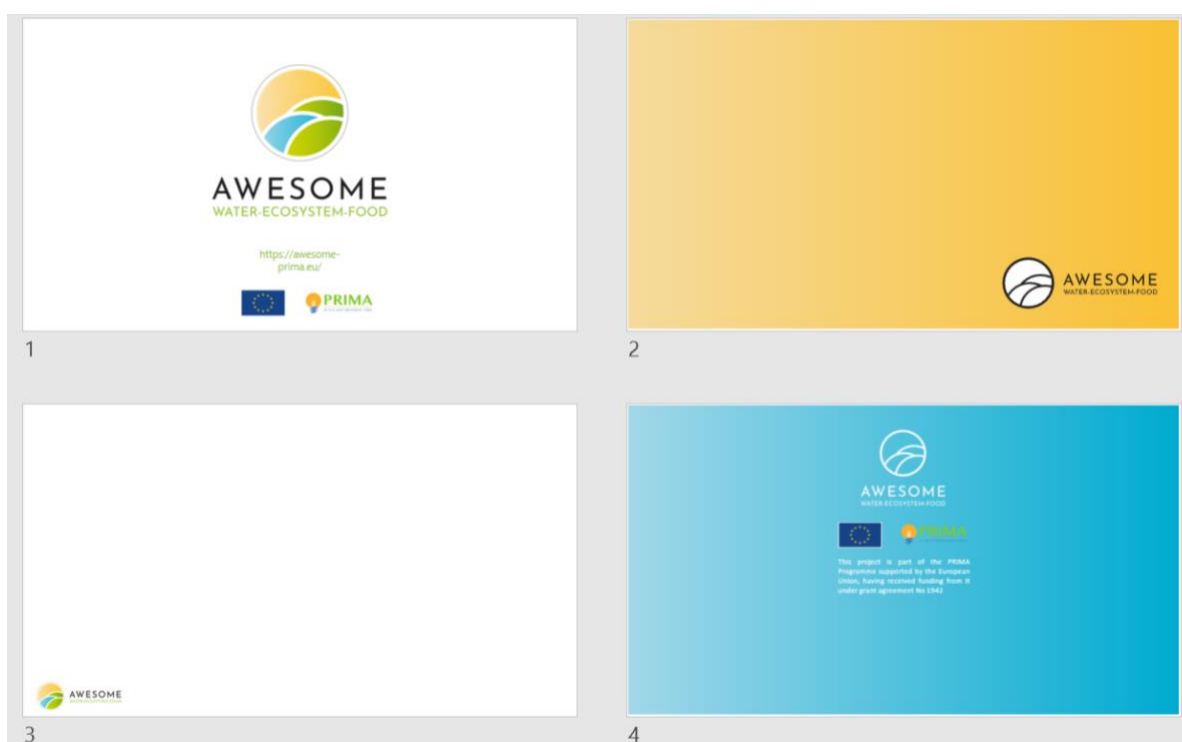


Figure 4 – Template for PowerPoint presentations

5.3.2 Documents

The AWESOME templates for reports and documents (in .docx format) is presented in Figure 5. An internal document template dedicated to press releases was additionally created and it is available in the project repository, specifically under “AWESOME_public\Work_packages\WP7\Press releases”.



 AWESOME WATER-ECOSYSTEM-FOOD		REPORT TITLE Month, Year
Programme Call: Project Number: Project Title: Partners:	PRIMA Call 2019 Section 1 Farming RIA 1942 AWESOME POLIMI (Project Coordinator), AUEB, YVC, UH, AF, RWTH, FEEM	
Work-Package: Deliverable #: Deliverable Type: Contractual Date of Delivery:	WPx Dx.x Document x	

Figure 5 – Screenshot of the template for documents

5.3.3 Leaflets

The creation of an introductory project leaflet is planned for November 2020 and another final one presenting the main project outcomes for August 2023), to attract interest towards the project’s main activities, objectives and results.

The draft of the initial AWESOME leaflets is reported in Figure 6.

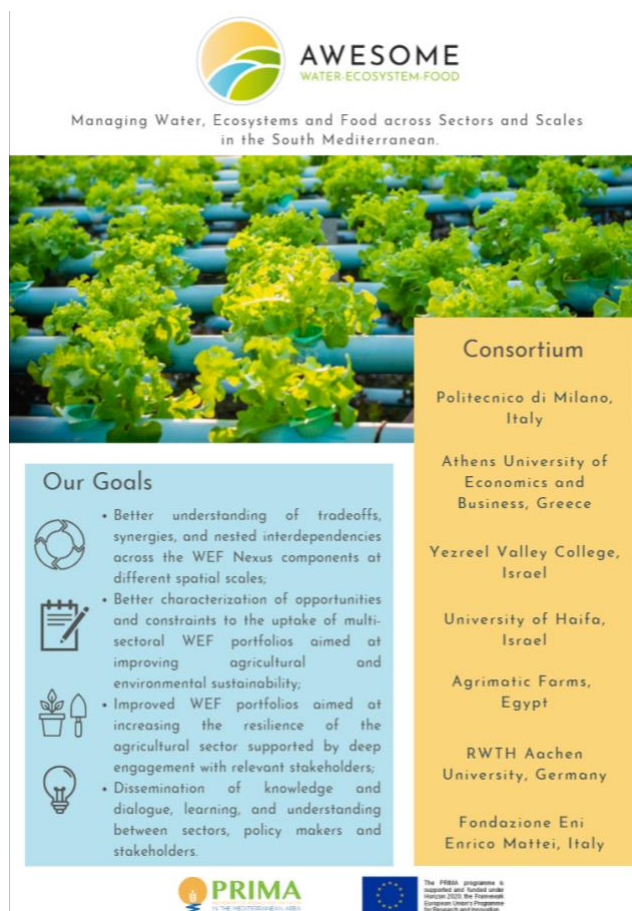


Figure 6 - Draft of the initial project leaflet

5.3.4 Factsheets

The creation of new factsheets is planned at the end of each year, with the aim of providing a short overview of the main contents of the project's deliverables finalized in the form of reports. The following key timings are proposed:

- December 2020
- December 2021
- December 2022

A screenshot of the draft of the project factsheet is reported in Figure 7.



Figure 7 – Draft of the project factsheet

6 DISSEMINATION AND COMMUNICATION CHANNELS

6.1 AWESOME WEBSITE

The website is the fundamental dissemination and communication channel of the project. Through its online platform the AWESOME project is presented (objective, structure, consortium), together with clear, concise and up-to-date information e.g. concerning achievements, deliverables and activities. The website was the first Milestone of the project and was achieved already in July; however, it is still in development and refinement. The website will be kept updated during the project's lifetime, by adding new content, improving design, appeal and functionality as needed.

The website is designed to be attractive for a diversity of audiences, from experts to non-technical, from European and National advocacy organisations and NGOs to industry, business associations, practitioners and farmers, to the general public and the civil society.

At the moment, the website presents a brief description of the project's objectives, the WP activities, the consortium, and the news section. The website is also linked to the AWESOME Twitter account. Further sections will be added presenting the key project's findings, public reports and publications. The news section will be further refined and reports on the projects events as well.

The conceptual map used for the construction of the website is reported in Figure 8.

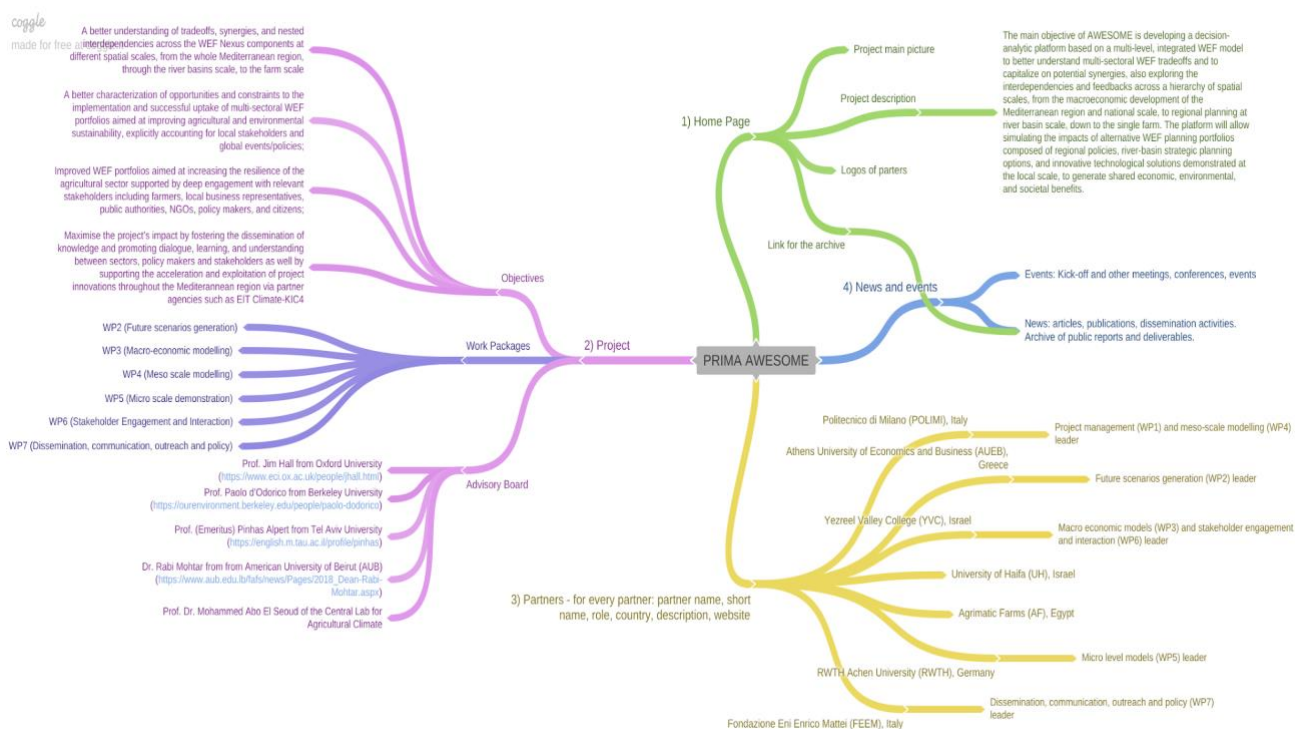


Figure 8 – Conceptual Map of AWESOME's project website

The first version of the website is available at the following link: <https://awesome-prima.eu> since July 31 and the home page (which is a dynamic slider of four different figures characterizing the project, i.e. hydroponics, aquaculture, Nile River, and MED region) is shown in Figure 9.



Figure 9 - Home page of the first version of the website

A second version is under construction to enable a more dynamic and structured format of the website. The draft is presented in Figure 10.

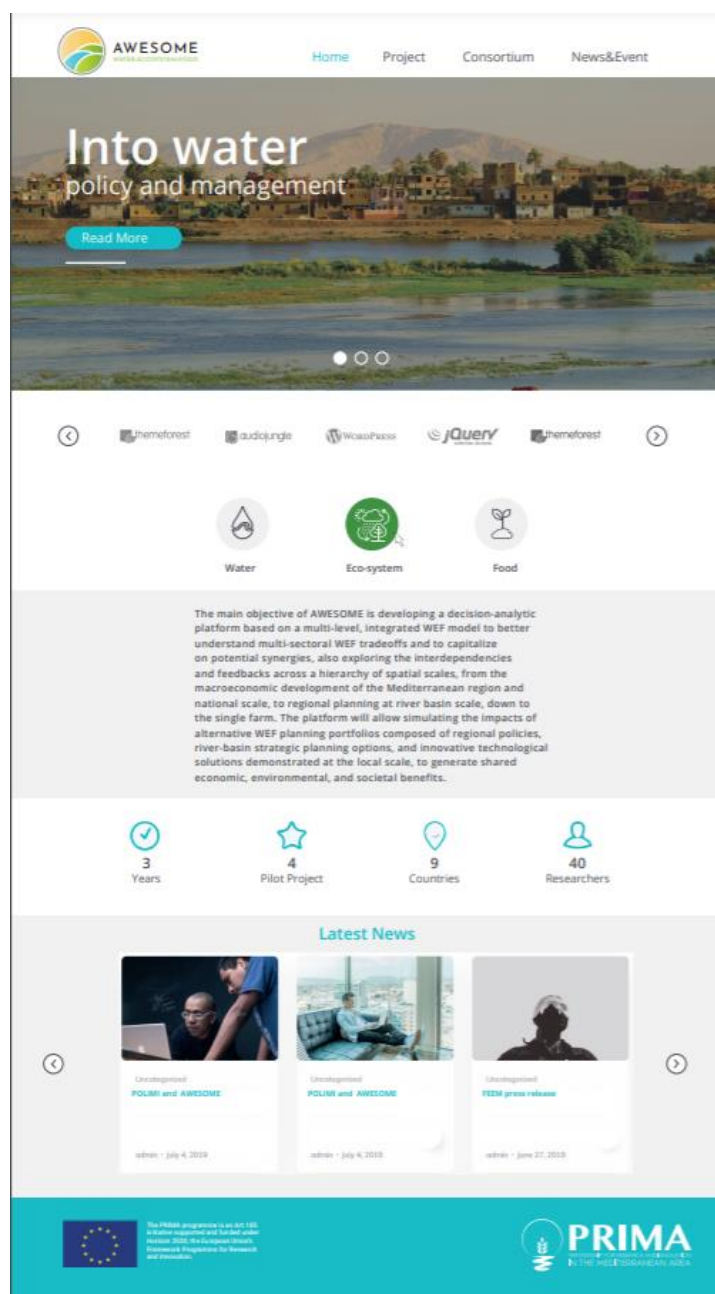


Figure 10 – Draft of the second version of the website

6.1.1 Infographics for the AWESOME website

For the second version of the website, a set of infographics was developed in order to explain in a clear and efficient manner the main Work Packages of AWESOME. The infographics are reported in Figure 11.

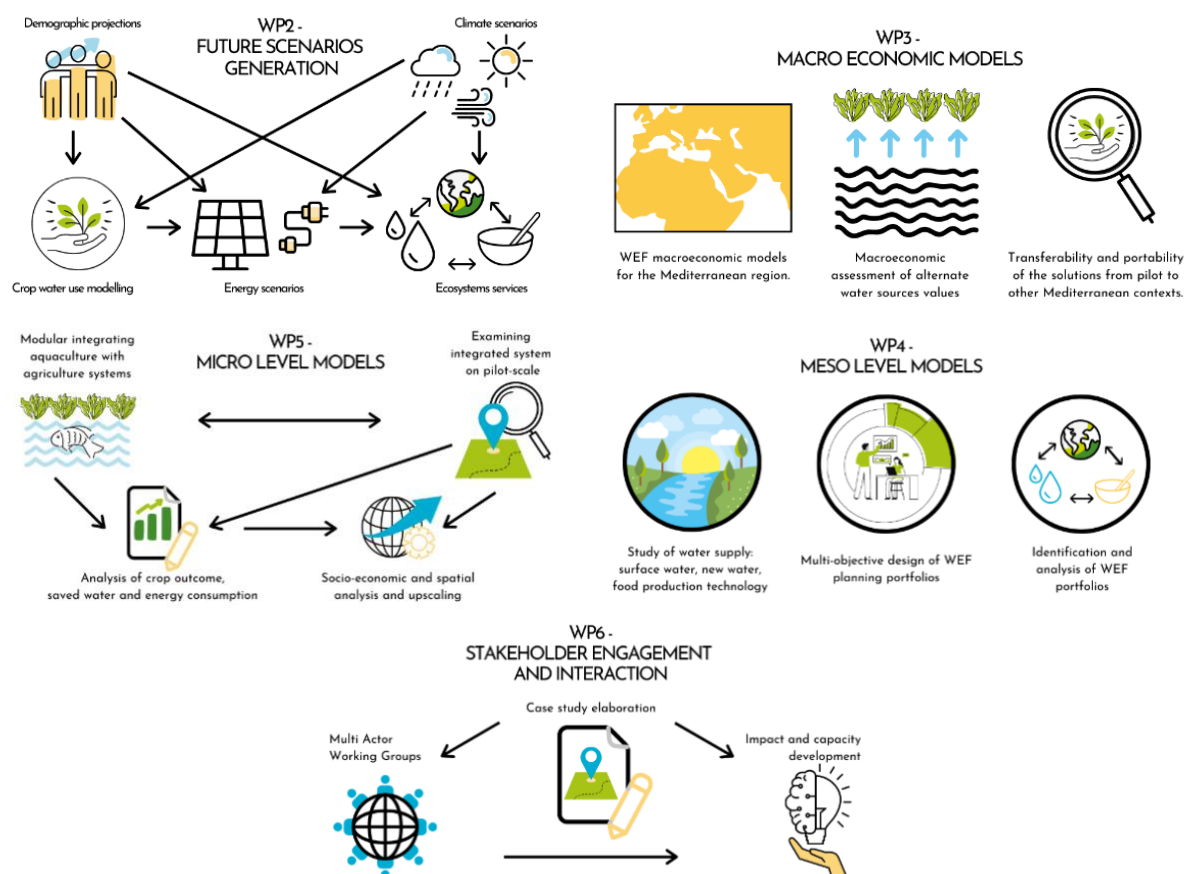


Figure 11 – Work Packages infographics

6.2 NEWSLETTER

The newsletter aims to inform and update the different target audiences about interim project progresses and results as well as WEF related events and activities. The newsletter could also share experts' opinions (e.g. of the members of the project's advisory board) about WEF issues.

In terms of timing, the newsletter will be distributed electronically at least once a year and it will be sponsored and advertised through the project's social media and website.

It will be possible to subscribe to the newsletter via the project's website, during the project's events and also through direct contact with the consortium. A mailing list will be created with the contacts of the people interested after their consensus, but also building on previous projects' mailing lists or other existing groups or associations potentially interested in the project and its outcomes.

6.3 SOCIAL MEDIA

The social media strategy of the project will be entirely focused on Twitter, identified as the optimal channel for direct and immediate scientific communication and dissemination activities.

Amongst the target audiences identified, Twitter will mainly turn to European and National advocacy organisations and NGOs, industry, business associations, practitioners and farmers, the scientific community, the general public and civil society.

The official Twitter account for the AWESOME project is available at the following link: https://twitter.com/AWESOME_PRIMA and is shown in Figure 12.



Figure 12 – AWESOME twitter account

The Twitter account will be managed in a collective and shared manner, to keep the account alive and stimulating interconnections and exchange in the social network and among other PRIMA projects. AWESOME tweets are automatically published on the project's website.

To coordinate the partners' activities and ensure a coherent social media approach, the internal document 'Communication Guidelines' (mentioned in §5.1) was shared with all the partners, detailing the main management rules of the account.

Table 7 states the target number of Twitter followers to be reached during the project. After the first quarter of the first year, the AWESOME Twitter profile has already reached 37 followers (visited on the 28 October 2020).

Table 7 – Twitter targets

Year	2021	2022	2023
Target nr of followers	50	100	200

6.4 PRESS

The aim of press releases is promoting specific information to the media about the outcomes of interest produced by the project's activities, with the specific objective of reaching the public via news coverage.

In terms of frequency, one press release is planned for every outcome of interest produced, e.g. publications in top journal. The first press release was published in June 2020 to announce the start of the project.



Figure 13 – AWESOME first press release

The internal document 'Communication Guidelines' mentioned in §5.1 also contains the main communication guidelines and rules regarding press activities. Every press release will be issued firstly by the AWESOME communication team (§6.5), then it will be circulated among all partners in order to reach a wider network.

6.5 COMMUNICATION TEAM

During the kick-off meeting on the 22nd of May 2020, WP7 (FEEM) asked each partner to identify a referent person for future communication and dissemination activities to set up the communication team. The contact persons have been selected and a separated project mailing list dedicated to communication has been created.

The AWESOME communication team is reported in Table 8.

Table 8 – AWESOME communication members

Organisation	Name	e-mail
POLIMI	Matteo Rocco, Elena Matta	matteovincenzo.rocco@polimi.it elena.matta@polimi.it
AUEB	Lydia Stergiopoulou	lydia.stergiopoulou@icre8.eu
UH and YVC	Mordechai Shechter	shechter@econ.haifa.ac.il
ZG	Nouran El Said, Hamis El Gabry	n.elsaid@zongardens.com h.elgabry@zongardens.com
RWTH	Christiane Pyka, Asena Cakir	pyka@lfi.rwth-aachen.de asena.cakir@alumni.fh-aachen.de
FEEM	Marta Castellini (dissemination and communication), Ilenia Gaia Romani (website, social media, press)	Marta.castellini@feem.it Ilenia.romani@feem.it

7 SCIENTIFIC PUBLICATIONS

7.1 POLICY AND POSITION PAPERS

Policy briefs and position papers are short, clear and concise documents that highlight various policy implications of different specific actions.

The aim is to deliver policy recommendations identified during the project and through its research results. The target groups are policy makers at case study level, national, MED and EU level, and the scientific community, which are addressed via the project's and partners' website.

7.2 SCIENTIFIC PAPERS

Peer-reviewed articles in international journals and contributions at international conferences will be produced based on the results of the research activities carried out within the project. These scientific papers will show consistency with and complement the project deliverables. The articles aim at guaranteeing the dissemination of the scientific knowledge produced by AWESOME, where the target here is the scientific community. Every publication will be advertised on the project's website and partners' websites.

One of the formats of the documents will be the working paper series (FEEM "Note di lavoro"), which represents a central vehicle for instant open access dissemination as papers are downloadable free of charge. The working papers are generally included in important networks of knowledge such as [AGECON](#), the Economics Research Institutes Paper Series of [SSRN](#), [REPEC](#), [BERKELEY UNIVERSITY PRESS](#), [ZBW](#), [JSTOR](#), [ECONLIT](#) and in the [FACTIVA DOW JONES GLOBAL NEWS DATABASE](#). The International Standard Serial Number (ISSN) assigned to the online FEEM Note di Lavoro Series is ISSN: 2037-1209. Links to the working papers will also be posted on the public section of the AWESOME website.

All AWESOME partners will contribute in disseminating the scientific results in the national and international scientific community.

Table 9 outlines the main relevant target scientific journals according to the various topics.

Table 9 – Top ranked journals listed per topic

Subtopic	Journal	Link
Agriculture and economy	Journal of Agricultural Economics	https://onlinelibrary.wiley.com/journal/14779552?tabActivePane=
Economy	Journal of Economics	https://www.springer.com/journal/712
Economy and ecosystems	Ecological Economics	https://www.journals.elsevier.com/ecological-economics
Energy	Energy Policy	https://www.journals.elsevier.com/energy-policy
Energy engineering	Energy	https://www.journals.elsevier.com/energy
Engineering	International Journal of Engineering and Applied Sciences	https://www.ijeas.org/
Environment	Climate Change Economics	https://www.worldscientific.com/worldscinet/cce
Environment	Environmental Earth Sciences	https://www.springer.com/journal/12665
Environment	Environmental Science and Policy	https://www.sciencedirect.com/journal/environmental-science-and-policy
Environment	Journal of Ecology and Environment	https://jecoenv.biomedcentral.com/
Environment	Science of the Total Environment	https://www.journals.elsevier.com/science-of-the-total-environment
Environment and economy	Environment and Development Economics	https://www.cambridge.org/core/journals/environment-and-development-economics
Environment and economy	Resource and Energy Economics	https://www.journals.elsevier.com/resource-and-energy-economics

Subtopic	Journal	Link
Environment and economy	Environmental and Resource Economics	https://www.springer.com/journal/10640
Environment and policies	Environmental Modeling and Assessment	https://www.springer.com/journal/10666
Public policy	The Public Sphere	https://psj.lse.ac.uk/issue/archive/
Water	Advances in Water Resources	https://www.journals.elsevier.com/advances-in-water-resources
Water	Journal of Water Resources Planning and Management	https://ascelibrary.org/journal/jwrmd5
Water	Water Economics and Policy	https://www.worldscientific.com/worldscinet/wep
Water	Water Policy	https://iwaponline.com/wp
Water	Water Research	https://www.journals.elsevier.com/water-research
Water	Water Resources Management	https://www.springer.com/journal/11269
Water	Water Resources Research	https://agupubs.onlinelibrary.wiley.com/journal/19447973
Water	Water Resource and Economics	https://www.sciencedirect.com/journal/water-resources-and-economics

8 DISSEMINATION ACTIVITIES

8.1 NETWORKING ACTIVITIES

8.1.1 Conferences

Scientific conferences represent the opportunity to disseminate the interim project's results of appropriate scientific quality as well as networking occasion within the scientific community. Table 10 summarizes a tentative plan of conference participation by the AWESOME consortium, which will be kept updated throughout the production of the dissemination and know-how transferability reports.

Table 10 – Channels / tools connected to target audiences for the upcoming year 2021

Conference	Place and date
IAERE National Conference 2021	Online, April 2021
EGU 2021	Vienna, Austria, 25-30 April 2021
EAERE European Conference 2021	Berlin, 23-26 June 2021
IAHR World Congress 2021	Granada, 4-9 July 2021
EURO (Association of European Operational Research Societies) Conference 2021	Athens, 11-14 July 2021
5th Sustainability Summit for South-East Europe and the MED	tbd

8.1.2 Workshops

Inaugural event

On the 2nd of December this year, the first project webinar will take place using the tool GotoWebinar and will focus on previous research and expertise on water management along the Nile River, having Dr. Kevin Wheeler (Oxford University) and Dr. Mohie Omar (National Water Research Center (NWRC), Egypt) as speakers. The AWESOME project will be briefly presented by the project coordinator Prof. Andrea Castelletti and the PRIMA Foundation by the Project Officer Ali Rhouma.

On the same day, afterwards, the First General Assembly of the AWESOME project will occur, having Prof. Jim Hall (Oxford University) and Dr. Mohie Omar as participating members of the Advisory Board.

Policy Outreach workshops

A series of regional policy outreach workshops will allow the project's consortium to present interim results to selected audiences of stakeholders' (specifically policy makers at case study, national, MED and EU level) and allow the exchange of perspectives among the potential users of the project outcomes. Opportunities for synergies with other European and MED actors and institutions will be investigated and contributions from relative international initiatives will be encouraged. Also, these workshops could be held in conjunction with other major events in the field.

The tentative schedule of the policy outreach workshops:

- Workshop 1: July or September 2021 (Year 2)
- Workshop 2: March or May 2022 (Year 3)
- Workshop 3: November 2022 (Year 3) or January 2023 (Year 4)

The policy outreach workshops correspond to the task 7.3 of the project.

Final Science Policy Dialogue event

At the end of the project, the optimal dissemination of results will be facilitated through a concluding two-days event which will invite policy makers, general public and civil society, media and all involved stakeholders to present the project results, discuss about their impact, exploitation opportunities and wider implications to develop policy roadmaps for the uptake of Nexus approaches in the MED region.

The provisional schedule is for August 2023 (Year 4).

The final Science – Policy Dialogue event corresponds to the task 7.4 of the project.

8.2 CAPACITY BUILDING

8.2.1 Solutions transferability and portability report (capacity building and knowledge transfer)

The aims of the Solutions transferability and portability report is to transfer and exploit the main project's results, with a detailed analysis of the challenges and opportunities associated with the application of the AWESOME framework, results, and lessons learnt beyond the case study area to other basins in the MED region. The report specifically targets policy makers and will be disseminated through the project's website and partners' websites.

This activity corresponds to the task 3.3, which will be implemented by University of Haifa (UH).

8.2.2 Online training material

Online training material intends to complement the training module based on the Summer School. Specifically, the transfer and dissemination of project results and information around the WEFE nexus will be ensured through them.

The training material will be available online (on the project's website) because it aims at reaching the widest possible number of relevant stakeholders and maximising its impact. The stakeholders targeted will be the scientific community, European and National advocacy organisations and NGOs, industry, business associations, practitioners and farmers.¹

The training material corresponds to the task 7.4 by FEEM (Capacity building and knowledge transfer).

¹ At a later stage of the project, an assessment will be carried out, through which the different target groups will be narrowed down. This because learning materials have to be developed specifically for the target groups.

8.2.3 Summer school

The Summer School, complemented by online training material, will be organised with the aim of transferring and disseminating project results to European and MED young professionals. The provisional program of the summer school includes the state-of-the-art and the advances generated by AWESOME in the following fields: water, ecosystems and food across sectors and scales in the Mediterranean.

More specifically, the groups targeted will be: Policy makers at national/MED level and EU level; scientific community; European and National advocacy organisations and NGOs; Industry, business associations, practitioners and farmers; general public and civil society².

The summer school corresponds to the milestone MS21, within the task 7.4 (Capacity building and knowledge transfer) and will take place between the months 7 and 41 of the project. The tentative period is Summer of Year 4 (2023). This task aims at ensuring effective know-how transfer and dissemination of the projects results at the MED level.

The date and place of the school as well as the precise contents will be decided at a later stage of the project.

9 EXPLOITATION ANALYSIS

The exploitation analysis aims at considering the barriers and opportunities which the dissemination and communication activities planned may encounter.

This analysis will be monitored and updated during the project's lifetime to ensure that the results and related activities are successfully conveyed to the appropriate stakeholders, as well as to the public and international community.

9.1 BARRIERS AND OPPORTUNITIES

Table 11 identifies the project's barriers and opportunities³ related to the main project dissemination and communication activities.

Table 11 – Project's barriers and opportunities

Barriers* ⁴	Opportunities
Communicate complex and technical topics in an easy way.	Be simple and straightforward. Shift away from a research-centric communication and benefit from general communication channels that

² At a later stage of the project, an assessment will be carried out, through which the different target groups will be narrowed down, because summer school contents have to be developed specifically for the target groups. The objective is to reach the widest public possible, in the most effective way.

³ The current pandemic may delay some tasks/deliverables/impacts of results as detailed in D1.2 Risk management Plan (RMP).

Barriers*4	Opportunities
	<p>target businesses, NGOs, associations, and local stakeholders (Twitter, for example).</p> <p>Describe the overall goal and the structure of the project in a schematic and graphic manner (see the infographics, for example). Use the pilot project to explain in a clear and practical way the scientific outputs.</p>
Multiplicity of partners and actors within the Consortium.	Master communication and coordination of promotion activities among actors. The project will decentralise the communication towards the communication partners (see communication guidelines, for example), while retaining the control of the message produced.
Ambitious in the goal to bridge the gap between science and policy.	Establish a Science-Policy interface from the beginning of the project, which will then culminate in a Final Science-Policy Dialogue Event.
Communicate to different target groups, who speak different languages and with different professional vocabulary.	Adapt the message, the communication tools and channels to different target audiences.
Communication is left aside from research and technology discussions; partners “forget to communicate”	<p>The communication activities, envisaged for the whole duration of the project, are coordinated and implemented by a dedicated Work Package (WP7).</p> <p>A communication team is set up having at least one person from each partner of the Consortium.</p>

10 MONITORING AND EVALUATION PROCESS AND INDICATORS

Monitoring and evaluation process of the communication and dissemination strategy will be done at the months M18, M30, M40, when WP7 will produce a dissemination and know-how transfer report, which will collect all scientific publications and dissemination actions until that specific time, including an analytic analysis of the project website (e.g. visitors) and the social media channels (e.g. followers).

Table 12 reports the different Indicators correspondent to the communication/dissemination material/channel and target groups that will be identified and monitored during the project's lifetime. A wider look will be set on the Key Performance Indicators (KPIs) reported in the DoA, closely linked to the WP6 and WP7 tasks: i.e. KPI.1 - number of stakeholder groups involved through the participatory process; KPI.3 - number of dissemination events involving academics and policy makers.

Table 12 – Indicators correspondent to the communication/dissemination material/channel and target groups

Communication and dissemination material/ channel	Target groups	Indicators
Information material	Policy makers at case study level, farmers and stakeholders at case study level; European and National advocacy organisations and NGOs; Industry, business associations, practitioners and farmers; general public and civil society.	N. of project leaflets, factsheets and press releases.
Policy and position papers	Policy makers at case study level; at national/MED level and EU level.	N. of policy briefs and position papers.
Scientific papers	Scientific community.	N. of working papers and scientific publications.
Solutions transferability and portability report	Policy makers at national/MED level and EU level.	One report delivered.
Online training material (capacity building)	Policy makers at national/MED level and EU level; scientific community; European and National advocacy organisations and NGOs; Industry, business associations, practitioners and farmers; general public and civil society.	N. of training modules disseminated; website analytics; number and type of stakeholders involved.
Policy outreach workshops	Policy makers at case study level; at micro, meso and macro level.	N. of policy makers participating in the workshops.
Final Science-Policy Dialogue Event	Policy makers at case study level; at micro, meso and macro level; general public and civil society.	N. and type of participants.
Summer School	Policy makers at micro, meso and macro level; scientific community; European and National advocacy organisations and NGOs; Industry, business associations, practitioners and farmers; general public and civil society.	N. and type of participants.
AWESOME website	European and National advocacy organisations and NGOs; Industry, business associations, practitioners and farmers; general public and civil society.	Website analytics: n. of visitors (new and returning visitors, and acquisition rates), navigation time, geolocation, entry page and exit page, channels of access used by visitors.

Communication and dissemination material/ channel	Target groups	Indicators
AWESOME Twitter account	European and National advocacy organisations and NGOs; Industry, business associations, practitioners and farmers; general public and civil society.	Twitter analytics: tweet impressions, profile visits, followers, mentions.
Newsletter	Policy makers at case study level, farmers and stakeholders at case study level; European and National advocacy organisations and NGOs; Industry, business associations, practitioners and farmers; general public and civil society.	N. of newsletters; number of subscriptions.

This table extends the KPI.3 (number of dissemination events involving academics and policy makers) listed in the Description of the Action (DoA). The specific aim of this KPI is to quantify the knowledge gain in regard to innovation of the technologies used in the project.

In addition to that, WP6 will assure that a relevant number of stakeholder groups will be involved in the participatory process (KPI.1).

11 ASSESSMENT AND MANAGEMENT OF COVID-19 RELATED RISKS

The current COVID-19 and potential further pandemics have negative impacts on the project's activities, and specifically on the stakeholder outreach and dissemination activities. The Risk Management Plan (RMP, deliverable D1.2 of the project), provides a specific look on risks related to the COVID-19 crisis and correspondent counteractions.

The main risks related to Dissemination and Communication activities are briefly assessed below:

- limited response from stakeholders: because of the limited possibility of travelling and having a direct contact with them;
- impact risk, as consequence of the impact on stakeholders' engagement, where the project impact in the study area might be lower than designed during the GA negotiation phase, disappointing SHs' expectations;
- participation in presence to e.g. conferences and workshops, summer schools, short courses;
- specific activities and events e.g. for capacity building on the pilot sites may not occur.

Focusing specifically on this last point, events such as participation to conferences and workshops can happen online. Webinars and courses can be organized online as well. The project team will put the highest efforts to ensure that the desired project goals and impacts will be achieved, even in these singular circumstances due to the current COVID-19 pandemics.