



AWESOME

WATER-ECOSYSTEM-FOOD

FIRST DISSEMINATION AND KNOW-HOW TRANSFER REPORT

October 2021



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LIST OF ACRONYMS

Abbreviations

CA:	Consortium Agreement
GA:	Grant Agreement
M:	Month (number)
MED:	Mediterranean
MSOP:	Multi-Stakeholder Outreach Plan
WEFE:	Water, Ecosystem, Food, Energy
WP:	Work Package

EXECUTIVE SUMMARY

The First Dissemination and Know-How Transfer Report (D7.2) is the second deliverable of the Communication and Dissemination Work Package (WP7) and consists of a detailed description of the dissemination and communication actions as well as the scientific publications collected until October 2021 (M18) within the AWESOME project. Beyond presenting the AWESOME dissemination and communication strategy, the tools and channels adopted, and the dissemination material, the document outlines all the dissemination actions performed during this period, including scientific publications, networking activities at conferences and workshops, as well as the usage of the project website and the social media channels. The analytics on the usage of the main communication channels are reported to verify the achievements of the specific targets defined in the Deliverable D7.1 – Multi-Stakeholders Outreach Plan. Finally, the document assesses the overall WP7 activities with respect to fundamental goals of the project dissemination and communication strategy: effective communication, dissemination at local, national and international levels, major dissemination events.

1 INTRODUCTION

Deliverable D7.2 consists of the First Dissemination and Know-How Transfer Report and aims at describing the communication and dissemination actions performed during the first 18 months of the project, as well as the project scientific outcomes. This document presents the AWESOME communication and dissemination strategy, the tools and material (e.g., documents, flyers, website, social media channels, newsletter), and it outlines all the dissemination actions, including scientific publications, networking activities at conferences and workshops, as well as the usage of the project website and the social media channels.

The report includes the results achieved so far in respect of the active tasks of WP7:

- T7.2 – Dissemination material (M1-42)
- T7.3 – Science-Policy Dialogue (M13-42)
- T7.4 – Capacity building and knowledge transfer (M13-42)

The document takes up from where D7.1 Multi-Stakeholder Outreach Plan (MSOP) has stopped: it presents an updated version of the information contained in D7.1 and it reports on the first quantitative impacts of dissemination activities. Specifically, the MSOP included the planning of the project's dissemination and communication activities, tools and channels, as well as the monitoring and evaluation of the associated activities.

The document is structured as follows: after this brief introduction, the dissemination material and documents delivered are presented (Section 2), with a focus on the project identity and brand, logos, and templates. Further, the dissemination and communication channels adopted (i.e., the AWESOME website, its newsletter, social media, press activities) are described (Section 3), along with the communication team. In Section 4, the various dissemination activities are outlined, divided into networking activities and scientific publications. Finally, an assessment of all the actions is carried out in Section 5, through an in-depth monitoring and evaluation process enabled by several indicators. Section 6 wraps up the highlights of the report and presents the next steps planned for the upcoming months.

2 DISSEMINATION MATERIALS AND DOCUMENTS

The main dissemination and communication objectives of the AWESOME project, already mentioned in D7.1, are the following:

- design and implementation of an effective dissemination and communication strategy, to promote the project outcomes;
- reaching of the target audience, from the local level (promoting the participation of end-users) to the national and international levels (raising the awareness of relevant

stakeholders and policy makers, with a particular look at the European policies in the MED region);

- the organisation of effective dissemination events of the project, to facilitate science and policy dialogue;
- ensuring a strong and unique brand for the AWESOME consortium.

To achieve these objectives, a full package of project dissemination materials and documents has been produced (and still will be during the project's lifetime) as part of Task 7.2 Dissemination material. This task creates promotional material for project dissemination; thus, a progressively enriched information package that reflects the project brand, objectives and expected results, including leaflets and factsheet, a project website to provide all necessary information about the project (goals, partners, activities, deliverables, etc), newsletters, press releases, and scientific papers. Furthermore, project development and results are regularly disseminated through social media channels such as Twitter.

The next subsections present the AWESOME visual identity and brand, the AWESOME and PRIMA logos, and the templates (i.e., presentations, documents, leaflets and factsheets), which contribute to maintaining a coordinated image and common identity for the project.

As a general line of action, printed material has been limited to reduce the project's paper footprint.

2.1 IDENTITY AND BRAND

The AWESOME identity and brand are associated with the project logos and templates, described respectively in Sections 2.2 and 2.3.

In terms of visual identity, the primary fonts for the project material are in Calibri, while the logo and titles are in Josephin. The colour palette, indicating the primary colours and gradients, is reported in Figure 1.

The internal document *Communication Guidelines* (stored in the project repository under *AWESOME_public\Work_packages\WP7\Documents*) contains useful indications for project communication, in such a way that materials and contents used for the dissemination activities present the same visual identity and follow the AWESOME style.

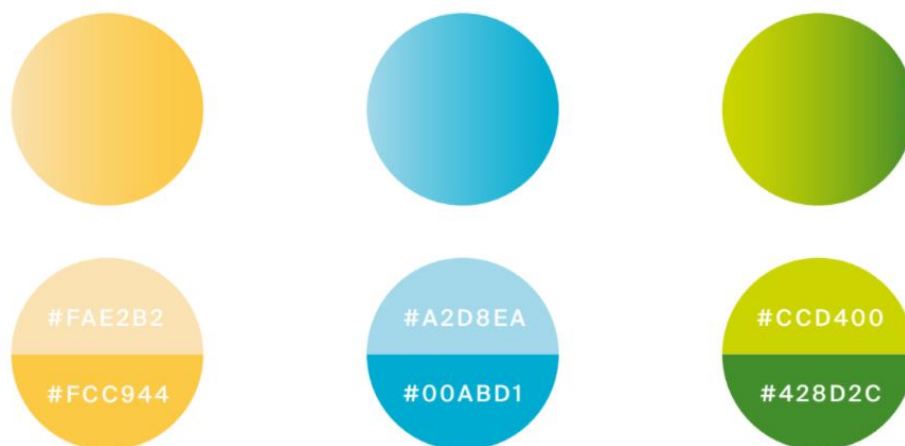


Figure 1 – Colour palette

2.2 LOGOS

The AWESOME project logo 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 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.



Figure 2 – Primary logo version and clear space



Figure 3 – Horizontal version of the AWESOME logo and clear space

2.3 TEMPLATES

A set of templates for presentations, text documents, leaflets and factsheets has been made available to the entire consortium since the beginning of the project, 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*.

2.3.1 Presentations

The template for power point presentations (in .pptx format) is reported in Figure 4. The templates always include the AWESOME logo, while the front and the final slide also include the EU and PRIMA one.

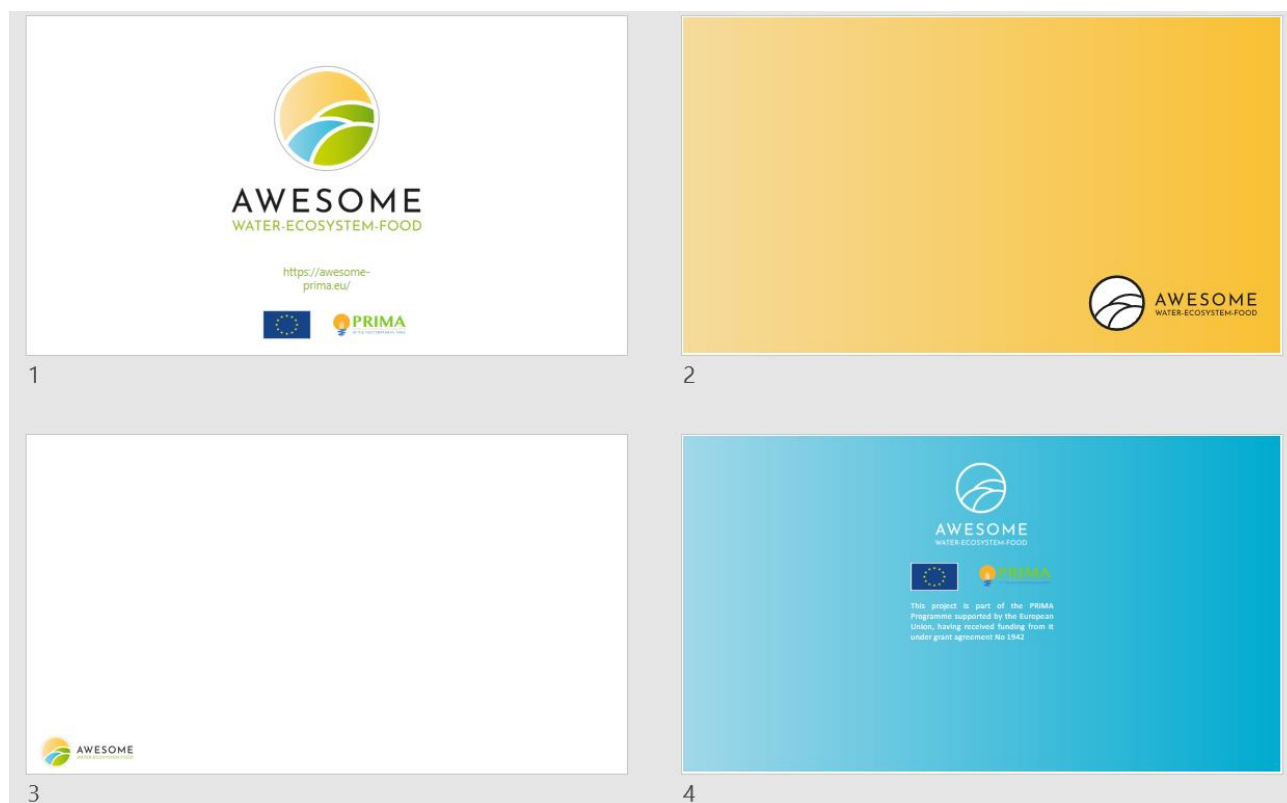


Figure 4 – AWESOME project presentations template

2.3.2 Documents

The AWESOME templates for reports and documents (in .docx format) are presented in Figure 5. An internal document template dedicated to press releases was additionally created to guide partners and ensure a common strategy in such matter, and it is available on the project repository, specifically under *AWESOME_public\Work_packages\WP7\Press releases*.

Figure 5 – AWESOME project text documents template.

In March 2021, the WP7 team created an introductory project leaflet, reported in Figure 6 and publicly available on the AWESOME website (<https://awesome-prima.eu/>). It aims to attract interest towards the project main activities, objectives and results, which can serve as a *business card* (brief presentation) to stakeholders and policy makers.

While in D7.1 it was planned to create a new factsheet at the end of each year, the communication team of WP7 decided to develop a new factsheet for every research-related deliverable instead, to provide a short but high impactful overview of the main contents of the specific project deliverables finalized.

D7.2 FIRST DISSEMINATION AND KNOW-HOW TRANSFER REPORT



AWESOME
WATER-ECOSYSTEM-FOOD



Managing Water, Ecosystems and Food across Sectors and Scales in the South Mediterranean

CONSORTIUM

Politecnico di Milano,
Italy

Athens University of
Economics and
Business, Greece

Yezreel Valley College,
Israel

University of Haifa,
Israel

Zon Gardens,
Egypt

RWTH Aachen
University, Germany

Fondazione Eni
Enrico Mattei, Italy

OUR GOALS

-  **Better understanding of tradeoffs**, synergies, and nested interdependencies across the WEF Nexus components at different spatial scales
-  **Better characterization of opportunities and constraints** to the uptake of multisectoral WEF portfolios aimed at improving agricultural and environmental sustainability
-  **Improved WEF portfolios** aimed at increasing the resilience of the agricultural sector supported by deep engagement with relevant stakeholders
-  **Dissemination of knowledge and dialogue**, learning, and understanding between sectors, policy makers and stakeholders

awesome-prima.eu



The PRIMA programme is an Art.185 initiative supported and funded under Horizon 2020, the European Union's Framework Programme for Research and Innovation.



PRIMA
Horizon 2020 research and innovation
IN THE MEDITERRANEAN AREA

Figure 6 – Project leaflet

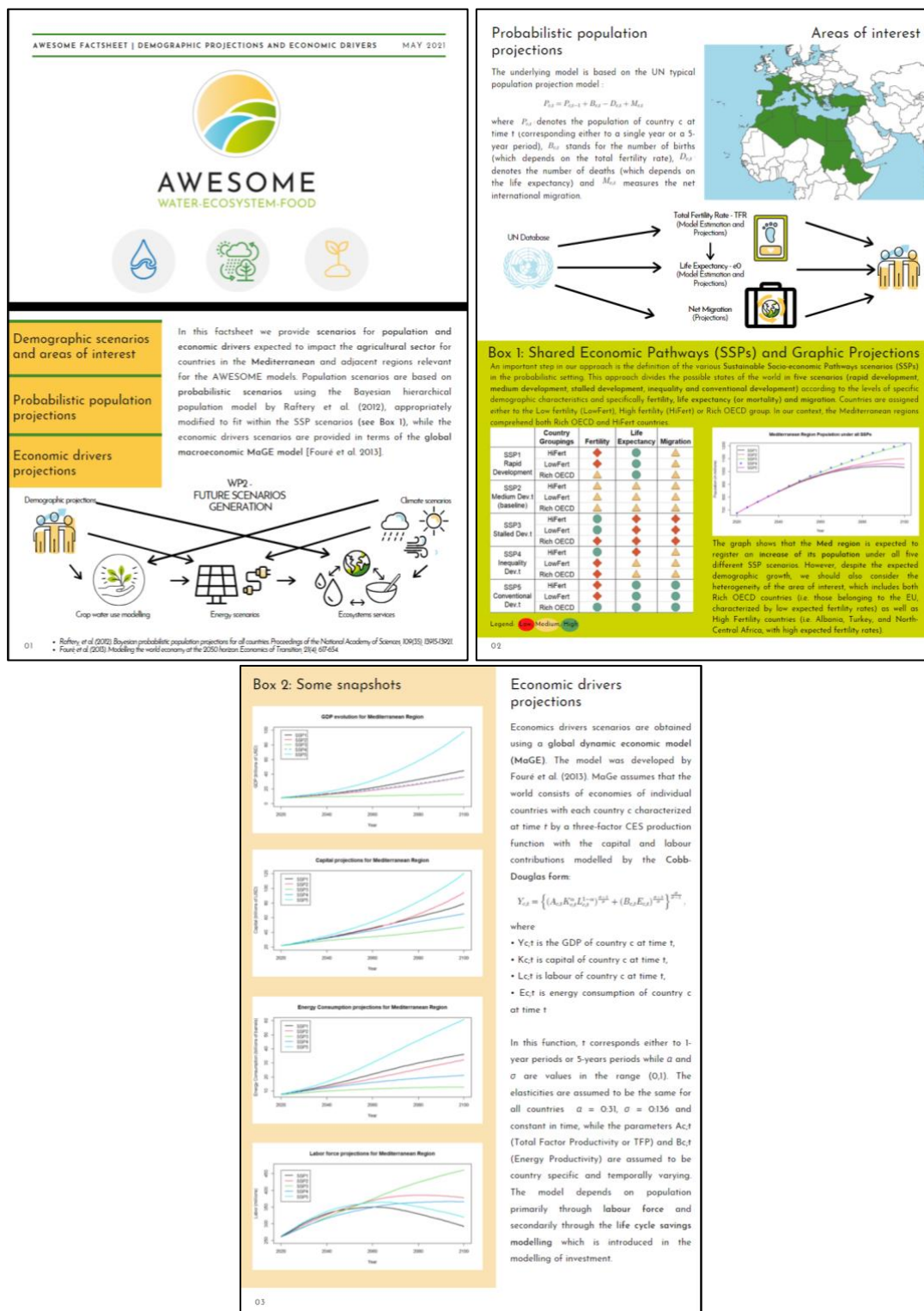


Figure 7 – Factsheet – Demographic Projections and Economics Drivers

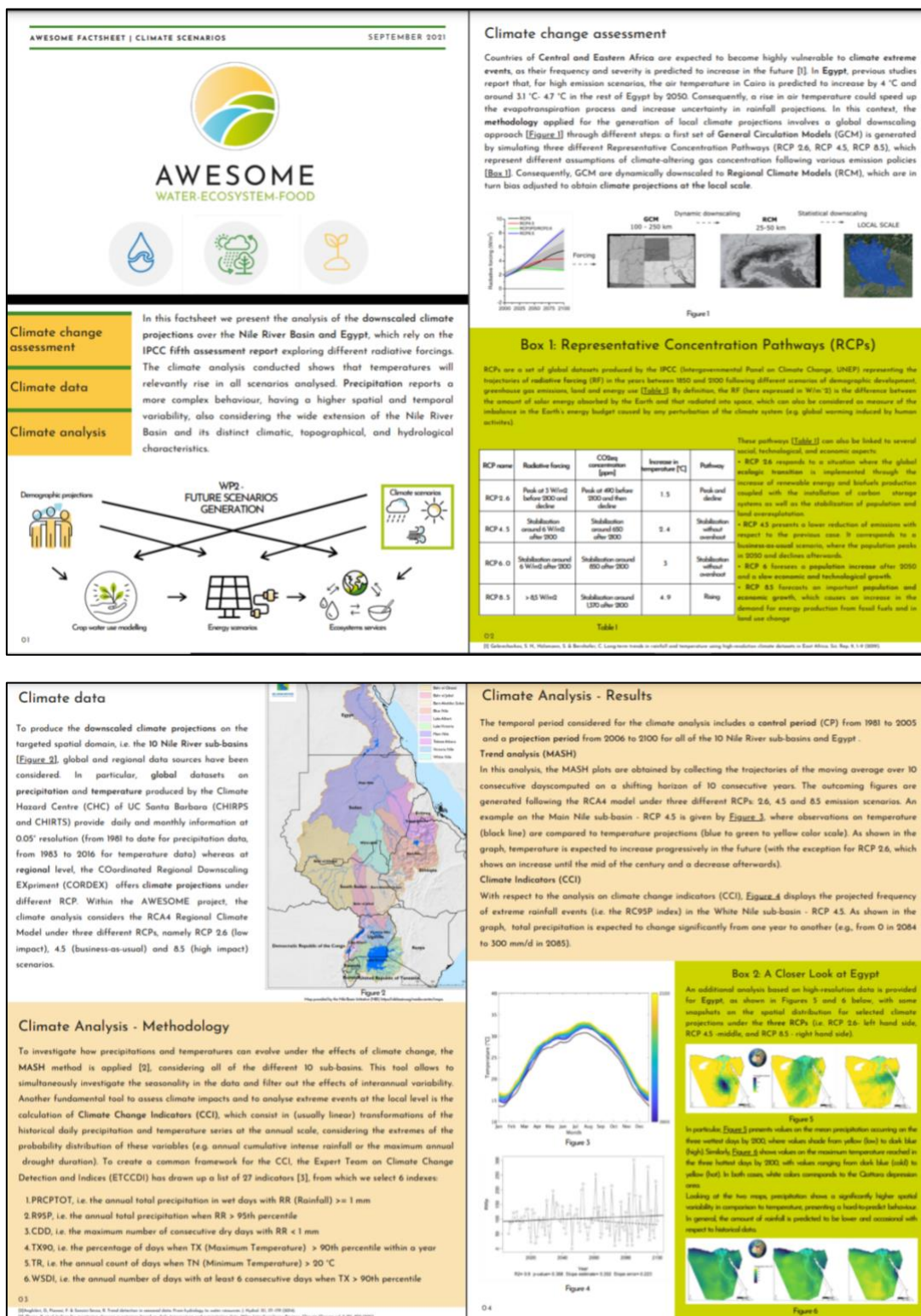


Figure 8 – Factsheet – Climate Scenarios

3 DISSEMINATION AND COMMUNICATION CHANNELS

To achieve the objectives outlined in Section 2, it is necessary to open a series of dissemination and communication channels and to effectively manage them. They essentially consist of the media through which the research outcomes are conveyed to the target audiences.

Table 1, first created for D7.1, summarizes the specific channels to target AWESOME's target audiences. The next sections provide details about the performed activities over the time horizon of this report (M1-M18).

Table 1 – 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

Dissemination channels / tools	Policy makers local	Policy makers general	Science	EU, NGOs, Institutions	Other stakeholders local	Other stakeholders general	Society and general public
Policy outreach workshops	X	X					
Final Science-Policy Dialogue Event	X	X					X
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

3.1 AWESOME WEBSITE

The AWESOME website is the fundamental dissemination and communication channel of the project. The website is available at the following link: <https://awesome-prima.eu> since July 31st, 2020 (M2). Through its online platform, the AWESOME project is fully presented (objective, structure, consortium), together with clear and concise information e.g. concerning relevant news, achievements, deliverables and activities. The website was developed and refined during the first months of the project, and it is being continuously managed during the project lifetime, by adding new content, improving the 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.

The current content of the website includes a brief description of the project and its objectives and scales of assessments, the WP activities, the consortium, the news and the results (outcomes) section. The website is also linked to the AWESOME Twitter account.

Figure 9 reports two selected pages of the website: the *Home* page (which is a dynamic slider of four different figures characterizing the project, i.e. hydroponics, aquaculture, Nile River, and MED region) and the *News & Events* page, where interesting activities and participation to conferences are shown.

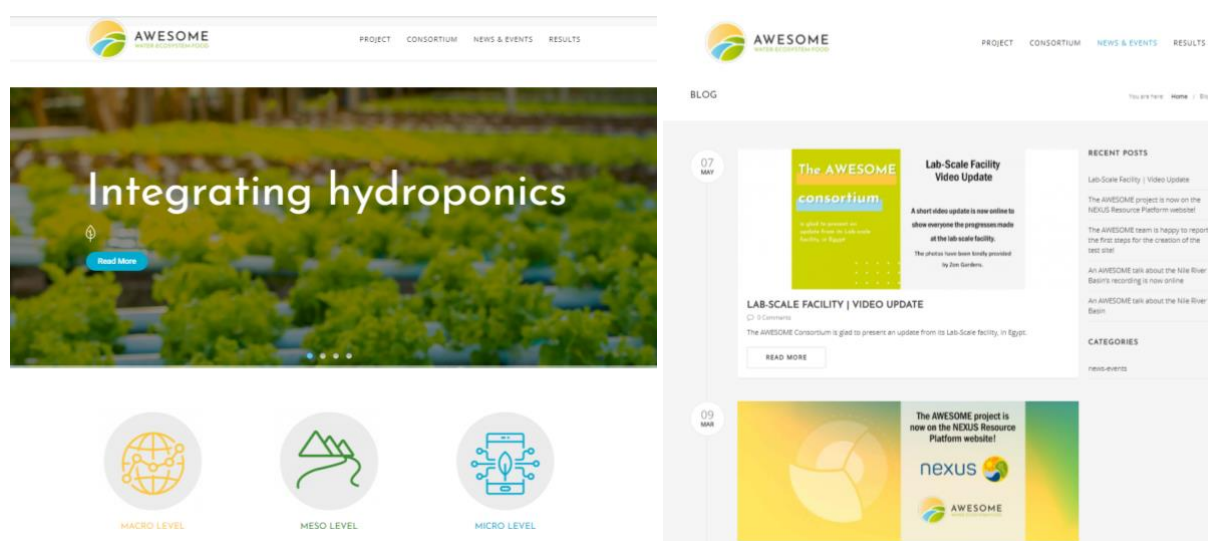


Figure 9 - Home and News & events pages of the website

3.1.1 AWESOME infographics

A set of infographics was developed with the scope to explain in a clear and graphically attractive manner the main tasks within the different Work Packages (WP) of AWESOME. The infographics are reported in Figures 10-16. The WP's infographics have been created for the website in the first place, but they have been actually used for presentations and other communication documents as well.



Figure 10 – Work Package 1 infographic

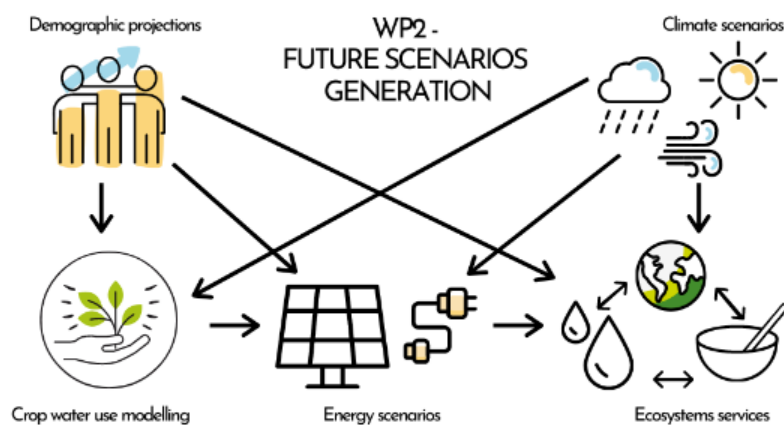


Figure 11 – Work Package 2 infographic

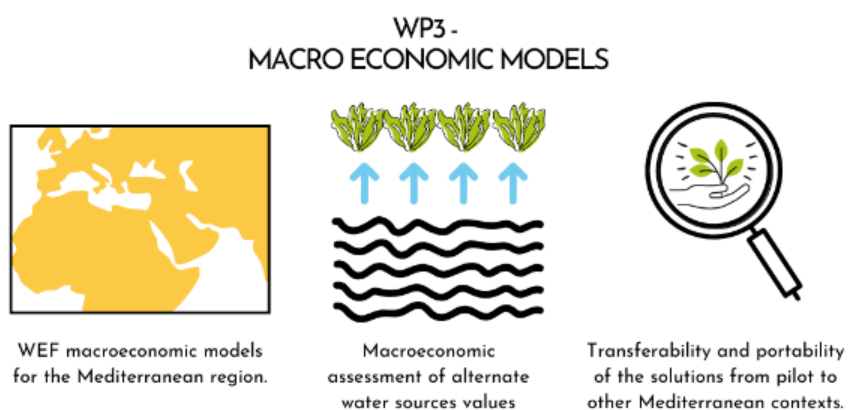


Figure 12 – Work Package 3 infographic

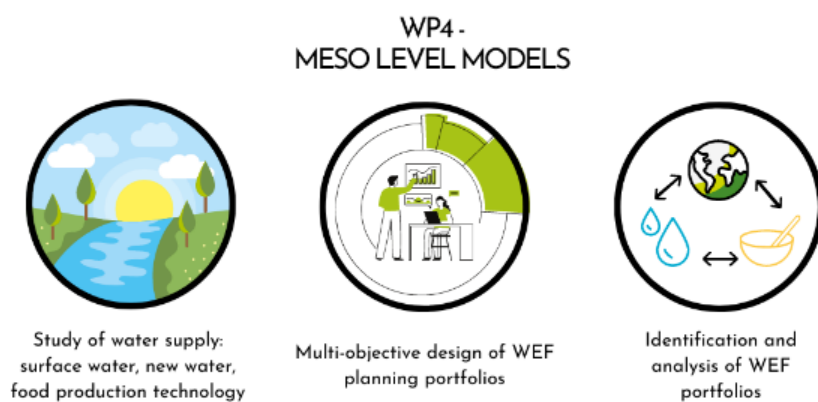


Figure 13 – Work Package 4 infographic

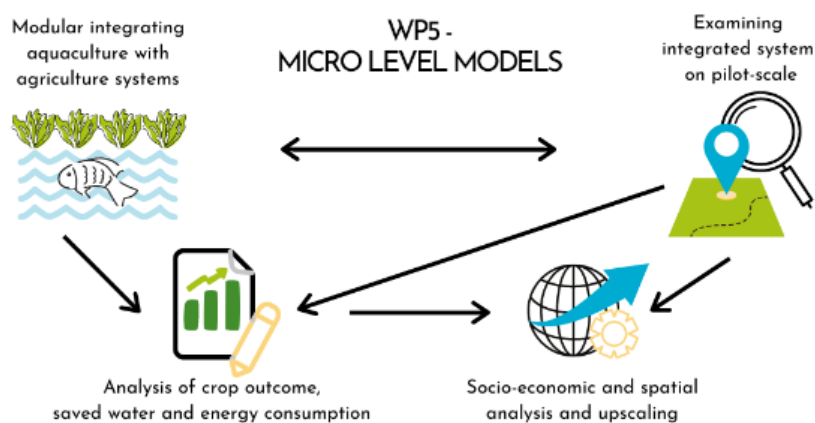


Figure 14 – Work Package 5 infographic



Figure 15 – Work Package 6 infographic

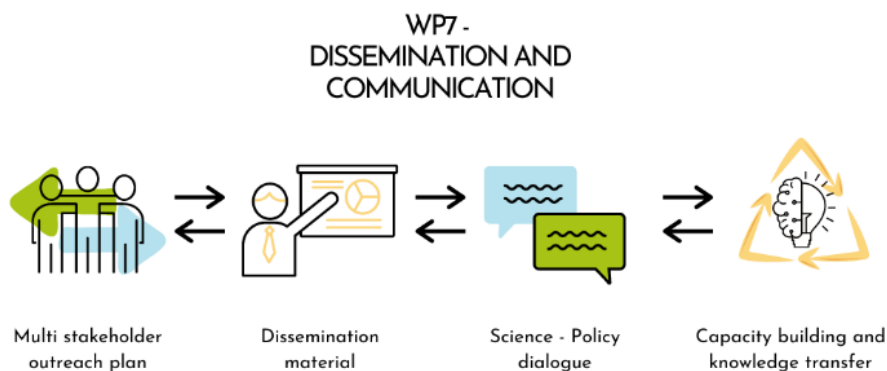


Figure 16 – Work Package 7 infographic

3.2 NEWSLETTER

The newsletter aims to inform and update the different target audiences about interim project progresses and results as well as WEFE related events and activities. The newsletter could also share experts' opinions (e.g. by members of the project's advisory board) about WEFE 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. The first issue is coming out in October 2021 and its first two sections are shown in Figure 17. It is also available on the AWESOME website.

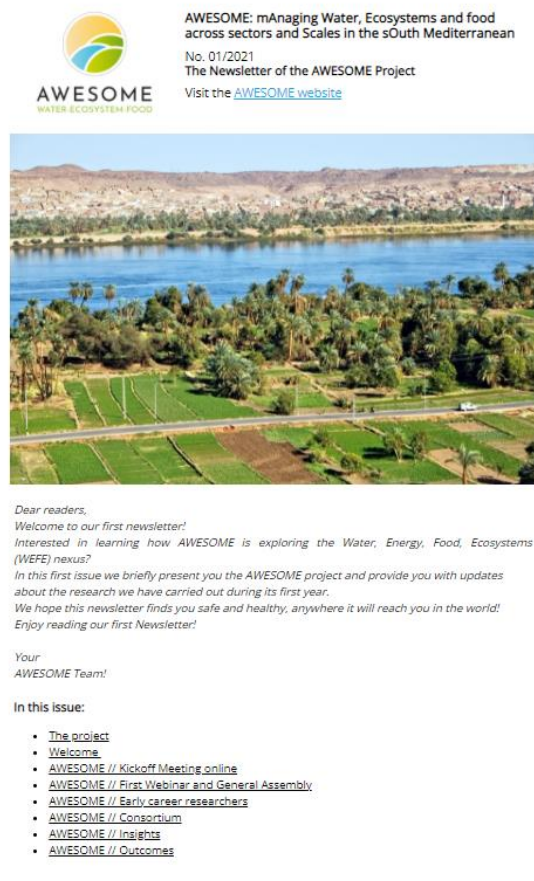


Figure 17 – AWESOME Newsletter

3.3 SOCIAL MEDIA

The social media strategy of the project is entirely focused on Twitter, identified as the optimal channel for direct and immediate scientific communication and dissemination activities. The official Twitter account for the AWESOME project is available at the following link (reported in every project document and on the website): https://twitter.com/AWESOME_PRIMA and is shown in Figure 18.



Figure 18 – AWESOME Twitter account

The Twitter account is being strategically 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' was shared with all the partners, detailing the main management rules of the account. Another strategic measure adopted to manage the AWESOME Twitter account consists in identifying accounts that are particularly active and have a wide network and scope. This implies following accounts with a high number of followers such as institutional Twitter accounts of renowned institutions (e.g. UN Climate Change, World Bank, UNDP, FAO, WFP, UNEP). In parallel, the AWESOME account is also following other WEFE-related projects, with the aim to foster its international network. In terms of content, the project's tweets are meant to inform the audience about WEFE-related issues, broadly speaking but also connected to the project.

3.4 PRESS

Press releases aim to promote 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 a top journal. The first press release was published in June 2020 to announce the start of the project.



Figure 19 – AWESOME first press release

As indicated in the project internal document *Communication Guidelines*, every press release is firstly issued by the AWESOME communication team, then it will be circulated among all partners to reach a wider network.

3.5 COMMUNICATION TEAM

During the kick-off meeting on the 22nd of May 2020, WP7 asked each partner to identify a reference person for project communication and dissemination activities to set up the communication team, beyond WP7 and thus FEEM. The contact persons have been selected and a separate project mailing list dedicated to communication has been created. The AWESOME communication team is reported in Table 2.

Table 2 – 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	Ricarda Lothmann, Asena Cakir	lothmann@lfi.rwth-aachen.de asena.cakir@alumni.fh-aachen.de
FEEM	Marta Castellini, Ilenia Gaia Romani	marta.castellini@feem.it ilenia.romani@feem.it

Specific functions associated with the AWESOME communication team to support WP7 (FEEM) include:

- Suggest and contribute to new dissemination materials and needs;
- Contribute to the population of the public website (e.g., new content, relevant events, news, link);
- Coordinate the production and distribution of press releases;
- Coordinate the production and distribution of the AWESOME newsletter;
- Contribute to the population and dissemination of the AWESOME social media channel Twitter;
- Promote the organisation of focused AWESOME-related events, e.g. by publishing them on the project website;
- Organise opportunities for the involvement of external actors in the activities of the project.

As mentioned above and in Section 4.3, the rotational management of the Twitter account belongs to these tasks. As an example, the first management round is detailed in Table 3.

Table 3 – Calendar of the first Twitter management round

Partner	Round 1: first and last day
FEEM	August 31 – November 8, 2020
POLIMI	November 9 – November 22, 2020
FEEM	23 November – December 14, 2020
AUEB	December 15 – December 30, 2020
FEEM	January 1 – January 17, 2021
YVC	January 18 – January 30, 2021

Partner	Round 1: first and last day
UH	January 31 – February 14, 2021
FEEM	February 15 – March 14, 2021
ZG	March 15 – March 29, 2021
RWTH	June 28 – July 12, 2021

4 DISSEMINATION ACTIVITIES

This section summarizes the several dissemination activities conducted until M18 (October 2021) within the AWESOME project, which are described in Table 4.

Table 4 – Dissemination and communication activities

Task	Description	Start & end month		Deliverables/ dissemination tools	Details
7.1	Multi Stakeholder Outreach Plan	1	6	Multi Stakeholder Outreach Plan: strategies that will be adopted to achieve the objectives of WP7	The report describing the strategies that will be adopted to achieve the objectives of WP7. The plan includes a communication requirements analysis, identifies stakeholders and target audiences, outlines the dissemination activities and channels to be used and displays time management features for their implementation.
7.2	Dissemination and Communication	1	3	First version of project website, infographics, and social media (Milestone 1)	A project website to provide all necessary information about the project (goals, partners, activities, deliverables, etc). Project developments and results are being regularly disseminated through social media channels i.e. Twitter. Website and social media accounts are set up, and continuously updated and followed up.
7.2	Dissemination and Communication	1	42	Social media strategy	AWESOME is active on social media (i.e. 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,	A first information package is available reflecting the brand and visual identity of the project. The

Task	Description	Start & end month		Deliverables/ dissemination tools	Details
				including project leaflets, factsheets, newsletter. (Milestone 8)	package, up to now, includes one introductory project leaflet, two factsheets, one newsletter.
7.2	Dissemination and Communication	any	42	Press releases	One press release has been used to promote the launch of the project.
7.2	Dissemination and Communication	any	42	Scientific papers	Dissemination via scientific articles represents the main channel for sharing the scientific knowledge produced by AWESOME in the international scientific community. So far, three scientific papers have come out.
7.2	Dissemination and Communication	any	42	International conferences	Dissemination via conferences allows sharing the scientific knowledge produced by AWESOME in the international scientific community. The project's partners have participated in or organized more than 20 conferences.
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. The present document is the first report.

4.1 NETWORKING ACTIVITIES

To maximize the impact of the AWESOME project, networking activities - in which project results are presented to potential stakeholders - are planned for the entire project lifetime. If the Covid-19 pandemics will permit it, the project consortium is expected to be present at important international meetings and exhibitions.

In terms of “digital” networking, a communication agreement was reached with the [Nexus Resource Platform](#), which is the leading global knowledge hub for managing and sharing resources, blog posts and events on the Water, Energy and Food Security Nexus. An *ad hoc* [page](#) was created on the Nexus website to present and share the main news about the AWESOME project.

4.1.1 Conferences

Scientific conferences represent the opportunity to disseminate the interim project results to establish and/or keep useful networks within the scientific community. Table 5 presents the conferences attended by the members of the AWESOME consortium and the ones that have already accepted their contributions. Further details on the associated publications are reported in Section 4.2.

Table 5 – List of conferences attended or organised by project members.

Type of activities	Title	Date	Place	Size of audience	Countries addressed
Webinar	PRIMA Foundation webinar: How to cope with COVID-19	20/Jul/2020	Online	30 participants	International
Participation to conferences	Conference on Food, Water and Energy Solutions for Resilience in a Vulnerable World: Arava Institute	15/Sep/2020	Online	Livestreaming worldwide	Worldwide
Organization of conferences	InnoWise Challenge Lab: Finding innovative solutions for water scarcity in Southern Europe	15/Sep/2020	Online	Livestreaming worldwide	Greece
Organization of conferences	ICSD 2020 - Multilateral Financing of the SDGs: African & Asian Experiences	21/Sep/2020	Online	Livestreaming worldwide	Africa and Asia
Participation to conferences	European Research and Innovation Days	23/Sep/2020	Online	Livestreaming worldwide	Europe
Participation to conferences	Nizami Ganjavi International Center Web-conference Exclusive High-Level Side Event to UN General Assembly	23/Sep/2020	Online	Livestreaming worldwide	Worldwide
Participation to conferences	CE BEACONS – Webinar: Importance of the interplay between energy and circular economy	23/Sep/2020	Online	Livestreaming worldwide	Worldwide
Participation to conferences	Exploring Private Sector Contributions for Sustainable Development Among EU and Aspiring EU	28/Sep/2020	Online	Livestreaming worldwide	Europe

Type of activities	Title	Date	Place	Size of audience	Countries addressed
	Member Nations of South-Eastern Europe				
Organization of conferences	4 th Sustainability Summit for South-East Europe	1 – 2/Oct/2020	Athens, Greece	Livestreaming worldwide	Worldwide
Participation to conferences	Digital live event of egg - enter • grow • go & the Embassy of France in Greece Connecting with the innovative ecosystem in France	13/Oct/2020	Online	Livestreaming worldwide	France and Greece
Participation to conferences	Aligning the European Recovery Plan and the European Semester with the SDGs: The role of knowledge institutions	22/Oct/2020	Online	Livestreaming worldwide	Worldwide
Participation to conferences	NATURAL CAPITAL Achievements, critical aspects and implementation of policies for sustainability	29/Oct/2020	Online	Livestreaming worldwide	Worldwide
Organization of conferences	Innovation and Technology for a Green, Digital and Just Recovery: The Greek EIT Ecosystem	2/Nov/2020	Online	Livestreaming worldwide	Worldwide
Project opening event	An AWESOME talk about the Nile River Basin	2/Dec/2020	Online	60 participants	Worldwide
Participation in conference	Water Scarcity at TERRA MADRE Slow Food (by EIT Climate KIC Food)	16/Dec/2020	Online	107 views	Spain, Italy, Greece, Cyprus, Turkey
Participation in conference	Sustainable Life Conference (by UNSDSN Greece)	17/Dec/2020	Online		Worldwide
Participation in conference	Conference on A PLANETARY MOMENT (World Academy of Art and Science)	15 – 18 Feb 2021	Online	107 views	Worldwide
Participation in conference	3rd ADAPTtoCLIMATE international Conference (by LIFE Urban Proof project)	19 – 20 April 2021	Online		Greece, Bulgaria, Spain, Cyprus, Italy, France, Hungary, Germany

Type of activities	Title	Date	Place	Size of audience	Countries addressed
Participation in conferences with a presentation	vEGU21 General Assembly	19–30/Apr/2021	Online	18,212 participants	136 countries worldwide
Session organization with 2 presentations	Water-Ecosystem-Food Nexus <ul style="list-style-type: none"> <i>Sustainable Approaches to Innovative Agriculture: Hydro- and aquaponic Systems</i> <i>Covid-19 Influence On WEF Nexus Of Israel</i> 	21-23/Apr/2021	Online, Ninth IAERE Annual Conference	150 participants	World
Scientific Forums	Looking Beyond Covid-19: Integrated Pathways To Address Health, Economy And Climate Together	4/May/2021	Online, 2021 STI Forum		World
Webinars	Climate crisis and personal responsibility	26/May/2021	Online, Natural History Museum Goulandris		Greece
Scientific Forums	Athens Circular Forum II	31/May – 1/June/2021	Online, Athens Circular Forum II		Greece
Participation in conferences	Regional Growth Conference 2021	3 – 5/June/2021	Online, Regional Growth Conference 2021		Europe
Webinars	Webinar: Green transition and the economy	9/June/2021	Online, Turin School of Regulation		Europe
Session organizations	Food provision in the 21st century	23-25/June/2021	Online, 26th Annual Conference of the European Association of Environmental and Resource Economists		World

Type of activities	Title	Date	Place	Size of audience	Countries addressed
Participation in conferences	12th International Conference on Political Economy (ICOPEC)	25/June/2021	Online, ICOPEC		World
Symposiums	23rd International Symposium	11 – 15/July/2021	Lagonisi, Greece		World
Participation to congresses	16th Congress of the European Association of Agricultural Economists	21/July/2021	Online, Congress of the European Association of Agricultural Economists		World
Participation in conferences	17th International Conference on Environmental Science and Technology (CEST2021)	1 – 4/Sep/2021	Online, CEST2021		World
Participation in conferences	Promoting a green and just recovery: Leveraging the potential of G20 and G7 cooperation	13 – 14/Sep/2021	Online, German Development Institute		World
Participation in conferences	Presentation of paper on AWESOME	21/Sep/2021	Online, International Conference on Sustainable Development	38 participants	World
Organization of Workshops	Facilitation of the meso-level Multi-Actor Working Group (AWESOME WP6)	22/Sep/2021	Online	9 participants	Mediterranean
Roundtables	Roundtable in Egypt and jury panel invitation	26/Sep/2021	Online, HackSTEM 2021		Egypt
Participation in conferences	Water-Energy-Food-Ecosystems (WEFE) Nexus Science Advances Conference	27-29/Sep/2021	Hybrid, online and in presence in Nicosia, Cyprus		World (focus on the Mediterranean countries)
Participation in conferences	OMC Med Energy Conference 2021	30/Sep/2021	Online, OMC		Mediterranean
Organization of international conferences	The Fifth Sustainability Summit For SE Europe And The Mediterranean	30/Sep-1/Oct/2021	Athens, Greece		World
Participation in conferences	18th Annual Meeting of Science and Technology in Society forum	2/Oct/2021	Online		Mediterranean

Type of activities	Title	Date	Place	Size of audience	Countries addressed
Participation in Forums	SDG Forum 2021	5/Oct/2021	Online		World
Participation in Forums	Agribusiness Forum	6/Oct/2021	Online		Greece

4.1.2 Workshops

Members of the AWESOME consortium co-organized or took part in several workshops, listed in Table 6.

Table 6 – List of workshops attended or organised by project members

Type of activities	Title	Date	Place	Size of audience	Countries addressed
Organization of Workshop	Modelling workshop (AWESOME)	10/Sep/2020	Online	20 participants	Italy, Germany, Israel, Greece, Egypt
Organization of workshops	Workshop on System Mapping as a Service for a post-COVID Regional Transition (in the framework of the EIT Climate KIC project)	30/Nov/2020	Online	31 participants	Greece
Training	Online webinar on the implementation of SDGs in Israeli Academia	11/Mar/2021	Online		Israel
Participation to workshops	Workshop on bridging land, food, energy and water for increased resource sufficiency (in the framework of Impact-SC5 Project)	23/Mar/2021	Online	Above 100 participants	All European countries
Training	Workshop on blue jobs and cross-cutting skills for young professionals and graduates of the Med Countries (by UfM Secretariat, OGS – BlueSkills and HOMERe)	14 – 15/Apr/2021	Online	80	All Mediterranean countries

4.2 SCIENTIFIC PUBLICATIONS

Scientific publications aim at presenting fresh interim project results of appropriate scientific quality promptly to disseminate them as quickly as possible in the scientific community. Even if peer-reviewed articles have not been produced yet (most of the modelling developments are currently ongoing as the related WPs have shortly started), we expect to have journal publications mostly in the second and third years of the project. On the other hand, peer-reviewed contributions at international conferences have been produced based on the research activities carried out within the project so far and these are listed in Table 7.

Table 7 – List of scientific articles produced by project members (conferences, journals)

Title	DOI	ISSN or eSSN	Authors	Title of journal/conference	Number, date	Publisher	Peer - Review	Is/will open access provided ²
Lancet COVID-19 Commission Statement on the occasion of the 75 th session of the UN General Assembly	https://doi.org/10.1016/S0140-6736(20)32030-4	Volume 396, Issue 10257	The Lancet COVID-19 Commissioners, Task Force Chairs, and Commission Secretariat (including Prof. Phoebe Koundouri)	Lancet	September 14, 2020	Elsevier	yes	Yes
The AWESOME Project: A decision-analytic framework for managing Water Energy Food and Ecosystems across sectors and scales in the South Mediterranean	https://doi.org/10.5194/egusphere-egu21-10411		Matta, E., Giuliani, M., Palatnik, R., Shechter, M., Pyka, C., Cekin, D., Hassanen, M., Rocco, M. V., Rulli, M. C., Kondouri, P., Vergalli, S., and Castelletti, A.	EGU General Assembly 2021, online	19–30 Apr 2021	Conference Proceedings	yes	Yes

Title	DOI	ISSN or eSSN	Authors	Title of journal/conference	Number, date	Publisher	Peer - Review	Is/will open access provided ²
Multi-Actor Working Groups as fora for WEF Nexus Innovation and Resilience	Submitted and currently under review		Ebun Akinsete, Lydia Stergiopoulou, Nouran El Said, Phoebe Koundouri	International Conference on Sustainable Development	2021-2022	Environmental Sciences Proceedings	Yes	Yes

5 ASSESSMENT THROUGH THE MONITORING AND EVALUATION PROCESS AND INDICATORS

In this section, we evaluate which impact the AWESOME dissemination and communication actions have outside the project and if the strategy is efficient, effective and coherent. To do so, we first report the dissemination and communication strategy embraced since the beginning of the project, first presented in D7.1.

5.1 DISSEMINATION AND COMMUNICATION STRATEGY

The AWESOME dissemination and communication strategy was developed with the scope to increase the outreach and the involvement of the target audiences listed in Table 8. To meet the project's objective, the activities are envisaged by both WP6 and WP7. All relevant stakeholders at the local (pilot project field), national, MED and European levels are 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 WEF Nexus awareness. On the other hand, WP7 looks at dissemination, communication, and outreach. The efforts of WP7 focus on ensuring that the project's results are widely promoted and disseminated, while the outcoming 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.

Table 8 – 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, training 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.
Scientific community	Knowledge created with an inter-disciplinary and multi-level perspective.	Conferences and peer-reviewed scientific papers, training and workshops, social media, events (summer schools, conferences).	Participation in a multi-level academic network, which provides advances of the state of the art of research on the topics covered by the project.

5.2 MONITORING AND EVALUATION PROCESS AND INDICATORS

The monitoring and evaluation of the communication and dissemination strategy are planned at the months M18, M30, M40, in conjunction with the production of the dissemination and know-how transfer reports. Table 9 reports the different Indicators corresponding to the communication and dissemination material and/or channel and target groups that are being monitored.

Table 9 – Indicators correspondent to the communication/dissemination material/channel and target groups

Communication and dissemination material/ channel	Target groups	Indicators
Information material	Policy makers at the 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.	<ul style="list-style-type: none"> • N. of project leaflets: 1 • Factsheets: 2 • Press releases: 1
Scientific papers	Scientific community.	<ul style="list-style-type: none"> • N. of working papers and scientific publications: 3

Communication and dissemination material/ channel	Target groups	Indicators
AWESOME website	European and National advocacy organisations and NGOs; Industry, business associations, practitioners and farmers; general public and civil society.	Website analytics: see section 6.1
AWESOME Twitter account	European and National advocacy organisations and NGOs; Industry, business associations, practitioners and farmers; general public and civil society.	Twitter analytics: see section 6.2
Newsletter	Policy makers at the 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.	<ul style="list-style-type: none"> N. of newsletters: 1

We consider that the main dissemination and communication objectives of the AWESOME project reported in Section 2 are being reached through:

- the design and implementation of an effective dissemination and communication strategy, to promote the project outcomes – via the development of the AWESOME website and Twitter account, as well as other channels such as the newsletter, creation of events, and participation to conferences;
- reaching of the target audience, from the local level (promoting the participation of end-users) to the national and international levels (raising the awareness of relevant stakeholders and policy makers, with a particular look at the European policies in the MED region). This is done in collaboration with the WP6 team, who is embedding the stakeholder perspective into the research process using structured case studies as well as dedicated stakeholder working groups made up of representative key actors;
- the organisation of effective dissemination events of the project, to facilitate science and policy dialogue – via the creation of events and participation to conferences, even though the first (policy) workshop is being slowed down due to issues related with the pandemics;
- ensuring a strong and unique brand for the AWESOME consortium – via the work of the WP7 team, who have developed the project’s communication guidelines and is closely following up on any dissemination and communication activity related to AWESOME.

5.2.1 TWITTER ANALYTICS

The graphs reported below represent the analytics detected between May 2020 and August 2021. Specifically, the indicators analysed are the number of Tweets, Tweet impressions, profile visits, mentions and new followers (see Figure 20-24).

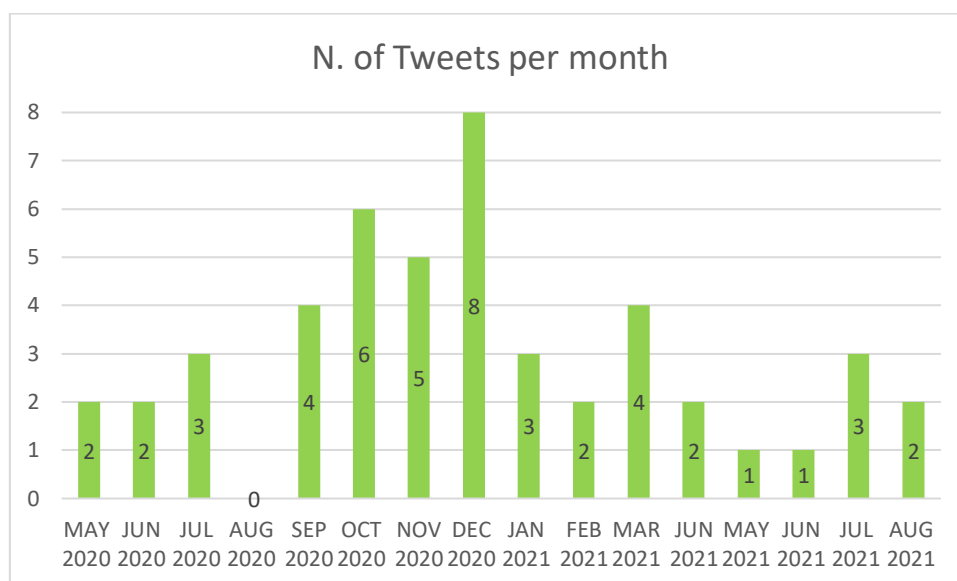


Figure 20 – AWESOME Twitter: Number of tweets per month

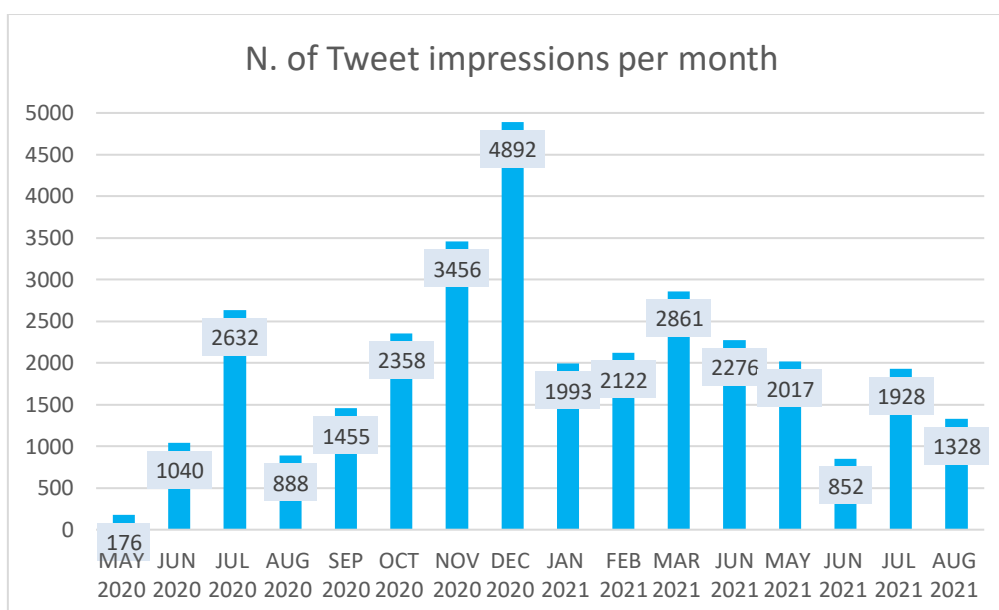


Figure 21 – AWESOME Twitter: number of Tweet impressions per month

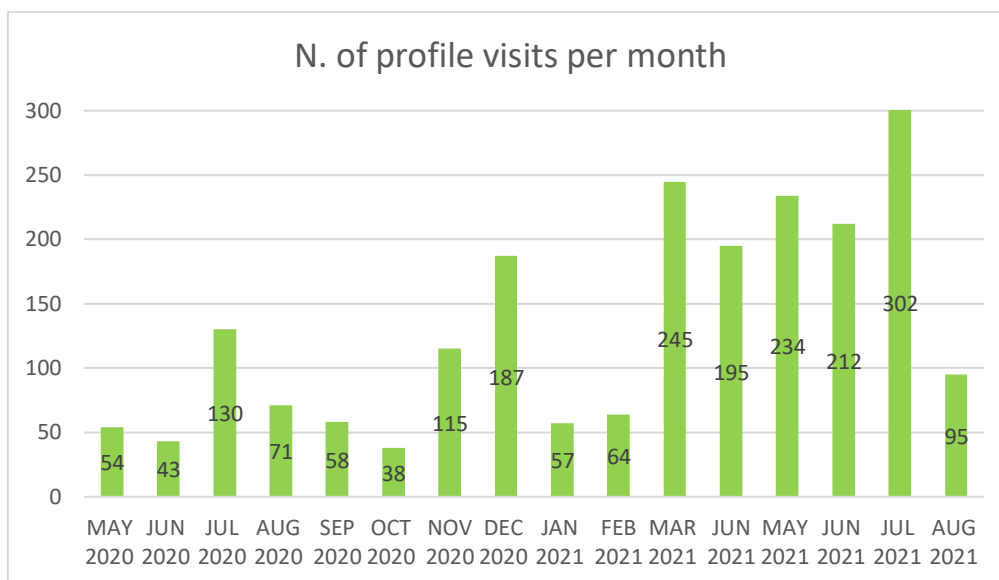


Figure 22 – AWESOME Twitter: Number of profile visits per month

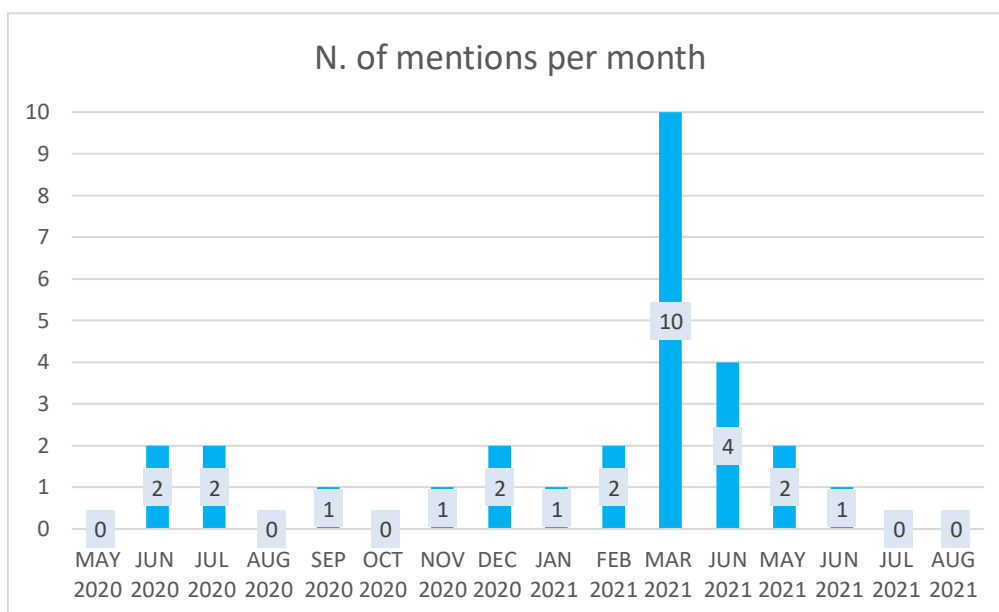


Figure 23 – AWESOME Twitter: Number of mentions per month

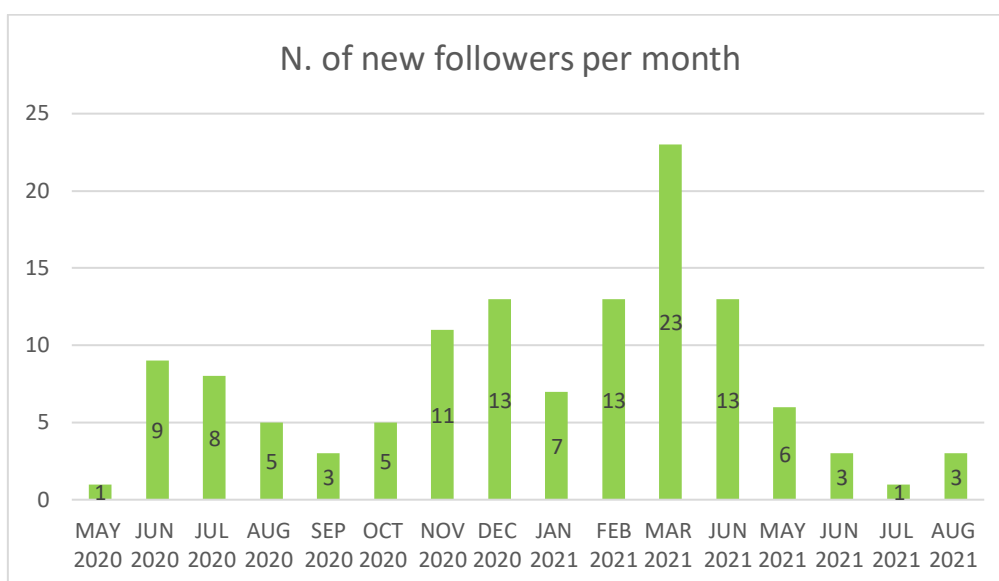


Figure 24 – AWESOME Twitter: number of new followers per month

Regarding the number of Twitter followers, the objective was to reach 50 followers at the end of 2021. In August 2021, the number of followers is 124.

6 CONCLUSION AND FUTURE PLAN

In deliverable D7.2 we have reported an extensive update on the dissemination and communication actions as well as the scientific publications collected until M18 (October 2021) of the AWESOME project. Beyond describing the AWESOME dissemination and communication strategy, the tools and channels, the dissemination material and documents, the document presents all the dissemination actions performed during this period, including scientific publications, networking activities at conferences and workshops, as well as the usage of the project website and the social media channels.

This report also provides the basis for the AWESOME future activities. Table 10 shows the main dissemination and communication activities foreseen during the next months of the project. Given the current pandemics and the related uncertainty, the table is preliminary and will be updated during the lifetime of the project.

Some activities are organized in the occurrence of specific conferences such as EGU (European Geophysical Union), ASCE-EWRI (Environmental & Water Resources Institute), iEMSs (International Environmental Modelling and Software Society). The AWESOME partners will also participate in other international conferences, namely IAERE (Italian Association of Environmental and Resource Economists) and EAERE (European Association of Environmental and Resource Economists).

In terms of workshops, the first policy outreach workshop was planned for May 2021, but it didn't take place, in part because of Covid-19 related problems, in part because the project results were still at an early stage. Hence, the first workshop could be organised in concomitance of the General Assembly in November 2021 (if the organisation allows) or in April-June 2022 joint with one of the IAERE and EAERE conferences, in which some project partners are part of the organisation. This would allow the consortium to present interim results to a broad audience of scientific experts and policy makers and also to enable the exchange of perspectives among potential users of the project outcomes.

During the year 2023, we plan to organise the Final Science-Policy Dialogue event as well as the Summer School. The first one will be a two-day event at the conclusion of the project, which will invite members of the scientific community, media and all involved stakeholders to share the project results, discuss their impact, exploitation opportunities and wider implications to develop policy roadmaps for the uptake of WEFE Nexus approach in the MED region. The Summer School will instead offer a training module 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.

Finally, additional activities are planned, e.g., the dissemination targeted towards the general public. The AWESOME Twitter account as well as the website are continuously managed and updated with project news and outcomes.

Table 10 – Timeline of the planned dissemination and communication activities of the AWESOME project.

	2021	2022	2023
January			
February			
March	Social media/infographics activities related to climate and demographic projections.		
April	EGU 2021	EGU 2022 IAERE Conference First workshop (option 2)	EGU 2023

	2021	2022	2023
May	First workshop	ASCE-EWRI 2022	ASCE-EWRI 2023
June		EAERE 27th Annual Conference First workshop (option 3)	
July		iEMSs Biennial Meeting 2022	
August			Final Science-Policy Dialogue event, Final project leaflet
September			Summer School
October	First dissemination and know-how transfer report First newsletter	Second dissemination and know-how transfer report Second newsletter	Third dissemination and know-how transfer report Third newsletter
November	First workshop (option 1) General Assembly		
December	Second factsheet	Third factsheet AGU 2022	AGU 2023