



# AWESOME

WATER-ECOSYSTEM-FOOD

## SECOND DISSEMINATION AND KNOW-HOW TRANSFER REPORT

October 2022



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## LIST OF ACRONYMS

### Abbreviations

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

## EXECUTIVE SUMMARY

The Second Dissemination and Know-How Transfer Report (D7.3) is the third deliverable of the Communication and Dissemination Work Package 7 (WP7) and consists of a detailed description of the dissemination and communication actions as well as the scientific publications collected from November 2021 (M19) to October 2022 (M30) within the AWESOME project. Beyond recalling 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 (project website and social media) 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 reference to the final goals of effective project dissemination and communication at local, national and international levels, including the major dissemination events.

## 1 INTRODUCTION

Deliverable D7.3 consists of the Second Dissemination and Know-How Transfer Report and aims at describing the dissemination and communication actions as well as the scientific publications performed from November 2021 (M19) to October 2022 (M30). This document presents the AWESOME communication and dissemination strategy, the tools and material produced (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 metrics 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 D7.2 (First Dissemination and Know-How Transfer Report) has stopped: it presents an updated version of the information contained in D7.2 and it reports the update of the quantitative impacts of dissemination activities. D7.3 also follows the D7.1 Multi-Stakeholder Outreach Plan (MSOP), which 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 from M19 to M30 are presented (Section 2). 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 MATERIAL AND DOCUMENTS

The main dissemination and communication objectives of the AWESOME project are recalled in the following:

- to design and implement an effective dissemination and communication strategy, to maximise the promotion and impact of the project outcomes;
- reaching 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 Mediterranean (MED) region;

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

To achieve these objectives, a full package of project dissemination material and documents has been produced (and still will be during the project's lifetime) as part of Task 7.2 Dissemination material. This task includes the creation of promotional material for project dissemination, following the AWESOME visual identity and brand. This consists of specific project fonts, logos and templates (for presentations, reports, and documents), which contribute to maintaining a coordinated image and common identity for the project.

This results in a progressively enriched information package that reflects the project brand, objectives and expected results, including leaflets and factsheet, annual newsletters, press releases, and scientific papers. Besides, the project website contains all necessary information about the project (e.g., goals, consortium, activities, deliverables). Furthermore, project developments, relevant results and events are regularly disseminated through the AWESOME social media channel (Twitter).

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

### 2.1.1 Factsheet

During the months 19-30 of the project, a third project factsheet related to D2.4 – Future Energy Scenarios was created. This is provided in Figure 1. As the other factsheets, this is also publicly available on the AWESOME website<sup>i</sup>. Future factsheets will include contents about D2.5 - Assessment of ecosystem services, D3.2 - WEF Macro-Economic model, D4.2 - Meso level model (POLIMI, M30).

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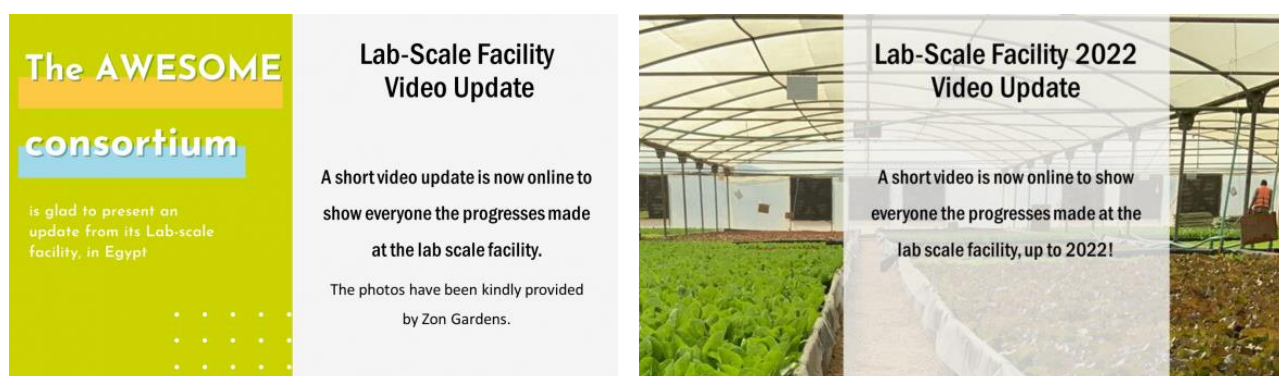
<sup>i</sup> <https://awesome-prima.eu/results/>





### 2.1.2 Video updates

In order to provide a powerful and impactful communication, two video updates from the lab-scale facility in Egypt were produced. The 2021 video update<sup>ii</sup> and the 2022 video update<sup>iii</sup> are both available on the AWESOME website.



**Figure 2** – Lab-scale facility video updates

## 3 DISSEMINATION AND COMMUNICATION CHANNELS

To achieve the objectives outlined in Section 2, a series of dissemination and communication channels have been opened and are being well managed. 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 groups and provides the necessary updates. The next sections provide details about the performed activities over the time horizon of this report (M19-M30).

**Table 1** – Channels/tools connected to the AWESOME target groups. An X indicates the application of the tool to the specific group, a 0 indicates that the dissemination tool has not been used yet

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

<sup>ii</sup> <https://awesome-prima.eu/lab-scale-facility-video-update/>

<sup>iii</sup> <https://awesome-prima.eu/lab-scale-facility-2022-video-update/>

Dissemination channels/ tools	Policy makers local	Policy makers general	Science	EU, NGOs, Institutions	Other stakeholders local	Other stakeholders general	Society and general public
Policy and position papers	X	X	X				
Scientific papers			X				
Solutions transferability and portability report		0					
Online training material (capacity building)	X		X	X	X	X	X
Policy outreach workshops	0	0					
Final Science-Policy Dialogue Event	0	0					0
Summer School		0	0	0		0	0
AWESOME website				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
<b>AWESOME Twitter account</b>		X	X	X		X	X
<b>Newsletter</b>	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<sup>iv</sup> is available online since July 31<sup>st</sup>, 2020 (M2). Through its online platform, the AWESOME project is fully presented (objective, structure, consortium), together with clear and concise information e.g. 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's lifetime, by enriching it with new content, and improving the design, appeal and functionality as needed.

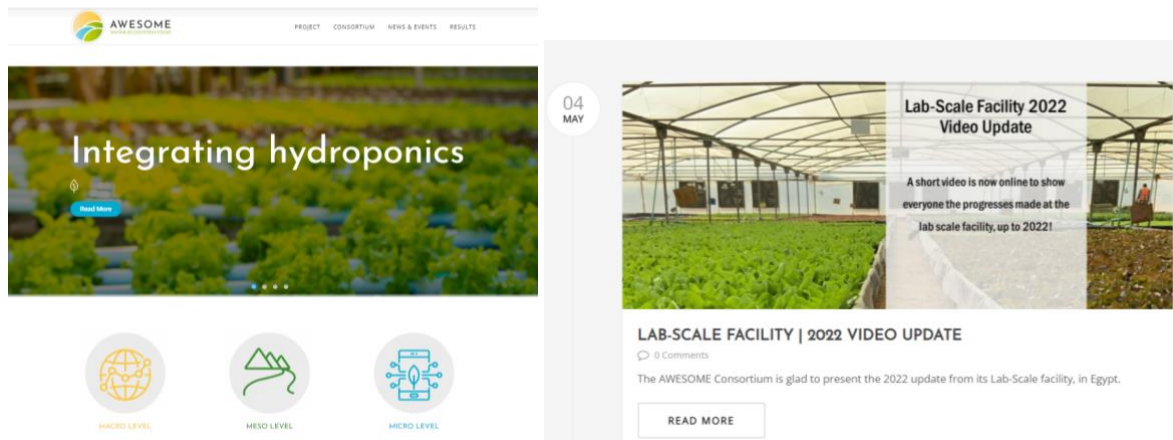
The website is designed to be attractive to a diversity of audiences, from experts to non-technical, from European and National advocacy organisations and NGOs to industry, business associations, practitioners, and farmers, to the general public and the civil society.

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

Figure 3 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.

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<sup>iv</sup> <https://awesome-prima.eu>



**Figure 3** - Home and News & events pages of the website

### 3.2 NEWSLETTER

The newsletter aims to inform and update the different target audiences about interim project progresses and results as well as the Water Energy Food and Ecosystems (WEFE) related events and activities. In its final release, the newsletter could also share experts' opinions (e.g., by members of the project's advisory board) about WEFE challenges and/or project outcomes.

In terms of timing, the newsletter is distributed electronically at least once a year and it is sponsored and advertised through the project's social media and website, as well as through the partners' networks.

The first issue was published in October 2021 and is available on the AWESOME website<sup>∧</sup>. The second issue will be published in October 2022 together with the submission of this report and the outline of its index is reported in Figure 4.

<sup>∧</sup> <https://awesome-prima.eu/the-newsletter-of-the-awesome-project/>

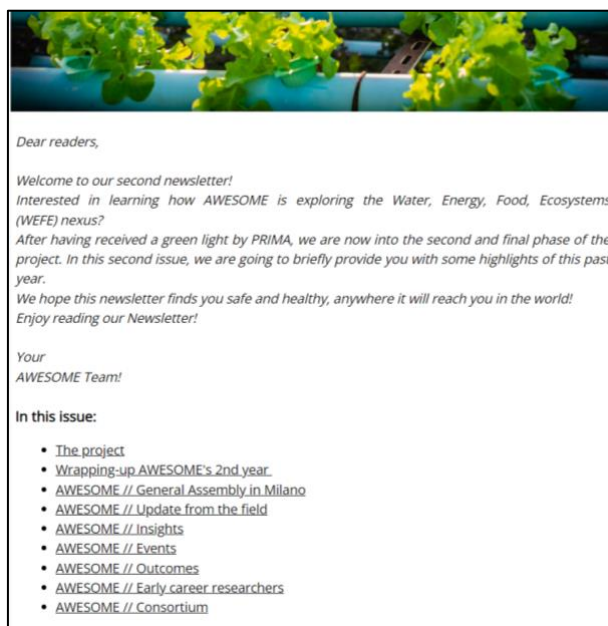


Figure 4 – AWESOME Newsletter

### 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 @AWESOME\_PRIMA<sup>vi</sup> (reported in every project document and on the website) and is shown in Figure 5.

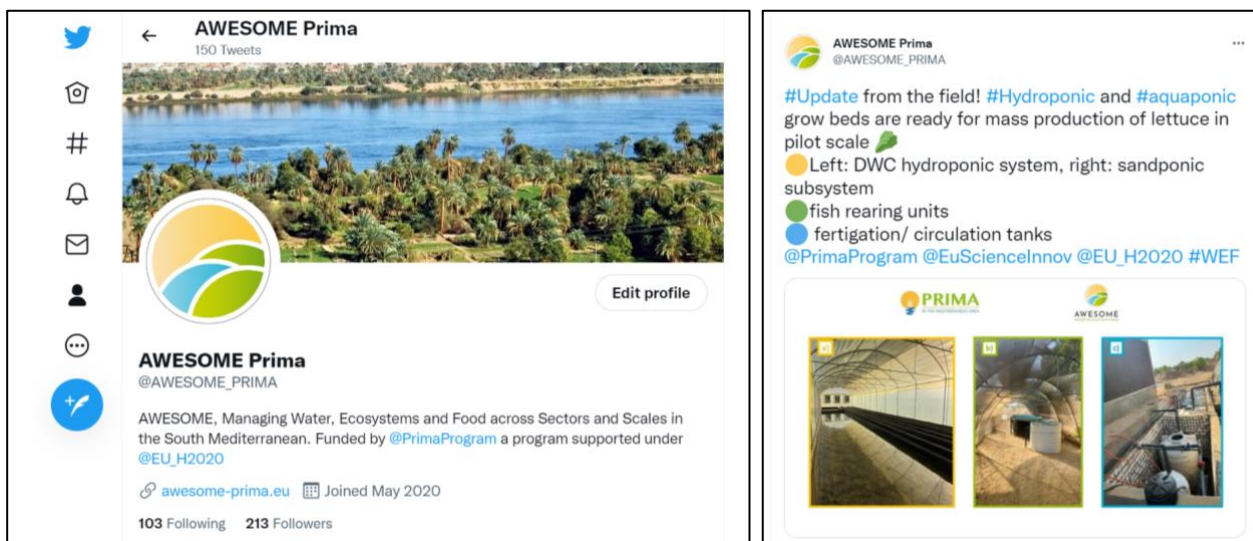


Figure 5 – AWESOME Twitter account

<sup>vi</sup> [https://twitter.com/AWESOME\\_PRIMA](https://twitter.com/AWESOME_PRIMA)



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.

## 4 DISSEMINATION ACTIVITIES

This section summarizes the several dissemination activities conducted from November 2021 (M19) to October 2022 (M30) within the AWESOME project, which are described in Table 4.

**Table 4** – Dissemination and communication activities, updated for the period from M19 to M30.

Task	Description	Start & end month		Deliverables/ dissemination tools	Details
7.2	Dissemination and Communication	1	42	Social media strategy	AWESOME is active on social media (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)	The project's information package is available reflecting the brand and visual identity of the project. The package, up to now, includes one introductory project leaflet, three factsheets, two video updates, two newsletters.
7.2	Dissemination and Communication	any	42	Press releases	One press release has been published to promote the launch of the project.

Task	Description	Start & end month		Deliverables/ dissemination tools	Details
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, 5 scientific papers have come out and others are under development.
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 co-organized) 9 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 second report.

#### 4.1 NETWORKING ACTIVITIES

To maximize the impact of the AWESOME project, networking activities - in which project results are presented to one or more of the target groups – occurred and are still planned for the last year of the project.

The main networking actions are listed hereafter:

- AWESOME joined the Nexus Project Cluster<sup>vii</sup> already in Summer 2020 and participated to the Nexus Project Cluster Workshop last November 2021, together with other PRIMA and H2020 projects.
- AWESOME is collaborating with other 6 European-funded projects (e.g., SIGMA Nexus, GoNEXUS) using the offered services of the Horizon Results Booster<sup>viii</sup> for effective results dissemination and networking with projects that are pursuing similar goals (Module A was submitted in March 2022 and Module B is in development).
- On the 24<sup>th</sup> of January 2022, AWESOME organized a scientific webinar entitled “A Computable General Equilibrium (CGE) model for the AWESOME project”, held by Ruslana Rachel Palatnik (YVC). The webinar invitation was disseminated through the project's and

<sup>vii</sup> <https://nexuscluster.eu/Home.aspx>

<sup>viii</sup> <https://www.horizonresultsbooster.eu/>



partners’ channels and 32 people joined. The video is publicly available on the website<sup>ix</sup> and on FEEM YouTube channel<sup>x</sup>, which reached more than 200 views.

#### A COMPUTABLE GENERAL EQUILIBRIUM (CGE) MODEL FOR THE AWESOME PROJECT

On January 24th, Professor Palatnik (YVC) held a webinar on the application of CGE models as tools to simulate and test the impact of macroeconomic policies. The recording of the webinar is available at the following link (Youtube @FEEMchannel):



#### RECENT POSTS

Lab-Scale Facility | 2022 Video Update >

A Computable General Equilibrium (CGE) Model for the AWESOME project >

The Newsletter of the AWESOME Project >

Lab-Scale Facility | Video Update >

The AWESOME project is now on the NEXUS Resource Platform website! >

#### CATEGORIES

news-events >

**Figure 6** – Impression from the AWESOME News: recording of the CGE webinar held online on 24 Jan. 2022

In April 2022, FEEM, YVC and AUEB members of the project participated to the first MED-IAERE Conference in Cagliari, Italy. Prof. Koundouri (AUEB) and Prof. Palatnik (YVC) also joined the MED-IAERE Country-Representatives' Round Table entitled “Common problems, common solutions? Cooperation perspectives among environmental economists in the Med area”. The IAERE Conference was an important success, being it attended by 124 people, 76 in person and 48 online.



**Figure 7** – Prof Palatnik at MED-IAERE

- On the 11-12 of May 2022, the 2022 AWESOME General Assembly was held at FEEM headquarters in Milan, which was a great opportunity for finally meeting Consortium members in person and for networking.

<sup>ix</sup> <https://awesome-prima.eu/a-computable-general-equilibrium-cge-model-for-the-awesome-project/>

<sup>x</sup> <https://www.youtube.com/watch?v=43bZa7BOeno>

- On the 19<sup>th</sup> of May 2022, Elena Matta (POLIMI) presented the AWESOME project in the framework of the Colloquium Hydrosciences at TU Berlin, in the department of Prof. Hinkelmann. The title of the presentation was: Strategic WEFE Nexus Management across Sectors and Scales in the Nile and beyond.
- In the context of WP6, which had already held the first two Multi-Actor Working Groups (MAWG) workshops, Zon Gardens organized a series of five semi-structured interviews which took place in Cairo between October and November 2021. Their results are reported in Deliverable D6.2.
- Finally, some consortium's members from YVC, ZG, and AUEB will attend COP27<sup>xi</sup> next November 2022 in Sharm El Sheik (Egypt) and actively participate in the Mediterranean Pavilion organized by PRIMA. This will be a great chance to initiate and/or consolidate networks with relevant policy makers, both at the international and local level.



**Figure 8** – The AWESOME consortium at the 2022 General Assembly in FEEM headquarters in Milan

#### 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 scientific publications are reported in Section 4.2.

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<sup>xi</sup> <https://cop27.eg/>

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

Type of activities	Title	Date	Place	Type of audience	Size of audience	Countries addressed
Conference presentation	A regional integrated assessment model for the Mediterranean Region	7 Dec. 2021	Online, Workshop Research dialogues on the complexity of the energy transition, Italy	Scientific community	(unknown size)	World
Conference presentation	A regional integrated assessment model for the Mediterranean Region	14 Dec. 2021	Online, Workshop on the research projects Faro and InvestExl, Portugal	Scientific community	(unknown size)	Europe
Participation to an event other than conference or workshop	Round table “Economic diplomacy of the European Union in the context of modern globalization”	25 Mar. 2022	Chişinău, Moldova(attended online)	Scientific community	1000	World
Conference presentation	ISPEC 1st International Agricultural Research Congress	8 Apr. 2022	Adana, Turkey (attended online)	Scientific community	300	World
Conference organization and participation	10 <sup>th</sup> IAERE Annual Conference	22 Apr. 2022	Hybrid mode (Cagliari, Italy, and online)	Scientific community	200	Europe
Conference participation	EGU General Assembly	23-27 May 2022	Vienna, Austria	Scientific community	14000	World
Conference presentation	CSSI Partnerships Conference 2022	23 Jun. 2022	Wageningen (attended online)	Scientific community	500	World
Conference presentation	27th EAERE Annual Conference - 2022	30 Jun. 2022	Hybrid mode (Rimini, Italy, and online)	Scientific community	1000	World
Conference presentation	IAEE Tokyo Conference	2 Aug. 2022	Tokyo (attended online)	Scientific community	600	World

### 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	Type of audience	Size of audience	Countries addressed
Participation to Workshop (presentation)	Nexus Cluster Workshop: Advancing the Nexus for Science and Policy	23 Nov. 2021	Online	Scientific community	About 190 registered	Europe and some MENA countries
Participation to Workshop (presentation)	Water-Energy-Food-Ecosystems (WEFE) Nexus: From Research to Practice	6-8 Dec. 2021	Online	Scientific community	About 300 participated	Worldwide
Project workshop	Multi-Criteria Decision Analysis for Hydroponics	20 Jan. 2022	Online	Project partners	16	Project partners countries
Organization of Project Webinar	CGE modeling workshop (invited speaker: Dr. R. R. Palatnik)	24 Jan. 2022	Online	Scientific community, general public	32 participants, +200 Youtube views	Mainly Europe but open worldwide

## 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. As can be observed in Table 7, a certain number of scientific publications can already be counted and others are in planning/development. Also, peer-reviewed contributions at international conferences have been produced based on the research activities carried out within the project so far.

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

Title	DOI	ISSN or eSN	Authors	Title of journal/conference/book	Number, date	Publisher	Peer-Review	Is/will open access provided <sup>2</sup>
Multi-Actor Working Groups as for a for WEF Nexus Innovation and Resilience	<a href="https://doi.org/10.3390/enviro-nsciproc2022015069">https://doi.org/10.3390/enviro-nsciproc2022015069</a>		Ebun Akinsete , Lydia Stergiopoulou, Nouran El Said, Phoebe Koundouri	International Conference on Sustainable Development	Date also	Environmental Sciences Proceedings	Yes	Yes
Dynamic Water-Energy-Food nexus management in transboundary river basins incorporating water infrastructure operation and demand control.	<a href="https://doi.org/10.5194/egusphere-egu22-3040">https://doi.org/10.5194/egusphere-egu22-3040</a>		G. Yang, M. Giuliani, E. Matta, V. Piuri, A. Castelletti	EGU General Assembly 2022	23-27 May 2022	Conference Proceedings	Yes	Yes

Title	DOI	ISSN or eSN	Authors	Title of journal/conference/book	Number, date	Publisher	Peer-Review	Is/will open access provided <sup>2</sup>
Exploring the potential of desalination and aquaponics in the integrated management of arid river basins: the case of the Nile River basin	<a href="https://doi.org/10.5194/egusphere-egu22-4624">https://doi.org/10.5194/egusphere-egu22-4624</a>		V. Piuri, G. Yang, M. Giuliani	EGU General Assembly 2022	23-27 May 2022	Conference Proceedings	Yes	Yes
Review of the economic impact of water availability on food security and the related ecosystems	<a href="https://doi.org/10.1007/978-3-031-01336-2_4">https://doi.org/10.1007/978-3-031-01336-2_4</a>		O. Raviv, R. R. Palatnik, M. Shechter	Connecting the Sustainable Development Goals: The WEF Nexus - Understanding the Role of the WEF Nexus in the 2030 Agenda.	21 Jun. 2022	Eds. Laura Cavalli and Sergio Vergalli	Yes	Yes

Title	DOI	ISSN or eSN	Authors	Title of journal/conference/book	Number, date	Publisher	Peer-Review	Is/will open access provided <sup>2</sup>
The effect of solar radiation on the growth and development of hydroponically grown lettuce in two areas with different climates	<a href="https://dergipark.org.tr/en/download/article-file/2631768">https://dergipark.org.tr/en/download/article-file/2631768</a>	2822-3500	Jonathan Kummer, Demet Çekin, Hani Sewilam	Journal of Agriculture and Nature	21 Sep. 2022		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. Before doing so, we report the summary of the dissemination and communication strategy embraced since the beginning of the project.

**Table 8** – Overview of the AWESOME communication strategy, in bold the channels already activated

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.	<b>Project website, social networks, newsletters, press, informational material, workshops and events (online training, targeted events, summer schools).</b>	<ul style="list-style-type: none"> <li>• Benefits for the stakeholders and the ecosystems.</li> <li>• The research process is opened to stakeholders through MAWGs.</li> <li>• Practical application of project's results.</li> </ul>

Target Audience	Dissemination message	Dissemination channel	Value to target
Policy makers	A multi-level perspective on WEFE portfolios aimed at increasing the sustainability and resilience of the agricultural sector.	<b>Newsletters, press, technical reports, informational material, policy and position papers, training and workshops, events</b> (Science Policy dialogue, summer schools).	<ul style="list-style-type: none"> <li>• Benefits in WEFE management and policy making.</li> <li>• Opportunities for co-creation, co-learning and knowledge exchange with the scientific community.</li> </ul>
Scientific community	Knowledge created with an inter-disciplinary and multi-level perspective.	<b>Conferences and peer-reviewed scientific papers, training and workshops, social media, events</b> (summer schools, <b>conferences</b> ).	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.

## 5.1 MONITORING AND EVALUATION PROCESS AND INDICATORS

The monitoring and evaluation of the communication and dissemination strategy are planned at the months M18, M30, M42, 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, up to M30 of the project.

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

Communication and dissemination material/ channel	Target groups	Indicators
<b>Information material</b>	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"> <li>• N. of project leaflets: 1</li> <li>• Factsheets: 3</li> <li>• Press releases: 1</li> </ul>
<b>Scientific papers</b>	Scientific community.	<ul style="list-style-type: none"> <li>• N. of working papers and scientific publications: 3 during M1-18 + 5 during M19-M30</li> </ul>
<b>AWESOME website</b>	European and National advocacy organisations and NGOs; Industry, business associations, practitioners and farmers; general public and civil society.	Website analytics: see section 5.1.2



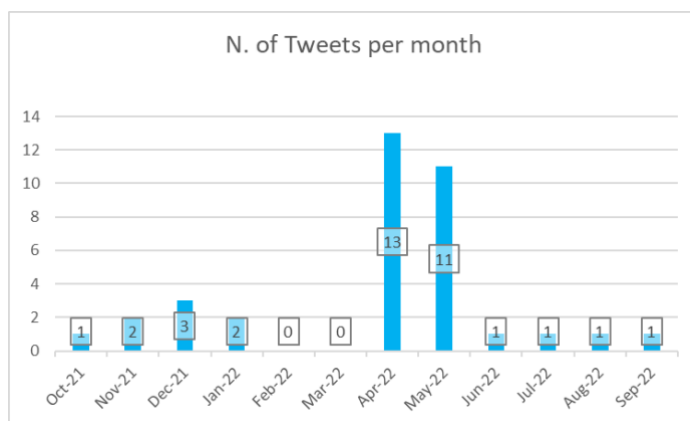
Communication and dissemination material/ channel	Target groups	Indicators
<b>AWESOME Twitter account</b>	European and National advocacy organisations and NGOs; Industry, business associations, practitioners and farmers; general public and civil society.	Twitter analytics: see section 5.1.1
<b>Newsletter</b>	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"> <li>N. of newsletters: 2</li> </ul>

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

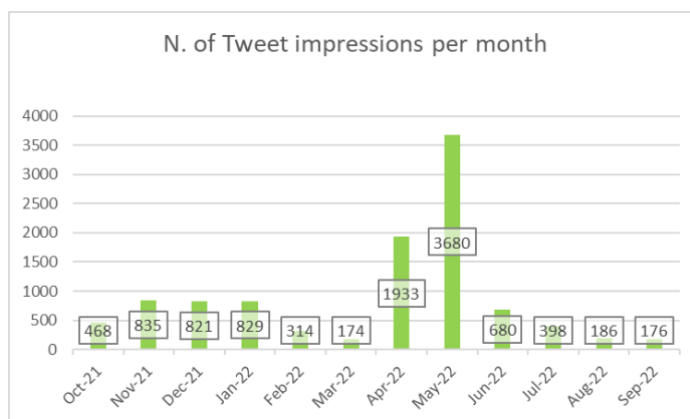
- the design and implementation of an effective dissemination and communication strategy, to promote the project outcomes – via the development of the AWESOME website and Twitter account, as well as other channels such as the newsletter, creation of events, and participation to conferences;
- reaching of the target audience, from the local level to the national and international levels. 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 (Section 4.1);
- 
- 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.

### 5.1.1 TWITTER ANALYTICS

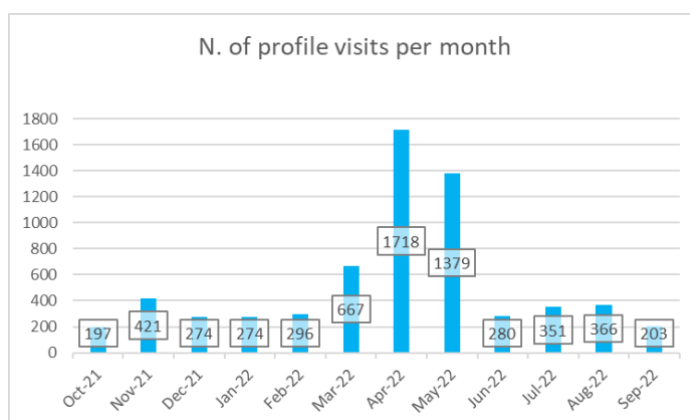
The graphs reported below represent the Twitter analytics detected between October 2021 and September 2022. Specifically, the indicators analysed are the number of Tweets, Tweet impressions, profile visits, mentions and new followers (see Figures 9-13).



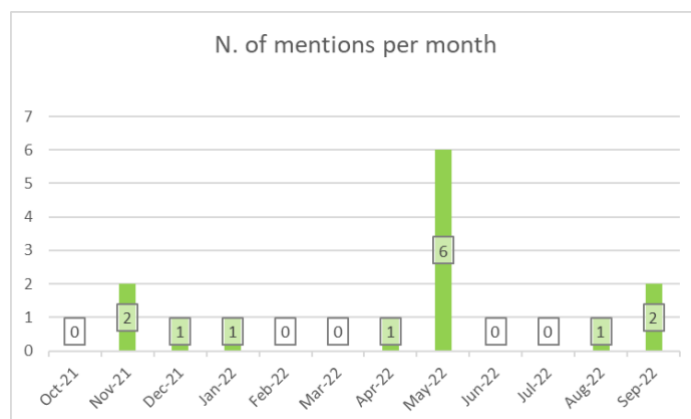
**Figure 9 – AWESOME Twitter: Number of tweets per month**



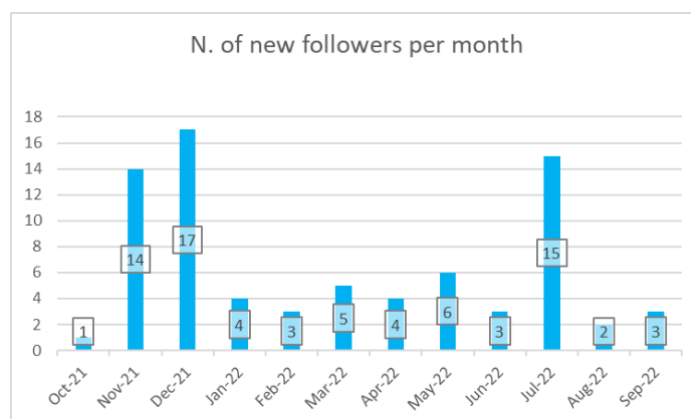
**Figure 10 – AWESOME Twitter: number of Tweet impressions per month**



**Figure 11 – AWESOME Twitter: Number of profile visits per month**



**Figure 12** – AWESOME Twitter: Number of mentions per month

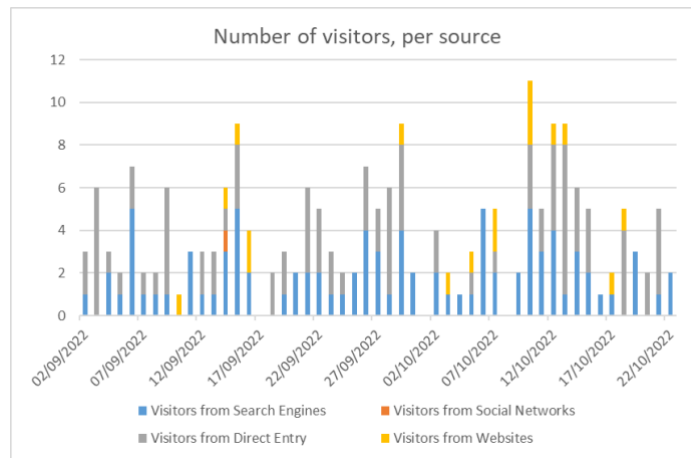


**Figure 13** – AWESOME Twitter: number of new followers per month

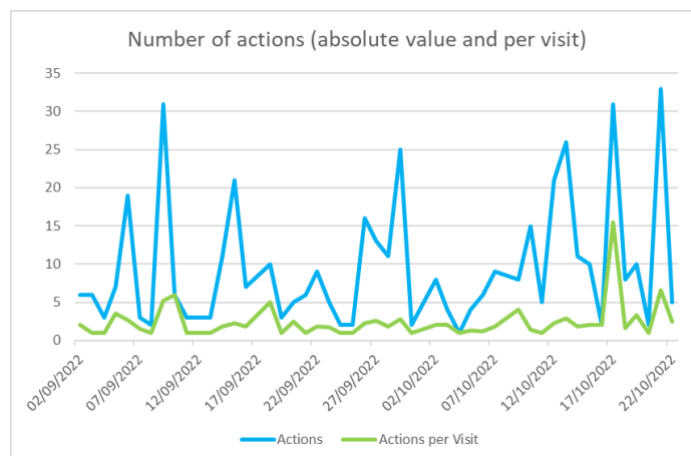
Regarding the number of Twitter followers, the objective was to reach 100 followers at the end of 2022. In September 2022, the number of followers is 214.

### 5.1.2 WEBSITE ANALYTICS

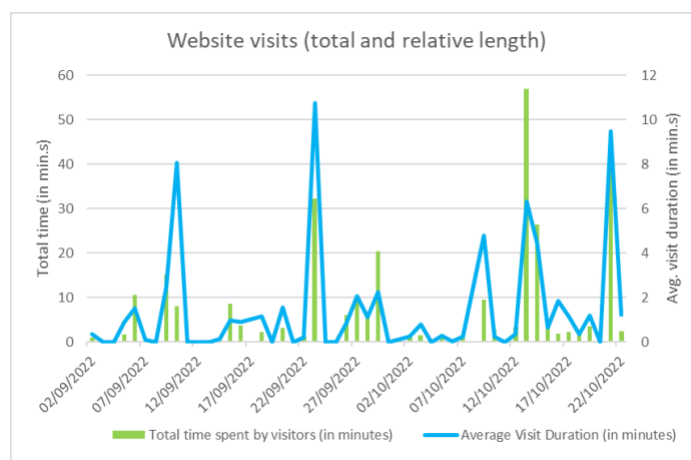
Due to technical issues, mainly related to the European Union Data Protection regulations, the process of collecting website analytics could begin only in September 2022. Consequently, the following figures refer only to the past two months (September and October 2022).



**Figure 14** – AWESOME website: number of visitors, per source



**Figure 15** – AWESOME website: number of actions (absolute value and per visit)



**Figure 16** – AWESOME website: Number of website visits (total and relative length)

## 6 CONCLUSION AND FUTURE PLAN

Deliverable D7.3 reports an extensive update on the AWESOME dissemination and communication actions as well as the scientific publications collected until M30 (October 2022). 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 (which will be updated through this last year).

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).

During the year 2023, AWESOME will 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. For both events, we are already mapping a list of potential stakeholders.

Finally, additional activities are planned, e.g., the dissemination targeted towards the general public. The AWESOME Twitter account as well as the website will be 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
<b>January</b>		Webinar: A CGE model for the AWESOME project	
<b>February</b>			

	2021	2022	2023
<b>March</b>	Social media/infographics activities related to climate and demographic projections.		
<b>April</b>	EGU 2021	EGU 2022 IAERE Conference	EGU 2023
<b>May</b>	First workshop	ASCE-EWRI 2022 Dresden Nexus Conference Third factsheet <b>General Assembly</b>	ASCE-EWRI 2023
<b>June</b>		EAERE Conference	Final Science-Policy Dialogue event
<b>July</b>		iEMSs Biennial Meeting 2022	
<b>August</b>		IAEE Conference 2022	Final project leaflet
<b>September</b>	Second factsheet		Summer School
<b>October</b>	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 Final newsletter General Assembly 2023
<b>November</b>			
<b>December</b>		Fourth factsheet AGU 2022	AGU 2023