



AWESOME

WATER-ECOSYSTEM-FOOD

THIRD DISSEMINATION AND KNOW-HOW TRANSFER REPORT

October 2023



This project is part of the PRIMA Programme supported by the European Union, having received funding from it under grant agreement No 1942



Programme Call:	PRIMA Call 2019 Section 1 Farming RIA
Project Number:	1942
Project Title:	AWESOME
Partners:	POLIMI (Project Coordinator), AUEB, YVC, UH, AF, RWTH, FEEM
Work-Package:	WP7
Deliverable #:	D7.4
Deliverable Type:	Document
Contractual Date of Delivery:	31 October, 2023
Actual Date of Delivery:	31 October, 2023
Title of Document:	Third dissemination and know-how transfer report
Author(s):	Marta Castellini, Camilla Gusperti, Ilenia Gaia Romani
Content of this report:	Report on the scientific publications and dissemination actions performed during the last 12 months of the project.
Availability:	This report is public.

Document revisions		
<i>Author</i>	<i>Revision content</i>	<i>Date</i>
Ilenia Gaia Romani	Internal draft	22/09/2023
Marta Castellini, Camilla Gusperti	Internal revision	25/09/2023
Ilenia Gaia Romani	Final draft	29/09/2023
Veronica Piuri, Julia Sirota	Quality control	16/10/2023
Ilenia Gaia Romani	Final version	31/10/2023

Table of Content

Table of Content	4
LIST OF ACRONYMS	5
EXECUTIVE SUMMARY	6
1 INTRODUCTION	7
2 DISSEMINATION MATERIALS AND DOCUMENTS	7
2.1.1 Factsheet	8
2.1.2 Video updates	9
3 DISSEMINATION AND COMMUNICATION CHANNELS	10
3.1 AWESOME WEBSITE	12
3.2 NEWSLETTER	13
3.3 SOCIAL MEDIA	14
4 DISSEMINATION ACTIVITIES	15
4.1 SCIENCE POLICY DIALOGUE AND SUMMER SCHOOL	16
4.2 NETWORKING ACTIVITIES	18
4.2.1 Conferences	18
4.2.2 Workshops	19
4.3 SCIENTIFIC PUBLICATIONS	20
5 ASSESSMENT THROUGH THE MONITORING AND EVALUATION PROCESS AND INDICATORS	22
5.1.1 SCIENCE POLICY DIALOGUE AND SUMMER SCHOOL ANALYTICS	24
5.1.2 TWITTER ANALYTICS	26
5.1.3 WEBSITE ANALYTICS	28
6 CONCLUSION	29

LIST OF ACRONYMS

Abbreviations

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

EXECUTIVE SUMMARY

The Third Dissemination and Know-How Transfer Report (D7.4) is the fourth and last 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 from November 2022 (M31) to October 2023 (M42) 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. A specific section is devoted to the project's milestones related to the science-policy outreach (Science Policy Dialogue - T7.3) and to the capacity building (Summer School - T7.4).

The analytics on the usage of the main communication channels (project website and social media, as well as those two milestones) 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 the fundamental goals of the project dissemination and communication strategy: effective communication, dissemination at local, national and international levels, major dissemination events.

1 INTRODUCTION

Deliverable D7.4 consists of the Third Dissemination and Know-How Transfer Report and aims at describing the dissemination and communication actions as well as the scientific publications performed from November 2022 (M31) to October 2023 (M42). 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 and the evaluation of the individual 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 D7.3 (Second Dissemination and Know-How Transfer Report) has stopped: it presents an updated version of the information contained in D7.3 and it reports the update of the quantitative impacts of dissemination activities. D7.4 also follows 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 are presented (Section 2), without restating the project identity and brand, logos, and templates (which can be found in D7.2). 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 of the entire AWESOME project, which was thus successfully concluded.

2 DISSEMINATION MATERIALS AND DOCUMENTS

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

- design and implementation of an effective dissemination and communication strategy, to promote 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 policymakers, with a particular look at the European policies in the Mediterranean 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 throughout the whole project's lifetime as part of Task 7.2 Dissemination material. This task was aimed at continuously creating promotional material for project dissemination, following the AWESOME visual identity and brand. This consisted in specific project fonts, logos and templates (for power point presentations, as well as for reports and documents), which contributed to maintaining a coordinated image and common identity for the project.

This resulted in a progressively enriched information package reflecting 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 have been regularly disseminated through social media channels such as 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 31-42 of the project, a fourth and last project factsheet related to D4.3 was created. As the other factsheets, this is also publicly available on the [AWESOME website](#).

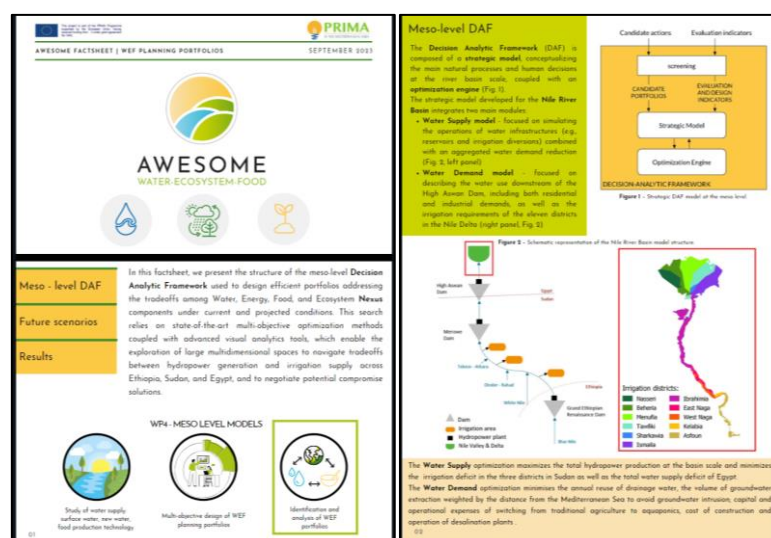


Figure 1 – Factsheet: WEF Planning Portfolios

Within the context of the Horizon Results Booster initiative¹, a joint flyer was also created, to sponsor the importance of a collaborative effort for optimising Water, Energy and Food in the Mediterranean basin.



Figure 2 – Horizon Results Booster flyer

2.1.2 Video updates

In order to provide a powerful and impactful communication, within the context of the Horizon Results Booster, a joint video was created and posted on the YouTube channel @horizonresultsbooster2330. The video was also uploaded on the AWESOME website, available [here](#).

¹The [Horizon Results Booster](#) is an initiative of the European Commission which aims to bring a continual stream of innovation to the market and maximise the impact of public funded re-search within the EU. AWESOME carried out its activities in the Sigma Nexus group from March to July 2023.

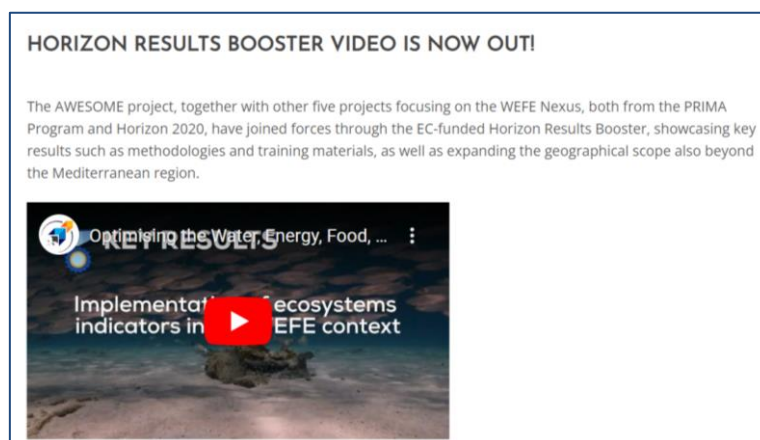


Figure 3 – Horizon Results Booster joint video

3 DISSEMINATION AND COMMUNICATION CHANNELS

To achieve the objectives outlined in Section 2, a series of dissemination and communication channels were opened and managed. They essentially consist of the media through which the research outcomes were conveyed to the target audiences.

Table 1, first created for D7.1, summarizes the specific channels to target AWESOME’s audiences. The next sections provide details about the performed activities over the time horizon of this report (M31-M42).

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				

Dissemination channels / tools	Policymakers local	Policymakers general	Science	EU, NGOs, Institutions	Other stakeholders local	Other stakeholders general	Society and general public
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 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 has been the primary platform for spreading information and facilitating communication around the project. Accessible via the following link: <https://awesome-prima.eu>, this website has been operational since July 31st, 2020 (M2). Through its digital interface, the AWESOME project is fully showcased, encompassing its objective, structure and consortium details. Additionally, it offers clear and concise information, such as relevant updates, accomplishments, deliverables and activities. The website’s inception occurred during the initial stages of the project, with subsequent enhancements sustained throughout its duration. Regular efforts were made to augment its content, refine design elements, and bolster functionality as required. The website’s aesthetics and structure are deliberately curated to resonate with a broad spectrum of audiences. This ranges 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 content of the website includes a concise project overview, delineating its objectives and scales of assessments, the WP activities (including custom infographics), details about the consortium, updates on news and events, and a section outlining the achieved results. Moreover, the website is linked to the AWESOME Twitter account.

Figure 4 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.

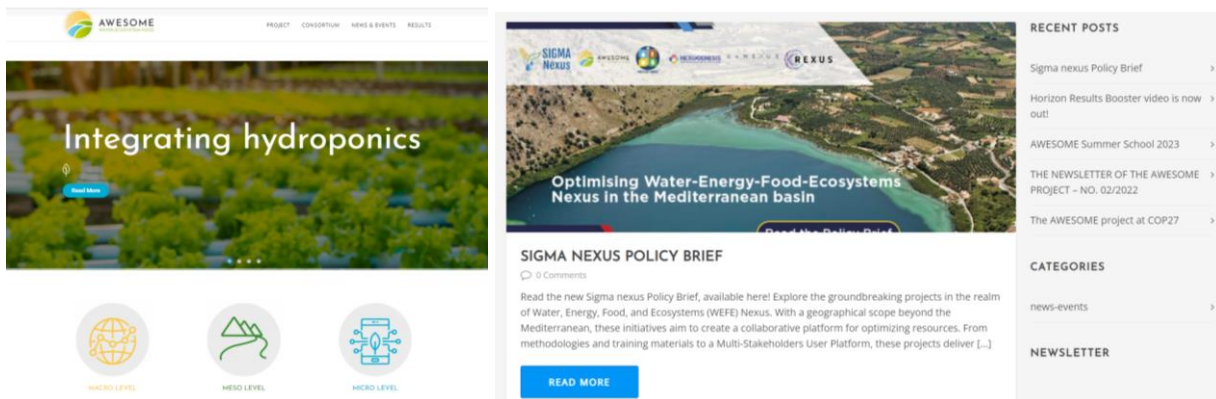


Figure 4 – Home and News & events pages of the website

3.2 NEWSLETTER

The objective of the newsletter is to provide information and keep various intended recipients informed about the intermediate advancements as well as outcomes of the project, alongside events and engagements linked to WEFE related events and activities. Furthermore, the newsletter might also incorporate viewpoints from specialists (such as individuals affiliated with the project’s advisory board) concerning WEFE matters.

Regarding the schedule, the electronic dissemination of the newsletter was stated to occur annually. To amplify its reach, the newsletter received backing and visibility through promotion across the project’s social media platforms and official website.

The second issue came out in October 2022 and is available on the AWESOME website ([here](#)). A part of the newsletter is reported in Figure 5.



Dear readers,

Welcome to our second newsletter!

Interested in learning how AWESOME is exploring the Water, Energy, Food, Ecosystems (WEFE) nexus?

After having received a green light by PRIMA, we are now into the second and final phase of the project. In this second issue, we are going to briefly provide you with some highlights of this past year.

We hope this newsletter finds you safe and healthy, anywhere it will reach you in the world!

Enjoy reading our Newsletter!

Your

AWESOME Team!

In this issue:

- [The project](#)
- [Wrapping-up AWESOME's 2nd year](#)
- [AWESOME // General Assembly in Milano](#)
- [AWESOME // Update from the field](#)
- [AWESOME // Insights](#)
- [AWESOME // Events](#)
- [AWESOME // Outcomes](#)
- [AWESOME // Early career researchers](#)
- [AWESOME // Consortium](#)

The Project

AWESOME (mAnaging Water, Ecosystems and food across sectors and Scales in the sOuth Mediterranean) is a four-year project funded by the European Union under the Horizon 2020 [Prima Programme](#). The main objective of AWESOME is developing a **decision-analytic platform** based on a multi-level, integrated Water, Energy, Food, Ecosystems (WEFE) modeling framework to better understand multi-sectoral WEFE tradeoffs and to capitalize on potential synergies, also exploring the interdependencies and feedbacks across a hierarchy of spatial scales, from the macroeconomic development of the Mediterranean region and national scale, to regional planning at river basin scale, down to the single farm.

Figure 5 – 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 6.



Figure 6 – AWESOME Twitter account

The strategic administration of the Twitter profile is being collaboratively managed to maintain its vibrancy and to cultivate connections and interactions within the social media realm, as well as fostering engagement among other initiatives of the PRIMA programme.

To harmonize partner activities and establish a consistent social media strategy, the internal document ‘Communication Guidelines’ was shared with all the partners. This document comprehensively outlines the core management protocols for handling the Twitter account. Another tactful approach employed in managing the AWESOME Twitter account involves the identification of accounts that exhibit notable activity and possess extensive reach and influence. This entails following accounts with substantial follower counts, including official profiles of renowned institutions. Simultaneously, the AWESOME account also connects with other projects related to WEFÉ matters, in order to cultivate an international network. In terms of content, the project’s tweets are intended to inform the audience about WEFÉ-related issues, broadly speaking but also connected to the project.

4 DISSEMINATION ACTIVITIES

This section summarizes the several dissemination activities conducted from November 2022 (M31) to October 2023 (M42) 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
7.2	Dissemination and Communication	1	42	Social media strategy	AWESOME is active on Twitter to facilitate the direct communication of 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 includes project leaflets, factsheets, video updates, and newsletters.
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, 10 scientific papers and conference proceedings have come out.
7.2	Dissemination and Communication	any	42	International conferences	Dissemination via conferences allows sharing of the scientific knowledge produced by AWESOME in the international scientific community. The project's partners have participated in or organized 12 conferences, in this report's period.
7.2	Dissemination and Communication	16	42	First (16-18M), second (18-30M), third (31-42M) dissemination and know-how transfer report	Reports on the scientific publications and dissemination actions performed during the project. The present document is the third report.

4.1 SCIENCE POLICY DIALOGUE AND SUMMER SCHOOL

In terms of WP7 achievements, the Science-Policy Dialogue event and the Summer School were the final Milestones (respectively, MS19 and MS21).

The Science-Policy Dialogue happened on Monday 23rd of October at the Fondazione Eni Enrico Mattei headquarters in Milan, in hybrid mode. The official title is “Science Policy Dialogue on the WEFE Nexus: Bridging Water, Energy, Food, and Ecosystems with and beyond the AWESOME project”. Among those invited, members of the scientific community, media and all involved stakeholders shared 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. Table 5 reports the agenda of the event, and Figure 7 two pictures taken during the event. The event was disseminated extensively through the AWESOME network, with a dedicated website landing page (link [here](#)) displaying the event’s agenda (link [here](#)).

Table 5 – Agenda of the Science-Policy Dialogue event

Time slot	Contents of the session	Speakers / presenters
10:00 – 10:10	Welcome/greetings	Sergio Vergalli (FEEM), Andrea Castelletti (POLIMI)
10:10 – 10:30	Comments/contribution by Project Officer	Ali Rhouma (PRIMA)
10:30 – 11:00	Project overview	Andrea Castelletti (POLIMI)
11:00 – 11:30	Coffee break	
11:30 – 12:10	First back-to-back presentation	Marta Castellini (FEEM) / Ali Karnib (Lebanese University)
12:10 – 12:50	Second back-to-back presentation	Ruslana Palatnik (YVC) / Demet Ceking (RWTH)
12:50 – 14:00	Lunch break	
14:00 - 14:40	Third back-to-back presentation	Matteo Giuliani (POLIMI) / Kevin Wheeler (University of Oxford)
14:40 – 16:00	Round table	Ebun Akinsete, Giulio Boccaletti, Laura Bonzanigo, Matteo Giuliani, Fahad Kimera, Mohie Omar, Ali Rhouma, Kevin Wheeler. Moderated by Ilenia Romani.



Figure 7 – AWESOME Science Policy Dialogue event: two pictures

The Summer School instead took place entirely online, on the 28th – 31st of August 2023. It consisted of four days of training and lectures around the WEFE nexus, targeted both at policymakers, practitioners, professionals, industries; and graduate students, early career researchers, and academics. A graphical synthesis of the programme is reported in Figure 8. As can be seen, 9 lectures were given by the AWESOME partners' and one keynote lecture by an AWESOME advisory board member. The school was disseminated extensively through the AWESOME network, with a dedicated website landing page (link [here](#)) displaying the school programme (link [here](#)).

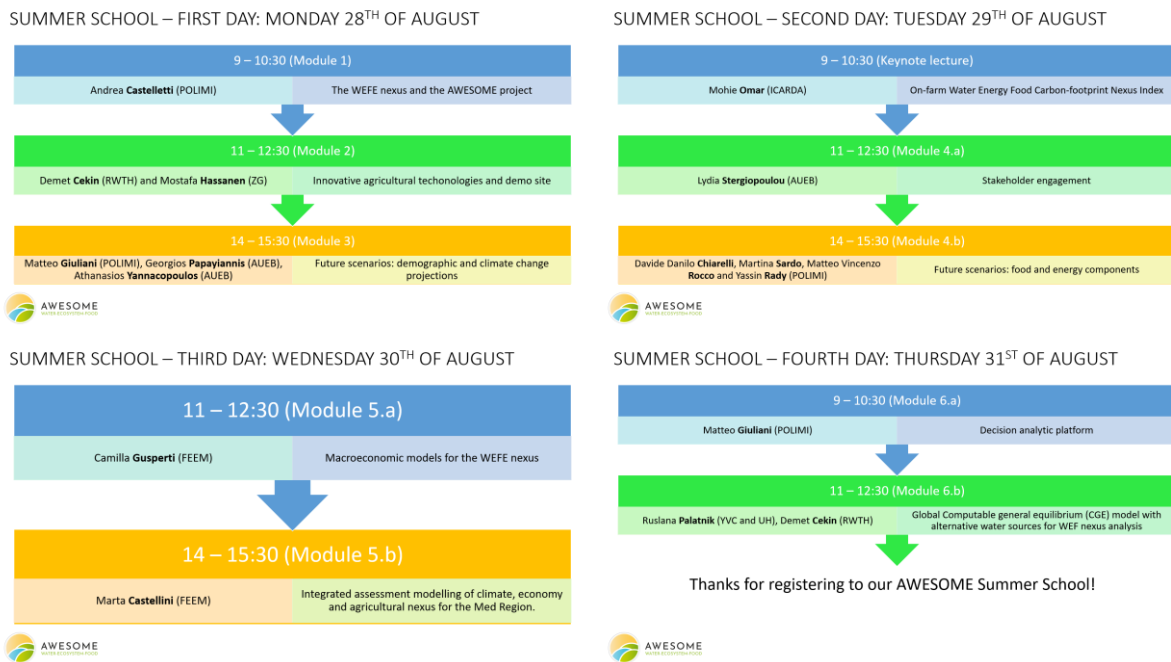


Figure 8 – AWESOME Summer School: Programme Structure

4.2 NETWORKING ACTIVITIES

To maximize the impact of the AWESOME project, networking activities - in which project results are presented to potential stakeholders - were carried out for the entire project lifetime. For example, some consortium's members participated in events organized by the PRIMA Foundation (e.g. POLIMI attending the PRIMA-META webinar in November 2022). Other members took part in activities organized jointly with other H2020 projects, such as the Horizon Results Booster Module, mainly followed by FEEM.

AWESOME researchers were also present at several international scientific conferences, such as the EGU and AGU (European and American Geophysical Union), IAERE and EAERE (Italian and European Association of Environmental and Resource Economists), among the others.

Finally, on the 17th of May 2023, we held our third General Assembly, entirely online, which was an opportunity for internal networking and alignment within the AWESOME consortium. A screenshot of the meeting is reported in Figure 9.



Figure 9 – The third AWESOME General Assembly

4.2.1 Conferences

Scientific conferences represent the opportunity to disseminate the interim project results to establish and/or keep useful networks within the scientific community. Table 6 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 4.3.

Table 6 – List of conferences attended or organised by project members.

Type of activities	Lead Participant	Title	Date (Day Month Year)	Place	Type of audience	Countries addressed
Social media	POLIMI	Presentation at AGU22	14/12/2022	Online	General public	World
Participation to a conference	POLIMI	AGU Fall Meeting 2022	14/12/2022	Chicago, United States	Scientific community (higher)	World

					education, research)	
Participation to a conference	FEEM	The International Conference on Sustainability, Environment, and Social Transition in Economics and Finance (SESTEF)	14/12/2022	Paris, France	Scientific community (higher education, research)	world
Participation to a conference	YVC	Eleventh IAERE Annual Conference: The role of alternative water sources and precise agriculture for food security in the Mediterranean in the face of climate change	23/02/2023	Naples, Italy	Scientific community (higher education, research)	world
Participation to a conference	FEEM	Eleventh Annual Conference of the Italian Association of Environmental and Resource Economists (IAERE)	24/02/2023	Naples, Italy	Scientific community (higher education, research)	world
Participation to a conference	POLIMI	EGU General Assembly 2023	23/04/2023	Vienna, Austria	Scientific community (higher education, research)	World
Social media	RWTH	The update from pilot scale facility	26/04/2023	Online	General public	world
Web-site	RWTH	The update from pilot scale facility	03/05/2023	Online	Scientific community (higher education, research)	Germany
Participation to a conference	YVC	EAERE	28/06/2023	Cyprus	Scientific community (higher education, research)	world

4.2.2 Workshops

Members of the AWESOME consortium co-organized or took part in some workshops, listed in Table 7.

Table 7 – List of workshops attended or organised by project members

Type of activities	Lead Participant	Title	Date (Day Month Year)	Place	Type of audience	Countries addressed
Participation to a workshop	POLIMI	PRIMA-META webinar	22/11/2022	Online	Other	Projects funded by

						PRIMA and META group
Participation to a workshop	FEEM	1st Padova workshop on environmental and resource economics	25/11/2022	Padova, Italy	Scientific community (higher education, research)	Europe
Participation to a workshop	POLIMI	Webinar: 'Nexus research for improved policy support: water scarcity in Europe' - UNU - Institute for Integrated Management of Material Fluxes and of Resources	31/01/2023	Online	Scientific community (higher education, research)	Europe

4.3 SCIENTIFIC PUBLICATIONS

Scientific publications aim to present fresh interim project results of appropriate scientific quality promptly to disseminate them as quickly as possible in the scientific community. As foreseen in the First dissemination and know-how transfer report, while peer-reviewed articles were not produced in the first months of the project, now a number of scientific publications can be counted. Also, 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 8.

Table 8 – List of scientific articles produced by project members (conferences, journals)

Type of publication	Title	DOI	ISSN or eSSN	Authors	Title of journal/conference/book	Number, date (DD/MM/YYYY)	Peer-Reviewed	Is/will be open access provided
Conference proceedings	Dynamic Water-Energy-Food nexus management in transboundary river basins incorporating water infrastructure operation and demand control	https://doi.org/10.5194/egusphere-egu22-3040		Guang Yang, Matteo Giuliani, Elena Matta, Veronica Piuri, and Andrea Castelletti	EGU General Assembly 2022, Vienna, Austria, 23–27 May 2022, EGU22-3040	23/05/2022	Yes	Yes
Conference proceedings	Exploring the potential of desalination and aquaponics in the integrated management of arid river basins: the case of the Nile River basin	https://doi.org/10.5194/egusphere-egu22-4624		Veronica Piuri, Guang Yang, and Matteo Giuliani	EGU General Assembly 2022, Vienna, Austria, 23–27 May 2022, EGU22-4624	27/05/2022	Yes	Yes

Book chapter	Review of the economic impact of water availability on food security and the related ecosystems	https://doi.org/10.1007/978-3-031-01336-2_4		Raviv, Orna, Palatnik Ruslana Rachel, Shechter Mordechai	Connecting the Sustainable Development Goals: The WEF Nexus. Sustainable Development Goals Series	21/06/2022	Yes	Yes
Journal article	The effect of solar radiation on the growth and development of hydroponically grown lettuce in two areas with different climates	https://drgipark.org.tr/en/download/article-file/2631768	2822-3500	Jonathan Kummer, Demet Çekin, Hani Sewilam	Journal of Agriculture and Nature	21/09/2022	Yes	Yes
Conference proceedings	How water demand interventions can influence water management in the Nile River Basin	https://agu.confex.com/agu/fm22/meetingapp.cgi/Paper/1124495		Andrea Castelletti, Veronica Piuri, Guang Yang, Elena Matta, and Matteo Giuliani	AGU Fall Meeting 2022, Chicago, Illinois, 12-16 December 2022, H36F-03	14/12/2022	Yes	Yes
Conference proceedings	How effectively (or not) can science and research be turned into adopted solutions and policies?	Session H5.7 https://meetingorganizer.copernicus.org/EGU23/session/45338		Elena Matta, Andrea Cominola, Chrysi Laspidou, Aitor Corchero Rodriguez, Marco Micotti, Manuel Pulido Velázquez, Matteo Giuliani, and Andrea Castelletti	EGU General Assembly 2023 Vienna, Austria (23-28 Apr 2023)	23/04/2023	Yes	Yes
Conference proceedings	Closing the loop between water supply and demand in the Nile River Basin under global change	Session H5.5 https://meetingorganizer.copernicus.org/EGU23/session/45334		Veronica Piuri, Elena Matta, Guang Yang, Matteo Giuliani, Georgios Papayiannis, Athanasios Yannacopoulos, Martina Sardo, Davide Danilo Chiarelli, Maria Cristina Rulli, Phoebe Koundouri, and Andrea Castelletti	EGU General Assembly 2023 Vienna, Austria (23-28 Apr 2023)	23/04/2023	Yes	Yes
Conference proceedings	On building a general framework for assessing food security risk under probabilistic socioeconomic scenarios	HS5.7 https://doi.org/10.5194/egusphere-		Georgios Papayiannis, Phoebe Koundouri, Achilleas Vasilopoulos, and	EGU General Assembly 2023 Vienna, Austria (23-28 Apr 2023)	23/04/2023	Yes	Yes

		egu23-12376		Athanasios Yannacopoulos				
Conference proceedings	Sustainable agricultural strategies to address limited freshwater availability and meet food demand in the Nile River Basin	https://doi.org/10.5194/egusphere-egu23-15582		Martina Sardo; Maria Cristina Rulli; Davide Danilo Chiarelli	EGU General Assembly 2023 Vienna, Austria (23-28 Apr 2023)	26/04/2023	Yes	Yes
Conference proceedings	Developing policy recommendations to support innovation in soilless agriculture within the Nile River Basin: A participatory approach using Multi-Actor Working Groups	https://meetingorganizer.copernicus.org/EGU23/EGU23-15642.html		Lydia Stergiopoulou, Ebum Akinsete, Nouran El-Said, and Phoebe Koundouri	EGU General Assembly 2023 Vienna, Austria (23-28 Apr 2023)	23/04/2023	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 had outside the project and if the strategy was proved to be efficient, effective and coherent. The monitoring and evaluation of the communication and dissemination strategy were planned in 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 were monitored throughout the whole duration of the project.

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

Communication and dissemination material/ channel	Target groups	Indicators
Information material	Policymakers 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: 4 • Press releases: 1
Scientific papers	Scientific community.	N. of working papers and scientific publications: 2+10

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 5.1.3
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 5.1.2
Newsletter	Policymakers 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.	N. of newsletters: 2

We consider that the main dissemination and communication objectives of the AWESOME project reported in Section 2 were 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 policymakers, with a particular look at the European policies in the MED region). This was done in collaboration with the WP6 team, who has been 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. Notable examples are the Summer School (see Section 5.1.1 for specific analytics) and the Science-Policy Dialogue, even though it will happen right at the end of the project (i.e. 23rd of October 2024);
- ensuring a strong and unique brand for the AWESOME consortium – via the work of the WP7 team, who has developed the project’s communication guidelines and has been closely following up on any dissemination and communication activity related to AWESOME.

5.1.1 SCIENCE POLICY DIALOGUE AND SUMMER SCHOOL ANALYTICS

This section is devoted to the analytics around the Milestones MS19 and MS21, i.e. the Science Policy Dialogue and the Summer School, already described in Section 4.1.

Regarding the Science Policy Dialogue, 45 people registered to follow the event online, and 33 people actually connected. 19 people registered and 19 people attended in presence.

Regarding the Summer School, 125 people registered and an average of 30 people attended each session.

During the registration process, students registering for the Summer School were asked to fill in a quick questionnaire. Thanks to this, it was possible to gather information regarding their country of origin, as well as their expectations in terms of topics covered by the lessons. Graphical results are displayed in Figures 10 and 11.

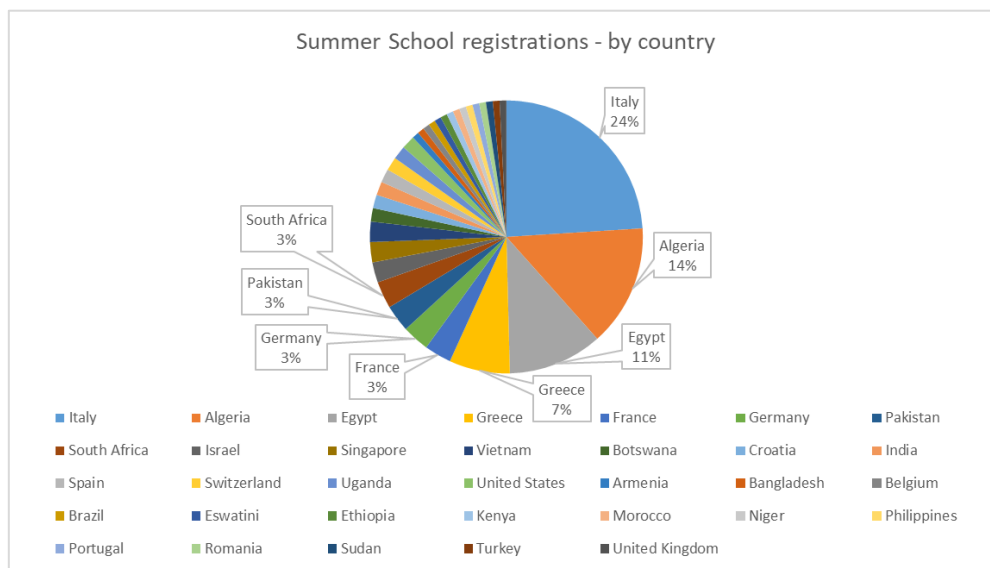


Figure 10 – AWESOME Summer School: registrations by country

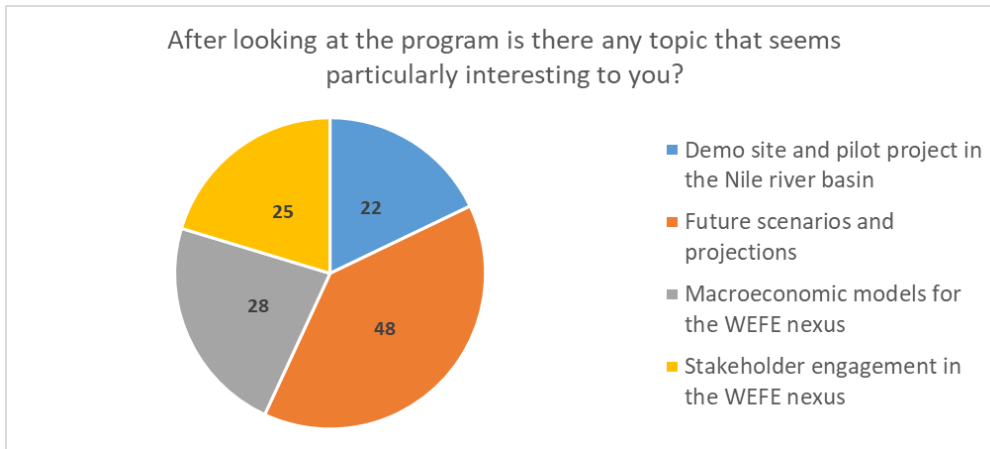


Figure 11 – AWESOME Summer School: topics of interest

At the end of the school, a follow-up and evaluation questionnaire was administered, and the 19 answers received are reported in Figure 12. The responses show a good degree of satisfaction of the summer school participants: all of them rated positively their overall experience at the summer school as well as the quality of the lecturers, the program content met the expectations of all but one student, and every very participant was satisfied with the organization of the school.

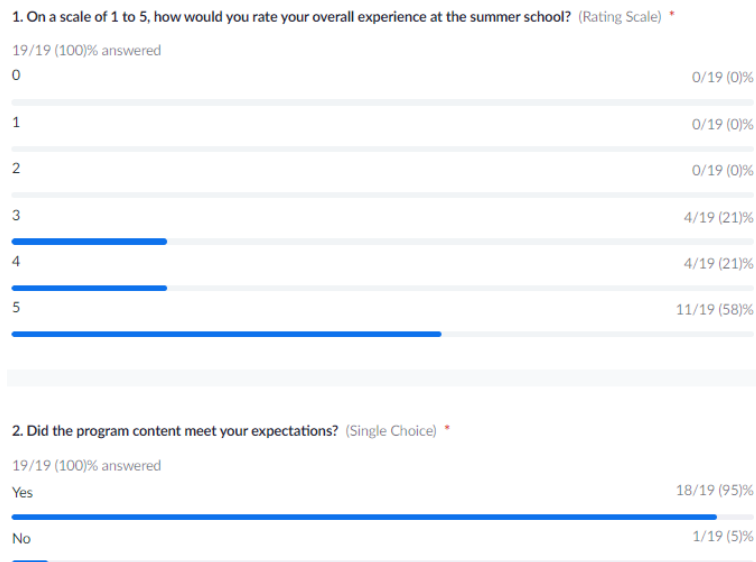




Figure 12 – AWESOME Summer School: evaluation questionnaire

5.1.2 TWITTER ANALYTICS

The graphs reported below represent the analytics detected between November 2022 and September 2023. Specifically, the indicators analysed are the number of Tweets, Tweet impressions and new followers (see Figures 12-14).

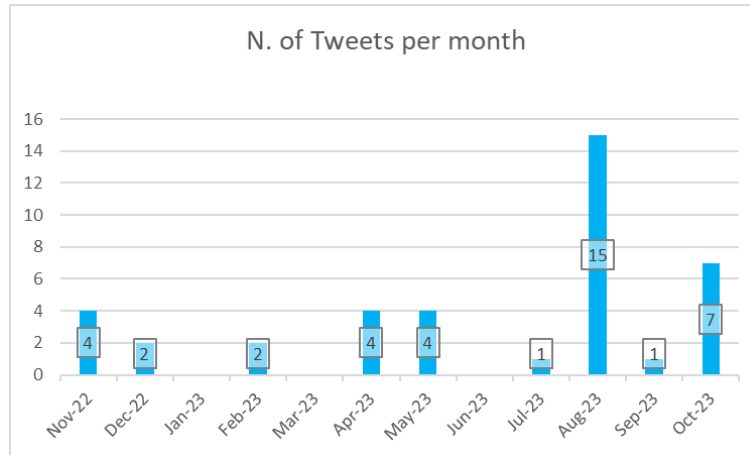


Figure 12 – AWESOME Twitter: Number of tweets per month

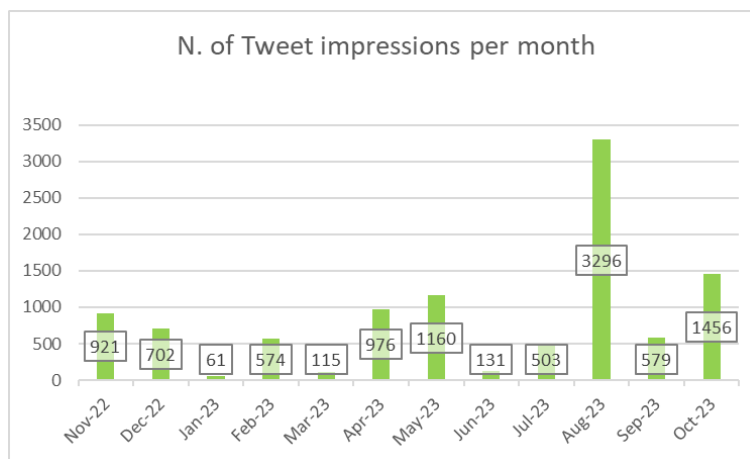


Figure 13 – AWESOME Twitter: number of Tweet impressions per month

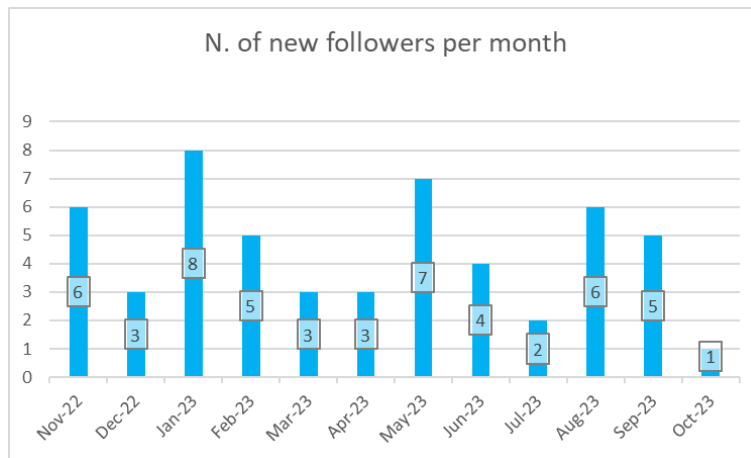


Figure 14 – AWESOME Twitter: number of new followers per month

Regarding the number of Twitter followers, the objective was to reach 200 followers at the end of 2023. In October 2023, the number of followers is 274.

5.1.3 WEBSITE ANALYTICS

The graphs reported below represent the analytics detected between the 21st of November 2022 and the 23rd of October 2023. Specifically, the indicators analysed are the number of visitors divided by source, the absolute and relative number of actions, and the absolute and average duration of website visits (see Figures 15-17).

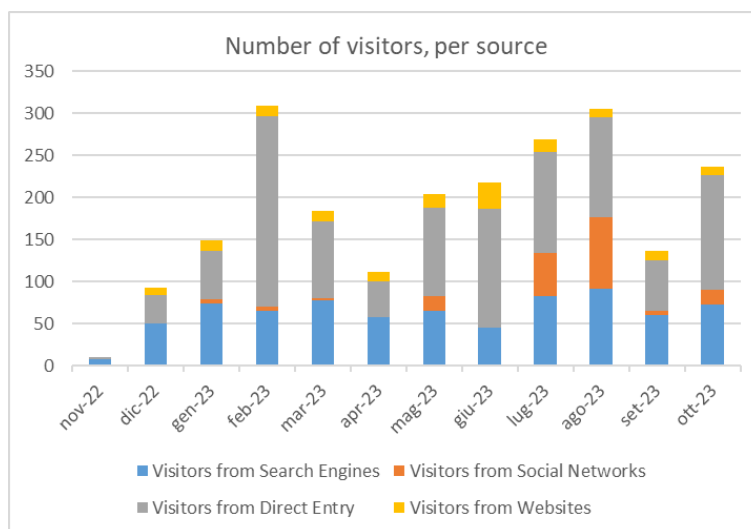


Figure 15 – AWESOME website: number of visitors, per source

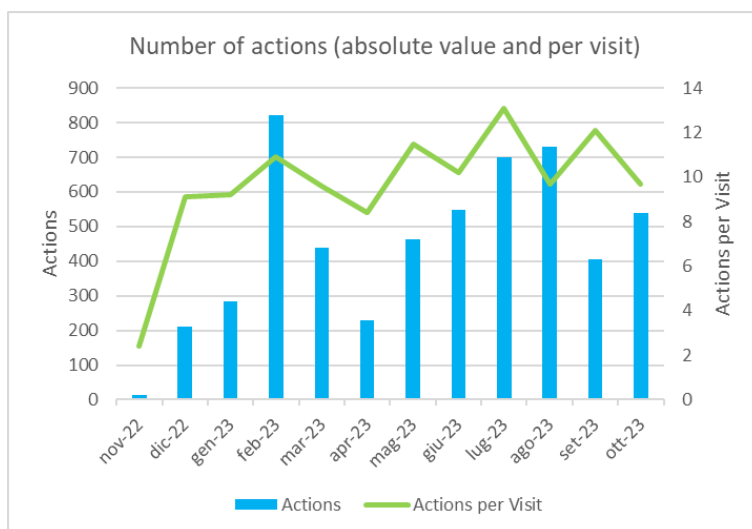


Figure 16 – AWESOME website: number of actions (absolute value and per visit)

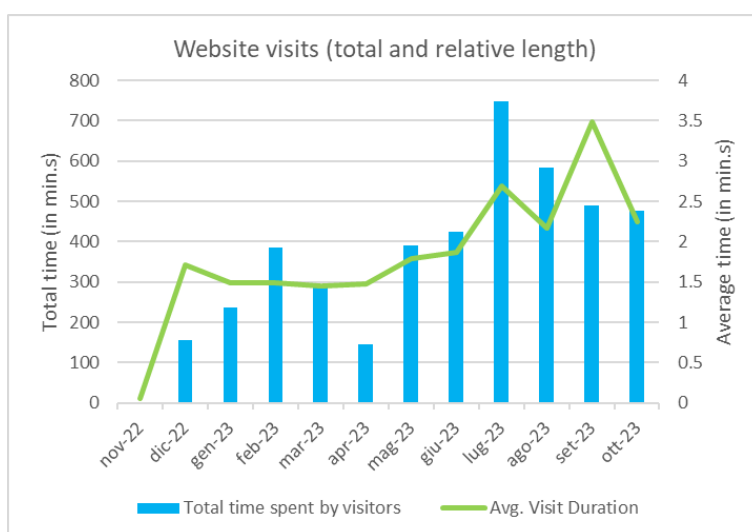


Figure 17 – AWESOME website: Number of website visits (total and relative length)

6 CONCLUSION

In conclusion, the Third Dissemination and Know-How Transfer Report (D7.4) represents the culmination of the Communication and Dissemination Work Package (WP7) within the AWESOME project. This comprehensive document has provided a detailed account of the dissemination and communication actions carried out between November 2022 (M31) and October 2023 (M42). It has

encompassed the project's dissemination strategy, the various tools and channels employed, and the dissemination materials utilized.

Throughout this reporting period, AWESOME has successfully executed a wide array of dissemination activities, including scientific publications, networking events at conferences and workshops, the utilization of the project website, and engagement through social media channels. Special attention was devoted to milestones related to science-policy outreach and capacity building, further enhancing the project's impact.

The assessment of the project's communication channels, such as the project website and social media, was conducted to evaluate the achievement of specific targets set in the Multi-Stakeholders Outreach Plan (D7.1). These analytics helped gauge the effectiveness of the dissemination strategy at local, national, and international levels, and the success of major dissemination events.

Hence, with this summary of the key highlights and outcomes of the AWESOME project, we mark its successful conclusion. Over the course of WP7, AWESOME has effectively shared its scientific progress and fostered valuable partnerships. It has successfully communicated its research on local, national, and international scales, engaging a broad range of stakeholders. In summary, the AWESOME project has demonstrated how consortium-wide dissemination efforts can bring about meaningful impact in the realm of scientific research around the WEFE nexus.