(Grant Agreement 101060464)

Deliverable D5.1 - *Plan for exploitation & dissemination of the project results*

WP5 – Impact - exploitation, dissemination, communication & engagement

Version final | March 2023

HORIZON-MISS-2021-CLIMA-02-05 - Local engagement of citizens in the co-creation of societal transformational change for climate resilience

Disclaimer

The content of this deliverable reflects the authors' views. The European Commission is not liable for any use that may be made of the information contained.

Copyright message

Document information

Deliverable Title	Plan for exploitation & dissemination of the project results
Brief Description	Report describing the first draft of the communication plan
WP number	5
Lead Beneficiary	CMCC
Author(s)	Mauro Buonocore, Davide Michielin (CMCC)
Deliverable Due Date	31/03/2023
Actual Delivery Date	31/03/2023
Nature of the Deliverable	R – Report
Dissemination Level	PU – Public

Document history

Date	Ver.	Contributors	Comment
24.03.2023	1.1	Laura Deltenre (CISL)	
27.03.2023	1.2	Carla Ferreira (SU)	
27.03.2023	1.3	JoAnne Linnerooth-Bayer (IIASA)	
27.03.2023	1.4	Alice Reil (ICLEI)	
28.03.2023	1.5	Viktor Rözer (LSE)	
31.03.2023	1.6	Jaroslav Mysiak (CMCC)	

Table of Contents

Abbreviations and acronyms

CISL	University of Cambridge Institute for Sustainability Leadership
CMCC	Centro Euro-Mediterraneo sui Cambiamenti Climatici
DRR	Disaster Risk Reduction
EBDR	European Bank for Reconstruction and Development
EIB	European Investment Bank
EIOPA	European Insurance and Occupational Pensions Authority
ICLEI	Local Governments for Sustainability
IIASA	International Institute for Applied Systems Analysis
KN	Knowledge Network
LSE	London School of Economics and Political Science
MOOC	Massive Open Online Courses
NbS	Nature-based Solutions
NBIS	Nature-based Insurance and investment Solutions
OECD	Organisation for Economic Co-operation and Development
PEDR	Plan for Exploitation and Dissemination of the project Results
PEDRR	Partnership for Environment and Disaster Risk Reduction
SU	Stockholms universitet
UNECE	United Nations Economic Commission for Europe
WP	Work Package

1. Executive Summary

The Naturance Plan for Exploitation & Dissemination of the project results (PEDR - Deliverable 5.1) describes the specific activities planned and developed by the Consortium partners, their purposes, and a detailed timeline to ensure effective dissemination of the results and their concrete use also after the lifespan of the project. The PEDR also defines the channels, tools, and methodologies for the actions, considering the needs of and differences among the diverse target groups.

To ensure the success of the PEDR, a range of strategies have been developed to reach different stakeholders, including the general public, policymakers, industry experts, and academics. The selection of communication channels and tools has been based on the specific goals of the project, and their use will be strategically planned to maximize their impact. The activities planned in the PEDR include events, publishing activities, and innovative engagement tools, among others.

In addition to dissemination, the PEDR also highlights the importance of exploitation, which involves actively promoting the uptake of project results by key stakeholders to ensure their effective use. The plan provides a detailed roadmap for this process, including strategies for engaging with stakeholders, building networks, and developing targeted materials. Through the PEDR, the Naturance Consortium aims to ensure that the results of the project are widely disseminated, and their value is fully realized beyond the project lifespan.

2. Introduction

Naturance is a Horizon Europe Project supported by the European Commission under contract No. 101060464. It started on 1 October 2023. The WP 5 "Impact – exploitation, dissemination, communication & engagement" includes all the activities that will be conducted during the project's lifecycle, with the aim to maximise and exploit the outreach and impact of project activities during and after the project duration.

This document is the first release of the Plan for Exploitation & Dissemination of the project Results (PEDR) that includes detailed actions planned in relation to:

- A web-accessible **website** with clear visual identity as a storefront for all updates, key and up-to-date information as well as products and events by the project;
- Communication activities such as **social media** campaigns, **newsletters**, **videos**, project **brochure** and **press releases**;
- Diverse formats of events that will be organised in different contexts and for different target audiences. The list of events formats includes **webinars** showcasing the innovative insurance and investments solutions and real-world experiences; **festivals & webstivals** combining keynote talks, technical panels, workshops, break-out discussions, & policy dialogues; technical **workshops** and **conferences** (sessions) during major scientific and policy events, business fairs or as standalone events; lunch-break seminars/webinars for EC services, major organisation & business leader initiatives;
- **Online citizen forum** on NbS/NBIS, organised with the Climate Pact Ambassadors;
- **Training and capacity development events and material**;
- Open access **scientific articles** in peer-reviewed journals.

Plan for Exploitation & Dissemination of the project results (PEDR) outlines the specific activities planned and developed by the Consortium partners of a research project, their purposes, and a detailed timeline to ensure effective dissemination of the results and their concrete use also after the lifespan of the project. The PEDR also defines the channels, tools, and methodologies for the dissemination actions, considering the needs of and differences among the diverse target groups.

Dissemination and exploitation are clearly defined by the Horizon Europe guidelines and the Grant Agreement.

- **Dissemination** is defined in the Grant Agreement as "the public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium." It means that it is aimed at peers, usually academia and research actors working in the area of the proposed project, but also to all the target audiences that "[can learn from the results: authorities, industry, policymakers, sectors of interest, civil society](#)".

7

- **Exploitation**, as it is stated in the Grant Agreement, refers to "the use of results in further research and innovation activities other than those covered by the action concerned, including, among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities." In this case, the target audiences include all those that can make good use of the results, such as sectors of interests, authorities and civil society.

To achieve its aims in terms of dissemination and exploitation, the PEDR foresees the development and application of a series of tools and activities designed to:

- inform and raise awareness about the project and its results;
- contribute to establishing a "network of networks" in the field of innovative nature-based insurance & investment solutions;
- engage relevant stakeholder and strategic target audiences;
- activate the dialogue between stakeholders and the scientific community to define, promote, and implement a fruitful exchange of information and data based on the most advanced scientific knowledge;
- support interaction among the different players and actors;
- maximise the impact of the project and support the availability of the project results.

Two updated versions of the PEDR will be published (M18 and M30) to keep track of the activities carried out, to check their effectiveness with respect to the project's objectives, and to ensure that the planned actions respond to new opportunities and potential threats.

3. Visual Identity toolbox

The visual identity book for the NATURANCE project includes the following elements:

- **Logo**: A unique, easily recognisable, and memorable logo that represents the project's goals and values. The design combines elements from finance (stock chart) as well as from nature (leaves) shaping the first letter of the name of the project.

- **Colour palette**: A consistent colour palette, that plays around nature tones, represents the brand and creates visual coherence across all communications.

| #183936	#8ec544	#2f6d54	#eaea2a

- **Typography**: A clear and readable typography that is easy to use and consistent across all materials. The principal font on the branding is Roboto, which can be found on the google-fonts webpage. This ensures the correct display on the web pages and different applications.
- **Brand Guidelines**: A set of guidelines outlining the use of the logo, colour palette, typography, and imagery in all communications. The manual is available to all partners in the project Drive;
- **Templates**: NATURANCE templates were defined according to the visual identity of the project to reinforce the brand. Some of the templates, like presentations and posters are produced both for internal and external use, while some templates are for reporting and internal use, like minutes template, deliverable and milestone templates and report template;

- **Website design**: A website design that uses the visual identity and reinforces the brand, making it easy for users to access information and resources. More details are available in section 4.5.1.
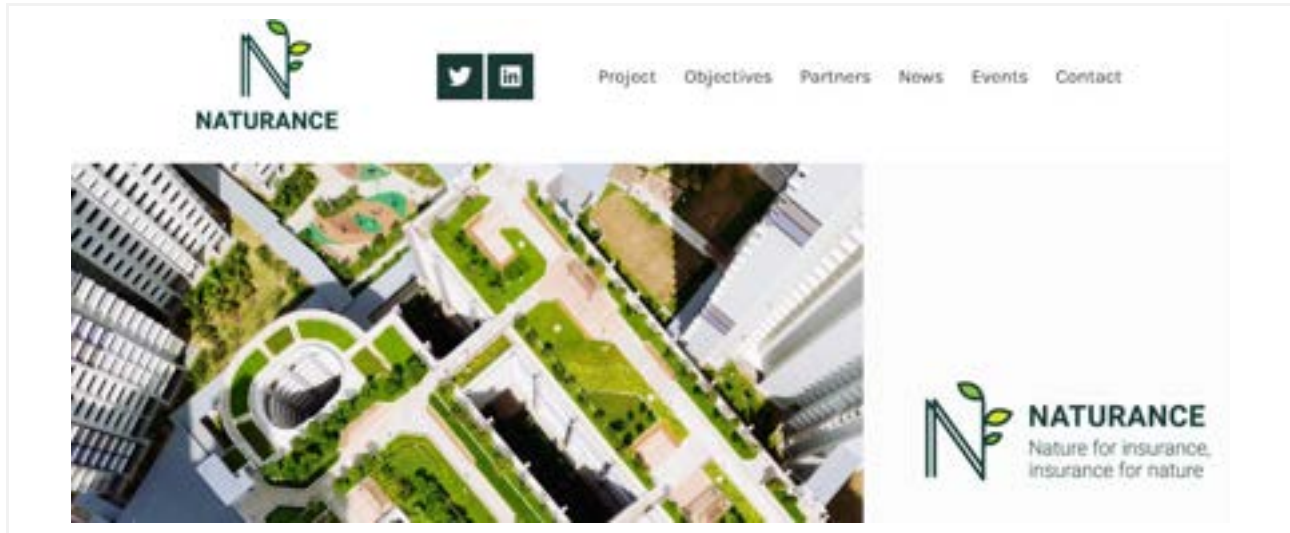
- **Marketing Materials**: Brochures, leaflets, and other marketing materials that use the visual identity and reinforce the brand.

4. Plan for exploitation & dissemination of the project results

4.1 Languages

The official language of the project is English and hence all communication, either internal or external will be performed in this language. The project website is available in English. Posts in social networks are done in English except for specific requests made by the partners. If local translations are needed, each partner will oversee the communication, based on editable templates, the complete contents in the language requested.

Partners will provide participants with understandable information on the activity and voluntary consent forms in a language (preferably their native) and terms fully understandable to them, using either paper copies or online copies on EUSurvey by providing information on the data processing.

4.2 Internal communication

Internal communication is essential to collect, define, and agree on content derived from all partners. Internal communication within the NATURANCE project is also important for ensuring that all project partners are aligned and working together towards the same goals. Effective internal communication helps to avoid misunderstandings, redundancies, and duplication of work, and promotes coordination and collaboration among the project partners.

One of the most important aspects of internal communication is establishing clear and consistent lines of communication between all project partners. This includes regular project meetings, conference calls, and emails, as well as the use of project management tools such as shared calendars, task lists, and progress reports. These tools can help keep

everyone informed about project progress, deadlines, and priorities. The internal project meetings are covered by the WP on coordination and management.

We have established a project communication platform to facilitate ongoing communication among the project partners. This platform can be used to share project updates, documents, and data, as well as to facilitate discussions and collaboration on specific project tasks and objectives. The platforms for information exchange are Google Drive, where there is a shared space and calendar where all partners are invited to independently upload their own events that will be then shared within the network, on social media and website, and upload useful information that will be used for official communications and communication materials.

Effective internal communication also requires a commitment to transparency and openness among project partners. This means sharing information, data, and feedback openly and honestly, and being willing to listen to and incorporate input and suggestions from all project partners. By fostering a culture of transparency and open communication, project partners can work together more effectively and achieve better outcomes for the project as a whole.

4.3 Objectives of dissemination, exploitation, and communication

Core objectives of the project strategy to maximise the impacts include:

- **Inform**: reach out to society as a whole, raise awareness of how nature-based insurance and investment solutions contribute to resilience building and nature restoration targets of the EU environmental and social strategies (e.g. EU Biodiversity Strategy);
- **Share knowledge**: foster use of knowledge and results to accelerate adoption of innovative finance instruments and cross-fertilise bottom-up policy process across adaptation, disaster risk reduction and nature protection; **Engage**: consult and involve knowledge networks, business and policy partners through co-design and co-production of knowledge and solutions, and sustainable business (model) innovations and involvement in the selection of proposals for innovation labs during three innovation competitions organised by NATURANCE;
- **Collaborate**: stimulate cooperative dialogues, mutual learning and transfer of knowledge, and promote partnerships across research & innovation, policy and practice;
- **Empower**: build capabilities through training and peer learning, assist local and regional governments in conducting their own review and design of green finance strategies, and matchmaking of knowledge providers (research and business innovators) and seekers (from policy and practice), including through the three innovation competitions hosted during the project;
- **Exploit**: make users able to use the project results in further research activities other than those covered by the concerned project, such as developing, creating,

13

manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.

Principles of effective dissemination and communication

The PEDR builds upon a collective analysis, SMART (specific, measurable, assigned, realistic and timely) strategy, professional design and standards (e.g. policy imprinting, media analysis). The applied principles include:

- *Storytelling*. Storytelling approach connects the content to target audience's own experience and core values, creating empathy and understanding. Using insights from environmental psychology, we emphasize individual and collective perspectives on how resilience is built using NbS, green reforms perceived, and barriers overcome.
- *Diversified content and form.* We will diversify the content and form for specific audiences, such as senior level officials, technical experts, citizens and civil society groups. We will combine narratives with graphical and technical supplements. The place-differentiated context will address concerns experienced in different contexts.
- *Inspiration*. Focus will be placed on solutions and opportunities for social and green innovation rather than on problems and data. Conveying the inspirational practice examples from across the globe, we will stimulate peer learning, knowledge transfer and people's agency.
- *Co-design*. Some dissemination and communication products will be co-developed with knowledge networks to amplify the impact (**WP5**) and target audiences which these products are meant for. We will put emphasis on inspiring the target audiences to become active participants in searching for innovative investment solutions to climate risks in their environment.
- *Leveraging on the strengths of the engaged knowledge networks*. We will work with and across the knowledge networks, building upon their communication channels as levers and multipliers of our outreach capacity. Examples are the insurance-focused activities of InsuResilience's Sectoral Community on NbS, the workstreams of the IDF, ClimateWise's sustainability training and leadership development and the evidence building through the Willis Research Network. Wider examples from city and regional engagements are Cities Race to Resilience (ICLEI), Making Cities Resilient MCR 2030, CitiesWithNature and the UrbanByNature Programme (ICLEI) etc.

4.4 Target groups

The communication plan is structured to addresses a wide range of target audience groups (TAGs):

- **Knowledge networks** across thematic areas: (i) NbS, (ii) sustainable insurance and investments, (iii) climate & disaster risk assessment, and (iv) alliances of local/regional governments, etc.; we have identified and will engage at least 20 KNs in close coordination with and in support of WP1;
- **Local, regional and national governments, authorities** dealing with climate action, DRR (focal points and platforms), regional & urban planning & natural resource management (e.g. river basin district authorities), etc., including the regional authorities and innovative ecosystems from selected EU-funded NbS as well as EC Mission Adaptation projects to bridge and bring NbS closer to work of climate change adaptation audiences;
- **Citizens and local communities, citizen assemblies**, local action groups and stewardship partnerships across Europe;
- **Civil society organisations**, NGOs, including European Solidarity Corps, youth organisations, etc.;
- **Private sector, business and investors alliances**, entrepreneurs, risk knowledge brokers and model vendors;
- **Research and innovation organisation and academia**, and their research projects;
- **UN/global agencies** (e.g. UNEP Finance Initiative, UNECE) and other international organisations (e.g. OECD, Taskforce on Nature-related Financial Disclosures);
- **EU and national governance & funding bodies**, including EC services, Committee of Regions, European Environment Agency, European Investment Bank, European Insurance and Occupational Pensions Authority, EC Platform on Sustainable Finance on Sustainable Finance (PSF), national government ministries, etc.

Effective communication with the target groups can be critical to the success of projects related to nature-based solutions.

- Understanding their objectives: Before approaching the target groups, it is essential to research their objectives and priorities. We will tailor our communication to align with their objectives and demonstrate how the NATURANCE project can support their goals.
- Using clear and concise language: When communicating with the target groups, it is important to use clear and concise language. We will avoid using technical jargon or acronyms that may not be familiar to the audience. We will use simple language and provide clear explanations to ensure that the message is understood.
- Providing evidence-based information: It is essential to provide evidence-based information to demonstrate the effectiveness of the project. We will use data, case

15

studies, and other relevant information to support your arguments and demonstrate the impact of the NATURANCE project.

- Establishing relationships: Building relationships with key contacts within the target groups can be challenging in ensuring effective communication. We will attend relevant events, meetings and engage with them on social media platforms to establish these relationships.

- Highlighting the benefits: When communicating with target groups, it is important to highlight the benefits of the NATURANCE project. This includes environmental, social, and economic benefits obtained from nature-based investment and insurance solutions.

- Being proactive: We will be proactive in our communication. We will keep them updated on our project progress and be responsive to their requests for information. By being proactive, we hope to build a positive relationship and ensure that the Naturance project is seen as a valuable asset.

4.5 Media Lab

4.5.1 Website (www.naturanceproject.eu)

The website serves as an informative platform with concise information about our activities, repository of dissemination products, and forum staging inspiring practice examples, interviews, users' feedbacks and stories, technical briefs, interactive demos, and news. It will be connected to major knowledge portals.
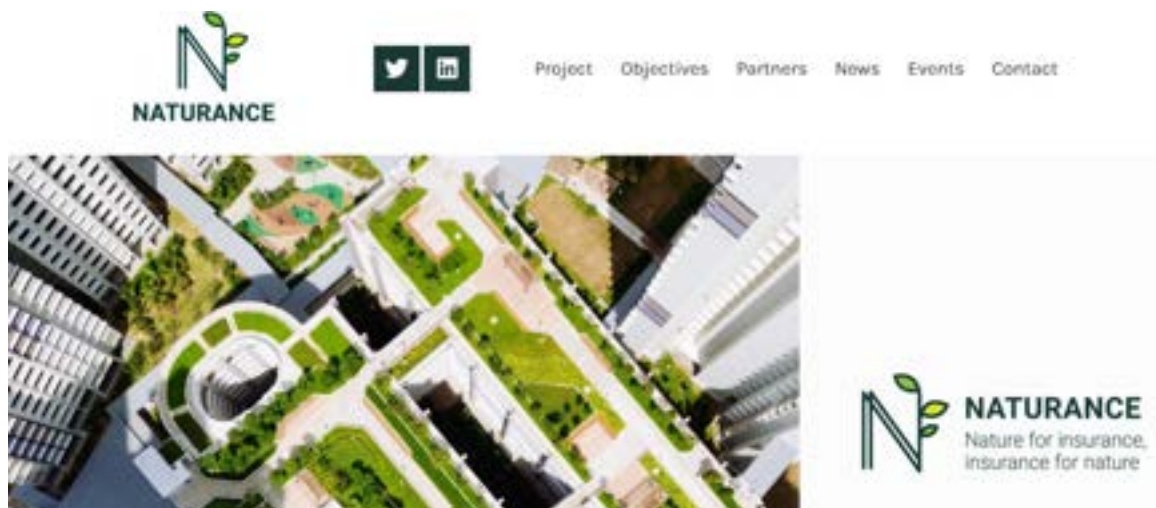
To design a website for the NATURANCE project, the following elements were included:

- **Homepage**: Brief introduction to the initiative and its goal of promoting adoption of jointly elaborated equity principles, performance metrics and recommended approaches to analysis and design, in accordance with the EU framework for sustainable finance and the Just Transition Mechanism;
- **Clear navigation menu** to access information, initiatives and other relevant sections;
- **Project**: A section that explains the structure of the project and the benefits of NbS;

16

- **Objectives**: A section that resumes the 5 main objectives of the project;
- **News**: A section that displays the latest news and updates about the initiative. This section is the most dynamic area of the website and is populated as NATURANCE activities develop during the project; it is intended to keep track of all initiatives related to the project or in which the project is involved;
- **Events**: A calendar of events related to the initiatives. This section collects updates on activities and events such as webinars, workshops, conferences, etc.;
- **Resources**: A repository of dissemination products;
- **Partners**: A section that lists the various partners, stakeholders and knowledge networks involved in the initiative;
- **Contacts**: A page with contact information to reach out to the initiative's team for further information or queries;
- **Footer**: it contains official and formal information including the EU emblem, the acknowledgement of the funding programme with a disclaimer, the Privacy Policy, Legal Notice and links to social media.
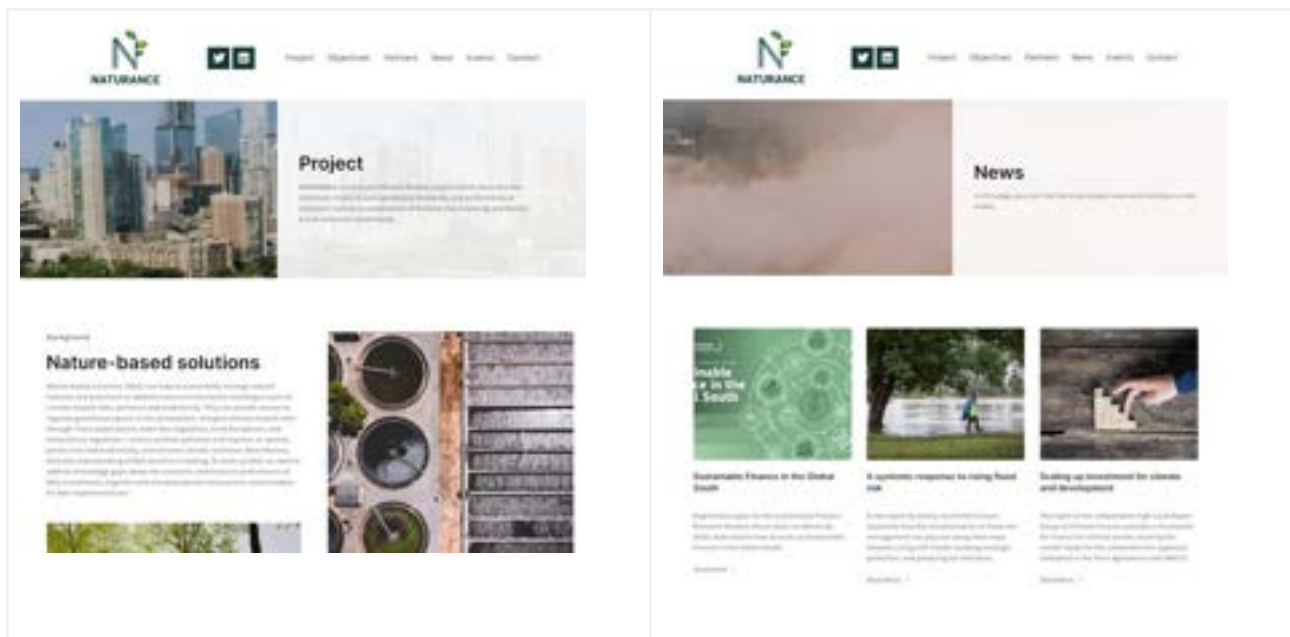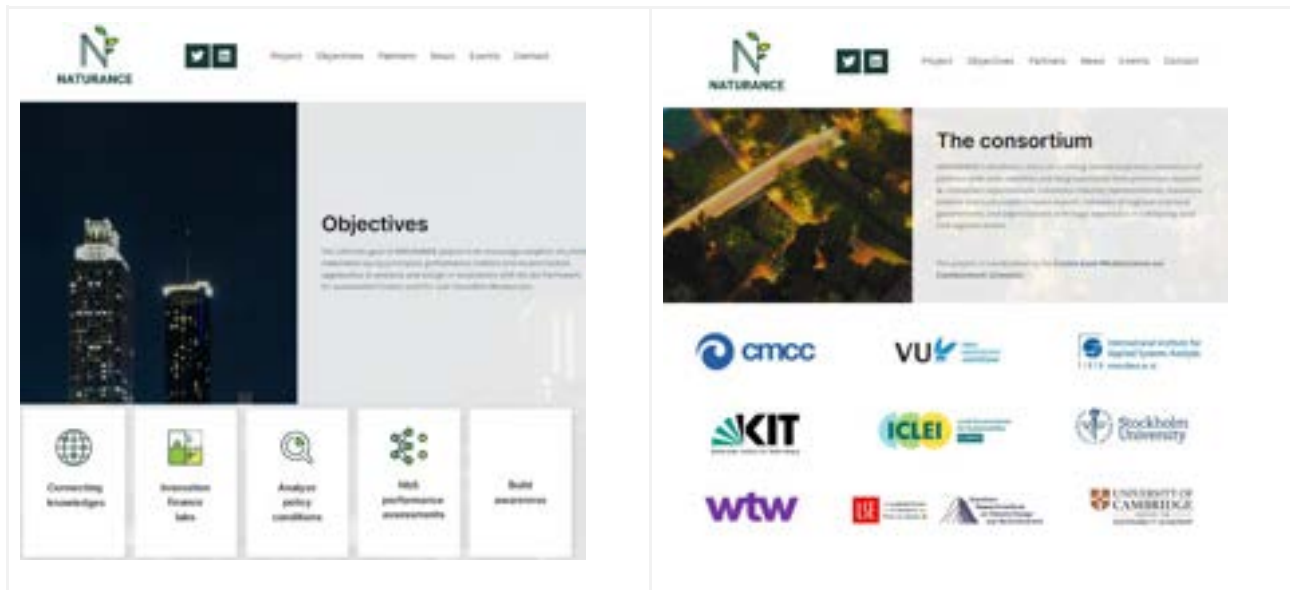
Additionally, the website has a visually appealing and user-friendly design, with a responsive layout that can adapt to different screen sizes. The website is optimised for search engines, ensuring that it is easily discoverable by interested parties. The site development took place during the month M3 and is updated continuously.

4.5.2 Social media

Social media are valuable channels to reach a wider community, raise awareness and increase project visibility, enlarging the target audiences of the project and making the scientific outcomes available in a clear language to the non-specialised public. The list of social media platforms is growing, and well-known platforms are always evolving and adding new features. Each platform has specific rules and best practices that must be respected to correctly position the project.

What differentiates different social networks is their target audience but also the tone of voice they require, the formats, the topics and the objectives that can be set using them: being able to differentiate communication on social networks allows it to draw from each platform the best it can offer.

NATURANCE has identified two social media channels (Twitter and Linkedin, see below) to reach a wider audience and increase awareness of the project. The main strategy is to create social media accounts for the project and regularly post updates, news, and information about the project to engage and inform followers.

TWITTER: @naturance_eu

Twitter is a fast-paced platform, ensuring posts are timely and relevant, engaging to build a following and easy communication channel . Editorial strategy for Twitter:

1. Tone of voice: The tone should be concise, conversational, and impactful.
2. Length: Twitter posts should be short and to the point, with a maximum of 280 characters. Use hashtags to increase visibility and make posts more discoverable.
3. Timing: The best times to post on Twitter are during off-work hours and weekends when people have more free time to scroll through their feeds. However, the optimal posting time will depend on target audience's behaviour.
4. Images: Use high-quality images. Twitter also supports short videos, so this should be considered as part of the strategy.
5. Tagging: Tag relevant stakeholders, influencers, and organisations in the posts to increase visibility and reach a wider audience.
6. Frequency: It's recommended to post 2-3 times per week, but the frequency can be adjusted based on audience engagement and other factors.
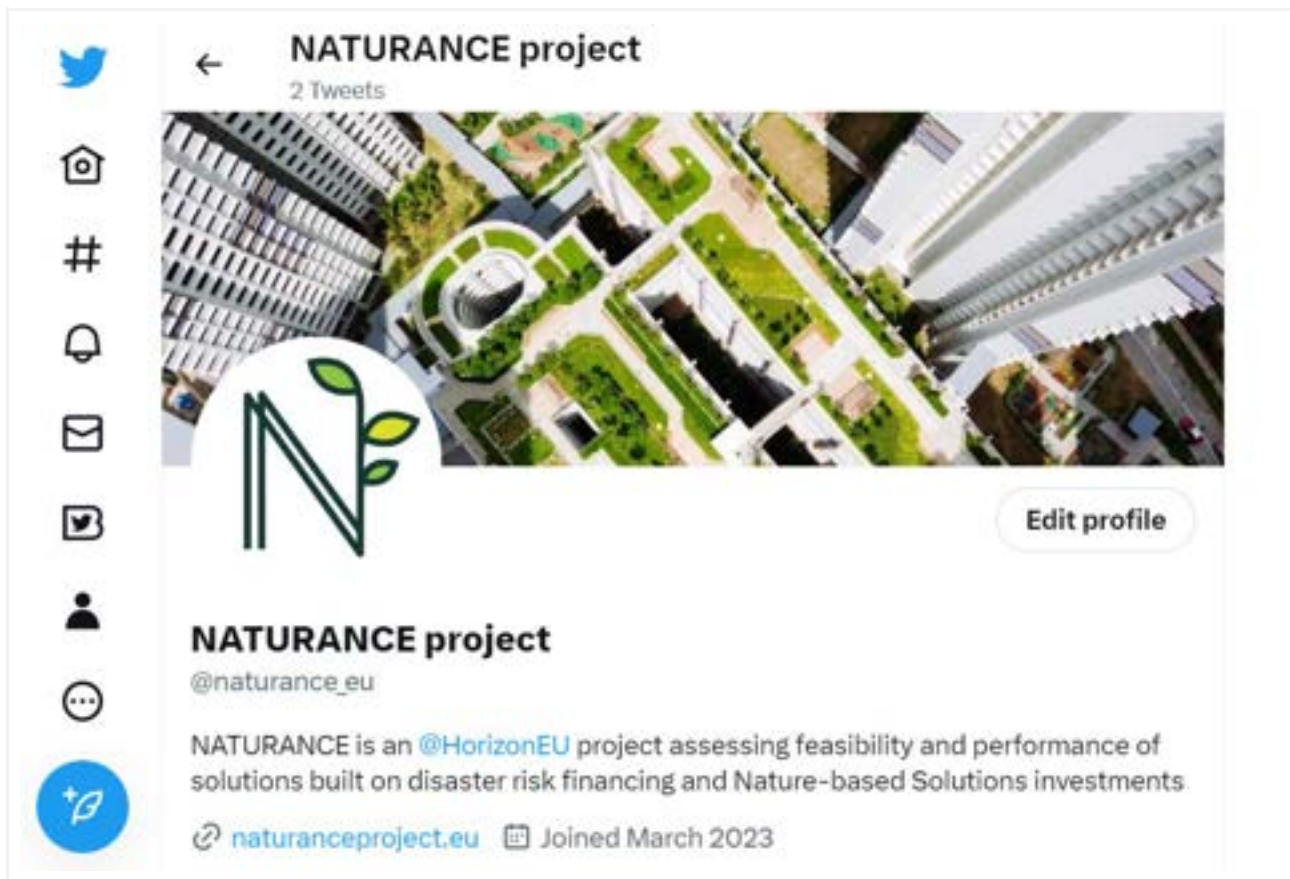
LINKEDIN: naturance-project

Editorial strategy for LinkedIn Posts:

1. Tone of voice: The tone should be informative, educational, and motivational.
2. Length: Linkedin posts should be brief and to the point, around 250 characters or less.
3. Timing: The best times to post on Linkedin are weekdays during business hours (9 am to 5 pm) in the target audience's time zone.
4. Images: Use high-quality images.
5. Tagging: Tag relevant stakeholders, influencers, and organisations to increase visibility and engagement.
6. Frequency: It's recommended to post at least once a week, but the frequency can be adjusted based on audience engagement and other factors.

4.5.3 Newsletter

To manage the newsletter for the NATURANCE project, it's important to raise the community of followers and engage them in the project's goals and activities. Here are some recommendations:

1. Raise the community of followers:
   - Promote the newsletter through various communication channels such as social media, website, and events.
   - Offer incentives such as exclusive content or early access to new resources to encourage people to sign up.
   - Segment your audience to ensure that the content is tailored to their interests and needs.
2. Contributors:
   - Involve project partners, experts in the field, and other relevant stakeholders to contribute to the newsletter.
   - Encourage knowledge networks and community members to share their experiences and perspectives.
3. Posting frequency:
   - Consider sending the newsletter on a regular basis, for example, biannual, depending on the number of contents.
   - Avoid overwhelming subscribers with too many emails, but also make sure to send them frequently enough to keep them engaged.
4. Length of messages:
   - Keep the messages concise and to the point, focusing on key updates, achievements, and events related to the NATURANCE project.
   - The length of the messages should not be too long, as people tend to lose interest quickly. A newsletter with around 300-500 words is a good length.

In summary, the newsletter for the NATURANCE project should be used to engage and inform the community, promote the project's achievements, and foster a sense of belonging among followers.

4.6 Events

The project will organise dialogues in different forms - festivals & webstivals, large- and small-scale focus groups, thematic technical meetings, open discussion across disciplinary boundaries, challenge-based innovation events, business talks and others, in collaboration with and adding value to existing initiatives.

4.6.1 Festivals and webstivals

The innovation webstivals and festivals of nature-based investment and insurance solutions aim to showcase and promote innovative solutions that address environmental and societal challenges. These webstivals provide a platform for networking, learning, and exchanging knowledge among stakeholders, including researchers, practitioners, policymakers, and businesses. The events are structured around different themes and topics related to nature-based solutions and include various formats, such as expert talks, workshops, interactive sessions, and virtual exhibitions. The goals of the innovation webstivals are to foster collaboration, inspire new ideas and partnerships, and raise awareness about the potential of nature-based solutions for creating sustainable and resilient societies.

The festival sand webstivals will bring together knowledge networks and key organisations from the NbS, DRR and insurance financing arenas. Depending on virtual or onsite setting, opportunities will be explored to organise the events back-to-back policy and industry gatherings and meetings. Depending on the framing and opportunities to inform policy-makers as well as target audiences, the fest- or webstivals will include different, where possible interactive formats such as high-level science-policy sessions, inspirational keynotes, technical debates, on the ground experiences for (successful) NbS and NBIS application and insights where and how NbS impact positively on citizens' lives.

Four web-/festivals will be organised in regular (9-10 months) intervals, alternating virtual and face-to-face physical formats, to convey NATURANCE's intermediate results and offer opportunity for partner KNs to display their work and achievements. Insights from discussions will give feedback into WP2-4 work, especially the innovation labs. Depending on the virtual and face-to-face setting, different formats as well as topics will be included in the programme, developed by WP1 in collaboration with all partners and open for input by the KNs as well as other NbS and DRR projects across Europe:

- **Virtual format** – aligned with other webstivals – 2-3 half days (3 hrs) allowing people from different parts of the world to connect. Combination of plenary and parallel sessions, combined with surveys. Registered and made available from the projects' digital library in the follow-up of the event.
- **Physical (hybrid)** – 1.5 days – with start late morning and end late afternoon (1 night) combining plenary/parallel sessions with exhibitions (explore link to science museums) and walk-in-tours and demonstration cases (including from across Europe). Where possible and under guidance of WP1 and all other WP leads' needs

and expertise, the festivals will be organised in synergy with other science and innovation events.

Purpose of events are at project start:

- Webstival 1: confirm and/or identify current challenges, knowledge gaps and needs for implementing and upscaling NbS for DRR; explore landscape of different arenas; show to first identified KNs the purpose and opportunities provided by NATURANCE; raise awareness on potential of NBIS;
- Festival 2 and webstival 3: present and discuss interim results of the project and the WP2 labs, to update the evidence base, share best practices and inform guidance;
- Festival 4: final project conference to report the final round of WPs labs and share results (e.g. policy briefs, recommendations).

If other opportunities arise in the NbS/DRR landscapes and/or in consultation with the KNs or other NbS/DRR projects, WP1 in close alignment with all partners will consider these when developing the programme of each festival and webstival. Thus NATURANCE will be able to spearhead and/or feedback progress across the large family of EU-funded projects and other initiatives into the discourse and support EU policy making in this field.

4.6.2 Webinars and podcasts

A series of (20-24) webinars and podcasts (e.g. lunch-time webinar, recorded short podcast), organised with WP1 under coordination of CMCC between the web-/festivals, will convey the past and ongoing research and & innovation conducted by the knowledge networks and the NATURANCE consortium & supporting partners to stimulate common understanding and mutual learning. All webinars/podcasts will be recorded and widely shared, constituting a digital library. Collaboration with existing, impactful webinar series will be sought.

A series of 4 technical virtual workshops or similar alternative formats (up to 2 per year) will be organised with and for WP2-4, as a follow up on discussions during the web-/festivals, for in-depth discussions on key themes such as financial materiality of NbS, integration of ecosystem and cat risk models, etc. As a part of quality control, we will seek feedback from participants of the Naturance events, whilst an annual reflection moment with selected knowledge networks will ensure all activities are beneficial to participants as well as the project. D1.2 will summarise network activities including impact and policy messages, if any.

As an example, the NATURANCE has organised a webstival in collaboration with PEDRR partnership (Ecosystems for disaster risk reduction and climate change adaptation) on march 30th, for which more than 2000 attendees registered. We will report about this and other events in the deliverable D5.2.

4.6.3 Technical expert workshops

Technical expert workshops (organised by WP2-4 with support of WP1/5) with participation limited to specialists and focused on key policy & governance and evidence & methods topics of relevance. These workshops will bring together stakeholders, experts, and practitioners to share knowledge and best practices on the planning, design, implementation, and evaluation of investment & insurance instruments for nature-based solutions. These workshops provide an opportunity to exchange experiences and innovative ideas on the use of nature-based insurance solutions to address various environmental and societal challenges such as climate change risks and urbanization.

The main goals of these workshops are to promote the development and implementation of nature-based solutions, enhance the capacity and expertise of stakeholders, and foster collaboration among different sectors and actors involved in nature-based investment solutions. Technical workshops also aim to support the development of policies and strategies that promote the use of nature-based solutions as a cost-effective and sustainable alternative to conventional approaches.

4.6.4 Contributions to major conferences

Sessions, side-events or targeted contributions to major conferences such as EU Green Week, European Business and Nature Summit (EBNS), Green Growth and Sustainable Development Forum (GGSD), Forum on Finance for Nature-based Solutions (SCF), We Value Nature, ECCA, UN Climate Change Conference, Global Platform for DRR and Biodiversity Summit, OECD events, EIB Economics conference, Urban Resilience Forum (EURESFO), B@S, Daring Cities etc, again in partnership with KNs. Contributions to NetworkNature/NetworkNature+ as well as the Mission Adaptation Implementation Platform will be explored.

4.6.5 Innovation Labs

Innovation labs, also called hubs, incubators or accelerators, are places for experimental, disruptive innovation and deep-learning. They bring together cross-disciplinary and functional expertise to create new products or services. We will organise innovation finance and policy labs with participants from across the knowledge networks to review existing and develop bases for new NBIS. Focused labs will address enabling conditions for and transferability & upscaling of NBIS, in Europe and beyond.

The NATURANCE innovation labs bring together many different types of actors and knowledge, fostering experimentation and experiential social learning. The format gives participants the freedom to challenge dominant or business-as-usual approaches, and to innovate new pathways for societal transformation. Key to their success are how the labs are facilitated and how different voices can be heard. In line with commonly agreed practices for Innovation Labs the management structure of the NATURANCE hubs follow

the principles of good governance, reflecting the diversity in the composition of the partners and ensuring an open and high-quality decision-making process.

The NATURANCE Innovation Labs are built around a set of thematic business case assessment that are shaped as follows: topics will be proposed and selected by representatives of knowledge networks; we will organise innovation labs for the selected topics by forming small working groups (5-10 members per thematic business case), with a dedicated consortium member as lead of each working group, and with a proposer/sponsor overseeing the business case assessment and reporting the findings back to the wider communities as part of our events and Naturance outreach.

The Innovation Lab approach follows tried, tested and proven methods used by the Consortium members, such as LSE's ForestLab and Global Policy Lab on Oceans and Finance, CISL's Sustainability Leadership Labs, and WTW's Innovation Lab for Financial Instruments for Resilient Infrastructure, hosted with NATURANCE Associate Partner Vivid Economics.

4.6.6 Other events

Several kinds of event will be organised in collaboration with partner KNs (e.g. PEDRR massive online course MOOC on NbS) and dedicated to a diversified audience that may include regions and communities enrolled in or supported by HE Missions (Climate adaptation & societal transformation and Climate-neutral and smart cities), insurance industry for training (organised in collaboration with ClimateWise) (WP2 and WP5), EC officers, EIB, EBRD, EIOPA, OECD, business leader initiatives, and the project's wider networks and services that will be invited tolunch-break seminars. Online citizen forum similar to and inspired by the EU Conference on the 2021 Future of Europe, may be organised in collaboration with the EU Climate Pact Ambassadors and EU Solidarity Corps using the Futurium or Decidim platforms, back-to-back webstivals other events (e.g. EU R&I Days, Mission conferences). All these events will be further detailed in the first PEDR update (M18).

4.7 Compendium of NBIS solutions

The Compendium of NBIS solutions and guiding design principles will summarise the key findings from WP2-WP5. The Compendium of NBIS and best practices will be based on the NBIS scorecards and results of the WP2 labs, covering a range of insurance and investment instruments based on NbS, and examples from their implementation. The Design principles & metrics (D5.5) will summarise the NBS opportunities for risk transfer & investment (D2.4) and Integrate NBS in insurance schemes with improved models (D4.3). It will contain a guide on how to design, implement and capture the value generated by NBS, as well as remaining knowledge gaps and priorities for further research. Deliverables D5.4 and D5.5 will be co-designed with WP1 knowledge networks, members of the public, and public & private businesses. Task 5.3 will also revise and finalise policy, innovation and technical briefs produced as executive summaries of deliverables D3.1-D3.3 and D41-D4.2

4.8 Key performance indicators

The following KPIs help to assess the effectiveness of the communication and events campaign and identify opportunities for improvement.

Communication and dissemination activities/packages	Target groups	Objectives	Key performance indicators
Professional and web-accessible **website** with clear visual	All	Inform, share	300 visitors (average/month)
Continuous **social media** campaigns, 6 **newsletters**, 2-3 short **videos**, project **brochure** and press releases	All	Inform	300 recipients
A series of 20-24 **webinars** showcasing the innovative insurance and investments solutions and real-world experience	All	Inform, share, engage	60 participants (average/webinar)
4 **festivals** & **webstivals** combining keynote talks, technical panels, workshops, break-out discussions, & policy dialogues	All	All objectives	80+ participants (average/event)
4 Technical **workshops** and 6 **conference** (sessions) during major policy/science events, business fairs or as standalone events	Knowledge networks; Civil society organisations; Private sector; Research and innovation organisation and academia; UN/global	Inform, share, engage, collaborate	30 participants (average/event)

	agencies; EU and national governance & funding bodies		
6 **Lunch-break** seminars/webinars **for EC services**, major organisation & business leader initiatives	Private sector; UN/global agencies; EU and national governance & funding bodies	Inform, share, engage	30 participants (average/event)
Online citizen forum on NbS/NBIS, organised with the Climate Pact Ambassadors	Citizens and local communities; Civil society organisations	Inform, engage	300 participants
2 Training and capacity development **events** and material	Local, regional and national governments; Citizens and local communities; Civil society organisations; Private sector	Share, empower	50 participants
6 Technical, innovation and policy **briefs and demos**	Knowledge networks; Local, regional and national governments; Private sector; Research and innovation organisation and academia; UN/global agencies; EU and national governance & funding bodies	Share, empower	300 recipients
10 Open access **scientific articles** in peer reviewed journals	Knowledge networks; Research and innovation organisation	Share	75% in Q1 journals

5. Conclusions

Activating various communication channels, events, and publishing activities, as well as employing innovative engagement tools, is essential for a research project such as NATURANCE to engage a broad range of stakeholders and audiences, and successfully achieve its specific goals and strategies. The selection of communication channels has been based on the specific objectives, target audience, and strategies of the project, and each channel should be utilized strategically to achieve the maximum impact.

Regular and consistent communication is crucial for building and maintaining relationships with stakeholders, ensuring their continued engagement throughout the project lifecycle. It is important to tailor the communication approach to the specific needs and interests of different stakeholders, ensuring that the information provided is relevant and accessible.

Engagement activities should foster dialogue and collaboration with stakeholders. In NATURANCE, this is fulfilled by innovation labs (WP2), focus groups, and other participatory approaches that enable stakeholders to provide feedback, share knowledge, and contribute to the project's development.

The use of innovative engagement tools such as social media platforms, webinars, and online forums can also increase the reach and impact of communication activities, allowing for a more dynamic and interactive exchange of ideas and information. These tools can also facilitate the dissemination of project outputs and findings to a broader audience, including policymakers, the scientific community, and the general public.

Overall, effective communication and engagement are integral components of successful research projects, and the NATURANCE project recognizes the importance of leveraging a variety of channels and approaches to ensure that its goals and objectives are effectively communicated and achieved.