



TOWARDS A MEDITERRANEAN WEFE NEXUS COMMUNITY OF PRACTICE

D6.2

Updated Dissemination, Communication and Exploitation Plan

March 2023



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List of abbreviations

Abbreviation	Description
KPI's	key performance indicators
WP	Work package
NCoP	Nexus community of practice
SME's	Small and medium-sized enterprises
CDE	Communication, dissemination and exploitation

Executive Summary

Communication, dissemination and exploitation are key components of the WEFE4MED project to ensure that project tasks, activities, resources and expected outputs are communicated to the relevant stakeholders and target groups in a clear, consistent, and effective manner. This document presents the communication, dissemination and exploitation strategy and plan that will be implemented during the entire duration of the project and will be updated based on evaluation and monitoring of the project activities to ensure expected outputs and impacts under this pillar.

Therefore, the Communication, Dissemination and exploitation strategy and plan under deliverable (D6.2) will identify the key objectives for communicating and disseminating the WEFE4MED project and define the means and tools through which stakeholders will be targeted and engaged to maximise opportunities for the exploitation of project results at national and European and regional levels. This document will be the guiding reference for project partners for implementation of all the communication and dissemination activities. This deliverable D6.2 is one of WP6 deliverables targeted at M6 and will be updated on an annual basis throughout the project (M12, M24, M36) and will include an annual impact report as an annex to track and measure the impact of specific communication metrics or (KPIs).

Introduction

The overall objective of the WEFE4MED Project is to foster the adoption of a Water-Energy-Food Ecosystems Nexus approach in the Mediterranean through a Nexus Community of Practice (NCoP) to confront the climatic and environmental challenges facing societies and agro-ecological systems. Bringing together practitioners, scientists, policymakers, civil society, media, entrepreneurs, innovators, and investors, the NCoP will convene, share knowledge and build capacities by deploying best practices and science-based policies and innovative solutions inspired by demonstration sites, showcasing the benefits of integrated natural resource management for sustainable, climate-resilient development in the Mediterranean

Project Objectives

The project specific objectives are:

- Facilitate the identification, testing, dissemination and replication of Nexus solutions in the Mediterranean;
- Showcase to policymakers and other stakeholders the advantages of Nexus approach using specific case studies;
- Promote the deployment of regional demonstration sites as laboratories for replication, upscaling and policy design

Project Expected outputs, outcomes and Deliverables

WEFE4MED project has a clear set of expected outcomes to be achieved to ensure the required impact of the project the following are the project outcomes and Table1 shows the list of project deliverables and their expected delivery timeframe.

1. Foster the shift from sectoral Water, Ecosystems, Food and Energy management towards integrated resource-use approach in the Mediterranean Region by sharing knowledge on the Nexus approach.
2. Enable long-lasting cooperation within/between demonstration areas for the development of scientifically validated socio-innovative adaptation/mitigation measures.
3. Promote/support deployment of regional demonstration cases as laboratories for scaleup and policy design.
4. Contribute to development, testing, dissemination, replication of WEFE solutions in the Med and beyond.

Table1: the list of project deliverables and their expected delivery timeframe

Deliverable	Deliverable name	WP	Lead	Type	Diss. level	Delivery (M)
D6.2	Updated Dissemination, Communication, Exploitation Plan	6	AWC	R	PU	6
D6.3	Updated Data Management Plan	6	ECITD	R	CO	6
D1.1	Library of best practices	1	ECITD	DEC	PU	7
D2.1	NCoP services map	2	ECITD	R	CO	12
D2.2	NCoP charter	2	MIO-ECSD	R	PU	12
D7.1	Annual Project Reports	7	CYI	R	CO	12/24/36/46
D7.3	Annual Risk Assessments	7	CYI	R	CO	12/24/36/46
D3.2	Online WEFE Knowledge Hub	3	GWPO	DEC	PU	13
D3.1	NCoP membership list	3	ICARDA	R	CO	15/30/42
D4.4	Online education modules	4	CAWTAR	DEC	PU	20
D5.1	Sustainability strategy	5	ECITD	R	CO	36
D6.4	Policy briefs	6	EWA	R	PU	36
D7.2	Ethics Reports	7	EWA	R	CO	36
D6.1	Joint Declaration	6	MIO-ECSD	R	PU	30
D4.1	Twinning, exchange, site visit report	4	Berytech	R	CO	42
D4.2	Mentoring programme report	4	Berytech	R	CO	42
D4.3	Internship Programme report	4	ICARDA	R	CO	42
D4.5	Summer school programme report	4	ICARDA	R	CO	42
D5.2	Catalysis programme report	5	ICARDA	R	CO	42

Communication, Dissemination and Exploitation Objectives

Communication, Dissemination and exploitation is the third key impact pillar of the project. WEFE4MED dissemination activities (Project Proposal 2.2.1) will all be geared towards its prime objective of mainstreaming the Nexus approach at all levels as the key to solving the climatic and environmental problems facing Mediterranean agro-ecological systems. Dissemination will take place at the following levels: public (social), research and innovation community (science demo practice), private sector (business/industry), political community (policy/decision making), and donor community (financing).

WEFE4MED will identify best practices and share them through online/offline platforms. Our Communication, Dissemination & Exploitation Plan outlines a range of knowledge exchange/outreach activities, including online learning tools, exchanges, summer schools and site visits, policy briefs, conferences etc. All stakeholders will be invited to engage in the NCoP,

stimulating exchanges and collaborations. WEFE4MED will offer participants a range of services beyond the online platform, some of which self-financed reinforcing NCoP sustainability, including matchmaking with project partners and donors, demos twinning, site visits for policymakers/media, tailored knowledge products etc.

This initial Dissemination, Communication and Exploitation Plan will be reviewed and elaborated in detail by Month 6, and updated regularly. The plan has three phases as shown in figure 1:

Phase1: Initial awareness phase (months 0-6): identify demos, collect examples of best practice and create a library, communicate project objectives and key Nexus contents widely to all target audiences and potential NCoP members;

Phase2: Targeted dissemination phase (months 6-36): upload online NCoP knowledge platform to IWRM Toolbox, build awareness of NCoP services among all stakeholder categories, share best practices identified from demos and beyond at different levels (social, policy, practitioner, scientific etc.); recruit and onboard NCoP members as advocates and agents of change for the next phase;

Phase3: Full-scale advocacy campaign (months 36-48): Leverage NCoP membership (deployed as “Nexus ambassadors” to their peers), as well as the knowledge gathered in phase 1, this phase 3 will focus on a peer-to-peer, evidence-based advocacy effort: meetings/workshops, rollout of policy briefs, publications in peer-reviewed/technology journals, international conferences etc.

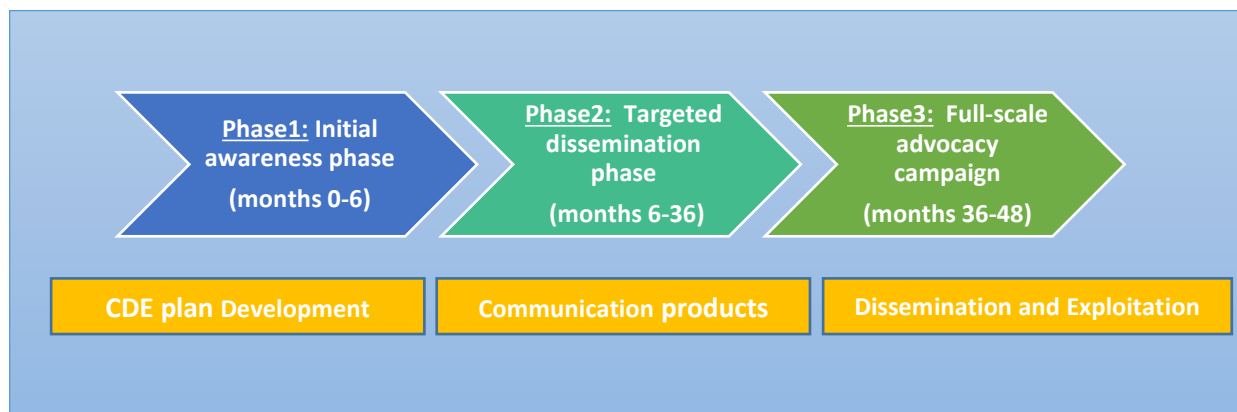


Figure 1: CDE Phases (WEFE4MED)

Project Branding and Visual Identity

The project brand and project marketing products (project flyer, brochure, PPT master, etc.) as well as the website are established and maintained in order to inform the different stakeholders, target groups and the public in general about the project. The designed project logo is used on all internal and external documents, deliverables, reports, dissemination materials, websites, marketing products and presentations. The logo forms the basis of the WEFE4MED brand and the colors and style will be used throughout the project. The project logo reflects the four key concepts of the WEFE nexus. Figure 2 shows the project approved logo.



Figure 2: WEFE4MED, Project Logo

Annex 1 includes all the branding guidelines that can be used for all communication products of the project.

Communication and Dissemination Strategy

Communication and dissemination are measures that will help in maximizing the impacts expected from the WEFE4MED project. Communication aim is to reach out to stakeholders as a whole and in particular to some specific audiences while demonstrating how the project and the EU funding contributes to tackling specific challenges. By going beyond the project's own community, communication is about promoting our project, its topic and the challenges and

problems it is trying to tackle to the different identified target groups, therefore developing a **communication plan** in a strategic and effective manner is a crucial tool for successful wider outreach. While dissemination is all about transferring **the knowledge and results produced** along the project **to the target groups and end users who can best make use of it** and to spread the project outputs as far as possible to maximize our impact. The dissemination process must be planned since the beginning of the project to ensure the delivery of knowledge is in the right stage and to the right group of stakeholders or end users.

This strategy is developed to identify the project end users, stakeholders and key target groups and to set the strategic communication goals and associated activities to ensure that the relevant information, key messages and project's updates are delivered and communicated to the right audience using the suitable set of channels and tools. the strategy is divided into two components: the communication and dissemination component and the exploitation component. The strategy includes a detailed description of the overall objectives of the communication and dissemination activities; the analysis and levels of the target groups of the project, the key messages to be conveyed to these different groups and the best tools and products to be used for each group. All the communication, dissemination and exploitation activities and deliverables will be under the Work package WP6 will be responsible for sharing and communicating the knowledge acquired as part of a sustained advocacy campaign at all levels. This strategy aims to implement all tasks under WP6 which are linked to all other project work packages. It will indicate to the consortium how communications can support the project in achieving its general objectives by engaging effectively with stakeholders to share and demonstrate the results of WEFE4MED and its important outputs at different stages of the project.

Objectives of the Communication and Dissemination Strategy

The objectives of the communication, dissemination and communication strategy as stated in Grant Agreement number: 958318 are important in the efficacy and success of the overall strategy.

1. Communication/Dissemination of WEFE Nexus best practices and technical solutions, to increase uptake by all stakeholders.
2. Develop a mechanism for Nexus knowledge transfer, including communication, outreach, stakeholder events and awareness-rising campaigns.

3. Analyse and develop recommendations on how to promote the adoption of Nexus best practices accounting for regional specificities. (4) Develop governance models for replication/upscaling.

Identification of Stakeholders /Target Audience/End-users

The project proposal included a list of target groups that was identified in the main project agreement, this list is revised and updated to include all expected stakeholders and target groups that should be reached to ensure dissemination purposes. Table 2 shows the updated list of target groups, this list was built based on the initial list developed in the project document, and updated based on discussions with partners and ideas developed during the project kickoff workshop. The expected communication channels and tools to be used per group will be detailed in the communication plan section.

Table 2: Updated list of target groups based on initial list in the project document

Target Group	Target description	Dissemination Objectives	Proposed Tools/Channels
Practitioners (innovators, SMEs having developed demonstrators)	People who have designed and built successful WEFE demonstrators, or who are interested to learn.	Disseminating the work of the practitioners to a wider audience, matching them with donors for replication and upscaling.	Match-making, Knowledge Hub, webinars, mentoring, online learning, summer schools, workshops, placements/exchange/twinning, promotional/educational materials, site visits etc.
Academic and research community	The people who provide a theoretical framework to the WEFE approaches,	Enable a multidisciplinary effort and provide evidence for the WEFE4MED policy advocacy campaign.	Site visits, online learning materials, webinars, publications in journals, international conference, membership of the NCoP and its charter.
Donors, finance community and larger Industry	Those who can finance replication/upscaling of successful WEFE approaches.	Encourage more investment in replication and upscaling of WEFE Nexus approaches.	International conference, webinar series, site visits, membership of the NCoP and endorsement of its charter, documentation on the online WEFE Nexus knowledge platform
Policymakers	Senior government officials/elected representatives who have the power and influence to effect policy change.	WEFE4MED is a science/practice-policy interface, helping policymakers to bring about cooperation for the Nexus, and to create an enabling policy environment.	Evidence-based advocacy campaign, leveraging the online WEFE Nexus knowledge platform, an international conference, webinar series, site visits to flagship demonstrators for policymakers/media, WEFE training and capacity-building for policymakers.

Other international mechanisms/ Organisations	International organisations (UN, PRIMA, UfM, EC, INBO etc.)	Building impact to a pan-Mediterranean level and beyond (e.g. Gulf, Sub-Saharan Africa etc.)	Leverage international meetings/conferences and partners' networks to widely disseminate the Nexus approach.
The public, civil society and NGO's	Local communities NGO's, and CSOs at demonstrator sites or other areas ripe for the WEFE solutions.	Increase uptake of WEFE solutions in communities. Deploy social innovations to match the technological innovations.	Public awareness campaign (traditional/social media), "spotlight" videos highlighting WEFE solutions, communications materials.
Public private people partnerships (PPPP)	Existing PPPP who are adopting nexus approach or part of its components	Supporting and increasing uptake upscaling of successful technologies and WEFE demonstrations that can be replicated.	Face to face, print media, traditional media, political buy-in is important for their engagement, People centric activities/initiatives. Mapping of green/environmental /nexus supporting entities
Media (regional and national)	Media groups, regional and national networks, Journalists and TV media expert groups	Implementation of advocacy campaign and outreach to other stakeholders specially general public	Regular face to face and online engagement, Capacity development of media in the region on Nexus approach and existing projects for wider dissemination, inviting main media outlets that can be of support in events and workshops.
National and regional general public groups	General public who are or who could be beneficiaries from WEFE demonstration sites	Increase uptake of WEFE solutions on local level, increase awareness and perception of new technologies, being expected future end users of technologies.	Face to face outreach, Outreach through social media. Engagement in ongoing events.
Gender, groups and associations Youth and School Kids	Gender groups who are advocating for inclusion and empowerment, youth innovators and school kids at different stages	Identifying and disseminating WEFE best practices spotting on demos that increase female labour, market participation, reduce gender pay gaps, and promote gender equality in decision-making process. Inclusion of youth voices and innovative idea to support WEFE approach, and kids awareness raising for future WEFE approach adoption.	Face to face outreach, outreach through social media. engagement in ongoing events. highlighting their roles in Demonstration sites through my "nexus story", engaging school kids through stories development and Nexus kids book.

Stakeholders/Target Groups/End-users Analysis

A **stakeholder analysis** is needed to ensure grouping the different stakeholders according to their levels of participation, interest, and influence in the project; and determining how best to involve and communicate each of these stakeholder groups throughout the time frame of the project. Figure 3 shows the stakeholders analysis matrix.

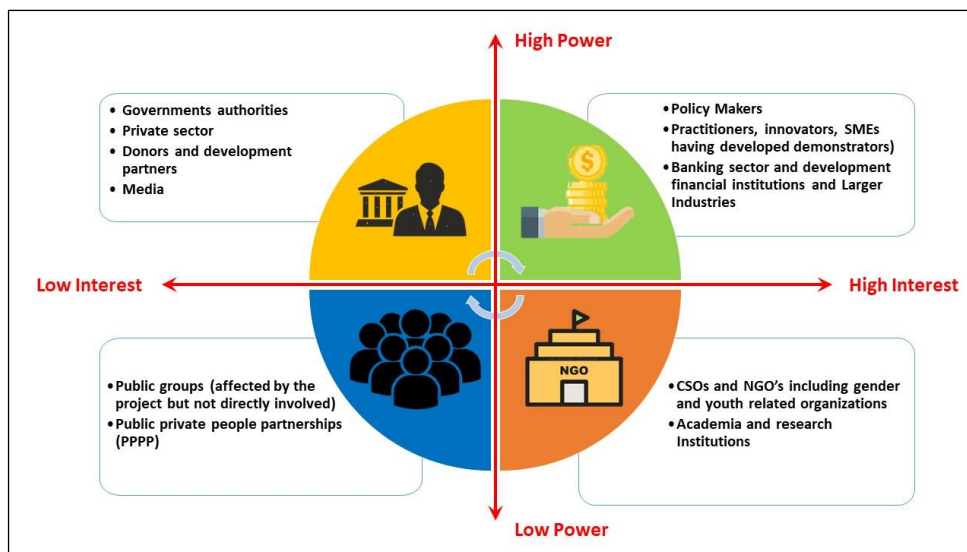


Figure3: Stakeholders analysis matrix

Stakeholders will have a high degree of influence over project and future governance models success. They affect outcomes and their proper engagement can determine whether or not the project progresses as intended. That's why differentiating between primary and secondary stakeholders is a good starting point when managing the WEFE4MED project. This will help you tailor our communication and dissemination approach to each group and meet their needs and expectations. For Dissemination strategy the stakeholders are divided into two main groups; primary and secondary group

Primary Stakeholders Group

in this project primary stakeholders are the groups that have an actual stake in the project and can influence its success and support its outcomes and impacts on the short and long term, and they must be considered in key communication and dissemination activities and in supporting the exploitation plan implementation and upscaling. They hold significant power when it comes to influencing the direction of the project targets implementation. As such, they are often the key Practitioners (innovators, SMEs having developed demonstrators) decision-makers, policymakers, investors and Banking sector and development financial institutions and Larger Industries in any research program.

Secondary Stakeholders Group

The secondary stakeholders are not directly involved in all the activities of the project. However, that doesn't mean they're any less important. They are a broad group that may include government agencies and local public groups, special groups such as gender groups, youth and

kids, and other organizations who may not have a direct relationship with the WEFE approach but have an interest in it or can be interested if they are well informed. but by default, their opinions about the project and their perception of its objectives can influence its impact. They are still able to play an important role and they can benefit a lot from the dissemination activities and should be targeted with the right set of messages, tools and products.

Key Messages

The key messages in this strategy are based on the project objectives and key targeted outputs and outcomes. They will be linked to each target group and the first stage is to focus on developing the set of messages for the primary Stakeholders/target groups. These messages are key elements not only to create and consolidate links with the target groups but also to implement potential public relation campaigns and high-level events over the next years of the project. The list of key messages shown below is not exhaustive but it includes the major directions the communications activities will be based on.

Table 3: WEFE4MED Key Messages

Stakeholder	Key Messages
Practitioners (innovators, SMEs having developed demonstrators)	<ol style="list-style-type: none"> 1. WEFE4MED is the platform to develop and grow the Community of Practice (NCoP) to confront the climatic and environmental challenges facing societies and agro-ecological systems. 2. WEFE4MED will federate best practice examples and leverage them within a Mediterranean NCoP advocating a paradigm shift towards a collaborative WEFE Nexus approach. 3. WEFE4MED will offer visibility, impact, opportunities for sharing real best practices, and bring these into the attention of policy makers and other stakeholders.
Policymakers	<ol style="list-style-type: none"> 1. WEFE sectors can no longer be seen as independent of each other, coordination of sectoral policies and enhanced regional collaboration in the deployment of Nexus solutions is a must to Ensure SDG's implementation. 2. The EC and PRIMA are clear that addressing the Nexus is essential to achieve the objectives of the European Green Deal (EGD) and envisages strong cooperation with non-EU Mediterranean countries in rolling out a “green deal diplomacy” effort, WEFE4MED will document impact and contribute to the EGD transition process.

	<ol style="list-style-type: none"> 3. We will Promote and support deployment of regional demonstration cases as laboratories for scale-up and policy design. 4. We will Contribute to development, testing, dissemination, replication of WEFE solutions in the Med and beyond. 5. WEFE4MED will assist policymakers in shaping a Nexus-oriented enabling policy environment through: <ul style="list-style-type: none"> • working with local communities of the demo sites on social innovation approaches • integrating these towards creating job opportunities for poverty reduction, particularly for the more vulnerable, and considering equality and gender issues.
Donors, finance community and larger Industry	<ol style="list-style-type: none"> 1. WEFE4MED will Encourage more investment in replication and upscaling of WEFE Nexus approaches through contribution to the development, testing, dissemination & replication of WEFE Nexus solutions in the Med Region and beyond.
The public, civil society and NGO's	<ol style="list-style-type: none"> 1. WEFE4MED will create a strong and sustainable NCoP that will advocate for the Nexus approach and ensure the demonstration of best practices through the WEFE Knowledge providing a “one-stop-shop” for accessing best practices.

Communication Channels and Tools

There is a variety of tools and communication channels to convey the project key messages and outputs to different stakeholders and target groups, and the decision of choosing one instead of the other depends on the message itself, the target group level and the desired outcome of the activity.

The project partners are all involved in the communication and dissemination activities and act as multipliers and key backstopping to all developed tools and products. It is of critical importance that the input and contributions are interactive between all the project partners and the WP6 leader AWC.

The main communication channel of the project is the **NCOP's knowledge Hub** (which is developed under the WP3 task 3.2) and the **project website**.

The following list highlights the main communication channels of the project:

1. **Visual Identity and Communication kit:**
2. **Website**
3. **Social media Channels and social media calendars**
4. **Media, press releases, Newsletters**

5. **Targeted events calendar**
6. **Webinars**
7. **Public events for general communication**

Communication Products

A set of communication products will be developed along the different phases of the project based on the work plan and the link to different work packages. The following section identifies the communication products and their specific objectives.

1. Website

The project website will be hosted and updated by the project coordinator CYI, containing both general information and specific outlines and documents. Continuously updated accordingly with achievements. We will also make use of the contents and approach of the **Nexus Gateway**. The website will be the entrance point of contact for the project partners and for public outreach, presenting its goal, activities and progress. At the same time, it represents the main communication and dissemination channel ensuring the project visibility and outreach, regularly updating the stakeholders and target groups on activities within the project but also relevant news, events, documents and activities related to the work packages of WEFE4MED project. The website will be publically launched by CYI. Work on the website will continue throughout the project, incorporating sections and content as soon as it becomes available. Design of the website is based on the following technical features and characteristics:

- A user-friendly and attractive interface, open to the public of potential users and different stakeholders
- Clear structure, easy navigation tools.
- Optimised for all types of mobile devices (phones, tablets for both iOS and Android operating systems).
- Facility to subscribe to an electronic newsletter and to access and download previous newsletter issues as well as other outputs developed for wide public use
- Facility to share (social media), send to (by email) and print pages, search on the site
- Offer a contact us options
- Includes Search engine optimization techniques.
- Links to social media channels

- Web Analytics, an open-source platform with 100% data ownership for the project.
- Offer upload of project video components and link to you tube.
- Has a user friendly back office to allow content update with different levels of administration.

The website will be developed by CYI and GWPO, CYI has bought the domain wefe4med.eu for 5 years (expires 13 Feb 2028). Administration of the website will be with CYI and either specific administration role will be given to WP6 Leader for content input and follow up or it will be done in liaison with CYI.

2. Communication Toolkit

The Basic communication toolkit of the WEFE4MED will include the following products:

1. Flyer
2. Brochure
3. Poster
4. Roll-ups
5. Presentation Master
6. Newsletter
7. My Nexus story template
8. Leaflets for different target groups

3. Social Media Activities

It is important to highlight that in social media; quality always surpasses quantity. It is better to choose limited channels and post high-quality, engaging content consistently rather than spreading over more channels losing concrete content, focusing on a few social media platforms allows time to interact and engage with stakeholders and end-users, which in the long run leads to more interaction and feedback on project progress.

In WEFE4MED social media will be managed to target mainly the public and technology-related stakeholders in addition to other identified stakeholders who might be interested to see what the project can offer. Therefore, Facebook, LinkedIn and Twitter are selected to be the most relevant channels for Social media engagement. Successful social media activities will help increase the project visibility and support its communication and dissemination plan. Using simple communication language and posts that can be highly accessible by users will be important such as content project announcements, results, news on events and products, and the “My Nexus story” posts highlighting the journey of practitioners towards WEFE approaches. The various

Social Media profiles are selected to reaching out to a wide and relevant audience. The content shared on each platform will redirect and feed traffic to the main project website.

Channels and Products under social Media will include:

- Facebook page
- Twitter account and project #'s
- LinkedIn account
- Social Media Calendar
- Social Media content list linked to the calendar

The Social Media content list may include:

Goals and objectives of WEFE4MED, Events / activities and news, Project deliverables and findings, Facts on WEFE four Components, WEFE Policy updates, Relevant technology news, EU and Prima institutions news, project factsheets, interviews with featured figures - partners and key stakeholders, the periodical listed “My WEFE Nexus story”.

4. My WEFE Nexus Stories

This communication product is a key output for dissemination and it will be developed in different formats to target different stakeholders; including a “My nexus story blog” on the website, posts on the social media channels, and video format selecting some key WEFE demonstrations, short version of my Nexus story leaflets.

An initial list of My nexus stories will be developed upon consultation with project partners and coordinator and the patterns responsible for WP1 and the demonstrations database.

5. Media and Press Releases

Media coverage (press, communication to citizens/authorities) in partnership with partners’ press departments will be developed. Press packages/newsletters for events. Partners will seek airtime/interviews with the media. Key events/milestones accompanied by press releases/conferences and Nexus. Press releases will be developed based on selected events and the key milestones to be reflected.

- Guidelines for project partners on media, interviews and press releases will be developed to ensure consistency and responsibility of developing content.
- Press release template will be developed
- Link press releases with events calendars

6. External Targeted Events Calendar

A yearly events calendar for the project will be developed to target the most important events where the project should be present. Attendance at relevant external events is crucial for the project visibility and outreach. Project results will be exhibited/presented in relevant Nexus fairs/events (e.g. EU Sustainable Development Week, Cairo Water Week, World Water Week, Arab Water Forum, UNFCCC CoPs). Host an international conference and online promotional materials. The events calendar will be updated quarterly in consultation with all the project partners.

- Project targeted events calendar will be developed, published and updated.

7. Project Events/Conferences Calendar

A calendar of all the planned project events will be developed based on consultation with project coordinator and partners. This will include the project final international conference and yearly project meetings and specific events.

8. Webinars

Quarterly thematic webinars will be organized in collaboration with project partners and involving speakers and presenters from the WEFEdemonstrations to ensure the integration of project activities and to highlight the WEFEdemonstrations best practices from the expert's teams behind the successful demonstrations. While more intended as a dissemination tool for practitioners, scientists and policymakers, they will also be accessible to a wider public. The WP6 Leader will prepare a list for proposed webinars to be consulted for approval by project coordinator and to be organized in collaboration with partners.

- List of webinars topics
- Schedule of webinars and responsible partners for organisation.

9. Policy Briefs

Policy briefs will be developed based on the key deliverables from the project that should be targeting policy and decision makers and it is proposed that at least 3 policy briefs should be developed to focus on the deliverables:

- WEFEdemonstrations Library of best practices and NCoP's Services Mapping Based on D1.1 and D1.2
- WEFEdemonstrations NCoP's Knowledge Hub Based on D3.2
- WEFEdemonstrations Exchange and Capacity Development) Based on D4.1, D4.2, D4.3, D4.5

It is important to mention that the policy briefs will be developed by WP7 lead in close cooperation with the deliverables lead and member teams.

10. Audio-Visual Products (Videos and Photos)

A project main Final video will be developed in addition to professional photos during project conferences, meetings and shared learning and training activities will be developed. Videos (animation, and short promotional videos on project activities and events) will be also developed to present the project, its activities and impact in visually and easy way to target different stakeholders, these short versions will be used to develop the project final video.

11. WEFE Kids Printed/E-Book

Believing in the importance of engaging young generations to understand the importance of the WEFE Nexus in a simple and rather attractive way, and based on discussions with project partners during the project kickoff workshop organized at CYI the project coordinator partner institute, there was an idea to develop a book for schools children to raise their awareness and to develop their thinking and skills at early stage on the importance and integration of the four WEFE components which will be the future model for investments in sustainable development to confront the climate change impacts. this product is envisaged to be developed as a printed document and/or as an E-Book to be disseminated in schools and different project events.

Communication and Dissemination Plan

Communication and dissemination activities in this project are linked and integrated to achieve the targeted outputs in all project phases. As explained in the project document, In the WEFE4MED project dissemination will take place at the following levels: public (social), research and innovation community (science demo practice), private sector (business/industry), political community (policy/decision making), and donor community (financing). Having identified the participating demos, WEFE4MED will build their capacity to valorise and upscale mainstreamed Nexus knowledge and innovative models through a Living Lab approach (through online learning modules, mutual learning field experiences, summer schools etc.), also match-making these with the donor community; in addition to capacitation, such activities contain a strong dissemination and exploitation element among peers.

WEFE4MED will also assist demos to disseminate their results far beyond their usual networks to the wider Mediterranean NCoP, including through a full-scale advocacy campaign among policymakers, aimed at creating an enabling policy environment for Nexus approaches. The approach and contents of the Nexus Gateway will be fully used for further dissemination.

The advocacy campaign is not limited to targeting policymakers but will provide them with policy briefs, training modules and practical examples explaining what an enabling Nexus policy environment could look like, connecting them directly with practitioners and scientists, demonstrating to them the interest of investors and donors.

Table4: The expected project impacts and role of dissemination activities

Expected Impacts	Role of dissemination
Foster shift from sectoral Water, Ecosystems, Food & Energy management towards an integrated resource-use approach in the Med by sharing knowledge on the Nexus approach.	Key role here in the policy briefs and capacity-building and site visits for Policymakers and the media, as part of an advocacy campaign to create a paradigm shift throughout the Mediterranean towards a collaborative WEFE Nexus approach.
Enable long-lasting cooperation within/between demonstration areas for the development of scientifically validated socio- innovative adaptation/mitigation measures	Twinning/mutual learning/match-making opportunities between demonstrators; public engagement for the development of social innovations for WEFE-based climate adaptation/mitigation measures, thus valorising existing demonstrators.
Promote/support the deployment of regional demonstration cases as laboratories for scale-up and policy design	Demonstrators transformed into "Living Labs", allowing site visits, work placements and exchanges, sharing knowledge on the WEFE knowledge Hub, and catalysing relationships with investors to enable upscaling/replication. Advocacy campaign for policymakers to design an enabling policy environment.
Contribute to the development, testing, dissemination & replication of WEFE Nexus solutions in the Med Region and beyond	Dissemination to investors and other partners, geared towards replication/up-scaling. Dissemination of results to international organisations for replication beyond the Med. WEFE Knowledge Hub will provide a "one-stop-shop" for accessing best practices.

Implementation of Communication, Engagement and Dissemination Activities and products

The communication plan as part of this document will be developed and will be updated based on the project progress and outputs. The dissemination plan is a continuation of the communication plan, focusing on spreading the project knowledge. The following section will focus on detailing all the communication and dissemination activities and products jointly in relation to the target groups and will define a time line for delivery. Under the same section the activities, products and timeline will be described including the responsible partner delivery month and implementation time line.

This plan defines the approach to provide the different products/ actions that will be used per different target group and that will support all the work packages of the entire project. This is crucial to ensure that effective communication activities can help both the target groups to become engaged and ensure the outreach of the project deliverables by partners.

The activities described in the implementation plan reflects the development and implementation of the following tasks under WP6 at different stages of the project:

Task 6.1 Communication and Public Engagement Programme

Task 6.2 External Relations Programme

Task 6.3 Dissemination programme

Task 6.4 Exploitation and Knowledge transfer programme

Task 6.5 Advocacy and capacity-building for new governance models

A summary of dissemination products developed within the project, including a short description, detailing respective target group and dissemination channels deployed for each product are shown in table 5.

Table 5: Communication and dissemination products overview

Product	Description	Target Group	Communication Channel
Promotional material	Flyer, Brochure, Poster, Roll-ups, regular Newsletter, My Nexus stories, Leaflets, infographics, ...etc	Practitioners (innovators, SMEs having developed demonstrators) Public, CSOs, NGOs Local Authorities Academia & Research Industry & Companies Media Donors and Finance institutions,	Social media Website Events Media (articles, press releases) PRIMA and EC channels Partners websites
Audio-visual material (videos, images)	project main Final video Videos (animation, and short promotional videos on project activities and events), professional photos from events and site visits	Practitioners (innovators, SMEs having developed demonstrators) Public, CSOs, NGOs Local Authorities Academia & Research Industry & Companies Media Donors and Finance	Social media Website Events Media (articles, press releases) PRIMA and EC channels Partners websites
Webinars	Quarterly thematic webinars will be organized in collaboration with project partners and involving speakers and presenters from the WEFE demonstrations to ensure the integration of project activities and to highlight the WEFE best practices.	Policy makers, Local authorities, Practitioners, CSOs, NGOs, Academia & Research Industry & Companies Media	Social media Website Partners websites
My WEFE-Nexus Stories	"My WEFE nexus story blog" on the website, posts on the social media channels, and video format selecting some key WEFE demonstrations, short version of my Nexus	Policy makers Public, CSOs, NGOs Local Authorities Academia & Research Industry & Companies Media Donors and Finance	Social media Website Partners websites Events

	story leaflets.		
Policy Briefs	Three policy briefs on key project deliverables	Policy makers Local authorities and governments Related projects and initiatives	Social media Website Partners websites Events
WEFE Kids Printed/E-Book	a book for schools children to raise their awareness and to develop their thinking and skills at early stage on the importance and integration of the four WEFE components	Local authorities and ministries Schools Public, CSOs, NGOs	Social media Website Partners websites Events
My WEFE-Nexus Stories	“My WEFE nexus story blog” on the website, posts on the social media channels, and video format selecting some key WEFE demonstrations, short version of my Nexus story leaflets.	Policy makers Public, CSOs, NGOs Local Authorities Academia & Research Industry & Companies Media Donors and Finance	Final international conference Social media Media (articles, press releases) Website Partners websites
Joint Declaration	declaration for cooperation on the WEFE Nexus, to be signed at the international conference	Practitioners (innovators, SMEs having developed demonstrators) Public, CSOs, NGOs Local Authorities Academia & Research Industry & Companies Media Donors and Finance institutions,	Final international conference Social media Media (articles, press releases) Website Partners websites

Annex 2 includes the timeline of WP6 activities/products/deliverables

Assessment and Evaluation

Regular monitoring and evaluation of activities using defined KPI's will be conducted to measure project communication and dissemination progress and provide information about implementation of activities and development of products, as well as lessons learned, and thus help revisit the communication and dissemination overall objectives so that we can enhance where needed. All activities need to be measured and evaluated. The evaluation of qualitative and quantitative performance data gives insights that are needed to:

- optimise the Plan and ongoing activities;
- adjust and fine-tune planning;
- make targeting more effective and therefore increase reach and engagement;
- improve activities and products;
- Improve efficiency and minimise costs.

The following table lists of KPI's to be monitored:

Table 6: Communication and Dissemination KPI's

CD outputs/product	KPI
Newsletters	>600 registered for updates
Project flyers	>2000 distributed
Website/ knowledge hub	>100 visitors per month
Cross-media tools	>4000 views of “My Nexus story” blogs, webinars and other multimedia products
Social media channels	>500 members in LinkedIn, FB, Instagram, Twitter account with 300+ followers
Media coverage	> 20 external articles in the press/media
External events/conferences	> 30 face-to-face contacts made per event, for a cumulative total of 500.
Webinars	An average of 30 participants at each webinar, for a total of 500 attendees.
Project conferences	> 150 participants each for the launch event and international conference.

The above list of KPI's might need to be adapted according to the results of the internal updates and evaluations of the Plan. Inputs derived from the monitoring on the implementation of the Plan will feed into the project periodic reporting. The communication and dissemination progress assessment results will be compared to project plans and the Grant Agreement, and explain and justify any deviations from the plan and where adjustments may be needed to address urgent issues, as appropriate, in response to feedback gathered from the EC, PRIMA, the partners, and key stakeholders to ensure targeted outcomes.

Exploitation and knowledge Transfer Programme

Exploitation is referred to by the European Commission as: “The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.” But Since WEFE4MED is a Coordination and Support Action (CSA), so its objective is not creation of new foreground or other new data, nor the creation of new demonstrators but it will highlight and bring together existing demonstrators, which already come with their own background, and bring them to the attention of policy-makers, donors, the media and other practitioners in an attempt to catalyse new partnerships that can lead to replication and upscaling. As such, data exploitation will not entail exploitation of results, but rather the wide spread and replication of existing knowledge and background. Under WP6 task 6.4 the Exploitation and knowledge transfer programme will be developed. This will be done by ensuring a smooth transfer to all potential beneficiaries (from civil society to the scientific community) and for tapping into the

potential of “valorization” of project results (either commercially or scientifically) as far as it is possible and the replication and upscaling of WEFE successful demonstrations.

Exploitation Plan

since the communication, dissemination and exploitation plan is divided into three phases as mentioned earlier, phase 3 will mainly focus on exploitation activities to support exploitation and knowledge transfer. A Knowledge Transfer Manager will be appointed, to work with partners to roll out the knowledge exploitation provisions. This involves updating both deliverables 6.2 the Dissemination, Communication & Exploitation Plan and 6.3 the Data Management Plan as well as provisions for intellectual property rights (IPR protection).

In accordance with Article 28.1 of the Grant Agreement, each beneficiary must — up to four years after the period set out in Article 3— take measures aiming to ensure ‘exploitation’ of its results (either directly or indirectly, in particular through transfer or licensing) by:

- Using them in further research activities (outside the action);
- Developing, creating or marketing a product or process;
- Creating and providing a service, or
- Using them in standardisation activities.

Dissemination and exploitation of results are key components of the project throughout its duration: and even after European funding has ended. All the products and activities of communication and engagement described in this report, will support the dissemination and exploitation activities. Especially the information on the online WEFE NCoP’s Knowledge Hub will itself be publicly available without restriction from the project start and onwards under the GWP-IWRM toolbox. **In terms of follow-up activities that will support further exploitation: The WEFE4MED online Knowledge Hub will be guaranteed to continue existing and be maintained by GWP, as part of their curation and maintenance of the wider IWRM Action Hub.** Similarly, partner CAWTAR will make the educational materials created during the project available through their existing online training platform, which will be linked to the Knowledge Hub. The intention of the partners is for the **NCoP to be a perennial network**, with its **institutional home guaranteed by the Cyprus Institute**. Thus, dissemination activities can continue long after the end of the project, while many of the dissemination services rendered by

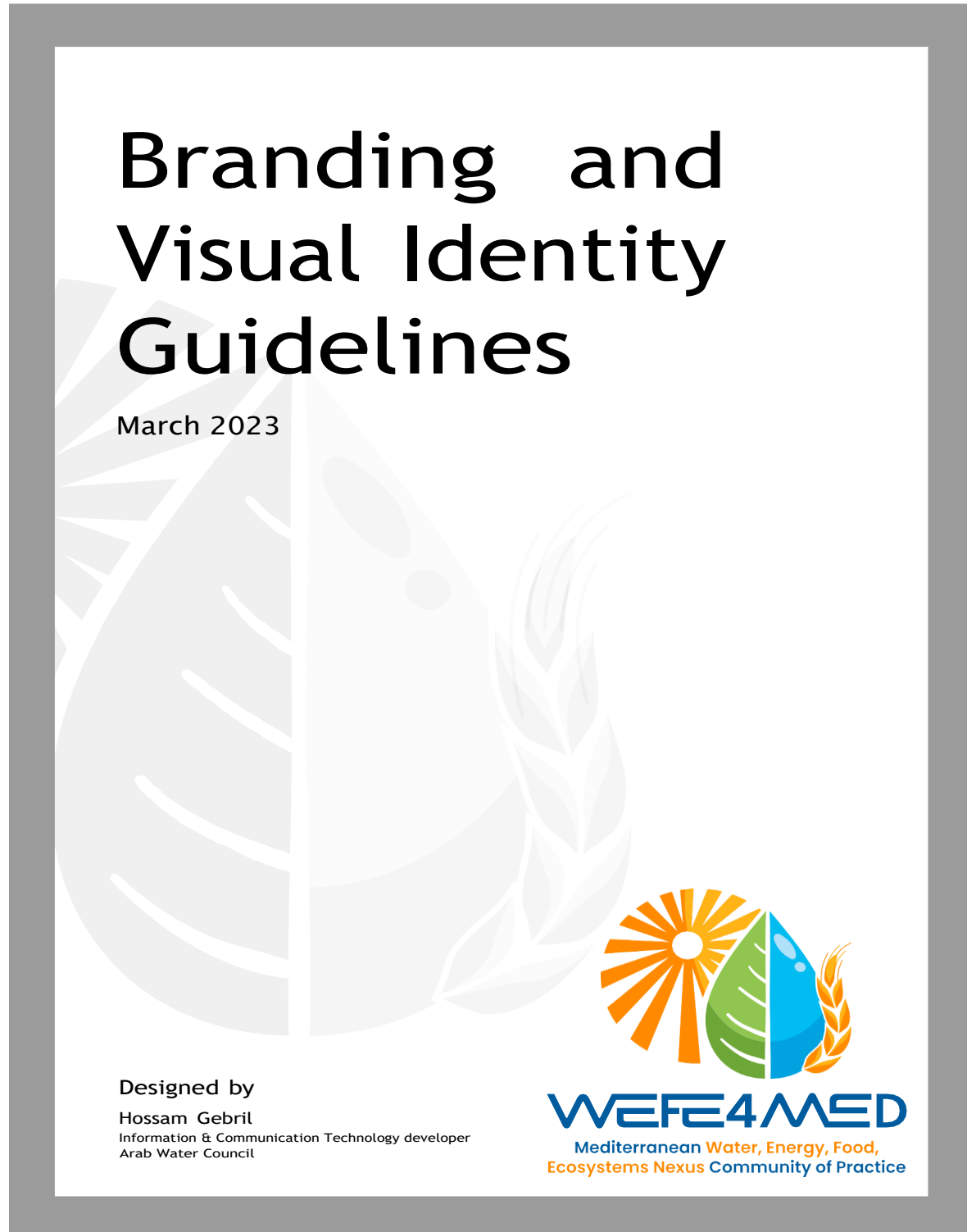
the NCoP can rapidly become self-financing. The exploitation strategy will catalyse the creation of new project consortia and match demonstrators with investors, thus creating new financing streams for the long-term replication and upscaling efforts.

Since it is intended that the NCoP's, the knowledge hub and dissemination products and activities will remain in operation for long term after the end of the project and it will be gradually become a WEFE Nexus Reference Knowledge Hub. and beyond, in which more and more experts and organizations contribute their studies with quantitative results. The project results exploitation strategy will be based on the following activities:

1. Open access WEFE knowledge hub
2. Consolidated and continued NCoP network
3. Joint declaration for cooperation on the WEFE Nexus
4. Evidence based advocacy campaign for upscaling of WEFE best practices
5. "WEFE Ambassadors" from project teams
6. Policy support in developing new WEFE-friendly policies and regulations.
7. Extended capacity building programme for developing new governance models

Annexes

Annex1: Branding and Visual Identity Gridlines



Logo Elements

Symbol



Logotype



Main Version (Vertical)

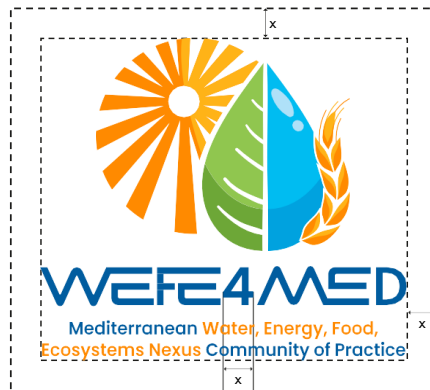


Alternate Version (Horizontal)



Clear Zone

Main Version (Vertical)



Alternate Version (Horizontal)



Logo Versions

Full Color Logo



Gray Logo



Black Logo



White Logo (Black Background)





White Logo
(Orange Background)



White Logo
(Green Background)



White Logo
(Blue Background)

Logo Colors



Logo Font



----- Poppins
SemiBold

Logo With Others

With PRIMA



With PRIMA & EU funding acknowledgement



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