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CoCliCo

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Living Plan for the Communication, Exploitation, and Dissemination of Results (CDEP), updated at MS7.2, 7.3, 7.4 and 7.5

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Summary

This first version of the Living Plan for the Communication, Exploitation, and Dissemination of Results (CDEP) summarize the status at M3 and the next steps for the upcoming months. At M3, most of the essential communication and dissemination activities have been kicked off. Furthermore, the exploitation plan has been updated, building upon the initial plan in the project?s description of work. The publication of the website (D7.3) is progressing, yet is expected to be operational in M4 rather than M3. Templates documents (D7.2) are ready too, though they may require adjustments over the coming months. Future activities over the next period include the production of the video explaining the project (D7.4), reporting about communication activities (D7.5), and expanding the stakeholder group (D7.8). These activities are progressing already.

Approval

Date	By
2023-10-16 15:04:04	Dr. Gonéri LE COZANNET (BRGM)

CoCliCo
coastal climate core services

Living Plan for the Communication, Exploitation, and Dissemination of Results

CDEP [D7.1]

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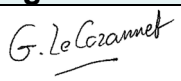
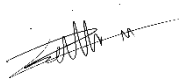
v2	30 Aug. 2022	Internal: Teams - #WP7/CDEP_D71	Year 1 revision _*General Message* _*Metrics* _*List of Actions*
v4	30 Aug 2023	Internal: Teams - #WP7/CDEP_D71	Year 2 revision _User Narratives _List of actions

Authorisation

This document requires the following approvals:

Authorisation	Name	Signature	Date
Project Coordinator	Gonéri Le Cozannet		13/10/2023
Communications Manager	Pablo Urrutia		30/09/2023

Distribution

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Name	Title	Version Issued	Date of Issue
Project partners & EC	1st CDEP	v1	22/11/2021
Project partners	2nd CDEP	v2	30/08/2022
Project partners & EC	2nd CDEP revised	v4	13/10/2023

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Executive summary

The M24 updated version of the Living Plan for the Communication, Exploitation, and Dissemination of Results (CDEP) provides a comprehensive overview of the project's communication activities up to this point and outlines the strategic steps planned for the upcoming months.

The CoCliCo Services project has made significant strides in its advance, and therefore, we find ourselves now in a better position to do more productive communication, dissemination, and exploitation activities. The establishment of thematic editorial lines and the implementation of a content calendar are key developments in our communication strategy, designed to guide the creation and distribution of content across various platforms.

The CoCliCo Services website (D7.3) has undergone a significant redesign in July 2023 to improve its visual appeal and clarity of communication. Regular updates ensure the website remains a valuable resource for our audience with new blogposts about events, new deliverables available and new events being promoted.

The animated video (D7.4) has been well-received and repurposed in smaller pieces to periodically share in social media channels, and our reporting documents (D7.5) reflect our ongoing commitment to transparent and effective communication with the new actions.

Our stakeholder group (D7.8) has expanded, and we continue to engage them through our various communication channels.

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D7.1 Communication Dissemination Exploitation Plan – v04

1. Introduction

1.1 Scope of this document

The Living Plan for the Communication, Exploitation, and Dissemination of Results (CDEP) (D7.1) is the key document that centralises the strategy of the Communication, Exploitation and Dissemination activities within CoCliCo in order to serve European competitiveness, businesses, researchers, policy making on adaptation and contribute to informing the wider public. The CDEP is updated on a yearly basis.

The objective of this document is to define and schedule the communication dissemination and exploitation activities and tools, identify interlinks and connections, the lead partners and the calendar of delivery as exposed in the CoCliCo Grant Agreement.

1.2 Objectives, activities and general principles

The objectives of the Communication, Exploitation and Dissemination activities within CoCliCo are to create awareness, to disseminate and to ensure the sustainability and legacy of CoCliCo, in order to serve European competitiveness, businesses, researchers, policy making on adaptation and contribute to informing the wider public. To achieve this aim, we develop a strategy targeted to different audiences (Figure 1).

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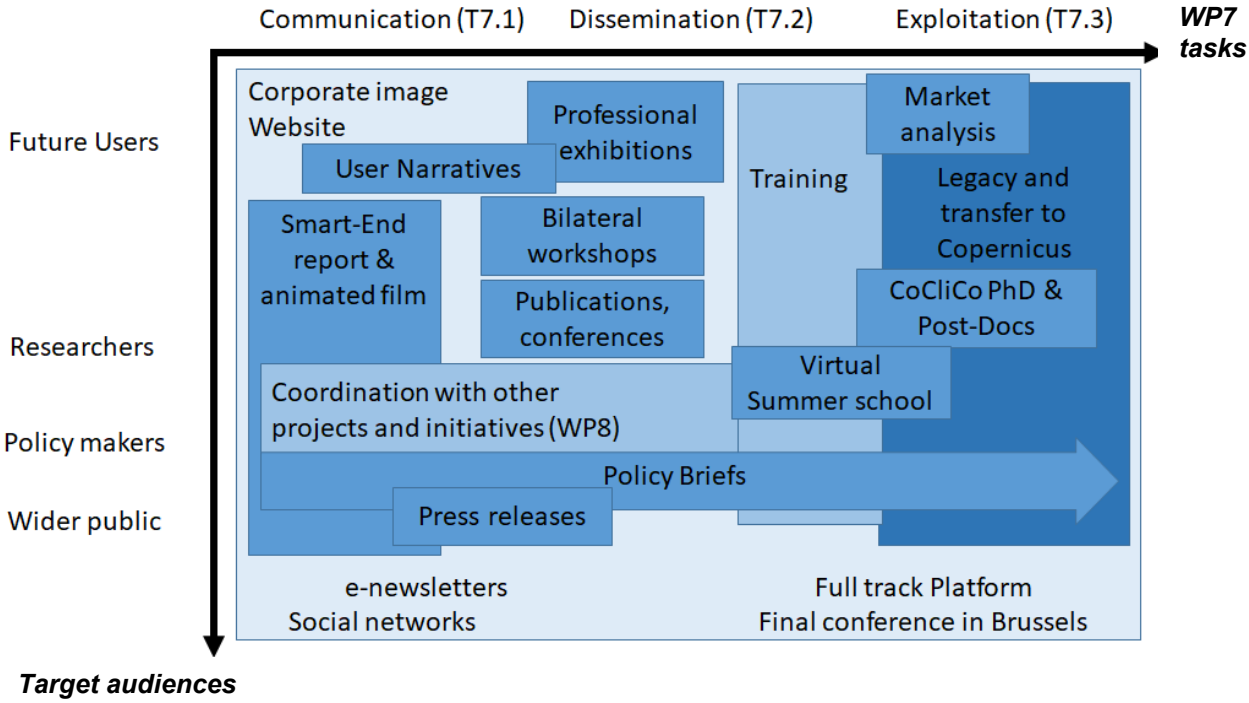

Figure 1. Impact matrix and target audiences within CoCliCo

The "Impact matrix and target audiences within CoCliCo" (Figure 1) illustrates the aggregations of the WP7 activities and actions, encompassed within the three main WP7 tasks (T7.1, T7.2, T7.3), strategically categorized by the target audiences.

CoCliCo CDEP strategy ensures that:

- **Task 7.1 - Communication activities** promote opportunities created by the CoCliCo *web-platform* to support coastal adaptation and policy making.
- **Task 7.2 - Dissemination activities** expand and diversify the *Stakeholder Group*, well beyond our current *Champion Users* and initial *Stakeholder Group* members.
- **Task 7.3 - Exploitation activities** secure the sustainability of the *web-platform* by preparing its integration within Copernicus (target, 2027), ensuring its maintenance over 2025-2027 as a distributed platform, and exploring future markets.

These activities are implemented in WP7-"Communication, Dissemination & Exploitation", managed by the Project Coordinator supported by the Communication and Dissemination Manager (VIZZUALITY) and the Exploitation manager (MOi). The Data and Knowledge manager at BRGM and all project partners are also actively involved in WP7.

CoCliCo approach consists in favouring online tools, in order to minimize greenhouse gas emissions and the potential impacts of the Covid-19 crisis to the project, taking advantage of

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the experience of two project partners in managing online communication and dissemination activities (GC and VIZZUALITY).

A specific budget is included for all partners to fund contributions to WP7, including time, travels (conferences, professional exhibitions), gold open access fees, publication costs, etc.

The work package "WP8 –Project coordination & management" includes procedures to ensure that men/women/non-binary groups and different individuals have fair and equal opportunities and access to these communication, dissemination and exploitation activities.

The Communication, Dissemination and Exploitation Plan (CDEP, D7.1), a living document updated all along the project on a yearly basis.

Ultimately, communication, dissemination and exploitation activities support the integration of the CoCliCo platform within the landscape of climate services for coastal adaptation (Table 1).

	Existing Products	New products
Existing Markets	Our *Fast-Track web-platform* (WP2) is designed to link *Champion Users* of DCSs quickly with state-of-the-art coastal flood risk data (WP1) (SO1/3; KPI1/3).	Our *Full-Track web-platform* (WP2) will integrate an advanced library of flood risk maps from WP3-6 following a consistent set of *Integrated Scenarios*. (SO2, KPI2).
New Markets	Our growing *Stakeholder Group* (WP1, WP7) includes future users of CoCliCo. The *rich user narratives* (WP1) and synthetic user stories (WP2/7) serve as example to take ownership of the platform. (SO4; KPI4 « Use of the web-platform by members of the Stakeholder Group, representative of the broad range of potential users, beyond those engaged in the DCSs »).	Our *Exploratory Tools* (WP2) demonstrate advanced and diversified *Future Services* (WP1). The Exploitation plan ensures that CoCliCo further develops products and markets after 2025 (WP7) (SO5, KPI5 « Sustainable CoCliCo web-platform beyond 2025, confirmed by an independent review »).

Table 1. *CoCliCo's position within the present and expected product diversifications and market growths*

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2. Project Overview

2.1 Project summary

The Coastal Climate Core Services Platform will be an open-source web platform informing users on present-day & future coastal risks.

CoCliCo interconnects user engagement, information technologies for geospatial data management, and risk adaptation led by science.

Project details:

Title: Coastal Climate Core Services

Project acronym: CoCliCo

Starting date: 01/09/2021

Project duration: 4 years

Topic: sea-level rise risks and adaptation

Keywords: #sealevelrise #coastalrisk #coastalriskmanagement #coastalriskassesment

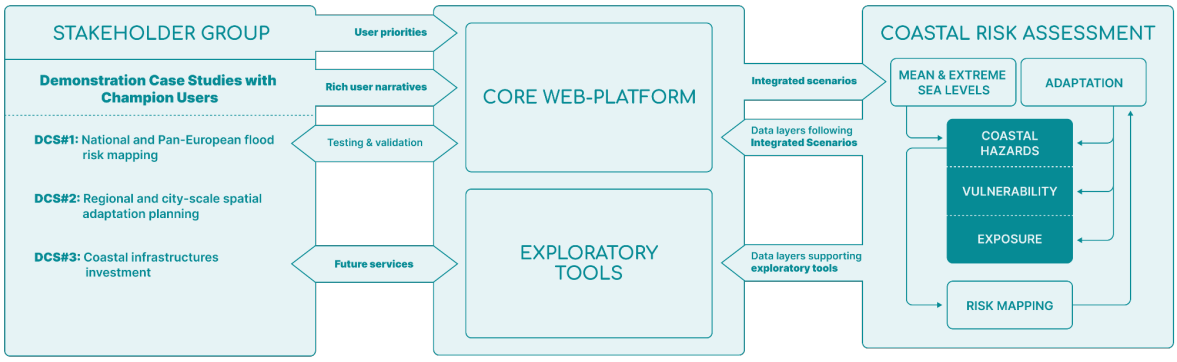

Figure 2. CoCliCo Project structure and main elements and goals.

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2.2 CoCliCo's objective, vision and position

Our objective is to become an authoritative platform that meets the requirements of adaptation practitioners concerned with the identification of coastal territories at risk from inundation, coastal land use planning or maintaining coastal infrastructure services.

2.3 Theory of change

Even if climate change mitigation objectives agreed in Paris are met, sea level will rise at least by 0.3 to 0.6m in 2100 and then continue rising for centuries. The potential impacts for coastal flooding are a major source of concern for Europe because many infrastructures are located close to shorelines or in low-lying areas.

We now need an authoritative platform that meets the requirements of adaptation practitioners concerned with the identification of coastal territories at risk from inundation, coastal land use planning or maintaining coastal infrastructure services.

CoCliCo will be an open-source web platform informing users on present-day and future coastal risks with the goal of improving decision-making on coastal risk management and adaptation, by establishing an integrated core service dedicated to coastal adaptation to sea-level rise.

2.4 Future Vision

We envision CoCliCo becoming an essential tool for assessment and management of coastal risks. Within 5 years, CoCliCo will be used by 5 public and private entities, and will prevent damage to coastal European infrastructure in at least 3 cities.

2.5 Platform Benchmark

We foresee CoCliCo as an instrument for evaluating and overseeing coastal hazards. Our goal is for CoCliCo to be adopted by 5 public and private organizations within 5 years, thereby averting potential harm to coastal infrastructure in a minimum of 3 European cities.

An initial benchmarking of existing products and services in the area of coastal adaptation (and more generally environmental services) is listed below. As we grow our communication activities, we anticipate conducting a more in-depth benchmarking of the communication ecosystem to hone our message, tone, and niche.

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Table 2: Overview of existing products (based on D1.1 and D2.1)

Type of service provider	Name	Other environmental services strengths, key services and value contribution	Potential added value of CoCliCo with respect to the service
Tool to assess the effect of a wide range of natural phenomena on their impacts and many other parameters. Also allows to plan and manage crisis situations, evaluate human losses and assess impacts on buildings.	**Sea-Level Rise Viewer** https://coast.noaa.gov/slr/#/layer/slr	• multi-scaling • web-based • data access	• interoperability • possibility to integrate new models • variable flexibility
Web application to analyse climate data statistically. One can select various climate datasets to visualize, investigate, correlate and generate downloadable data.	**KNMI Climate Explorer** https://climexp.knmi.nl/	• variable flexibility • viewer • multi-scaling	• exploring several predefined scenarios • UX
Web-based viewer with global forest trends and various dashboards	**ForestWatch** https://www.globalforestwatch.org/	• multiscaling • viewer • web-based • UX • variable flexibility	• Coastal adaptation focus • exploring several predefined scenarios

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Dashboard with thematic maps showing monetary damages related to various topics within themes floodings, drought, heath, etc.	**De Klimaat Schade Schatter** https://klimaatschadeschatter.nl/	• transparency • Exploiting multiple natural hazards factors	• interoperability • possibility to integrate new models • variable flexibility • multi-scaling • download
Viewer with data related to mangrove services that creates automated output dashboard and highlights coastal zones	**Global Mangrove Watch** https://www.globalmangrovewatch.org/	• multiscaling • viewer • web-based • download • UX • access to data	• exploring several predefined scenarios • Exploiting multiple natural hazards factors

2.6 Value Proposition

CoCliCo interconnects user engagement, information technologies for geospatial data management, and risk adaptation led by science. CoCliCo's more value consists mainly in considering adaptation.

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3. Communication activities

3.1 External communication

Our external communication activities aim at creating awareness and supporting the dissemination of CoCliCo and its web-platform. We target 4 types of audience:

- Future users of the CoCliCo web-platform (with our expanding Stakeholder Group as a starting point),
- Researchers in the area of coastal impacts and adaptation,
- Policy makers on coastal adaptation and
- Wider public.

Our approach consists in creating ownership of CoCliCo by all consortium members and Champion Users by involving them in communication activities, including through contributions to and use of the communication material developed within WP7.

In order to achieve these objectives and target audience, we will develop the following activities in our Living Plan for the Communication, Exploitation, and Dissemination of Results (CDEP) (D7.1):

- Design of the Project's corporate image, including creation of Social Network accounts (e.g., Twitter, LinkedIn) and presentation and document templates, at the beginning of the project in order to ensure visibility at events and conferences;
- Design and update of the CoCliCo public website, updated every 1-2 months.

The website is written in a non-expert language, and includes all public documents, including open publications, so that both our specialized audience and the wider public can find the relevant information in a user-friendly manner. The website is referenced in order to be easily reached via popular search engines with relevant keywords. Ultimately, the website links to the Full-Track web-platform and its e-guidelines. A strategy to maintain the website beyond the project will be included in the exploitation plan.

- Design and communication of an animated film and a smart end report, explaining the project, its value to users and its outputs to a wide audience in an interactive and user-friendly manner;
- Design and communication of newsletters and press releases, with highlights of the CoCliCo Project, news, announcements of main achievements and events;

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- Production and communication of Policy Briefs on coastal adaptation, targeted at European policy makers to inform on priorities and support the long-term development of climate services for coastal adaptation;

- Communication with other projects and initiatives, such as the WCRP sea-level Grand Challenge and H2020 projects relevant to sea-level rise and coastal adaptation, to ensure adequate coordination;

- Organisation of a final Project workshop in Brussels to disseminate the web-platform and the lead-science understanding acquired during the project. Members of our Stakeholder Group will be invited, as well as policy-makers at several governmental levels, and international counterparts.

- The impact of the communication actions will be continuously monitored using quantitative indicators (website traffic and search engine referencing; number of attendees in workshops, a summer school and conferences) and qualitative ones (post-event surveys, feedback from periodic reviews) (see WP7, T7.1, D7.5).

3.2 Internal communication

Within the project, one of specific objectives of WP7 is to collect synthetize and promote all material from WP1-6 that will be used for dissemination, communication and exploitation of results.

The efficiency of these objectives is ensured by the creation of a Teams online workspace facilitating communication among partners, as part of “WP8-Project Coordination& Management” activies. The Teams CoCliCo is connected to a Sharepoint platform and one FLEXX CoCliCo platform to validate deliverables and reports.

An Editorial Board (EB) is set up at the start of CoCliCo in order to monitor project progress and ensure a planned approach to Communication, Dissemination and Exploitation activities – providing regular input from WPs and partners to WP7, and thus inform the website, newsletters and media engagement and support for project events.

The publications and demands for communications actions can be done through a calendar spreadsheet shared in the CoCliCo Teams where main information for the briefing can be shared and the ExCom and Coordinator can validate and follow through with more actions if needed.

The Editorial Board is led by the Coordinator, with WP7 and supported by ExCom and regular EB meetings will be organised in order to collect and spread the minutes and information among the WPs and provide updates of the communication of project progresses.

Since December 2022, an internal periodical newsletter is communicated by email to the project team, to inform on the current achievements and future actions, meetings and events.

Five internal newsletters have been communicated between December 2022 – October 2023.

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4. Dissemination activities

The objective of CoCliCo's dissemination activities is to ensure that the knowledge and results generated within CoCliCo are available and transferred to potential users, so that the use and impacts of CoCliCo's results are maximised.

Dissemination activities are implemented within T7.2, supervised by the Communication and Dissemination manager at VIZZUALITY.

The starting point of our Dissemination activities is to engage and expand our Stakeholder Group.

4.1 Champion users and Stakeholder group in CoCliCo

Our dissemination strategy is designed to diversify users of CoCliCo beyond those already anticipated as Champion users and Stakeholders.

- at a first level, we engage with our Champion Users to demonstrate the use of CoCliCo and explore decision-oriented demonstration case studies (WP1). This results in user stories (WP2/7), which will be communicated broadly to illustrate how the CoCliCo web-platform can be used. Champion users include Rijkswaterstaat (The Netherlands), the French and Spanish Ministries of Environment (DCS#1), ICLEI (DCS#2), Federlogistical (FL) and WSP (DCS#3). Champion users are either partners of the project or closely connected to project partners Deltares, BRGM and UC-IHC;

- at a second level, we engage with our Stakeholder Group, who are future potential users of the web-platform. The role of the Stakeholder Group is to help mapping needs and priorities, and to shape the CoCliCo web-platform functionality and maximise its appeal (WP1). The Stakeholder Group is then invited to participate in dissemination activities of the web-platform. Several organisations already confirmed interest in participating to the Stakeholder Group, and others have been approached (see 1.3.3.1 and support letters in sections 4-5). Our initial Stakeholder Group is expanded within WP7 to include researchers, private and public policy/decision makers or businesses concerned with coastal adaptation, and even representatives of the general public, who currently only has access to online flood mapping platforms that do not represent well the reality of coastal risks in Europe.

All these stakeholders have a deep knowledge of local coastal processes and of integrated coastal zone management, and therefore have key inputs to maximize the salience of the CoCliCo web-platform.

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4.2 The expanding Stakeholder group in CoCliCo

Our Stakeholder Group is made of future potential users of the web-platform (D7.8). It includes national, regional and city governments and policy planners, representatives of major coastal infrastructure sectors (port authorities, transport, energy, drinking water), and it will be open to other stakeholders concerned with resilient coastal management (tourism, insurance, coastal conservation agencies and NGOs).

The Stakeholder Group is involved through interviews and workshops in the early design of the web-platform (WP1). This first level of involvement ensures adequate mapping of user decisions relevant to coastal adaptation and that key requirements are fulfilled. Benefiting strongly from our user engagement process in WP1, CoCliCo dissemination strategy includes measures to identify our future users and interact in a transparent, responsible and trustful manner with our Stakeholder Group.

Then, the Stakeholder Group will be progressively expanded as part of our dissemination and exploitation activities (WP7).

The Stakeholder Group will be also contacted again within WP1 in order to explore future potential services that could be developed at later stage of exploitation of the CoCliCo web-platform (see Research data Management).

As of 22 November 2021, 15 organisation have confirmed interest in participating in the Stakeholder Group. The list of future users and potential members of the Stakeholders Group has been updated in September-October 2023 (see D7.8 revised).

To enlarge this initial Stakeholders Group, we first approach users with whom we work within other projects, including regional stakeholders in France, UK, Spain and Germany, and organisation concerned with adaptation at European to global scale.

4.3 Principles of the Dissemination of the WebPlatform

CoCliCo follows a digital dissemination strategy that places content where people already spend their time online, which in our experience is the best way to bring users to the CoCliCo web-platform.

We recognize that we cannot expect people to stumble across a website by themselves, so we lead them there instead. We do this by using a range of tactics and content types that align with the user narratives described in WP1 and WP2. These include bite-sized insights and graphics posted on Twitter, an invitation to access the web-platform‘s data in an e-newsletter, or a training webinar that is shared via LinkedIn or YouTube.

CoCliCo follows strictly the open access policy of Horizon 2020 by providing free and open online access to scientific data, conferences and papers, to the web-platform and the associated guidelines. This ensures that all this can be reused by the end-user. As such, the Project combines different measures to foster open access to knowledge as much as possible.

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The dissemination activities planned during and at the end of the project include measures aimed at disseminating the CoCliCo web-platform and the related rich user narratives, Integrated Scenarios, Geospatial Maps and Exploratory Tools:

- At a first level, we ensure that the web-platform is not only available, but also useable: this is done using communication material such as video and reports explaining to users what is the potential value of the web-platform for them;
- At a second level, we ensure an effective transfer of knowledge, i.e. the usability of the web-platform. Here, we develop and use specific training material ("How-to-Use" e-Guidelines and e-training tools for using the web-platform), we organise an online webinar, record it and disseminate them further through communication utilities such as the Website and Social Media.
- We complement this digital approach with a final training workshop attached to the final conference and with bilateral meetings, targeted to organisations with difficulties to follow webinars in English (e.g., regional adaptation initiatives in Aquitaine or Schleswig Holstein, and several regions in Spain).

Furthermore, the dissemination activities also include measures aiming at disseminating wider results and science:

- the presentation of results in conferences, in particular EGU, and professional exhibitions, particularly Pollutec, a major international event on the ecology transition, with a target of participation to 4 events;
- the publication in open-access peer reviewed journals such as "Earth Future", "Environmental Research Letters", "Natural Hazards and Earth System Sciences" (KPI4), with a minimum target of at least 15 papers led by the project partners, and 20 additional papers with significant CoCliCo contributions and contributing to larger initiatives such as the WCRP sea-level Grand Challenge;
- Wide dissemination of the project data, results and public reports through communication means such as the newsletters, policy briefs, press release, the Project website and social media as well as through the project's partners own communication means.

The project coordinator monitors and ensures equal opportunities for male, female, and more generally all individuals to these dissemination activities, including training, conferences participation and paper representation.

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4.4 Rich User Narratives (RUNs)

The development of the CoCliCo platform relies on co-design, involving stakeholders to establish a shared understanding of service requirements. A finalized CoCliCo report examined the requirements within three decision-centric Demonstration Case Studies (DCS) within which users were categorized based on their risk exposure and capability maturity:

DCS #1 - Floods Directive implementation; DCS #2 - Coastal cities and towns; DCS #3 - Infrastructure owners.

Rich User Narratives (RUNs) were developed within each DCS's a 'matrix of need' to provide a deeper understanding of user requirements, based on the levels of the risks they are facing and their capabilities to cope with said risks.

The Rich User Narratives are explained extensively in D1.3. The main findings from D1.3 and the needs for CoCliCo services are summarized below to ensure self-consistency of this document.

Through this process the following RUNs were identified:

DCS#1-1 High Risk - High Capability

High risk/high capability users of the CoCliCo platform can prioritize generic or specific functionalities during the design process. Although these users already possess a well-established knowledge and information infrastructure for decision-making on coastal resilience, there remains a continuous demand for additional tools and information.

Example: The Dutch Rijkswaterstaat (Directorate General for Public Works and Water Management) have strategic, tactical, and operational objectives related to coastal functions, flood protection, sediment management, and resource utilization. These users possess a wealth of climate and environmental knowledge, actively maintaining access to scientific resources and expertise.

Needs from CoCliCo: accessing generic information, managing uncertainties, making adaptation decisions, and having good documentation and usability of the platform. Advanced exploratory tools are desired, including combining CoCliCo data with local datasets and attributing sea-level changes to their causes.

DCS#1-2 High Risk - Low Capability (group of primary importance to CoCliCo)

This is a group of primary importance to CoCliCo, with significant opportunity to support this type of users in underpinning the transition to a climate resilient Europe.

The motivation is to decrease coastal flood risks while balancing coastal development and preserving ecosystem services, including recreational activities.

Example: Developing and monitoring national policies in France related to integrated coastal zones management, risk prevention, and national adaptation plans, with varying levels of climate knowledge across different directorates.

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Needs from CoCliCo: DCS#1-2 users seek generic and specific information on sea-level rise and flood risk maps, methods for building risk maps, and adaptation scenarios. They also desire transparent descriptions of methods and uncertainties, access to contextual information, and communication support through narratives and charts. Low-capability countries specifically require flood risk maps, information on adaptation challenges, presentation of uncertainties, and user narratives from high-capability countries. The core platform should provide transparent visualization and distribution of data, usability for policy makers, and exploratory tools for understanding coastal adaptation approaches.

DCS#1-3 Low Risk – Low Capability

Ranked lowest in priority for CoCliCo.

Examples: Finland and Sweden, countries with coastal flood hazards that are limited in spatial extent and sea-level fall along a large part of their coastlines due to post-glacial rebound.

Needs from CoCliCo: not further considered

DCS#1-4 Low Risk – High Capability

Second lowest priority in CoCliCo, but they include important local challenges in cities and ports addressed in DSC #2 and DSC #3.

Examples: South-Eastern European nations with limited coastal flood plains and therefore relatively small territory at high risks of flooding.

Needs from CoCliCo: not a priority for DSC #1 in CoCliCo,

DCS#2-1 High Risk - High Capability

These cities can serve as important examples for other coastal areas and contribute to the development of the CoCliCo platform through data sharing and testing. By engaging high-capability users, CoCliCo can showcase its potential in supporting users facing extreme risk conditions and benefit from their existing expertise and resources.

Example: Malmö, is the third-largest in Sweden and has experienced growth and urban development. The city relies on national climate services for sea level projections and coastal planning, with a focus on storm surge flooding, coastal erosion, and other climate-related risks. Malmö is committed to sustainable development and has participated in initiatives such as the ICLEI World Congress to exchange best practices and promote climate adaptation in the Baltic Sea Region, aiming to reduce the risks from sea-level rise, storms, and heatwaves.

Needs from CoCliCo: Primarily looking for data on mean and extreme sea level rise, rainfall, wave conditions, and flooding, as well as spatial planning-related data such as population distribution and infrastructure. High-capability cities also require scenario visualization to model the impact of different solutions.

DCS#2-2 High Risk - Low Capability

These cities can learn from front-runner users and engage in a peer-learning process facilitated by CoCliCo's exploratory tools. They are the most vulnerable cities due to their technical limitations and exposure to hazards, but the CoCliCo platform can provide them with access to data and projections, improving their adaptation capabilities. Engaging these high-

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risk, low-capability cities in the project is crucial for knowledge enhancement and real-world implementation of adaptation solutions. These cities have a responsibility to increase their skills in accessing and interpreting information and to become the next generation of front-runners in coastal adaptation. Their climate knowledge is currently ranked as low to moderate, contributing to their lower adaptive capacity.

Example: San Sebastian, Spain. The medium-sized city in northern Spain is evaluating current data and considering more strategic planning to address the impacts of climate change on its coast. However, challenges such as limited access to city-specific data and a lack of trained staff hinder efficient management of coastal climate services. Despite these barriers, San Sebastian is an interesting candidate for the CoCliCo project and has the potential to become a Champion User in the future.

Needs from CoCliCo: Low capability cities require access to all available raw and processed data, as well as the analysis of individual and ensemble risks. High capability cities, on the other hand, prioritize visualizing scenarios and analyzing the impact of different solutions. Both groups emphasize the importance of data visualization through charts and graphics. Additionally, the usability and exploratory tools of the CoCliCo platform are valuable for high-risk cities in analyzing the interaction between various climate hazards they face.

DCS#2-3 Low Risk - Low Capability

European coastal cities and towns that have a limited understanding of climate change coastal risks and lack favorable conditions for successful implementation of adaptation actions. While their challenges are less significant, increasing their understanding of the topic is important to avoid poor urban planning choices and potential exposure to higher risks in the future. CoCliCo can engage with these cities to re-evaluate real risks, enhance their planning capabilities, and make use of the coastal services provided by the platform, potentially selecting one as a future Champion User.

Example: Valencia, a city on the east coast of Spain, faces climate change challenges such as tidal and saline intrusion threatening the valuable Albufera ecosystem and potential flooding along its urbanized coastline. The city has implemented climate change adaptation plans, including the Valencian 2030 Climate Mission and resilient actions in various sectors. Engaging with Valencia in the CoCliCo project can provide valuable insights into managing risks associated with tourism, diverse landscapes, and the interface between protected areas, peri-urban agriculture, and the urban environment. The platform can support Valencia in accessing reliable data and knowledge for future planning, addressing hazards like floods, erosion, heatwaves, and droughts.

Needs from CoCliCo: Low capability cities in the CoCliCo project are seeking access to both raw and analyzed data, as they lack complete datasets of their own. They also find value in visualizing scenarios and analyzing the impact of different solutions. Communication support includes data visualization through charts and graphics, consistent boundary time series, and access to processed input data. The use of exploratory tools may pose a challenge for low capability cities but could offer peer learning opportunities.

DCS#2-4 Low Risk - High Capability

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These cities and towns face challenges such as minor flooding and coastal erosion but have demonstrated success in implementing adaptation practices. CoCliCo can help showcase their strategies, foster connections with cities facing similar issues, and establish resilience hubs for coastal cities. These cities have a moderate to high level of climate knowledge and should continue preparing their coastal planning agendas while engaging in co-learning processes with other coastal cities.

Example: Helsingborg in Sweden has implemented restoration practices on its sand beaches to increase biodiversity, control coastal erosion, and promote natural vegetation re-establishment.

Needs from CoCliCo: Primarily interested in managing uncertainties and developing strategic planning to address potential impacts. They require access to both raw and processed data for risk calculation and analysis, with a focus on integrating erosion processes into flooding outcomes and enhancing shoreline resilience. Data visualization through charts and graphics, along with the presentation of uncertainties, is essential for these cities, and they can benefit from the use of exploratory tools to analyze additional parameters.

DCS#3-1 High Risk - High Capability

High-capability coastal infrastructure owners play a crucial role in managing the risks associated with coastal structures and services. While they have the capacity to mitigate risks and respond effectively during storm events, there is a need for access to the latest science on sea level rise and associated impacts, which CoCliCo can provide. The priority ranking of these infrastructure owners highlights the importance of developing resilient infrastructure at the coast, and CoCliCo's science and tools offer an opportunity to accelerate adaptation efforts in this group.

Example: The Port Authority of Genoa. Established in 2019, the authority is responsible for managing the port's activities, ensuring safety, security, and efficiency, promoting economic development, and protecting the environment. It oversees the day-to-day operations, infrastructure, and services of the port, provides various services to operators and shipping companies, and ensures compliance with national and international regulations.

Needs: Up-to-date and accurate information on present and future coastal risks, with a focus on sea level rise and boundary details. They require data on local extreme sea levels, evidence of sea level rise, and insight into the timing of reaching thresholds. The user also looks for maps and charts to communicate changes, access to relevant data, guidance on adaptation decisions, and a user-friendly platform with limited need for exploratory tools.

DCS#3-2 High Risk - Low Capability (Primary priority group)

Coastal infrastructure owners, including municipalities, port authorities, and state agencies, often face high risk and low capability in dealing with sea level rise. To effectively counter this threat, they need early action, investment, and adaptation measures, but many lack the necessary resources, expertise, and awareness of climate change risks. Providing these infrastructure owners with the necessary resources, training, and guidance is crucial for them to prepare for and address the challenges posed by sea level rise.

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Example: Smaller Port Authorities, local infrastructure agencies, tourist services (hotels), and organizations like Confcommercio (including Federlogistica) are examples of users that rely on access to healthy shorelines and beaches for their services, but often lack sufficient scientific support.

Needs: Data on present and future flood maps, sea levels, overtopped locations, and shoreline erosion rates, as well as insight into the uncertainty of future sea level projections and the contribution of different drivers to this uncertainty. They also require communication support to justify adaptation plans, secure investment, and access real-time data and analytics for operational decision-making.

DCS#3-3 Low Risk - High Capability (Primary priority group)

Low priority.

Examples: While there are coastal infrastructure owners with low risk and high capability, they are not the focus of CoCliCo, yet their needs for infrastructure resilience and community resilience are acknowledged and implicitly addressed in other user descriptions.

Needs: not prioritized.

DCS#3-4 Low Risk - Low Capability (Primary priority group)

Low priority.

Examples: CoCliCo can play a role in raising awareness among coastal infrastructure owners with low perceived risk by providing clear and accessible charts and maps, helping them understand the potential risks of coastal flooding and encouraging early action, even though this group is not the primary focus of the platform.

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5. Exploitation activities

The long-term exploitation strategy of CoCliCo consists in delivering the service openly and transparently through Copernicus. Meanwhile, the service will be operated in a distributed way, with Deltares and BRGM operating two major hubs of the IT infrastructure and other servers being paired at UC-IHC, SPL, ENEA and MOi.

5.1 Exploitation strategy and business model

This task focuses on SO5. The strategy for the long-term exploitation of CoCliCo is included in the CDEP and updated yearly, based on developments within CoCliCo and Copernicus, user feedback, and a market study (see Task 7.3.1 Strategy for integration of CoCliCo's web-platform into Copernicus long-term evolution (2021-2027) of Grant Agreement).

The integration of CoCliCo's service into Copernicus is well aligned with the envisioned long-term evolution of the Copernicus Services (e.g., Melet et al. 2021).

As of M24, the major exploitation option that is investigated is the integration of CoCliCo platform and services in the Copernicus Coastal Hub as a pre-service/demonstrator. The Copernicus Coastal Hub will officially be launched in November 2023. It is led by Mercator Ocean (MOI), the entrusted entity for the implementation of the Copernicus Marine Service. The Copernicus Coastal Hub is implemented on WEkEO, the EU Copernicus DIAS reference service for environmental data, virtual processing environments and skilled user support.

The Copernicus Coastal Hub gathers and compiles the ensemble of information generated by the different core services of Copernicus on coastal zones, as well as Use Cases, including for Flooding. As CoCliCo leverages on and thematically crosses different Copernicus Services with a focus on coastal zones, its integration as a demonstrator in the Copernicus Coastal Hub is of direct relevance. In the long-term, the platform and visualisation tools could be re-developed to better fit Copernicus needs.

Other exploitation option that will be explored include the integration of the platform and / or data on the European Digitial Twin of the Ocean (EDITO-Infra).

Regarding regional climate projections: in its "Annex to the Contribution Agreement between the European Union represented by the European Commission and Mercator Ocean International" for the implementation of the Copernicus Marine Service over 2021-2027, MOI proposed new services regarding regional climate projections targeting notably the coastal zone to be implemented and scaled up after the completion of several major H2020 / Horizon Europe R&D projects. The rationale for the inclusion of such new services in the Copernicus Marine Service is that future climate change information is increasingly needed, for users and to support policies, especially for mitigation and adaptation purposes to protect lives and assets from adverse effects of climate change. Relevant information is needed at regional to local scales to support decision-making for adaptation and for climate assessment; mitigation

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of climate risks (e.g. coastal floods, surges) given the importance of the coastal ocean for the green and blue economies and the high population density and critical assets in coastal zones. In CoCliCo, D2.2 ("Report on Integrated Scenarios and data specifications for use in WP3-6") further supports the needs for coastal adaptation services identified by the Copernicus Marine Service.

These activities would be developed in collaboration between the Copernicus Climate Change and Marine Services (C3S and CMEMS). CoCliCo's service could contribute to this new stream of activity in CMEMS, should the new service be funded by Copernicus after 2027 (Copernicus 3) as they are not yet funded in the Copernicus Marine Service.

In parallel, we will seek funding to sustain the web-platform as a distributed architecture as long as it cannot be fully migrated to Copernicus, presumably until 2027 (Copernicus 3) (Deltares and BRGM). For this purpose, the link to the Joint Programme Initiative (JPI) Knowledege Hub on Sea Level Rise will be explored as several partners of CoCliCo are actively participating to the first phase of the JPI knowledge hub on sea level rise.

The resulting strategy will be included in the CDEP and updated yearly at MS7.2, M7.3, M7.4 and M7.5 (D7.1), within which we will deliver all the elements allowing independent experts to estimate to which extent KPI4 has been achieved (MS7.6, M48).

The business model of the CoCliCo web-platform is similar to that of Copernicus: the CoCliCo web-platform offers an open and free service, which value-added companies will use to develop tailored services to support adaptation, often at local scales. Many municipalities, regional or state organisations are already paying for such services, to develop strategic adaptation plans or to comply with regulations such as regional and national coastal risk prevention laws, including in the context of the European flood directive (Cavelier et al., 2017; Le Cozannet et al., 2017).

The CoCliCo web-platform will provide hazard and risk assessments, which can be refined and tailored to specific user needs by added value companies. Furthermore, added value private or public companies and organisations may use CoCliCo extreme water levels and waves as boundary conditions of local hydrodynamic models tailored to specific users needs. This includes coastal engineering and environmental consultancies, as well as applied research organisations and geological surveys, including project partners of CoCliCo.

The market of climate services for coastal adaptation is currently fragmented (Le Cozannet et al., 2017). However, annual coastal protection investments are projected to grow from EUR 1 billion in 2014 to at least EUR 10 billion by 2050 globally (Bisaro and Hinkel, 2018), and the supporting climate services must grow in proportion. A fraction of these investments will be used for environmental and impact studies and will require the CoCliCo climate service in Europe and similar methodologies and datasets outside Europe. For example, this fraction is typically of 5% in public construction in France (Source: Cerema), and the I4CE, an economic think tank focused on adaptation, estimates that the needs for French municipalities to assess risks and vulnerabilities to sea-level rise and engage in participatory strategy development represents EUR 15 million per year (I4CE, 2022: available: https://www.i4ce.org/wp-content/uploads/2022/07/Juin-2022_I4CE_besoins_adaptation.pdf). Within T7.3, we develop a Market Analysis to further develop this vision.

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To support the development of tailored climate services for coastal adaptation, Europe needs a competent and skilled workforce. The PhDs and post-docs hired by CoCliCo contributes to this aim, and we further support education by organising a virtual summer school on climate services for coastal adaptation from broad to local scales (WP7) to train a broader network of European students, PhDs and post-docs, ensuring gender equality. We coordinate with WCRP and Clivar to enrol non-European students, in the summer school, especially those from vulnerable developing countries and regions (Maldives, Bangladesh, Polynesia, etc.).

CoCliCo can have early market applications, for example in response to public tenders to support coastal risk prevention plans. Hence, it requires an efficient knowledge management and protection strategy.

As a general principle and to ensure the development of the business of climate services, we ensure equal, free, transparent and open access to the platform to CoCliCo project partners and third parties (WP2, WP7).

5.2 Data and Intellectual property management

Research Data management is supervised by the Data and Knowledge manager at BRGM, coordinating data fluxes from and to the web-platform within WP2, in close relationship with Deltares, the lead-developer of the platform, and under the supervision of the project coordinator. The Data and Knowledge manager is responsible for:

- the Data and Intellectual Property management plan (D8.2), describing how research data are handled over their life cycle, during and after the end of the project, set out key principles and operational steps to ensure data security and quality, while also fostering data exchange and cooperation;
- Ensuring compliance with General Data Protection Regulation (GDPR) as well as with the Guidelines to the rules on Open Access to Research Data in H2020, in particular applying FAIR principles (Findable, Accessible, Interoperable, and Reusable) to CoCliCo's research data (WP2, 8). This ensures the usability of our research data, including for third parties, during and after the end of the project;
- Ensuring common standards, methods and languages (WP1-8), by informing all partners about choices for storing data and ensuring their discoverability, interoperability and reuse (Metadata, language, etc.). As a general principle, all data follow standard formats following the OGC standards, such as OpenGIS, NetCDF, Geotiff, and any choice on data management and formats is made to facilitate future migration of CoCliCo within Copernicus (WP7);
- Ensuring data are delivered on time, and guidance is available for guaranteeing the usability of the web-platform (WP2, WP7);
- Ensuring security and availability of all types of data, as well as the traceability of their origins and producers;
- link with the Exploitation Manager at MOi to prepare for progressively uploading data into Copernicus.

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The Data and Intellectual Property management plan and the principles above apply to all types of research data generated by CoCliCo:

- Pre-cooked geospatial data layers that form the key database of the web-platform (e.g., flood maps under different adaptation and mitigation scenarios;
- Advanced data layers supporting Exploratory Tools and included in specific workbench connected to the web-platform;
- Other data, not directly relevant to the web-platform or the workbench, and produced as spin-offs of the research activities or with communication activities.

The Data and Knowledge manager is in charge of ensuring the validation, curation and preservation of these three types of data.

The Data and Knowledge manager is the Coordinator, supported by experts at BRGM and in the Consortium.

5.3 Knowledge management and IPR

The Data and Knowledge manager at BRGM, supporting the project coordinator, supervises knowledge management within CoCliCo through WP8.

We fulfil the open access requirements of H2020 as per the Grant Agreement (GA), and further detail knowledge management and IPR rules within the Consortium Agreement signed by all consortium members.

All public deliverables will be available on the project website, publications will be published in open access and deposited in a readable format on research repository, and the web-platform will grant free and open access.

Creative Commons Licences will be attached to the data deposited (http://creativecommons.org/licenses). Hence, third parties will be granted access, mining, exploitation, reproduction and dissemination of data and knowledge generated by CoCliCo free of charge, and the rights of the data producers will be protected.

The project website will contain an overview and archive of all published information: scientific articles, publications, press releases, conference papers, etc. Publications will be submitted to reputable journals (using peer-review) with a preference for “gold” open access (immediate open access mode) to reach the broadest possible audience for the results within a short space of time.

Rules regarding intellectual property rights are exposed in the Consortium Agreement. As a general principle, the knowledge generated by the project remains the ownership of the team(s) who produced the results. Specifically, we distinguish the following intellectual property assets:

- Background knowledge and know-how, available at the start of the project and necessary for its execution: this will be made available to the project partners on a royalty-free basis and with non-exclusive and non-transferable access rights, and its use will be strictly limited for use to the achievement of the project goals and for the duration of the project. An

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overview of the existing Background is included as an annex to the consortium agreement. It includes modelling tools reviewed in section 1.2;

- Foreground knowledge and know-how produced during the project, such as the web-platform: Foreground will be owned by the partner(s) that developed these results. Each partner is responsible for taking the appropriate steps for securing intellectual property of the knowledge or results created during the project, with the support of the Data and Knowledge manager;
- Postground knowledge and know-how produced after the project and based on the project Backgrounds or Foregrounds will be owned by the partner(s) that developed these results, and the interactions between partners are covered within the CDEP;
- Sidegrounds relevant to CoCliCo but produced within other projects (e.g., coastal flood modelling results at BRGM or VU) will be declared by project partners, and links with CoCliCo will be detailed with the Data and Knowledge manager when relevant.

The project partners will declare their intention to prepare scientific publications to the Consortium preferably at each project meeting, and in any case at least 30 days before submission. The first author will be responsible for ensuring that all contributors and data producers are properly acknowledged, according to the European Code of Conduct for Research Integrity. A procedure is foreseen for potential patenting (see section 3.2.3 of the Grant Agreement).

6. Communication, Dissemination and Exploitation Tools

The CoCliCo Services Communication Plan is a comprehensive communication strategy designed to cater to the needs and interests of our primary users and stakeholders. This strategy is built around a series of editorial lines that guide the creation and distribution of content across various platforms, including, but not limited to blog posts, social media, newsletters, webinars, press releases, and posters.

Each editorial line is carefully crafted to address specific topics related to sea level rise and coastal risk management. They are designed to educate, inform, and engage our audience, providing them with the insights and tools they need to understand and respond to the challenges posed by sea level rise.

Here is a brief overview of the editorial lines and themes:

- **Understanding Sea Level Rise/Coastal Risk Management**: This line focuses on educating the audience about the science behind sea level rise, its causes, and its impacts.

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- **Under the Layers**: This line provides insights into the different layers that users can visualize on the CoCliCo Services Platform, explaining what each layer represents and how it can be used to gain insights.
- **Real-World Coastal Risk Management**: This line presents real-world examples of how coastal risk management is being implemented in different locations, highlighting the challenges faced, the strategies used, and the outcomes achieved.
- **Climate Change and Coastal Communities**: This line discusses the broader context of climate change and its impacts on coastal communities, covering topics like the social and economic effects of sea level rise and the importance of climate change adaptation.
- **Interactive Quizzes**: This line engages the audience with quizzes related to climate change, sea level rise, and coastal risk management.
- **Ask Me Anything (AMA) Sessions**: This line hosts regular AMA sessions with experts in coastal risk management.
- **Partner Highlights**: This line shares updates and highlights from partners of the CoCliCo Services consortium.
- **Behind the Scenes**: This line shares behind-the-scenes updates from the CoCliCo Services team.
- **Project Updates and Milestones**: This line shares the progress and achievements of the CoCliCo Services project, including dissemination of results, papers, events, and milestones.
- **User Testimonials**: This line shares testimonials from users who have benefited from CoCliCo Services.

The editorial lines are not just about communicating or disseminating information; they are about fostering dialogue and engagement. Through our content, we aim to spark conversations, encourage questions, and facilitate the exchange of ideas. By aligning our content strategy with our users' needs and interests, we aim to make CoCliCo Services a trusted and valuable resource for all things related to sea level rise and coastal risk management.

6.1 File sharing workspace and platforms

The following platforms are set up (see D8.1, project quality plan):

- LGI Teams Sharepoint: for daily work, internal communication and deliverable collaborative work.
- FLEXX platform: for the validation and approval of deliverables.

The online meeting platform is usually Teams.

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6.2 Webinars and conferences

Webinars (online seminars), online videoconferences can be held for a wide-open audience and also for selected audiences of targeted stakeholder. This makes them suitable for communication between project partners and a broad audience of researchers, policy makers, media professionals, beyond the Stakeholders Group involved in the project.

Webinars will be recorded and can be viewed/listened to later by those who could not join the live webinar. Having an archive of webinars available to watch after project ends will support the long-term exploitation of the project's results.

6.3 Project Website and branding

This includes the design and management of communication tools:

• CoCliCo's "corporate" image and graphic design branding (GC, VIZZUALITY and BRGM) (see D7.2),

• The website (see D7.3) will be a place to catch leads, share information and lead users to the platform once it is existing. The current goals for the website are:

- Lead nurturing.
- Allocate information about projects advance and public information.
- WP and Project Description.
- Allocating the blog.
- Allocating papers, links, and more useful resources.
- Notifying events.

The information, content and goals of the webpage will be updated every two months using the material provided in Editoral Boards.

6.4 Blog posts

The CoCliCo Services Content Plan is designed around five thematic lines for blog posts. Each theme is carefully chosen to address the needs and interests of our primary users and stakeholders, providing them with valuable insights and information on sea level rise and coastal risk management.

1. **Understanding Sea Level Rise**: The first thematic line aims to demystify the science behind sea level rise. These blog posts will delve into the causes and impacts of sea level rise, breaking down complex scientific concepts into easy-to-understand language. Infographics and visuals will be used to aid understanding and make the content more engaging. For instance, a post titled "Decoding the Science: How Sea Level Rise Works and Why It Matters" would explain the methodologies used to

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measure sea level rise, interpret the data, and discuss the potential impacts on coastal communities and infrastructure.

2. **Under the Layers**: This thematic line focuses on the different layers that users can visualize on the CoCliCo Services platform. Each post will explain what a specific layer represents, how the data is collected and processed, and how users can use it to gain insights. For example, a post titled "Peeling Back the Layers: Understanding the Flood Map Layer on CoCliCo Services" would explain what the flood map layer shows, how it's created, and how it can be used in coastal risk management.
3. **Coastal Resilience in the Face of Climate Change:** This thematic line combines real-world case studies with broader discussions on climate change. By exploring the intersection of coastal risk management and climate change impacts on coastal communities, these posts provide a comprehensive view of the challenges and solutions associated with sea level rise. For example, a post titled "Rising Tides, Rising Resilience: A Case Study on Climate Adaptation in [Location]" would detail how a specific location is managing the risks of sea level rise and climate change, highlighting the broader impacts of climate change on coastal communities and the crucial role of adaptation and resilience in addressing these challenges.
4. **Spotlight on Services**: This series will focus on the different services offered by CoCliCo Services, explaining how they work and how they can benefit users. A post titled "Harnessing the Power of [Service]: How It Works and Why You Need It" would explain the features and benefits of the service, with step-by-step guides or tutorials on how to use it.
5. **Project Updates and Dissemination of Results:** This thematic line will share the progress and results of the CoCliCo Services project. Posts under this theme will keep stakeholders updated on project milestones, events, and the publication of research papers. For instance, a post titled "Milestone Achieved: [Milestone] and What It Means for CoCliCo Services" would detail the significance of a particular milestone and its implications for the project.

Each thematic line is designed to provide a comprehensive understanding of the challenges and solutions associated with sea level rise and coastal risk management. By providing this valuable content, we aim to support our users in their decision-making processes, help them communicate the risks internally and externally, and justify their adaptation plans.

6.5 Project briefing leaflets and poster

Project illustrations, graphics, and infographics are developed within the project and shared via Teams among the partners. Later in the project implementation, we anticipate to develop a set of themed, non-technical briefings featuring key project outputs. Infographics will be produced to communicate key points to policy makers, investors and the public.

6.6 Press release and newsletters

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Press releases, policy briefs and Newsletters, including researcher blogs, to keep the communication channel open and interesting between the project; stakeholders and wide public.

The CoCliCo Services Newsletter is a key communication tool that allows us to maintain regular contact with our stakeholders, keep them informed about our latest updates, and provide them with valuable content. The structure of our external newsletter is designed to engage, inform, and provide value to our readers.

1. **Blog Post Highlights:** Each newsletter will feature a section dedicated to our most recent blog posts. We will provide a brief summary of each post and include a link to the full content on our website. This not only helps to drive traffic to our website but also ensures our readers are kept up-to-date with our latest insights and analysis.
2. **Case Study Spotlight:** We will highlight a specific case study that demonstrates the impact and effectiveness of CoCliCo Services. A brief overview of the case study will be provided, along with a link to the full case study for those who want to delve deeper into the details.
3. **New Feature Announcement:** Any new features or services that have been added to the CoCliCo Services platform or workbench will be announced in the newsletter. We will include a brief description of the feature, explain how it works, and highlight how it can benefit our users.
4. **Interactive Quiz:** To engage our readers and encourage interactive learning, we will include a short quiz related to climate change or coastal risk management in each newsletter. The answer will be the one you can find in our social media. This not only tests our readers' knowledge but also to invite them and direct traffic to our social media channels and website.
5. **Exclusive Offer:** As a token of appreciation for our newsletter subscribers, we will provide exclusive offers such as early access to a new service or a discount on a premium feature. This not only incentivizes people to stay subscribed to the newsletter but also helps us generate leads.
6. **Project Updates and Milestones:** This section will share important updates, achievements, and milestones of the CoCliCo project. It will help keep the readers informed about the project's progress and its ongoing impact.

The key to a successful newsletter is to consistently provide value to the readers. Whether it's through informative blog post summaries, engaging quizzes, or exclusive offers, each newsletter is designed to deliver something of value to our stakeholders.

6.7 Animated videos

Animated films and videos will be produced to explain and illustrate the whole project and its potential value to users (see D7.4). A CoCliCo video is uploaded on the CoCliCo website.

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6.8 Social media

A strong social media presence requires continued engagement and content production. We will set a calendar for regular social media posts (weekly, bi-weekly). We anticipate this primarily involving sharing relevant media and other resources, as well as original content derived from the blog, whitepaper, conferences and events.

Our initial approach to social media will be the curation of content that goes in the web platform and inbound content that tackles the problem and pain points of potential users once they have been defined in WP2.

We will focus primarily on **LinkedIn** and **Twitter**, as these channels are most popular with the business community.

The CoCliCo Services Content Plan also includes ten thematic lines for social media posts. Each theme is designed to engage our audience, provide valuable insights, and promote the services and achievements of CoCliCo Services.

1. **Understanding Sea Level Rise:** This thematic line will share bite-sized facts and infographics about sea level rise. Posts under this theme will make complex scientific concepts accessible and engaging to a broad audience. For example, a post could be titled "Fact of the Day: How much has sea level risen in the past century? #SeaLevelRise #ClimateChange".
2. **Under the Layers:** This thematic line will share screenshots or short video clips showing different layers on the CoCliCo Services platform, with brief explanations of what they represent. For example, a post could be titled "Layer Spotlight: What does the flood map layer tell us? #CoCliCoLayers".
3. **Coastal Resilience and Climate Impacts:** This thematic line combines highlights from case studies with broader discussions on climate change impacts on coastal communities. Posts under this theme will provide a comprehensive view of the challenges and solutions associated with sea level rise and climate change. For example, a post titled "Climate Resilience Spotlight: See how [Location] is managing the impacts of climate change and sea level rise. Read the full story on our blog. #ClimateResilience #CoastalCommunities" would detail how a specific location is managing the risks of sea level rise and climate change, highlighting the broader impacts of climate change on coastal communities and the crucial role of adaptation and resilience in addressing these challenges.
4. **Spotlight on Services:** This series will share short descriptions or video demonstrations of different services offered by CoCliCo Services. For example, a post could be titled "Service Spotlight: Discover how [Service] can help you manage coastal risks. #CoCliCoServices".
5. **Interactive Quizzes:** This thematic line will engage the audience with quizzes related to climate change, sea level rise, and coastal risk management. For example, a post could be titled "Quiz Time: How much do you know about sea level rise? #ClimateQuiz".
6. **Ask Our Experts:** This thematic line will host regular AMA sessions or invitations in social media to share questions that people want to be answer by experts in coastal

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risk management. This kind of post is very similar to the posts where we invite the audience to attend to conferences and meetings. For example, a post could be titled "Join us for an AMA with [Expert's Name], a leading expert in coastal risk management. #CoCliCoAMA".

7. **Project Updates and Dissemination of Results:** This thematic line will share the progress and results of the CoCliCo Services project. Posts under this theme will keep stakeholders updated on project milestones, events, and the publication of research papers. For instance, a post titled "Milestone Achieved: [Milestone] and What It Means for CoCliCo Services" would detail the significance of a particular milestone and its implications for the project. Additionally, this line will include behind-the-scenes updates from the CoCliCo Services team and testimonials from users who have benefited from CoCliCo Services. For example, a post could be titled "Behind the Scenes: Meet the team behind CoCliCo Services. #TeamCoCliCo" or "User Story: See how [User's Name] used CoCliCo Services to manage coastal risks in [Location]. #CoCliCoSuccessStories".

Each thematic line for our social media content is designed to engage our audience with bite-sized insights and promote CoCliCo Services. Our aim is to create an interactive space where users can easily digest information, participate in discussions, and stay updated. By sharing concise posts, we spark curiosity, direct users to our website for more in-depth content, and foster a community of informed stakeholders in coastal risk management.

6.9 Quality Criteria

CoCliCo considers the following quality criteria for Communication, Dissemination and Exploitation activities:

- All categories of stakeholders, internal to the project have been identified and consulted for their communication requirements.
- There is an agreement from all stakeholders about the content, frequency and method of communication
- A common standard for communication has been considered and adopted where possible and practical
- The formality and frequency of communication is reasonable for the project's importance and complexity
- Stakeholders, external to the project will be consulted as part of the project deliverables and the resulting stakeholder analysis will inform the project's communication plan.

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6.10 Metrics – measuring success

The Key Performance Indicators for the social media channels and website will be:

SOCIAL MEDIA METRICS
Total Impressions
Linkedin
Twitter
Average Engagement Rate (%)
Linkedin
Twitter
Number of posts
Linkedin
Twitter
Number of new followers
Linkedin
Twitter
WEBSITE AND BLOG METRICS
Views
Website pageviews
Blog post views
User Acquisition to website
Referral
Direct
Social
Search
Email
Total users

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7. Conclusions

7.1 M3

At M3, most of the essential communication and dissemination activities have been kicked off. Furthermore, the exploitation plan has been updated, building upon the initial plan in the project's description of work. The publication of the website (D7.3) is progressing, yet is expected to be operational in M4 rather than M3. Templates documents (D7.2) are ready too, though they may require adjustments over the coming months. Future activities over the next period include the production of the video explaining the project (D7.4), reporting about communication activities (D7.5), and expanding the stakeholder group (D7.8). These activities are progressing already.

7.2 M12

At M12, we have already had time to coordinate some action and make some key partners participants of communication actions. The essential communication and dissemination activities have been kicked off and the necessary meetings and comments to coordinate actions have been established and already put to use.

Social media channels have been used and some events have gone through. Although it might be good to point that we are not putting the bulk of the efforts yet as it would be of better use once we have a platform in use to have a place to direct actual potential users, stakeholders, and groups of interests.

The publication of the website (D7.3) has been completed and, as with the social media actions, we are waiting to have more elements to communicate to make a more active effort and have more content to upload, but we are already using this to collect a mailing list of leads and people that might be interested in the final platform.

Templates documents (D7.2) are ready too, and some of them have been updated, and new ones created (like agenda templates and social media templates to be used).

The production of the video explaining the project (D7.4) has been completed, and we already have documents for reporting about communication activities (D7.5), and expanding the stakeholder group (D7.8).

7.3 M24

As we reach M24, the CoCliCo Services project has made significant strides in its communication, dissemination, and exploitation activities. The project has matured considerably, with new platform versions ready, user needs defined, and data layers more advanced. This progress has set the stage for us to prepare to intensify our communication

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efforts. We have been strategically saving our resources for this moment, where the project has something more solid and tangible to share with our audience.

The establishment of editorial lines has been a key development in our communication strategy. These thematic lines guide the creation and distribution of content across various platforms, including blog posts, social media, newsletters, and more. Each line is carefully crafted to address specific topics related to sea level rise and coastal risk management, providing our users and stakeholders with the insights and tools they need to understand and respond to the challenges posed by sea level rise.

To ensure a consistent and impactful communication effort, we have implemented a content calendar. This tool allows us to plan and coordinate our communication activities effectively, ensuring that we deliver valuable content to our audience regularly. The content calendar also helps us align our communication efforts with key project milestones and events, allowing us to leverage these opportunities to engage our audience and disseminate our results.

Our website (D7.3) has undergone a significant redesign to improve its visual appeal and clarity of communication. The updated design and content make it more user-friendly and engaging, enhancing our ability to communicate effectively with our audience. Our social media channels have seen increased activity as we now have more elements to communicate. The production of the project video (D7.4) has been well-received, and our reporting documents (D7.5) reflect our ongoing commitment to transparent and effective communication. Our stakeholder group (D7.8) has expanded, and we continue to engage them through our various communication channels.

In conclusion, our communication efforts have been strategically timed to coincide with the project's transition from a conceptual stage to a more concrete and tangible phase. Now that we have more value to provide and more substantial results to share, we are ready to intensify our communication, dissemination, and exploitation activities. We believe that effective communication is key to the success of the CoCliCo Services project, and we will continue to strive to engage our audience, disseminate our results, and exploit our achievements in the most effective way possible.

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8. APPENDIX

Activity calendar (Month 1 to 48)

N°	Relative number in WP	Public Deliverable/Milestone	WP	Lead	Due date (month)	**PLANNED** Delivery Date	Communication, Dissemination, Exploitation Activities
M28	MS28	Kick Off meeting in Orléans (France) and Formal Set up of External Advisory Board and Stakeholder Group; means of verification: Expression of interest/engagements	ALL	BRGM	2	13-15 October 2021	Start of the project
D34	D7.1	Living Plan for the Communication, Exploitation, and Dissemination of Results (CDEP), updated at MS7.2, 7.3, 7.4 and 7.5	7	BRGM	3	30/11/2021	Presentation CDEP strategy in KO Validation of the detailed plan by ExCom
D35	D7.2	CoCliCo's "corporate" image and branding and template documents	7	BRGM	3	30/10/2021	Present and share to project partners
D36	D7.3	Public website	7	Vizzuality	3	30/11/2021	Website launch and regular update every 1-2 months

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D38	D7.5	Report on communication activities, updated at M7.2, 7.3, 7.4 and 7.5	7	Vizzuality	3	30/11/2021	Editorial Boards Website update,e-newsletter, press release Social media campaign Conferences, workshops, events
D43	D8.1	Project Quality Plan (including a Research Integrity Plan)	8	LGI	3	30/11/2021	Upload website, project team sharepoint
M4	MS4	Fast-Track - visual design & functionality; Means of verification:Acknowledged by WP1 leader	2	Deltares	3	30/11/2021	T2.3.4 Visualization fonctionnalities Fast Track
D13	D3.1	Report on the state of the art	3	UC	3	30/11/2021	
D6	D2.1	Report on IT solutions for risk-mapping	2	BRGM	4	31/12/2021	
D1	D1.1	A systematic review of existing and emerging climate services	1	MERCATOR	6 (4)	28/02/2022	
M1	MS1	Stakeholder Group workshop;	1	SPL	6	February 2022	Common workshop with other projetcs (SCORE, PROTECT) Means of verification: Outcomes acknowledged by the Coordinator + minutes of the exchanges
D19	D4.1	Report on the state-of-the-art and design of integrated assessment framework	4	UEA	6	28/02/2022	

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D23	D5.1	State of the art and GIS layer on current vulnerability and exposure	5	STICHTING VU	6	28/02/2022	
D23	D 6.1	State of the art and GIS layer on current risk management and adaptation	5	STICHTING VU	6	28/02/2022	
M21	MS21	Copernicus interoperability requirements delivered to WP2; means of verification: Acknowledgement of receipt by WP2 leader	7	MERCATOR	6	28/02/2022	
D37	D7.4	Animated film explaining the whole project and its potential value to users	7	Guerilla Ltd	6	28/02/2022	Website update, project sharepoint Share to Stakeholders
D41	D7.8	List of future users, potential members of the Stakeholder Group, updated at MS7.2, 7.3, 7.4 and 7.5	7	MERCATOR	6	28/02/2022	
D44	D8.2	Data and Intellectual Property management plan	8	BRGM	6	28/02/2022	Website update, project sharepoint
D12	D9.1	POPD - Requirement No. 1	8	BRGM	6	28/02/2022	Website update, project sharepoint, EU
PM	#	Year 1 Project Meeting in Orléans	8	BRGM	7	15-17 March 2022	Internal communication
D2	D1.2	User requirements, decisions, and development priorities	1	SPL	8	30/04/2022	

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M5	MS5	Geospatial data layers fit to the Fast-Track version of the platform ; means of verification: Acknowledged by Project Coordinator	2	AUTh	10	30/06/2022	
D8	D2.3	Fast-Track version of the platform and user guidance	2	Deltares	12	31/08/2022	
D7	D2.2	Report on Integrated Scenarios and data specifications for use in WP3-6	2	Deltares	12	31/08/2022	
M22	MS22	Year 1 CDEP update and revision. means of verification: Validated by the ExCom	7	Vizzuality	12	31/08/2022	Editorial Boards Website update,e-newsletter
M2	MS2	User priorities from each DCS identified; Means of verification: Outcomes acknowledged by WP1 leader	1	BRGM	15	30/11/2022	
M9	MS9	Metadata and initial datasets ; means of verification: Acknowledgement of receipt by the Data and Knowledge manager	3	UC	15	30/11/2022	
M12	MS12	Definition of coastal flood plain and metadata delivery. means of verification: Acknowledgement of receipt by the Data and Knowledge manager	4	UEA	15	30/11/2022	
M14	MS14	Preliminary version of exposure and vulnerability datasets following the Integrated Scenarios ; means of verification: Acknowledgement of receipt by the Data and Knowledge manager	5	STICHTING VU	15	30/11/2022	
M16	MS16	Specification of the data layers to be delivered by WP6; means of verification: Acknowledgement of receipt by the Data and Knowledge manager	6	GCF	15	30/11/2022	

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D39	D7.6	Policy brief on coastal adaptation and Fast-Track WP1 and WP2 reports targeted to the wider public	7	Guerilla Ltd	15	30/11/2022	Editorial Boards Website update,1st internal e-newsletter, press release Social media campaign Conferences, workshops, events
M29	MS29	Year 1 meeting in Amsterdam ; means of verification: Event organisation confirmed by the Coordinator	8	Deltares	16	31/12/2022	Postponed **October 2023** 4th internal Newsletter
D3	D1.3	Rich user narratives	1	SPL	18	28/02/2023	Workshop in Rome Second internal newsletter-
M6	MS6	Design of architecture and back-end of the Full-Track web-platform ; means of verification: Acknowledged by Project Coordinator	2	Deltares	18	28/02/2023	
D9	D2.4	Report on functional specifications of the platform	2	Deltares	18	28/02/2023	3rd internal newsletter-
M17	MS17	Output of baseline protection and baseline retreat models passed to WP4 and WP5 for deriving flood hazard and exposure data layers, respectively. means of verification: Acknowledgement of receipt by WP4 and WP5 leaders	6	GCF	18	28/02/2023	
D30	D6.2	Report and final GIS layer of flood risk management units	6	GCF	20	30/04/2023	
RV1	RV1	Project Review N°1	ALL	BRGM	21	31/05/2023	

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M10	MS10	Boundary conditions for WP4 flood model; means of verification: Acknowledgement of receipt by WP4 leader	3	UC	24	31/08/2023	
M13	MS13	First subset of coastal hazards Full-Track datasets ; means of verification: Acknowledgement of receipt by the Data and Knowledge manager	4	UC	24	31/08/2023	
D20	D4.2	Library of erosion maps for Europe	4	UEA	24	31/08/2023	
M15	MS15	First version of combined data layers of T5.2-T5.4 compliant with Integrated Scenarios to be implemented in the Full-Track web-platform ; means of verification: Acknowledgement of receipt by the Data and Knowledge manager	5	STICHTING VU	24	31/08/2023	
D24	D5.2	High-resolution pan-European exposure database	5	STICHTING VU	24	31/08/2023	
M23	MS23	Year 2 CDEP update and revision ; means of verification: Validated by the ExCom	7	Vizzuality	24	31/08/2023	
D31	D6.3	Baseline coastal adaptation models	6	GCF	26	31/10/2023	
M18	MS18	Preliminary version of risk datasets ; means of verification: Acknowledgement of receipt by the Data and Knowledge manager	6	BRGM	28	31/12/2023	

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M7	MS7	First release of Full-Track version of web-platform ; means of verification: Acknowledged by WP1 leader	2	Deltares	30	28/02/2024	
D25	D5.3	Vulnerability metrics for Europe	5	STICHTING VU	30	28/02/2024	
M19	MS19	Output of CBA integrated model passed to WP4 and WP5 for deriving flood hazard and exposure data layers; means of verification: Acknowledgment of receipt by WP4 and WP5 leaders	6	GCF	30	28/02/2024	
M30	MS30	Year 2 meeting in Santander ; means of verification: Event organisation confirmed by the Coordinator	8	UC	32	30/04/2024	Reported on September 2024
RV2	RV2	Project Review N°2	ALL	BRGM	33	31/05/2023	
M3	MS3	Feedback on the test-based refinement of the CoCliCo web-platform provided; means of verification: User feedback acknowledgement by WP2 leader	1	SPL	36	31/08/2024	
D18	D3.6	Geospatial layers to be implemented in the Full-Track web-platform	3	UC	36	31/08/2024	
D16	D3.4	Pan-European storm surge and wave hindcast and projections	3	UC	36	31/08/2024	

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D15	D3.3	High-resolution relative mean sea-level hindcast and projections	3	ENEA	36	31/08/2024	
D14	D3.2	Pan-European relative regional mean sea-level hindcast and projections	3	CNRS	36	31/08/2024	
D21	D4.3	Library of combined flood and erosion maps for Europe, using uniform DEM resolution	4	UC	36	31/08/2024	
D28	D5.6	Final version of data layers to be implemented in Full-Track web-platform with assessment of residual uncertainties	5	STICHTING VU	36	31/08/2024	
D29	D6.1	GIS layer on current adaptation measures and database on adaptation policy	6	STICHTING VU	36	31/08/2024	
M24	MS24	Year 3 CDEP update and revision ; means of verification: Validated by the ExCom	7	Vizzuality	36	31/08/2024	
D27	D5.5	Future projections on critical infrastructure developments and economic assets	5	STICHTING VU	40	31/12/2024	
D26	D5.4	Projected maps of coastal population	5	CAU	40	31/12/2024	
M20	MS20	Final version of risk datasets; means of verification: Acknowledgement of receipt by WP2 leader	6	BRGM	40	31/12/2024	

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M8	MS8	Second release of Full-Track version of web-platform ; means of verification: Acknowledged by WP1 leader	2	Deltares	42	28/02/2025	
M11	MS11	Delivering data to the Exploratory Tools ; means of verification: Acknowledgement of receipt by the Data and Knowledge manager	3	UC	42	28/02/2025	
D17	D3.5	Pan-European mean and extreme total water levels and compound events, and assessment of the associated uncertainties	3	UC	42	28/02/2025	
D32	D6.4	Cost-benefit coastal adaptation model	6	GCF	42	28/02/2025	
D42	D7.9	Full-Track web-platform e-guidelines	7	Vizzuality	42	28/02/2025	
RV3	RV3	Project Review N°3	ALL	BRGM	42	28/02/2025	
D4	D1.4	Test-based validation and demonstration report	1	SPL	46	30/06/2025	
D40	D7.7	Updated policy brief on coastal adaptation and Full-Track WP1-6 reports targeted to the wider public	7	BRGM	46	30/06/2025	Editorial Boards Website update, e-newsletter, press release Social media campaign Conferences, workshops, events

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D11	D2.6	Exploratory Tools	2	BRGM	47	31/07/2025	
D10	D2.5	Full-Track version of the platform and user guidance	2	Deltares	47	31/07/2025	
D5	D1.5	Future services	1	BRGM	48	31/08/2025	
D22	D4.4	Flood and erosion hazards scenarios for the Exploratory Tools	4	BRGM	48	31/08/2025	
D33	D6.5	Assessment of risk and uncertainties	6	BRGM	48	31/08/2025	
M27	MS27	Final conference in Brussels, including communication & dissemination events ; means of verification: Validated by the ExCom	7	LGI	48	31/08/2025	
M26	MS26	KPI 4 assessment ; means of verification: Included in the CDEP and validated by ExCom	7	Vizzuality	48	31/08/2025	
M25	MS25	Final CDEP update and revision; means of verification: Validated by the ExCom	7	Vizzuality	48	31/08/2025	
D46	D8.4	KPI report, including External Advisory Board recommendations & Stakeholders Group requests and feedbacks, and report on coordinated activities with the LC-CLA-13 SCORE Project	8	BRGM	48	31/08/2025	

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D45	D8.3	Gender and social inequality report	8	BRGM	48	31/08/2025	EU report

Communications Deliverables

N°	Relative number in WP	Public Deliverable/Milestone	WP	Lead	Due date (month)	Delivery Date	Communication Dissemination Exploitation Activities
D34	D7.1	Living Plan for the Communication, Exploitation, and Dissemination of Results (CDEP), updated at MS7.2, 7.3, 7.4 and 7.5	7	BRGM	3	30/11/2021	Presentation CDEP strategy in KO Validation of the detailed plan by ExCom
D35	D7.2	CoCliCo's "corporate" image and branding and template documents	7	BRGM	3	30/10/2021	Present and share to project partners
D36	D7.3	Public website	7	Vizzuality	3	30/11/2021	Website launch and regular update every 1-2 months
D37	D7.4	Animated film explaining the whole project and its potential value to users	7	Guerilla Ltd	6	28/02/2022	Website update, project sharepoint Share to Stakeholders
D38	D7.5	Report on communication activities, updated at M7.2, 7.3, 7.4 and 7.5	7	Vizzuality	3	30/11/2021	Editorial Boards Website update,e-newsletter, press release Social media campaign Conferences, workshops, events

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D39	D7.6	Policy brief on coastal adaptation and Fast-Track WP1 and WP2 reports targeted to the wider public	7	Guerilla Ltd	15	30/11/2022	Editorial Boards Website update,e-newsletter, press release Social media campaign Conferences, workshops, events

List of Communications Actions

Communications Action	**Related Deliverable(s)**
CoCliCo Logo	D7.1, D7.2
CoCliCo Brand guide	D7.1, D7.2
European Commission Deliverable template	D7.2
PowerPoint presentation template	D7.1, D7.2
Meeting Minutes template	D7.1, D7.2
Word document template	D7.1, D7.2
Event Agenta Template	D7.1, D7.2
CoCliCo Singapore Poster	D7.2
CoCliCo Newsletter #1	D7.2, D7.5, D7.6

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CoCliCo Newsletter #2	D7.2, D7.5, D7.6
CoCliCo Newsletter #3	D7.2, D7.5, D7.6
CoCliCo Newsletter #4	D7.2, D7.5, D7.6
Policy Brief 2-metre rise in sea level	D7.6

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