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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**

Authors : Dr. Gonéri LE COZANNET (BRGM), Adina Creugny, Pablo Urrutia, Angélique Melet, Gonéri Le Cozannet

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Project officer: Anna Natasa ASIK

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Author(s)	Dr. Gonéri LE COZANNET, Adina Creugny, Pablo Urrutia, Angélique Melet, Gonéri Le Cozannet
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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
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Living Plan for the Communication, Exploitation, and Dissemination of Results

CDEP [D7.1]

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Executive summary

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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.



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D7.1 Communication Dissemination Exploitation Plan - v1

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. It 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). This strategy ensures that:

- **Communication activities** promote opportunities created by the CoCliCo *web-platform* to support coastal adaptation and policy making.
- **Dissemination activities** expand and diversify the *Stakeholder Group*, well beyond our current *Champion Users* and initial *Stakeholder Group* members.
- **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



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Manager (VIZZUALITY) and the Exploitation manager (MOi). The Data and Knowledge manager at BRGM and all project partners are also actively involved in WP7.

Our 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 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 workpackage “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.

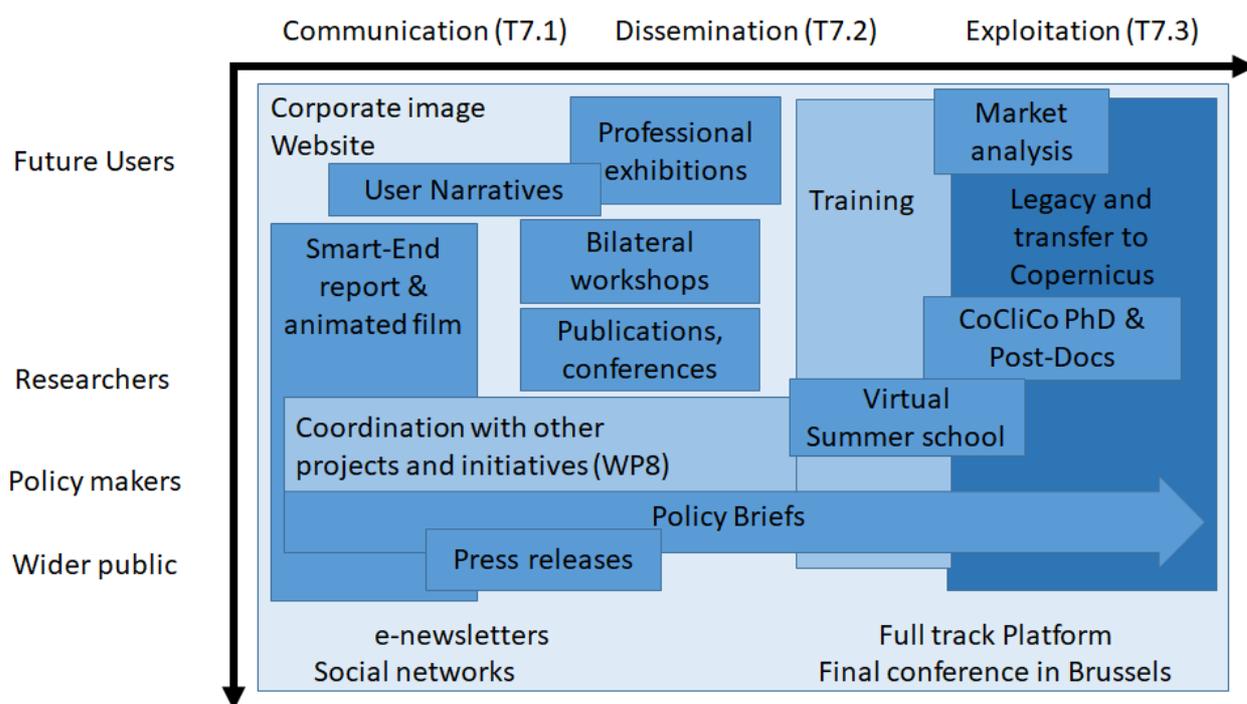


Figure 1. Impact matrix and target audiences within CoCliCo

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



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	Existing Products	New products
Existing Markets	Our <i>Fast-Track web-platform</i> (WP2) is designed to link <i>Champion Users</i> of DCSs quickly with state-of-the-art coastal flood risk data (WP1).	Our <i>Full-Track web-platform</i> (WP2) will integrate an advanced library of flood risk maps from WP3-6 following a consistent set of <i>Integrated Scenarios</i> .
New Markets	Our growing <i>Stakeholder Group</i> (WP1, WP7) includes future users of CoCliCo. The <i>rich user narratives</i> (WP1) and synthetic user stories (WP2/7) serve as example to take ownership of the platform.	Our <i>Exploratory Tools</i> (WP2) demonstrate advanced and diversified <i>Future Services</i> (WP1). The Exploitation plan ensures that CoCliCo further develops products and markets after 2025.

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

2. Communication activities

2.1 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;



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- 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;
- 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).

2.2 Internal communication

Within the project, one of specific objectives of WP7 is to collect synthesize 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” activities. 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.



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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.

3. 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.

3.1 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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3.2 The expanding Stakeholder group in CoCliCo

Our Stakeholder Group is made of future potential users of the web-platform. 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.

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.

3.3 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.

4. 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.



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4.1 Exploitation strategy and business model

To achieve this aim, we take advantage of the development of a Copernicus Coastal Zone Knowledge Hub during 2021-2027, in which MOi (entrusted entity of the Copernicus Marine Service) and other Copernicus services will be involved by 2027. This strategy 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).

This task focuses on SO5. The integration of CoCliCo's service into Copernicus is well aligned with the envisioned long-term evolution of the Copernicus Marine Service (CMEMS) (e.g. Melet et al. 2021). This was first presented in the "Roadmap for the evolution of the Copernicus marine and land services to better serve coastal users", delivered to the European Commission in late 2018. 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 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.

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.

MOi will engage with appropriate stakeholders to explore how and when to best integrate CoCliCo's legacy web-platform into Copernicus services. 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) Knowledge 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



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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 €1 billion in 2014 to at least €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). Within T7.3, we develop a Market Analysis to further develop this vision.

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).

4.2 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



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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.

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.

4.3 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.



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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 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).



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5. Communication, Dissemination and Exploitation Tools

5.1 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.

5.2 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.

5.3 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.



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

5.4 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.

5.5 Press release and newsletters

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

5.6 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).

5.7 Social media accounts

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.

5.8 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



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- 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.

5.9 Metrics – measuring success

The Key Performance indicators will be developed for the v2 of the CDEP, to be published M15.

6. Conclusion at 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.



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7.APPENDIX

7.1 ACTIVITY CALENDAR

Activity calendar (Month 1 to 48)

N°	Relative number in WP	Public Deliverable/Milestone	WP	Lead	Due date (month)	Delivery Date	Communication Exploitation Activities	Dissemination
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	



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D36	D7.3	Public website	7	Vizzuality	3	30/11/2021	Website launch and regular update every 1-2 months
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



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							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	
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 plan



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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	
D2	D1.2	User requirements, decisions, and development priorities	1	SPL	8	30/04/2022	
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	
M2	MS2	User priorities from each DCS identified; Means of verification: Outcomes acknowledged by WP1 leader	1	BRGM	15	30/11/2022	



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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	
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



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M29	MS29	Year 1 meeting in Amsterdam ; means of verification: Event organisation confirmed by the Coordinator	8	Deltares	16	31/12/2012	
D3	D1.3	Rich user narratives	1	SPL	18	28/02/2023	
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	
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	



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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	
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	
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	



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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	
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	



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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	
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	



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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
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	



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



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