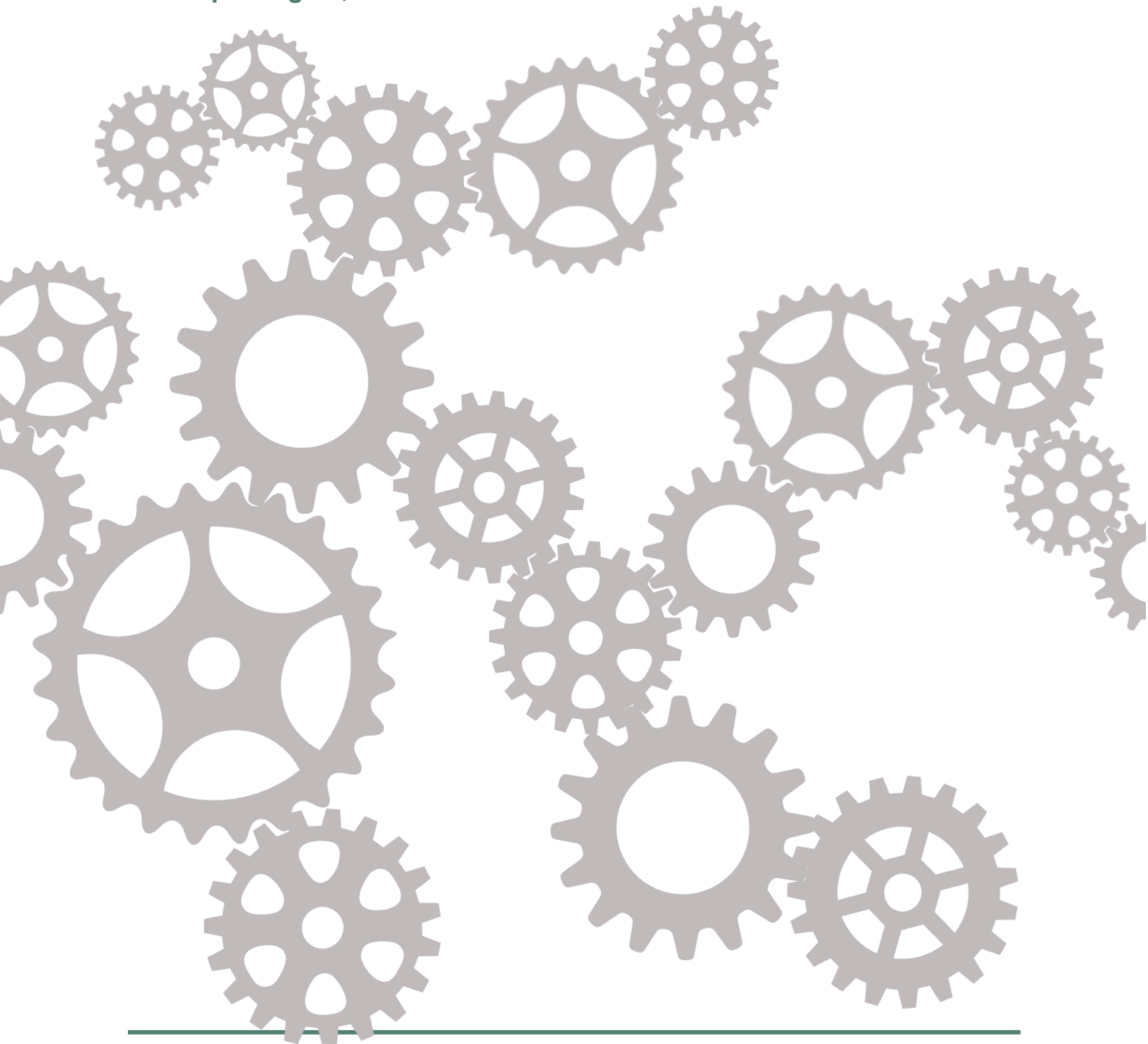


Dissemination Archive

Project KNOWING

Work package 5, Deliverable D5.3



Dissemination Archive

Work package 5, Deliverable D5.3

Please refer to this report as follows:

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Start date:	01/06/2022
Duration:	48 months
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Deliverable details	
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List of Acronyms

CIC	Climate interaction context

Glossary

Climate impacts	The consequences of realized risks on natural and human systems, where risks result from the interactions of climate-related hazards (including extreme weather and climate events), exposure, and vulnerability. Impacts generally refer to effects on lives; livelihoods; health and well-being; ecosystems and species; economic, social and cultural assets; services (including ecosystem services); and infrastructure (based on IPCC, 2018)

1. Executive summary (publishable)

This Deliverable links to Task T5.3 and provides an overview about dissemination achievements (events, Newsletters, scientific papers, public reports etc.) accessible over the project website. The overview will be continuously updated, at least at the end of every Reporting Period.

For better orientation the deliverable will after a brief introduction highlight the addressed target sector and stakeholder groups as well as provide an overview of the main dissemination channels and tools as developed in D5.1 DEC plan.

Introducing KPIs for project impact will help to assess the effectiveness of the delivered messages.

The dissemination activities to date (M36) are documented in this update for the second project review.

2. KNOWING summary

Climate change has been globally recognised as an existential threat requiring urgent action to avoid catastrophic consequences. Hence, the EU's Green Deal has been proposed "to make Europe the first climate neutral continent in the world". This includes not only the elimination of net emissions of greenhouse gases by 2050; this is to be achieved while decoupling economic growth from resource use and striving for a fair implementation, leaving no person and no place behind. This ambitious goal is additionally challenged by the need to adapt to unavoidable impacts.

According to the EU's Climate Adaptation Strategy (COM(2021) 82), "improving knowledge and managing uncertainty" is key for realising the vision of a climate neutral and climate-resilient Union, as "Climate change is having such a pervasive impact that our response to it must be systemic". Thus, there is an **urgent need for an integrated approach for enhanced understanding of the interaction, complementarity and trade-offs** between adaptation and mitigation measures, especially regarding the expected increase in regional mean temperature, changing precipitation pattern and soil moisture (IPCC AR6 WG I). Furthermore, this **understanding and knowledge needs to be provided to a broad audience to support local authorities** in EU countries for developing regional programmes.

KNOWING aims to develop a **modelling framework to help understand and quantify the interactions** between impacts and risks of climate change, mitigation pathways and adaptation strategies. The framework will be used to assess the **interrelations between public and private adaptation and mitigation strategies** in order to **identify mitigation pathways along optimised combinations of interventions** in different sectors (e.g. energy, mobility, land use, construction, agriculture). The framework will focus on **three main Climate Impact Contexts (CICs)**: (1) Heat waves & health, (2) Soil fertility & agriculture, and (3) Flooding & infrastructure (including river and coastal flooding). It be applied **in four Demonstrator and five Follower Regions by involving authorities, stakeholders and citizens** to develop **enhanced activation and empowerment services, providing target-group-specific awareness, education and decision support tools** to improve the comprehensibility of complex interrelations and support strategic planning of combined adaptation and mitigation measures.

To achieve this goal, KNOWING will produce the following **key exploitable results (KERs)**:

1. an **Impact Interaction Knowledge Base** comprising causal relations of climate and intervention impacts, rebound effects, coping strategies, etc. to inform Climate-ADAPT and IPCC Working Groups I, II & III
2. an **Impact Interaction Model Framework** consisting of a system dynamics model, climate and sector models for integrated assessment of impacts (direct and indirect) of climate change and countermeasures
3. a Typology of transferable **Climate Mitigation Pathways** including optimised bundles of adaptation and mitigation measures for different typical Climate Impact Contexts (heat waves, soil fertility, flooding)
4. **Climate Activation and Empowerment Services** addressing different target groups (citizens, businesses, authorities) to enhance climate literacy, provide playful trainings and support decision making

These results, developed with the support of an External Expert Advisory Board (EEAB) and a Stakeholder Reference Group (SRG), will **accelerate the transition to a climate-neutral and resilient society and economy** enabled through advanced climate science, mitigation and adaptation pathways and behavioural transformations.

This Deliverable is part of WP5 Dissemination, Exploitation and Communication and it summarises the dissemination and communication activities pursued in the KNOWING project.

3. Object of the Deliverable

The Dissemination Archive (D5.3) provides a concise introduction to the dissemination and communication channels that are utilized in the KNOWING project. The characteristics and usefulness regarding impact creation of the respective channels are briefly described; the provided links direct to the KNOWING media.

The dissemination and communication activities via these channels contribute to the DEC objectives of the KNOWING project:

- Create and implement communication tools and measures with defined audiences and target groups
- Distribute project results in support of the (open) innovation process and prepare exploitation by target groups as well as uptake and further development of results by the research communities
- Disseminate project results through events, training, workshops for knowledge consolidation, etc.
- Merge project results with partners' interests and explore business models

Dissemination and communication activities on the channels are derived from the DEC Plan (D5.1) that focuses on the dissemination and communication about the project, its vision and results, as well as scientific/economic exploitation. The Dissemination Archive deliverable will be updated at the end of each reporting period. Besides guiding to the channels and their respective content the accompanying document will assess the achievement of KPIs selected for measuring the project impact.

The following Dissemination and Communication channels are considered:

- KNOWING website
- KNOWING social media channels
- Coverage of established media
- Scientific publications
- Events
- KPIs for project impact related to "Awareness"

4. Introduction

The vision for the DEC strategy of the KNOWING project is to maximise awareness and factual as well as practical knowledge of relevant target groups for the transformation to regional Climate Mitigation Pathways. The Dissemination and Communication channels described in this document play an important role to implement this vision by

- raising awareness for the cause of the project, its activities and results of diverse target audiences
- creating visibility of its benefits for regions and generate demand from other regions for twinning and replication
- directing diverse audiences to the projects results and foster their utilization
- contributing to underlining the excellence of the KNOWING results
- building up a KNOWING community and fostering interrelations with peers (projects, organizations) in order to re-enforce a common cause

4.1 Target Audiences

KNOWING target audiences belong to different stakeholder group inspired by the characteristic of the Quadruple Helix Innovation Framework (Caravannis & Campbell 2009), which describes interactions within a knowledge economy. Addressing challenges they may face as well as making respective benefits of KNOWING activities visible and inviting them to engage with KNOWING in various ways build the framework for communication and dissemination measures.

Table 1: Target audiences and gains from KNOWING

Target audience group	Gains from KNOWING activities
Administration & Politics	<ul style="list-style-type: none"> Overcome silos, develop comprehensive climate change adaptation and mitigation strategies Assess conflicting targets, rebound effects Simulate measures before investments, formulate legal conditions Transparency of strategies and governance Better financial viability Support communication of policies and measures
Civil Society	<ul style="list-style-type: none"> Better understanding of policy decisions Comprehension of climate impacts, impacts of response measures - "climate literacy" Support for a climate conscious life style Encouragement of active involvement in climate governance
Science & Education	<ul style="list-style-type: none"> Visualize benefits of multi-disciplinary work Integrate own research results with third party achievements Support stakeholder communication and policy briefings
Industry & Economy	<ul style="list-style-type: none"> Understand impacts of climate change, response measures on own value chain Assess opportunities for process, product and service innovations Support own corporate governance processes (e.g. ESG frameworks) Improved investment decisions

In order to increase the visibility and uptake of KNOWING results and messages as well as foster new value chains collaborations and alliances with relevant projects, initiatives and associations will be established. This comprises e.g. frequent exchange, joint workshops and presentations at conferences as well as mutual uptake of project results.

5. Dissemination and Communication channels and tools

The following sections describe the purpose and functionalities of dissemination channels and tools of the KNOWING project. The channels and tools are set up and an editorial plan - rolling for 12 months - has been established. The editorial plan orchestrates the implementation of communication and dissemination measures aligned with the KNOWING work plan. The implementation of dissemination and communication measures over all channels starts in May 2023 (M12 of the KNOWING project) when the involvement with regional stakeholders is accelerated and a series of stakeholder workshops is under preparation. With the presentation of the KNOWING Communication Tools (described in D5.4) in M38, communication also takes on the dissemination of KNOWING Tools & Services. All dissemination and communication activities are documented and can be observed directly with the online channels.

5.1 KNOWING Website

The website <https://knowing-climate.eu/> is the central hub for all communication activities related to the KNOWING Climate Activation & Empowerment Services, including the planned local hubs and scheduled events. Established by OVOS in May 2023, the website offers enhanced functionalities for all audiences. In this section the concept of the website is depicted and elaborated by the wireframes; for visualizing the design selected screen shots are inserted at the end of the section.

Sitemap

The information architecture of the KNOWING project website is visualised in the sitemap. It gives an overview of the hierarchy, the necessary sites and how they are linked together. Additionally, it gives a clear view of the navigation (menu) of the website and the internal and external links to other project related tools or information.

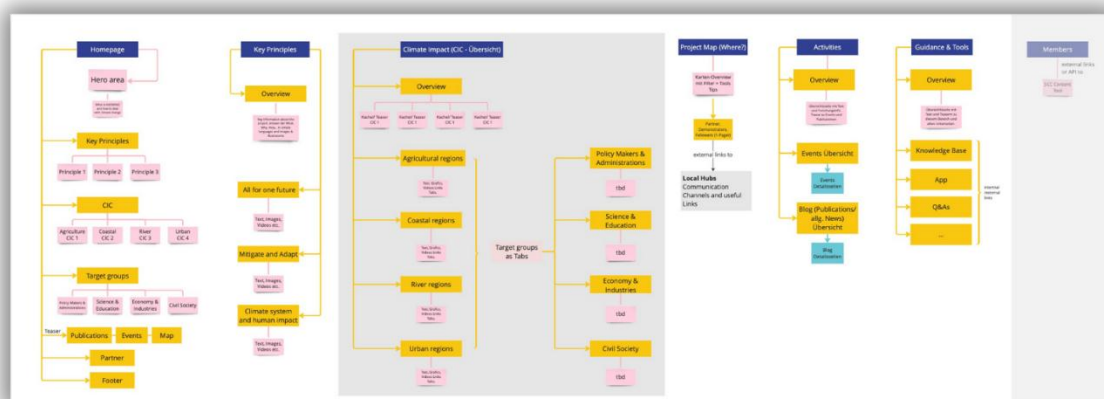


Figure 1: KNOWING Website sitemap © OVOS

Starting page

The goal of the project website is to reach different target groups and different types of users. We reach different users by a multiple approach on how to find information on the website:

1) Browsing

By scrolling through the starting page, users, and especially first time visitors, get an inspiring and low key access to what the KNOWING project is about and its goals for different target groups. They can delve into each section of the website to gain more detailed information. A smart target group widget provides direct access to customised content. In response to the project's increasing focus on stakeholder engagement in the demonstrator and follower regions, and the emphasis on real-world impact, the website was comprehensively revised in M35. It now features a target group-oriented structure that clearly highlights the applicability of the tools and services developed within the KNOWING project for the defined stakeholder groups (see figure 2).

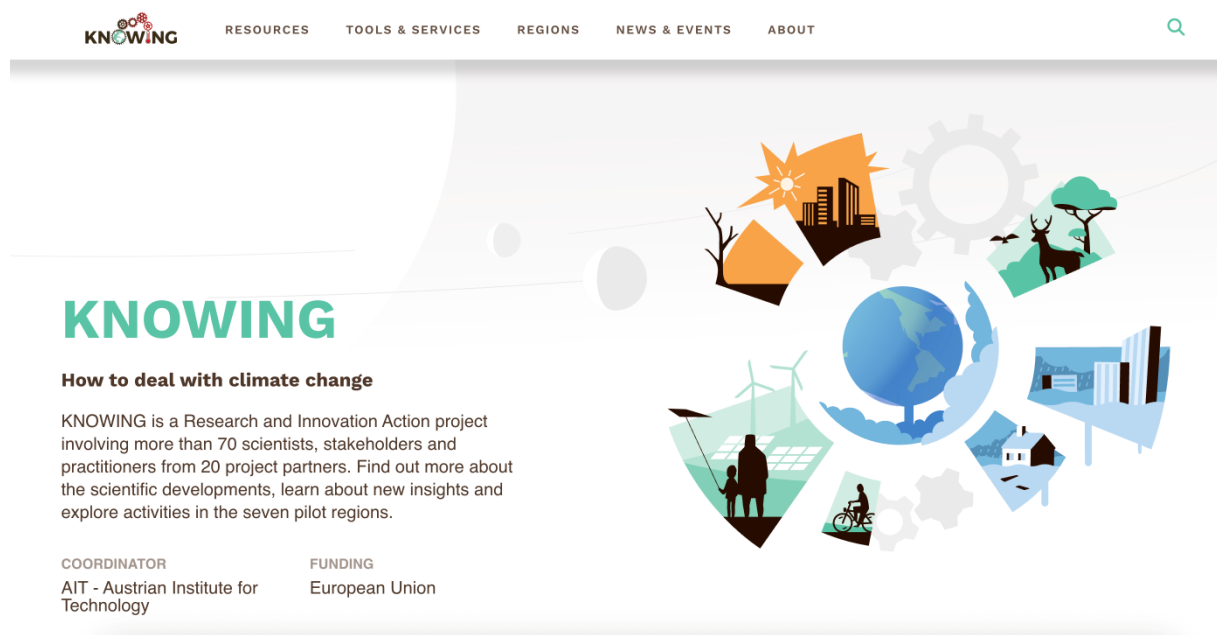


Figure 2: KNOWING website, revised in M35, with stronger focus on future exploitationSearch

Some users are used to finding information by a common search widget instead of browsing through the start page or other pages.

2) Navigation

Apart from the technical necessity of the navigation and site structure, users can access all pages of the website through the main navigation menu anytime. Especially recurring users (e.g. project partners) know what pages they are looking for and will use those shortcuts. For sub pages we are using a bread crumb navigation for better orientation throughout the website. The navigation was also redesigned with the website makeover in M35 to allow the KNOWING findings to have more impact.

It is aimed to use simple language to reach as many users as possible. This is supported by customised illustrations/animations and emotional images.

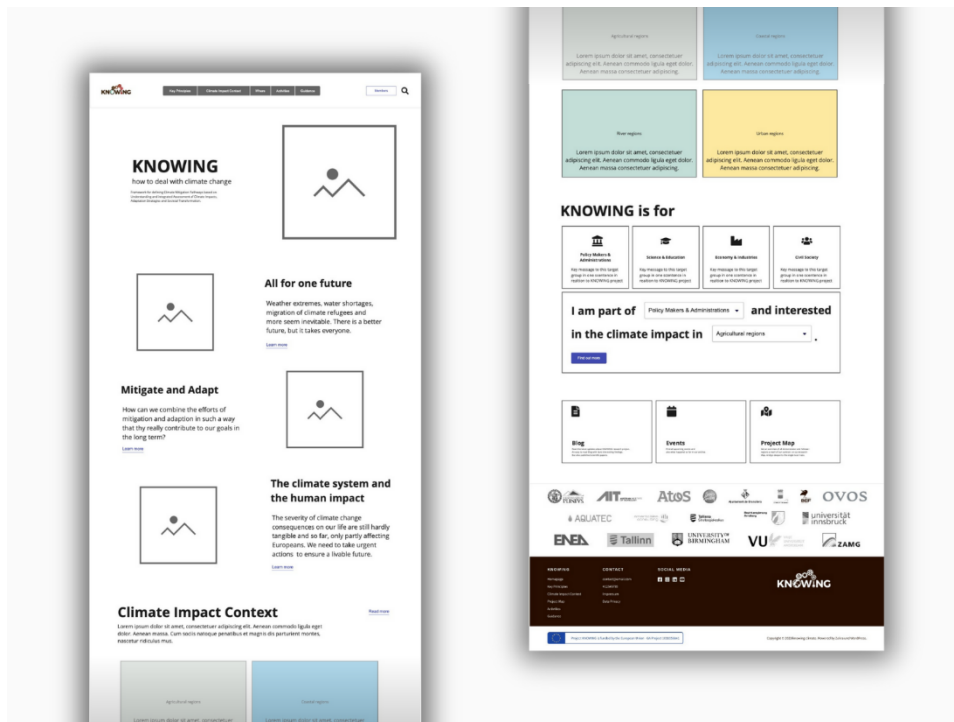


Figure 3: Wireframe starting page KNOWING Website © OVOS

CIC Regions

There is a dedicated page for each of the four CIC regions (agricultural, coastal, river and urban). These always start with a general introduction part followed by a specific section for each of the respective four target groups (policy makers & administrations, science & education, economy & industries, civil society). These sections are directly accessible from the starting page and have a target group oriented URL in order to be accessible by a shared link. For different target groups, information and links can be more specific than in the general sections in order to fulfill the scientific aspects and needs of the project and stakeholders.

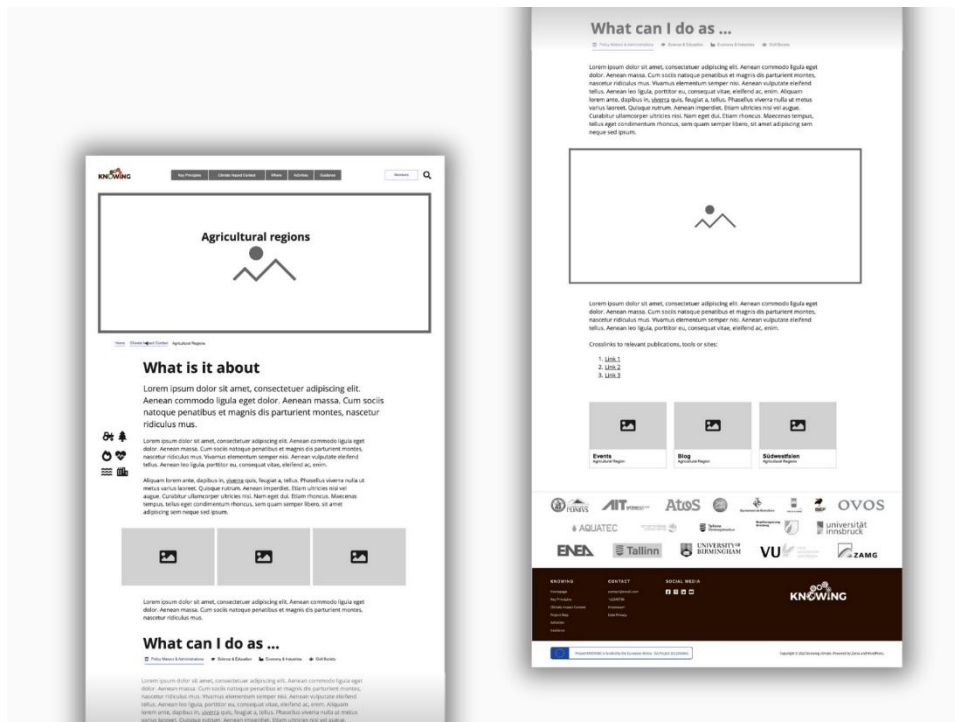


Figure 4: Wireframe CIC Regions page © OVOS

Project Map

All demonstrator regions, follower regions and partners are shown on a map with a helpful content filter and a tool tip. The tool tip contains a summary and a link to a detailed page for each location.

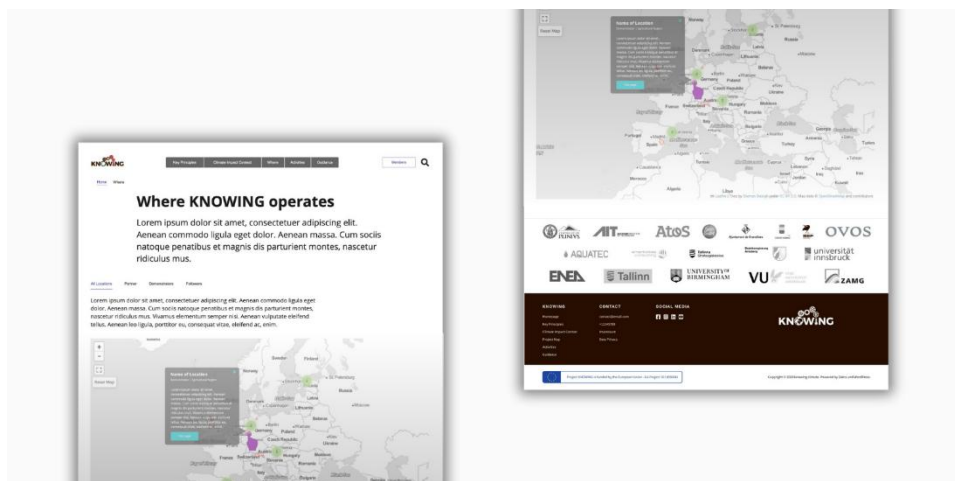


Figure 5: Wireframe KNOWING geographical mapping page

Demonstrators, Followers, Partner Locations

Location pages are available in two languages - English and the country specific language. It can have flexible content elements (text, images, videos, links, etc.) and details about the regions or partners and links to local hubs, results, scientific papers, tools, platforms, communication channels and contact information.

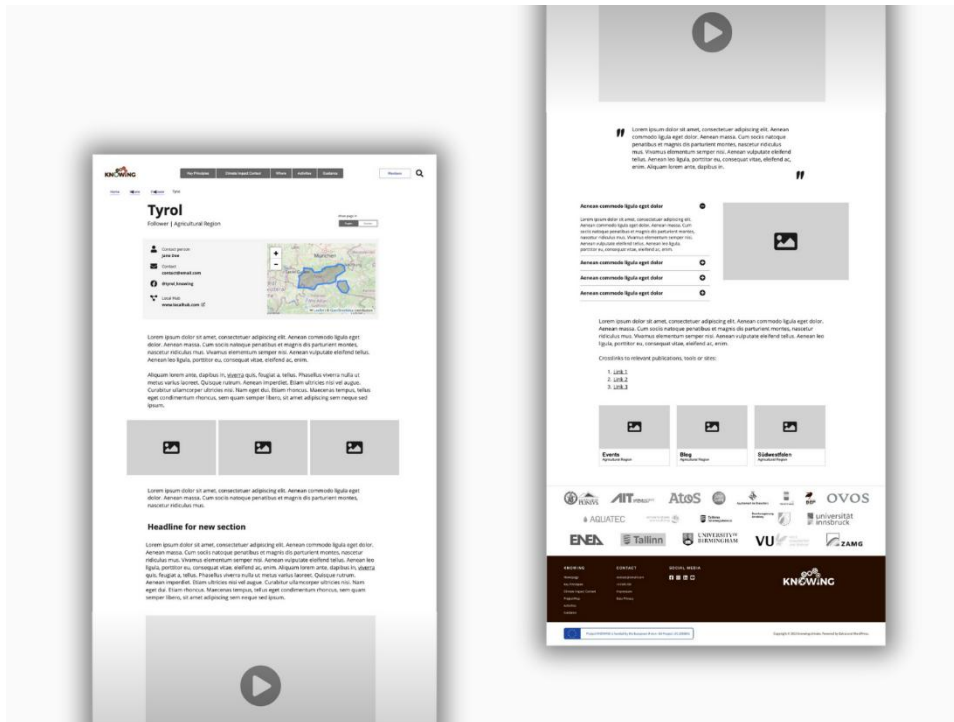


Figure 6: Wireframe profile pages for KNOWING demonstrators, followers, partners © OVOS

Activities

This page is meant to give an overview of relevant activities related to the project, some key facts and links to the blog and public events.

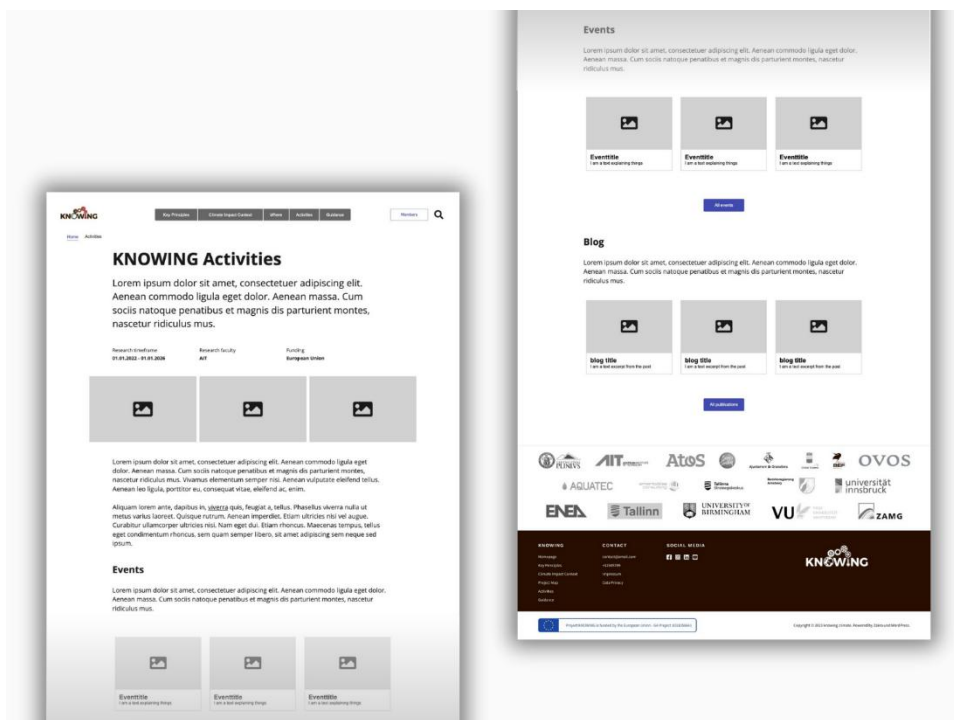


Figure 7: Wireframe KNOWING activities pages © OVOS

News Section

After a brief introduction to the section, all current news are listed in a clickable news section. A filter (categories, people, regions) helps the user to find the right content.

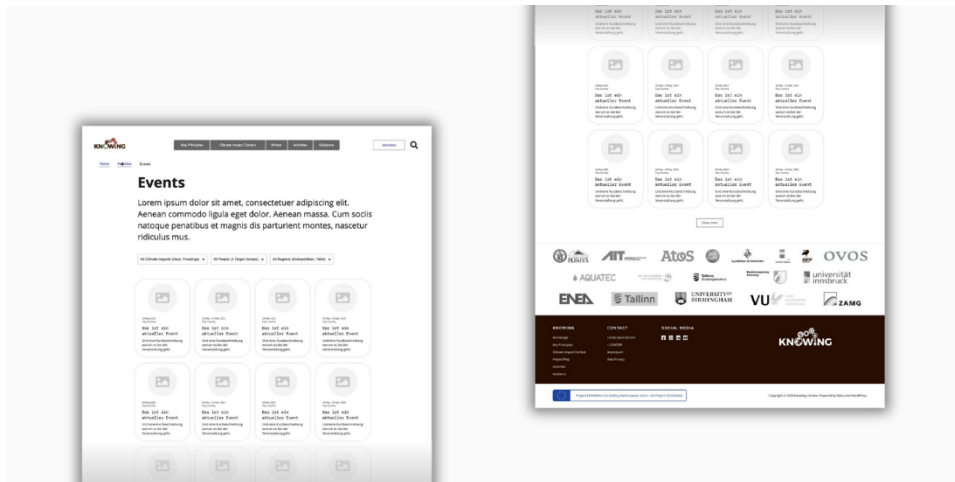


Figure 8: Wireframe overview page KNOWING events; similar appearance for blog overview © OVOS

Blog post – Details

A blog post can be any kind of editorial article with multimedia content elements – e.g. implementation efforts, best practices, update after an event, summary of a scientific paper with a download link for the scientific target group, etc.

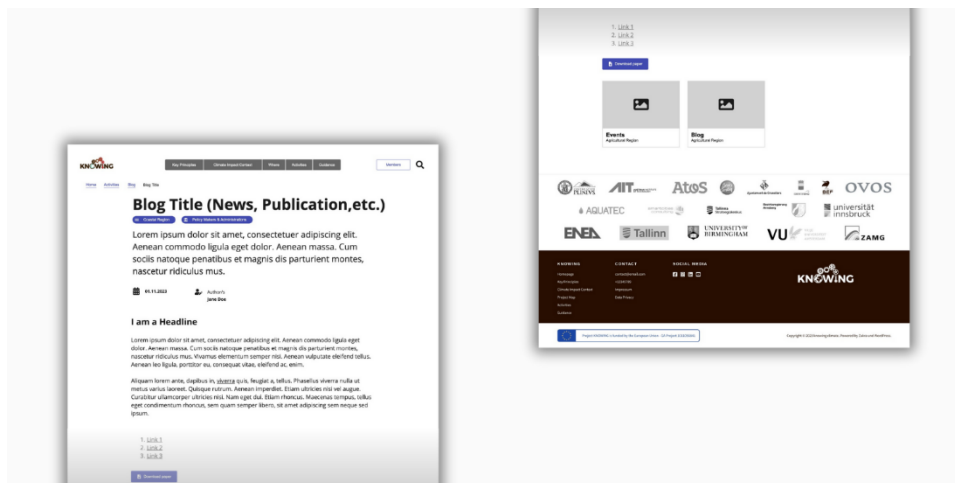


Figure 9: Wireframe KNOWING blog post page © OVOS

Design Impressions

The design of the KNOWING project website is fully responsive and follows the predefined visual identity in terms of colours, fonts, icons and effects.

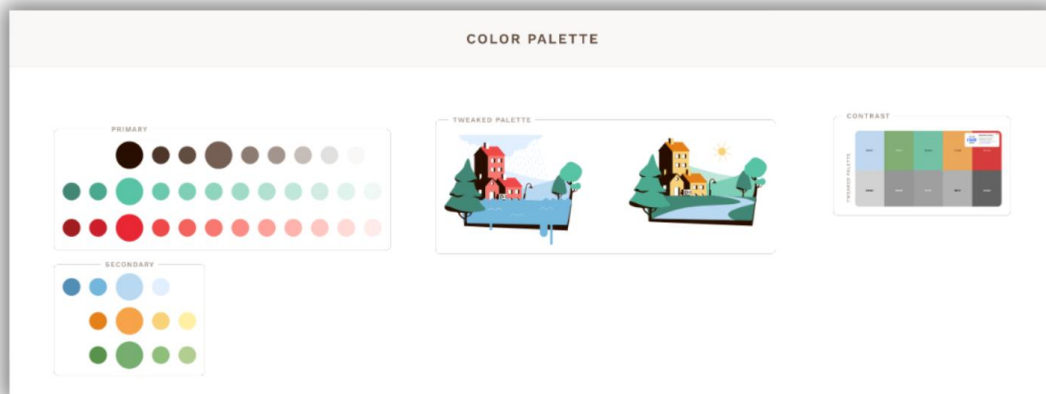


Figure 10: Colour Palette KNOWING © OVOS

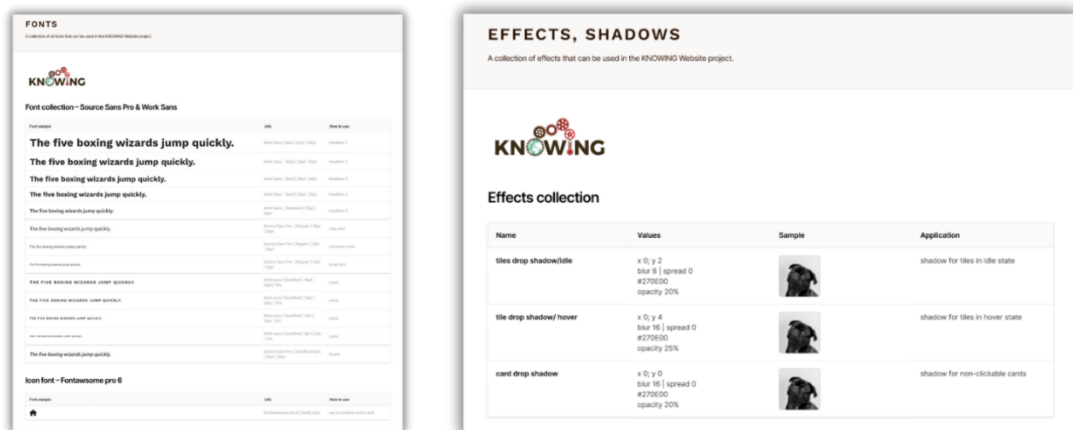


Figure 11: Font, icons, effects KNOWING © OVOS

The UX/UI design has a pale background colour with lots of whitespace in order to give the website a modern and well-structured appearance. The interface elements are subtly designed to give enough space for the animated illustrations. These illustrations give visual context to the text that explains the KNOWING project. The illustrations are also available in a static version and are provided to the entire project team to be used for other purposes within the project.



Figure 12: Mock-up hero graphic, key principles KNOWING © OVOS

On top of illustrations and icons that help to simplify the complexity of the topic, emotional images convey the real and obvious impact of climate change.

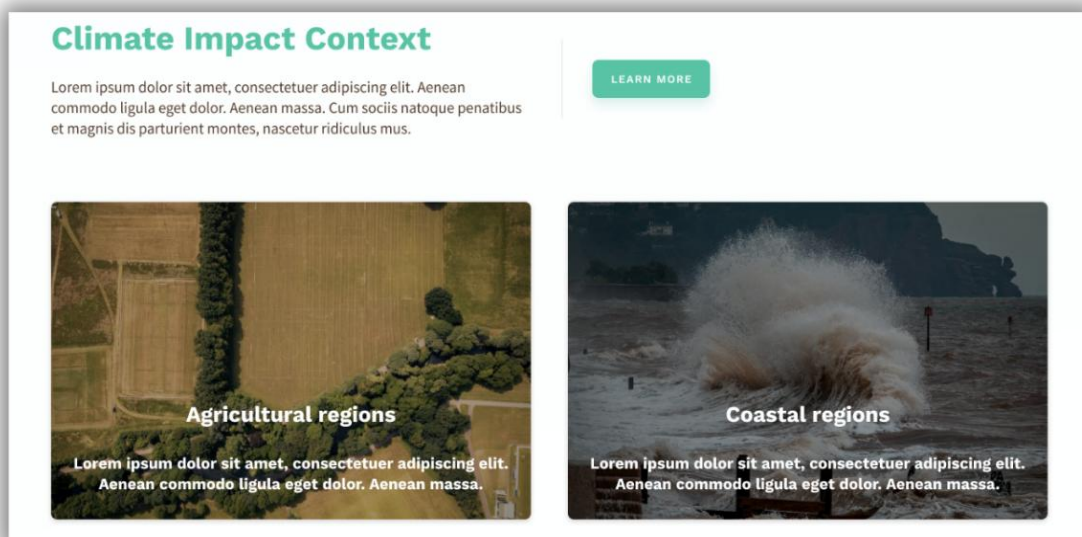


Figure 13: Images & emotions KNOWING © OVOS

Consistent iconography is used for all target groups and categories and clearly guides the users through the website. Smartly designed widgets improve the user experience by providing the right questions in order to get more useful information.

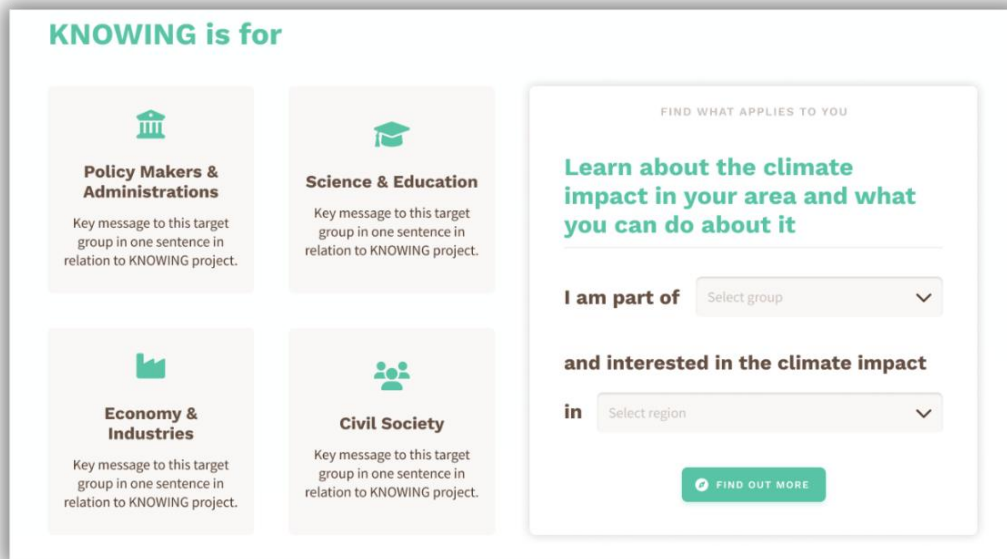


Figure 14: Icons & widget KNOWING © OVOS

5.1.1 Content generation and acquisition

KNOWING project partners are encouraged to create content for the website and that will be actively communicated to press and media in relation to target sectors. Additionally, they are requested to distribute and share this content through their own communication tools and channels like their websites, social media profiles, or newsletters. Also publishing on other websites as "syndicated content," will be enabled. The website will direct to the KNOWING local hubs as well as the KNOWING partner toolbox (restricted to the project partners).

Content creation by partners and acquisition of content (e.g. from other projects where KNOWING develops a meaningful connection) is overseen by a journalist within the KNOWING team and supported by the marketing and public relations departments of partners.

Overall, the KNOWING website serves as a comprehensive and dynamic platform for communication and collaboration among partners and target audiences in the field of climate activation and empowerment.

5.2 KNOWING social media channels

Initially, KNOWING proprietary social media accounts were

- LinkedIn - <https://www.linkedin.com/company/knowing-climate-europe>
- Twitter - @Knowing_Climate

Due to the danger of anti-democratic structures and trends on Twitter/X, WP5 has decided to close the Twitter account in consultation with the KNOWING coordination team in M33. A new KNOWING account was activated on the Bluesky network. Communications and dissemination activities are currently focussed mainly on LinkedIn and the KNOWING website.

Additional social media accounts will be established on different networks after analysing relevance for respective target and stakeholder groups together with the partners.

Regarding target sectors, LinkedIn is a favourable medium for reaching out to professionals and organisations from the industrial and governmental sector including municipalities (Target sectors Politics & Administration, Industry & Economy).

Social media channels will be concerted by the content published on the website (and respectively lead back to it) and are crucial to gaining reach.

The spread of information will be intensified via the respective social media accounts of the partners by sharing the items. This procedure ensures that KNOWING content will reach highly diverse communities and provides the opportunity to benefit from the preferences for certain social media in different regions and communities.

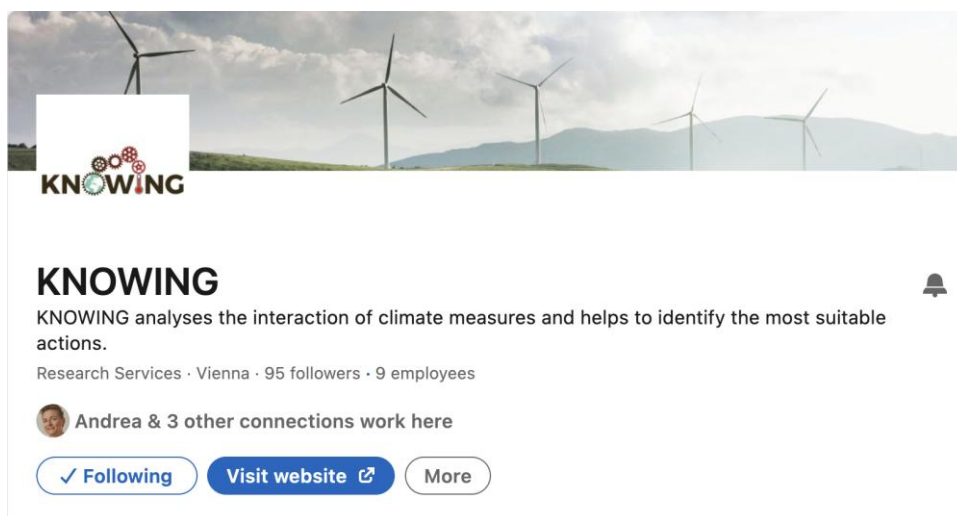


Figure 15: KNOWING LinkedIn account © SCC

5.3 Coverage on established media

Established media all over Europe serves as a direct gateway and mediator for fact-based information, opinions, background knowledge, and wider context for the general public, regional policy makers and industries. It is an important ally in raising awareness and promoting key messages and results from KNOWING, as well as supporting broader engagement from civil society and create positive perception of the work of KNOWING.

KNOWING aims to reach out to all societal groups, but particularly to those who are not currently engaged with climate change issues, or who feel insecure related to the public discussion or even opposed to necessary measures. The KNOWING results will be communicated to several type profiles (cf. Climate Typology) including elements to increase climate literacy, as well as encourage groups for active engagement.

Sector-specific or special interest media serve as mediators of facts, opinions, background knowledge, and wider context for more specific sectors. Messages directed towards these media outlets will be tailored to their respective special interest groups.

In Demonstrator and Follower regions, KNOWING partners will directly reach out to local media, with support from journalists in residence if needed. International media will be covered either directly by partners with access or indirectly through press releases to international media agencies.

A press kit and current press released can be downloaded via the KNOWING website. In addition to press releases, contact with established media will be sought at local and international events.

First press coverage on Demonstrator and Follower engagement in KNOWING brought visible impact for the project and its work in the regions. In the demonstrator and follower regions that have initiated reporting, the benefits of the KNOWING findings in the context of the CIC are clearly recognised in public reporting. In all cases, KNOWING was presented as a contribution to solutions in adaptation and mitigation issues in climate change. In some cases in specialised articles (e.g. AFZ-Der WALD - South Westphalia), in others in broader reporting (EI9NOU - Granollers / Zagreb County Tourist Board). See chapter 5 for further details.



Figure 16: Montse Martínez from KNOWING Partner Aquatejc is reporting on KNOWING in „EI9NOU“

5.4 Scientific publications

For scientific dissemination, the scientific partners will consider contributions to Scientific journals primarily addressing climate change, behaviour and specific sectors related to the KNOWING Climate Impact Contexts (CICs).

These may include contributions to:

- Environment & Behaviour
- Urban Climate
- Theoretical and Applied Climatology
- Environmental Research Letters
- Global Environmental Change
- Earth's Future
- Hydrology & Earth System Science
- Science of the Total Environment

In order to ensure widespread access, there will be a scope on Open Science/Open Access channels and journals. Also anonymized survey data and open interfaces for coupling further models will be disseminated. Another measure of scientific dissemination will be conference papers and presentations at conferences.

Scientific publications will be highlighted and summarized at the KNOWING website and the respective link (DOI) to the publication provided. Additionally, scientific publications can be accessed via the EC project portal (<https://cordis.europa.eu/project/id/101056841>) as well as found via the Zenodo system (<https://zenodo.org/>). Submitting and publishing scientific publications will started in Q4/2023 and are reported in table2 of the deliverable.

Table 2: Scientific Contributions KNOWING Partner 2025

AIT Austrian Institute of Technology	Aquatec - Proyectos para el Sector del Agua, S.A.	PLINIVS Study Centre - University of Naples Federico II
RC-Newsletter (published)	<p>Climate risks in cities – how flooding and heat prevention can be tackled holistically</p> <p>Jesús Soler, Montserrat Martínez, Robert Goler, Marianne Bügelmayer-Blaschek, Martin Schneider and Andrea Hochebner</p> <p>EMS Annual Meeting Abstracts</p> <p>Vol. 21, EMS2024-765, 2024, updated on 30 Jan 2025</p> <p>https://doi.org/10.5194/ems2024-765</p> <p>EMS Annual Meeting 2024</p>	<p>Leone, M. F., Amirante, R., & Sferratore, A. (2023). Renewable energy communities as public architectures and socio-ecological infrastructures. <i>TECHNE-Journal of Technology for Architecture and Environment</i>, (26), 173-183.</p>
EMS - European Meteorological Society	<p>Climate risk in cities. How flooding and heat prevention can be tackled holistically through NbS</p> <p>Jesús Soler, Montserrat Martínez, Robert Goler, Marianne Bügelmayer-Blaschek, Martin Schneider and Andrea Hochebner</p> <p>International conference: Nature-Based Solutions for water management and climate adaptation</p> <p>3-5 July, 2024, Belgrade</p>	<p>Nocerino, G., Leone, M.F. (2024) Worker-BEE: a 3Dmodelling tool for climate resilient urban development, in <i>Networks, Markets, People 2024</i>, International Symposium Reggio Calabria Mediterranean University, Reggio Calabria</p>

AIT Austrian Institute of Technology	Aquatec - Proyectos para el Sector del Agua, S.A.	PLINIVS Study Centre - University of Naples Federico II
<p>International System Dynamics Conference - 3 peer reviewed Work-in-progress papers (presented at the conference)</p>	<p>AN INTEGRATED URBAN FLOODING MODEL: DIALOGUE WITH OTHER DOMAINS FOR ENHANCED CLIMATE ADAPTATION. THE KNOWING PROJECT</p> <p>Jesús Soler, Andres Crocianelli¹, Montserrat Martinez, Virginia Domingo, Jackson Tellez</p> <p>13th Urban Drainage Modelling Conference, Innsbruck (Austria), September 2025 (abstract submitted)</p>	<p>Tedesco, S., Nocerino, G., Ghandi, H., Leone, M., Manganiello, G. (2024), “Designer friendly computational design workflow for the estimation of district scale energy consumption”, 19 Conference on Sustainable Development of Energy, Water and Environment Systems (SDEWES), Rome 2024</p>
<p>ISDC 2023: Climate change risks, adaptation and mitigation: Qualitative Model of the interdependencies and responses</p>	<p>Co-creation of climate adaptation and mitigation pathways in Granollers. The KNOWING project</p> <p>Montserrat Martinez, Jesús Soler, Mattia Leone, Virginia Domingo,</p> <p>12th International Conference on Urban Climate, Rotterdam 5-11 July 2025 (abstract submitted)</p>	<p>Ghandi, H. Nocerino, G. (2024), Integration of Algorithm Aided Design tools in GIS systems for photovoltaic power production estimation at neighborhood scale, GIS DAY 2023. Il GIS per Governo e la Gestione del Territorio, Napoli 2024</p>
<p>ISDC 2024: Quantifying causal relationships by means of multiple domain models for the climate change mitigation and adaptation nexus</p>		<p>Integration of Algorithm Aided Design tools in GIS systems for photovoltaic power production estimation at neighborhood scale</p>
<p>ISDC 2025: The KNOWING Impact Interaction Model Framework – building upon the results of domain models for climate resilient pathways</p>		

5.5 Events

Events are an important dissemination and communication channel because they enable direct interaction with stakeholders and bear the potential for co-creation elements. KNOWING events will very often be hybrid and cooperative with local/regional formats, schemes and other projects and initiatives, associations will be negotiated with the regional partners.

Cooperations like joint sessions at conferences save costs and organisational burden and provide potentially interesting opportunities for dissemination and exploitation with the event co-presenters. Promising potential cooperations are with matching scientific projects (EU, national) as well as implementation projects highlighting the value of KNOWING for regional strategies and measures plans.

Event organisation, participation and attendance is planned and updated frequently according to additional information e.g., regional information provided by the KNOWING local hubs and evaluated by the partners in the regions. Monitoring and post-assessment of events enables proper selection and preparation of events relevant for disseminating the partnership and KNOWING results. Events are announced and reported on the [KNOWING website](#) and LinkedIn channel.

6. Dissemination & Communication Activities

Partner activities in KNOWING range from the continuous use of digital channels to the participation and organisation of events and the creation of various publications and media content accessible over the project website (<https://knowing-climate.eu/news-and-events/>). Due to the number of entries, this deliverable, unlike before, does not include a tabular list of previous activities in KNOWING. However, they can be viewed via the website as a central repository (figure 16 & 17) and also via KNOWING's LinkedIn channel (<https://www.linkedin.com/company/89260358/>).

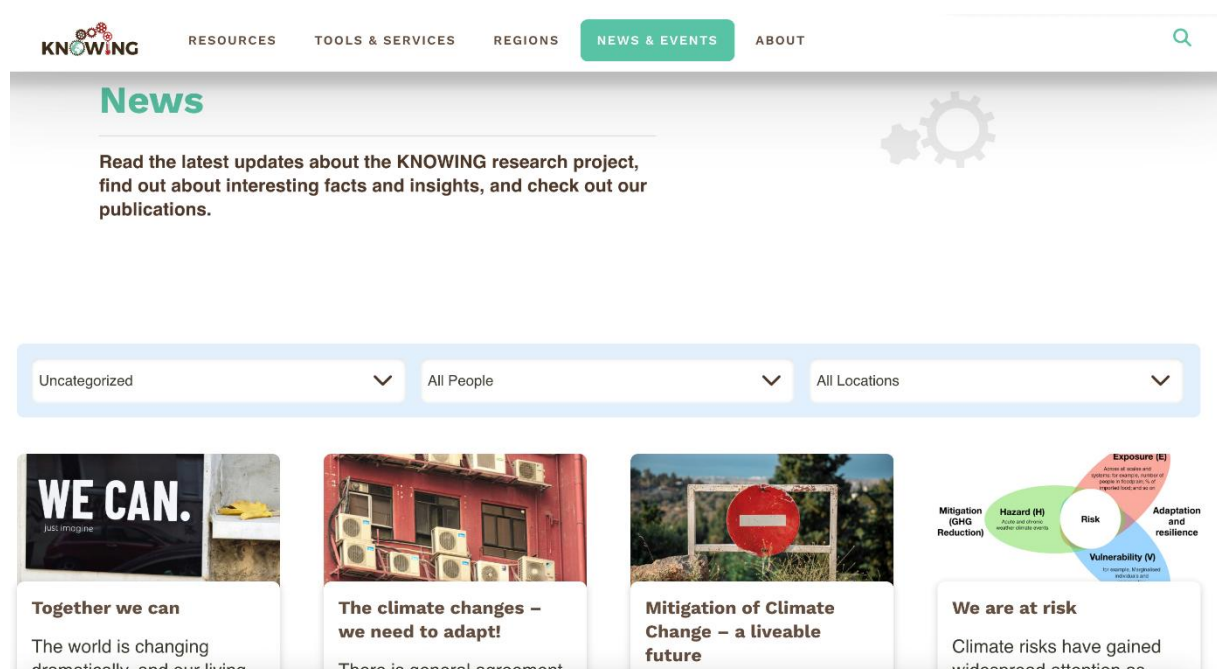


Figure 17: The KNOWING News repository

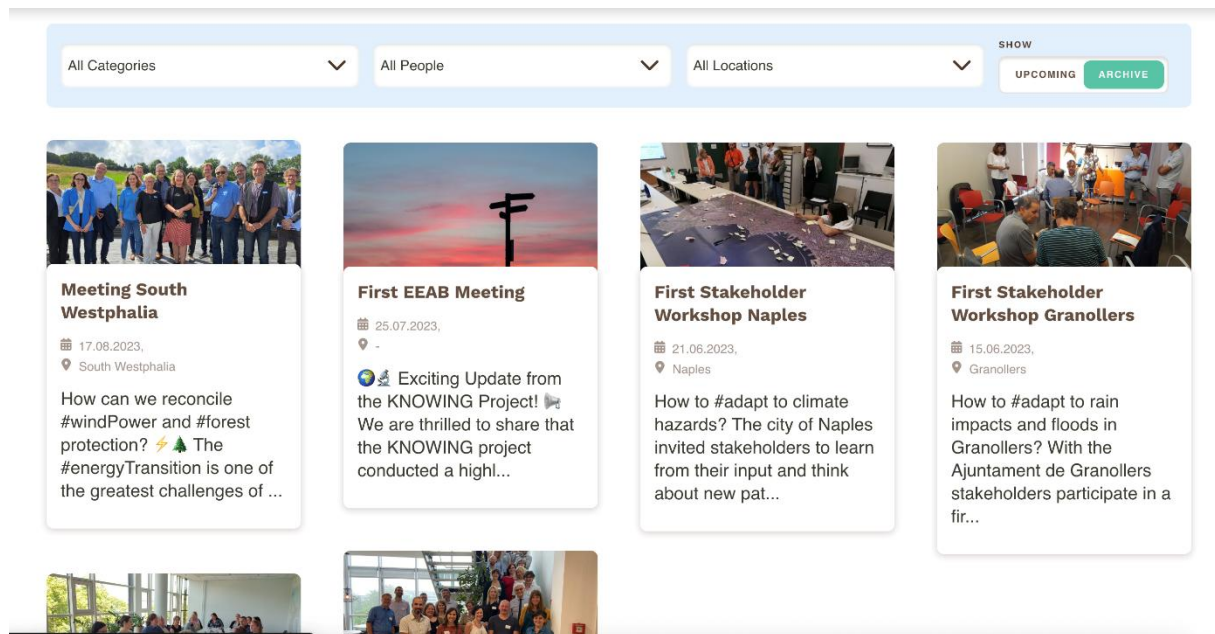


Figure 18: The KNOWING events repository

The activities of the KNOWING partners can be grouped as follows:

Social media: most partners use social networks such as LinkedIn, Twitter, Facebook and Instagram to disseminate information about KNOWING. This includes creating and publishing own content (e.g. AIT, AQUATEC, BEF DE, BEF EE, OVOS, ZCTB), sharing and reposting content from the project or other partners with KNOWING relevant content (e.g. AIT, AQUATEC, BEF EE, ZCTB). These postings includes current KNOWING project milestones, local KNOWING CIC-relevant events and reports on the local challenge and vision workshops in the KNOWING demonstrator regions. SCC implements an editorial plan that includes weekly posts on social media.

Websites and online platforms: Partners publish information about KNOWING on their own websites. Examples include the presence of KNOWING on the AIT website, an informative KNOWING fact sheet on the Agbar website, a press release on the municipal website of Granollers, KNOWING news on the BEF website and web releases on the ZCTB website. SCC, AIT and OVOS are also generally working on the development and maintenance of the KNOWING website, including the setup of the general structure, implementation of text contributions, creation of infographics, etc.

Press work and media: KNOWING partners prepare and distribute press releases and seek contact with the media (e.g. radio and press work by demonstrator Granollers, cooperation with CSAs by SCC, media articles by demonstrators Granollers, Tallinn, South Westphalia or press conference by ZCTB). Media articles include specialised articles (e.g. AFZ-DerWALD - South Westphalia), and broader CIC-related reporting (EI9NOU - Granollers / Zagreb County Tourist Board).

Presentations at events and conferences: An important contribution to dissemination are project presentations at a variety of events, from international conferences (UNINA at ICUA, NMP, SDEWES; SCC at ISPIM Innovation Conference, AQUATEC at NBS2024 and EMS2024) to regional events (e.g. SWF in Arnsberg, Region Council, Region Forum of the Green Party; BEF DE at a stakeholder event in Hzg Lauenburg, OVOS presented KNOWING at trade fairs such as Learntec and IIASA workshops as well as in discussions with city representatives) to internal partner presentations (e.g. ATOS/EVIDEN). All demonstrator regions and their technical partners were also involved in the creation and realisation of the KNOWING Stakeholder Challenge and vision workshops.

Scientific publications: Scientific publications have so far been submitted/published under the lead of the KNOWING partners AIT, AQUATEC and UNINA/PLINIUS. The publications range from presentations at international conferences (AQUATEC, Granollers, Geosphere Austria) to the publication of articles in scientific journals (UNINA/PLINIUS).

7. KPIs for Project Impact

Table 3 and 4 list the current KPIs selected for measuring impact related to "Awareness". Massive uptake of dissemination and communication measures starts in M12 of the project. In the field "Achievement" strategies for reaching the respective KPIs may be outlined. The table will be extended with additional KPI categories when the project proceeds and updated in the upcoming versions.

Table 3: KPIs and target values for project impact

Impact described in DOA, target sectors	KPI	Target	Status	Comment
All sectors	Downloads of Climate Interaction Knowledge Base (CIKB) elements	t.b.d.	t.b.d.	Values will be defined with respect to target sectors as soon as elements are developed
All sectors	Number of reactions (feedback, suggestions, questions etc.) to CIKB	20 p.m.	0	Developed. Starting with presentation of CIKB in M38
Science & Education Politics & Administration Industry & Economy	Number of platforms linking to CIKB (e.g., EC and national and international climate data bases such as Copernicus Climate Data Store, CCCA climate data store, NOAA data discovery portal, IPCC etc.)	50	0	Action Item: screen data bases and invite them to insert link to CIKB
All sectors	Use Knowledge Base: numbers of access or transactions	1,000 p.m.	0	from launch of final CIKB (M45) onwards
Civil society	Number of active engagements in KNOWING App activities (e.g., challenges, sharing content via own SM networks or providing content / ideas for app)	10 p.m.	0	Action Item: monitor engagement and create new challenges and sharable content to maintain engagement numbers Internal use only before M38. Numbers will be monitored starting from presentation in M38.
Industry & economy	Access to/download of Playful Trainings	t.b.d.	0	Will be specified during development of training
All sectors	Number of followers in social media networks (e.g., Twitter/X, Instagram, TikTok, regional	800 at project end	603	Action item: promotion at CIC-demonstrator kick-off events (M12) start with 100 followers,

Impact described in DOA, target sectors	KPI	Target	Status	Comment
	channels if available, ...)			increase per month to target by 15%
All sectors	Number of Impressions in social media networks	100.000 at project end	60.000	
All sectors	Number of reactions (likes, shares, posts etc.) in social media networks	5% of followers per post on av.	8%	
Science & Education Politics & Administration	Number of followers in expert social networks, e.g., LinkedIn, ResearchGate	800 at project end	571	Action Item: share relevant expert content from M12 onwards, start with 100, increase per month by 10%
Science & Education Politics & Administration	Number of reactions in expert social networks, e.g., LinkedIn, ResearchGate	5% of followers per post on av.	8%	
All sectors	Number of influencers sharing KNOWING content (e.g., established experts, high level opinion leaders, creators of vlogs, podcasts etc.)	20 at project end	t.b.d	Action Item: contact influencers and invite cooperation, share relevant content from M12 onwards, start with 5, increase per year by 200%
All sectors	Number of influencers using KNOWING information for their content (e.g., established experts, high level opinion leaders, creators of vlogs, podcasts etc.)	20 in year 4	t.b.d.	Action Item: contact influencers and invite cooperation, share relevant content from M12 onwards, start with 1, increase per year by 200%
Science & Education Politics & Administration Industry & Economy	Number of invitations for active role in non-scientific events (e.g., keynote, panel)	5 in year 4	t.b.d.	Action Item: announce to (also) talk about KNOWING when invited, 10 invitations in year 1, increase by 50% each year
Politics & Administration	Number of requests for CIC Pathways	30 by project end	0	

Impact described in DOA, target sectors	KPI	Target	Status	Comment
Politics & Administration	Number of uses of KNOWING DSS	20 by project end	0	
Science & Education	Number of requests for use of SD model	10 by project end	0	
Industry & Economy	Number of requests for Playful Trainings	20 per training	t.b.d.	
Industry & Economy	Quality of feedback to trainings	90% positive	t.b.d.	
Science & Education Politics & Administration Industry & Economy	Number of cooperations/projects building on KNOWING results and methods	20 started or in preparation by project end	t.b.d.	Action item: strategy for actively building connections for e.g., Horizon, Interreg and LIFE projects, overlap with WP4, Task 4.2 Strategic Outreach
Civil Society	Number of newly formed initiatives (grassroot or by established NGOs)	20 started or in preparation by project end	t.b.d.	Action item: connect to NGOs, provide contact option for (supporting the formation of) grassroot movements

Table 4: KPIs and target values for communication and dissemination measures

Impact described in DoA, target sectors	KPI	Target	Status	Comment
Editorial Articles (blog entries)	Number produced	90	60	
	Number solicited with 3rd party websites	20	6	
Videocasts	Number of Videocasts	5	3	
Social Media (SM)				
LinkedIn	Number of Followers	300	571	Professional community
	Number of posts	250	122	
SM Account partners (aggregated)	Number of interactions of KNOWING contents (e.g., posts, podcasts)	2.000	t.b.d.	Action Item: Posts and tweets need to be interacted with by as many people from each partner as possible in their SM networks
Established Media				

Impact described in DoA, target sectors	KPI	Target	Status	Comment
Press releases	Number of Press Releases	10	2	4 on project level plus 6 specific PRs either for regions or CICs; different languages count as one press release
Press conferences	Number of Press Conferences	5	1	1 per project, 1 per Demonstrator (3), 1 as “joker” for AOB
Informal press contacts	Number of direct, personal contacts to journalists	20	t.b.d.	Action Item: all partners need to activate their contacts
Press coverage after measures (all, not only press related)	Number of articles with established media (online, offline)	35	14	
Events				
Anchor Events (AE)	Number of presentations/workshops (sessions) at AE	6	6	3-4 AE, 2 sessions per AE in average
	Number of attendants at AE	200	t.b.d.	
Local Events (LE)	Number of LE held	30	9	T5.4 micro events and 6 other events
	Number of attendants at LE	30 on av.	t.b.d.	10 – 50 depending on type of LE
Scientific Publications				
Scientific Papers	Number of papers	18	8	
Conference presentations	Number of conference presentations	6	6	Corresponding with AE sessions
Non-scientific publications	Number of policy briefings on EU level	4	2	1 for each CIC, 1 for application of tools and services?
	Number of policy briefings on regional level	24	4	Same as on EU level but considering regional framework conditions in the demonstrators?
Tutorials	Number of training content produced (tutorial videos, scripts)	20	0	Footage is the recording of the micro events
	Views of videos, scripts	50 p. element	t.b.d.	

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Annex A: Data Summary

No (new) data sets relevant for KNOWING Data Management Plan were used or produced in preparation of this deliverable.

Security and Ethics:

The work performed in this deliverable is not considered sensitive in terms of ethics or security.

Annex B: Ethics Considerations

No relevant ethical areas for KNOWING were touched in preparation of this deliverable.