



## D8.1

# Communication Plan











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## WHO WE ARE

The ECF consortium consists of ten partners. The project is coordinated by Centro de Investigaciones Energéticas, Medioambientales y Tecnológicas-CIEMAT.

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University of Jyväskylä <b>JYU</b>	FI	
Universitat Autònoma de Barcelona <b>UAB</b>	ES	
Meda Research Ltd <b>MedaResearch</b>	RO	
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Trebag Szellemi Tulajdon Es Projektmenedzser Korlatolt Felelossegu Tarsasag <b>TREBAG</b>	HU	
Smartwatt Energy Sercuces SA <b>Smartwatt</b>	PT	
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## ABOUT THE PROJECT

Through a multidisciplinary, transdisciplinary and participatory process, ECF4CLIM develops, tests and validates a European Competence Framework (ECF) for transformational change, which will empower the educational community to take action against climate change and towards sustainable development.

Applying a novel hybrid participatory approach, rooted in participatory action research and citizen science, ECF4CLIM co-designs the ECF in selected schools and universities, by: 1) elaborating an initial ECF, supported by crowdsourcing of ideas and analysis of existing ECFs; 2) establishing the baseline of individual and collective competences, as well as environmental performance indicators; 3) implementing practical, replicable and context adapted technical, behavioural, and organisational interventions that foster the acquisition of competences; 4) evaluating the ability of the interventions to strengthen sustainability competences and environmental performance; and 5) validating the ECF.

The proposed ECF is unique in that it encompasses the interacting STEM (Science, Technology, Engineering, and Mathematics)-related, digital and social competences, and systematically explores individual, organisational and institutional factors that enable or constrain the desired change. The novel hybrid participatory approach provides the broad educational community with: an ECF adaptable to a range of settings; new ways of collaboration between public, private and third-sector bodies; and innovative organisational models of engagement and action for sustainability (Sustainability Competence Teams and Committees).

To encourage learning-by-doing, several novel tools will be co-designed with and made available to citizens, including a digital platform for crowdsourcing, IoT solutions for real-time monitoring of selected parameters, and a digital learning space. Participation of various SMEs in the consortium maximises the broad adoption and applicability of the ECF for the required transformational change towards sustainability.

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## 1 EXECUTIVE SUMMARY

This document is the Deliverable 8.1, **Communication Plan**, of the project **ECF4CLIM** funded by the European Commission under the **H2020- European Green Deal Call**, under the grant agreement no. **101036505**.

In accordance with the H2020 Online Manual [1] “**a comprehensive communication plan should define clear objectives (adapted to various relevant target audiences) and set out a description and timing for each activity**”. ECF4CLIM has to communicate and to promote the project and its results to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange.

The communication process will consider aspects such as [1]: (1) transnational cooperation in a European consortium, (2) scientific excellence, (3) “contributing to competitiveness and to solving societal challenges (eg. impact on everyday lives, better use of results and spill-over to policy-makers, industry and the scientific community)”.

The main objective of the Communication Plan is to ensure the effective communication of ECF4CLIM results to the relevant stakeholders and to the general public, as well as ensuring its sustainability beyond the runtime of the project.

The deliverable introduces a separate section for the methodology explaining the main methods and tools planned to be used for the communication process. The Communication Plan is considered as a practical tool to be used by all partners to efficiently develop their individual and collective communication activities and to contribute to the achievement of the global objectives of the project.

Another section is dedicated to the description of the key performance indicators (KPIs) established for different actions of the communication process, together with the measures planned to maximize the impact, and proposed targets.

The value of the ECF4CLIM project is discussed in order to harmonize the whole communication process and to contribute to a good coordination of the partnership during the communication activities. The aim of ECF4CLIM project is to co-design and test a European Competence Framework for climate change and sustainable development that is transdisciplinary and will enable and empower the citizens to act towards the necessary transition towards sustainability. For this goal, a broad engagement of students, teachers, parents and the wider educational community is planned, contributing to climate action and fostering transformational change towards sustainable development in the spirit of ‘citizen science’.

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The key messages of ECF4CLIM project are defined and discussed in a separate section in order to be adequately used considering the spectrum of audiences. The target groups are defined together with the recommendations for approaching them.

The section “Communication channels, tools and activities” describes the principles, the planning and also the progress on the construction of: (1) the project website, (2) the social media pages and networking, (3) the blog of the project, (4) the logo, (5) the newsletters, (6) project presentation and other materials.

The section “Action Plan” is devoted to present the planning of the communication activities of the project. Finally, a section dedicated to the “Monitoring” of the communication activities is included. It is approaching details on the performance measurement, the impact, and the reporting.

## 2. OBJECTIVES

The communication activities undertaken in ECF4CLIM are planned to ensure a widespread information about the project, including its objectives, methods and results.

The potential of the ECF, the results of testing and validation in the educational communities involved in the project, the role and effectiveness in the fighting against climate change will be communicated to all target groups, including civil society.

The main communication objective is to ensure the outreach of ECF4CLIM results among relevant stakeholders and general public, as well as ensuring its sustainability beyond the runtime of the project.

The secondary objectives of the plan are the following:

- to ensure an efficient coordination and cooperation within the partnership,
- to guarantee an effective communication of the project messages and activities at different level of implementation (intervention sites, local communities, regional, national, and EU level),
- to identify the appropriate target groups and to address them the most appropriate messages and outcomes,
- to implement a broad spectrum of communication activities by using suitable tools and events,
- to reach the target audiences and to foster their interest in the project,

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- to broadcast to the general public the benefit of implementing ECF and the climate actions proposed by the project,
- to create a visible and distinguishable visual identity of the project to make it easily recognizable,
- to define the appropriate KPIs, aimed to measure and to demonstrate the effectiveness and efficiency of the communication activities,
- to identify the approaches, methods and tools to ensure a performant cooperation of the project with other EC-funded projects or related initiatives,
- to define the implementation approach for the communication activities and to provide an indicative timetable,
- to assist the partners of the project for a correct implementation of the communication actions,
- to guarantee the transparency during the project implementation.

## 3. METHODOLOGY

The Communication Plan is a practical tool to be used by all partners to develop their individual and collective communication activities efficiently and contribute to the global objectives of the project. It has been made taking into account the “Communicating EU research and innovation guidance for project participants” [1].

The Communication Plan defines all the measures and deadlines for the different communication actions. All of them were established taking into consideration the whole planning of the project and the purpose of obtaining a relevant impact after the communication activities.

Communication and dissemination activities are a core part of the project [2]. Clear, specific, and measurable objectives are key to the success of any communications strategy. They will be aligned with major milestones to maximize the impacts of the project and in strong interaction with all the other work packages.

The Dissemination Plan is approached in a separate deliverable (D8.3) and it is not the subject of the present deliverable. Also, the exploitation of the results is treated separately, the Plan for the Exploitation of ECF4CLIM Results and for Stimulating Synergies will be developed in deliverable D8.4.



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One specificity of the ECF4CLIM project is created by the intervention sites, educational and local communities involved in the process. Each partner is integrated into a specific geographic and societal reality and has a deep understanding of the individuals, institutions, citizens that should be enrolled in the project and empowered.

At this level, the Communication Plan will offer only general lines to be followed, and the partners will adapt them to the local specificity with the aim to create the most favorable approaches both for the implementation of the project and for the communication and dissemination purpose. The general aim is to spread, as largely possible, the fruitful results and valuable practices in order to empower larger communities and to allow them to contribute to the climate change preventing and mitigation effective measures.

The Communication Plan will be annually updated. The partners will be requested to send their feedback and information about the next planned activities and also about the results of the activities carried out. Some more detailed information on this process is included in a separate section dedicated to the "Monitoring".

From the point of view of the participation in the project the communication may be grouped in two categories: (1) the internal communications carried out between the members of the consortium, (2) the external communication, targeting the audience outside the consortium. The communication in the first category is essential to ensure a proper project execution. For that the communication messages will be formulated and targeted to the right person in the right moment.

### 3.1 Internal communication

A successful implementation of the project should be based on a permanent and open communication among the partners. As a consequence, the internal communication includes: (1) day-to-day communications especially by e-mail, phone, fax, (2) use of the website, especially through the private section, (3) face-to-face meetings or plenary conferences, workshops, seminars, (4) on-line meetings and conferences, (5) reporting.

This communication will be coordinated by the project coordinator and work package leaders. The main communication tool used among the project partners will be the e-mail. Nevertheless, other tools such as face to face discussions, phone calls, video calls, video meetings, etc. will be considered, for an effective internal communication leading to a successful implementation of the project.

The internal communication flow of ECF4CLIM project is presented in Fig. 3.1.

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Fig. 3.1 The internal communication flow in ECF4CLIM project

For this internal communication the developed procedures are based on: (1) creation of the lists per WP with the responsible persons, nominated by each partner, (2) definition of a clear Subject of each communication, (3) keeping records on the communication exchanges, (4) keeping minutes for the meetings/conferences, (5) including deadlines for the feedback.

List of contacts (names and e-mails) was created per each WP. It is structured per tasks and it is devoted to facilitate the communication among the WP leader and the task leaders for solving technical, organizational, and administrative and dissemination issues. These lists will be hosted in the private area of the project website.

The objectives of internal communications are: (1) to ensure a coherent communication between WPs, tasks, and partners, (2) to communicate the internal available information and to harmonize the efforts, in order to create the materials for the external communication.

## 3.2 External communication

For the external communication different tones according with the targeted audiences and messages to be delivered will be used. The external audience is defined in Section 6, Target groups. It may be divided into primary and secondary audiences. The primary target groups are those on which the Communication Plan of ECF4CLIM project will be focused on. The key messages for these groups are described in Section 5.2, Key messages. The secondary target groups are those important for the communication, but the delivery of the messages is not crucial to achieve the objectives of the project.

The objectives of the external communications are: (1) to communicate with the target groups, (2) to create the visibility of the project, (3) to ensure an efficient communication process.

The main methods and tools to achieve the communication process in the ECF4CLIM project are:

- (1) the project website,
- (2) the newsletters,

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- (3) the social media pages,
- (4) the communication materials,
- (5) the press releases,
- (6) the scientific events and meetings of different associations or platforms,
- (7) the logo,
- (8) the advocacy,
- (9) the digital platform.

The project website is planned to act as a central point for the communication activities with the whole spectrum of the stakeholders and also as a repository for the publicly available information and documents.

The newsletters are devoted to create a fast communication on the progress of the project. A regular annual newsletter will be produced and disseminated to the different audience. At different phases of the project, according with the progress and need of fast communication a special issue of the newsletter will be created and spread to the stakeholders.

The social media pages are seen as effective communication channels [3] with the school communities and efficient vectors for spreading information (project results and products, news and events). According with the popularity in different countries and for different audience, in for each national educational community a separate social media page will be set up. It will be in local language in order to be very effective.

Social media managers, selected among the students participating in the project, in each school will serve as influencers to stimulate the participation of students in the project activities. For intervention sites the targeted social media will be: (1) Facebook, (2) Instagram, (3) Twitter.

The responsibility to select the appropriate media and to create and stimulate a real flux on the social media page will be the national coordinator for each intervention site: (1) CIEMAT for Spain, (2) IST for Portugal, (3) University of Jyväskylä for Finland, (4) MedaResearch for Romania.

In order to stimulate the communication between different countries, teams and groups and also to globally enlarge the impacts, a dedicated Facebook, in English, will be set-up and coordinated by MedaResearch. To attract educators, policy-makers and other stakeholders a LinkedIn page will be set-up and coordinated by MedaResearch.

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The communication materials [4] are planned to support the off-line communication and to enhance the visibility of the project. The following communication material are planned for ECF4CLIM project: (1) the project presentation, (2) the flyer, (3) the factsheets, (4) short videos, describing the progress of the project and meaningful results at the level of intervention sites and communities, (5) podcasts, to communicate the concept of the ECF, results of the testing at the level of intervention sites, reflections resulted from the experience of citizen empowerment (6) blogs, resulted from the evolution of the project, mainly from the interactions with the communities.

The press releases are planned to reach a large audience and to communicate the most valuable results of the project. They are planned to be produced in English and translated into several languages, at least in the national languages of the partners. A selection of the newspapers, journal, and magazines will be achieved based on the notoriety and the accessibility. The developed texts will be sent to the selected media or to the selected journalists.

The events considered for ECF4CLIM communication process are: (1) scientific conferences, (2) strategic meetings of associations and platforms. The main approach will be the direct participation of the partners in these events. Due to the pandemic situation in the Europe, also the on-line participation is envisaged.

The logo is aimed to contribute to the creation and consolidation of the visual identity of the project. All the communication materials, the website, the newsletters, the social media pages, etc. will follow a consistent use of the project logo and other distinctive key visual elements.

The advocacy is intended bringing ECF4CLIM to the attention of a wider set of decision-makers beyond the contact persons directly involved in the project's work.

The digital platform will be produced as a separate and distinctive tool hosting the selected good practices for climate actions, supporting the instruments and procedures to stimulate interactively the participation in on-going climate actions and the growing process from the initial idea to a real implementation, together with useful tools for climate action (planning, implementation, and evaluation).

The platform will be produced in WP7. A coordinated effort between WP8 (Clustering, Outreach and Dissemination Activities) and WP7 (Digital Platform to Promote Active Learning and Citizens Involvement) is planned to harmonize the use of the communication methods and tools together with the development and use of the digital platform.

The website of the project will include a page explaining the role of the digital platform and directing the users, by the appropriate link, to access it. Also, the digital platform

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set-up will be announced by the newsletters, communication material, and social media pages.

After every relevant milestone of the project, the partners who took part of it will be asked to make a mention on their owned media channels and/or profiles making proper reference to the ECF4CLIM project:

- making reference to the project name,
- making reference to the UE funding status,
- describing their role in the project and/or in the specific event.

Afterwards, ECF4CLIM's media channels and profiles (website, newsletter, social media) will mention these publications to increase the impact of every communicative action.

## 4. KEY PERFORMANCE INDICATORS, KPI

A set of key performance indicators (KPIs) were established for different actions of the communication and dissemination process, together with the measures planned to maximize the impact, and proposed targets. They are presented in Table 4.1.

Table 4.1. Measures to maximize impact

Action	Measures to maximize the impact	KPI	Target
Workshops	Inform and engage the community; present key findings; gather intelligence and feedback from stakeholders	No of participants	100
Webinars	Knowledge transfer	No of participants	100
Final Conference	Ensure a good visibility of the main results for the targeted stakeholders	No of contributions No of participants	20 100
Newsletters	Provide an interested audience from all target groups with the latest news	No of contributions to newsletters of consortium	20

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		members and associated partners	
Participation in external events	Ensure good visibility in the relevant community	No of contributions to 3rd party events	20
Website	Be the hub for communication activities; present the key findings; support project visibility, inform and engage the community; support the visibility	No of key page views and project-related posts	2000
Digital platform	Be the hub for transfer of the tools and products to the market, and also the instrument for participatory learning and practicing activities	No of the customers of the tools/applications  No of participants in participatory learning	200  500
Social media	support the visibility; spreading the knowledge on the digital platform	No of interactions (shares, likes, retweets, comments, etc)	3000
Publications	project reports, conference proceedings, peer-reviewed publications if any	No of publications	30
Press release	Ensure visibility especially regarding civil society	No of articles following the dissemination of press releases	3

After the ending of the project the website will be maintained for at least 5 years and updated with relevant impact of the project's outcomes. It is expected that the digital

platform will remain functional for as long as possible, as long as it proves to be effective for the defined purposes. The data collected from the educational climate actions (for example technical parameters describing the impact of the behavioral changes in the schools) will be digitally collected during the project and stored for a long time in order to be post-processed, and re-used in other related studies. The responsibility for the preservation and curation will be of CIEMAT, as project coordination.

The public opinion will be addressed by stressing the importance of the climate actions and of the daily behavior to reach a low-carbon future. ECF4CLIM communication will use multipliers like journalists and civil society organizations and participate in specific events to reach citizens.

## **5. WHAT TO COMMUNICATE**

### **5.1 The value of ECF4CLIM project**

The aim of ECF4CLIM project is to co-design and test a European Competence Framework for climate change and sustainable development that is transdisciplinary and will enable and empower the citizens to act towards the necessary transition towards sustainability.

Towards this goal, a broad engagement of students, teachers, parents and the wider educational community is planned, contributing to climate action and fostering transformational change towards sustainable development in the spirit of 'citizen science'.

The project will gather these direct participants in different co-designing processes. A set of tools (such as the competence framework, applications, digital platform) will be developed stimulating changes in the personal and collective behaviors, habits, routines, and social norms of the various actor groups with the aim to foster sustainable development, in particular to produce an effective and large participation in the climate actions.

The scope of the activities includes the levels of the educational system from the primary schools to the universities. A particular attention is paid to the long-term character of the measures, as a central feature of sustainable development, and of the impacts of the policy and educational measures.

The project is addressing the four priority areas of action identified by the UNESCO Expert Group on Competences in Education for Sustainable Development (UNESCO 2012), namely professional development in education, governing and managing of institutions, curriculum development and monitoring and assessment. The project is

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working along the four lines of action towards specific objectives contributing to the strengthening of the knowledge, skills, attitudes, practices and social norms in the areas of the climate change and of the sustainable development:

1. Identifying the challenges and opportunities for strengthening the educational community's competences by co-designing with the schools and universities and the wider educational community a European Competence Framework (ECF) for climate change and sustainable development.
2. Testing the ECF at a number of demonstration sites, by implementing jointly with the educational community a variety of contextually adapted interventions designed to enhance environmental, individual, and collective competences in the area of climate change and sustainable development.
3. Engaging the broader educational community in the evaluation of the ECF, addressing the individual, organizational and institutional factors enabling or constraining the desired changes in social practices.
4. Empowering the broader educational community to trigger and sustain transformational change towards a more sustainable future through participation in the design, implementation, and evaluation of the ECF.

## 5.2 Key messages

The key messages of the project will be completely developed during the evolution of the project. An important contribution of the co-design process, reflecting an intensive and fruitful interaction with the educational communities from the intervention sites and with the various actors, is expected to contribute to the enlightening of the initial messages of the projects. At the starting of the ECF4CLIM project the following messages are considered for the communication plan:

- (1) "acting now", reflecting the urgency character of the climate measures and the focus on the awareness of the importance of the participation; each individual contribution is important,
- (2) "acting together", reflecting the power of collective participation, of the synchronism in approaching the priorities, and also the use of limited resources,
- (3) "acting long-term", enlightening the long duration of the processes, behaviors,
- (4) "use the educational process as a key contributor" to act in a coordinated way,
- (5) "empower the communities",
- (6) "consider the European dimension" of the educational framework,
- (7) "build good practices and enlarge the use of them to other communities",



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- (8) “monitor, discuss and reflect” on the actions,
- (9) “importance of reflection, deliberation, decision, common participation”,
- (10) “neutral space” created by the digital platform.

The nature of the messages will be targeted to a different audience and will have a different thematic adaptation to each of the objectives settled in this Communication Plan.

The key messages will be slightly revised to better reflect what the audience should remember of the project. From the very beginning, and until the first deliverables will be accessible and ready to disseminate, the key messages will be centered on the major expected outcomes of the project:

(1) Key messages for the general public:

- 1.1 ECF4CLIM will offer approaches, tools and good practices for individuals and communities to contribute to the mitigation of the climate changes.
- 1.2 To build a sustainable future of our single planet some important changes in the individual and collective behaviors are needed. The education of the new generations is the key factor to increase awareness and introduce new practices in the daily activities.
- 1.3 A sustainable world cannot be built without changes in the regular business approaches, in the energy system, transportation, heating and in the technologies, we are using. The tomorrow’s world must be more collaborative, more efficient, more electrified and more renewable, involving the local resources and opening new perspectives.

(2) Key messages for policy makers:

- 1.1 ECF4CLIM will offer some approaches and practices for the individuals, communities, and whole society. The solutions to prevent or mitigate the climate changes exist today. What is needed is a focused and coordinated action towards sustainability, removing the existing barriers and facilitating an effective implementation. The awareness, education, and practice are key factors to be supported by coherent policies and strategic planning.
- 1.2 The strategic vision to reduce the carbon impact and reach the climate neutrality on the mid of century may be achieved only by a huge effort of the global society. Agreements and collaboration are necessary but not sufficient. We need more awareness of the entire society, a real implementation, and continuous monitoring. ECF4CLIM offers a collective and relevant experimental activity targeting education, awareness, participation and behavioral changes, built together with 12 educational communities from 4 European countries.

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1.3 ECF4CLIM will contribute to identify the needs and gaps in the education for climate changes and will build the European Climate Framework.

(3) Key messages for the educational communities:

3.1 ECF4CLIM invites the educational communities to act together (students, teachers, administrative staff), starting with the reflection and deliberation on the climatic issues, continuing with the co-designing of the best approaches for a sustainable world, and going firmly on the way of implementation.

3.2 ECF4CLIM is helping educational communities to build approaches, methods and tools to evaluate the environmental performances of the schools and to find together appropriate interventions aimed to demonstrate some effective ways to produce a relevant shift towards decarbonization.

3.3 ECF4CLIM invites the educational communities to spread the knowledge and practices received during the project implementation to other parties like parents and the local communities.

(4) Key messages for students:

4.1 ECF4CLIM offers an interesting approach of the educational activities, by incorporating the trans- and multi-disciplinarity and a real opportunity of students to contribute by co-design

4.2 ECF4CLIM is a vehicle to help students to build together activities with impact on the prevention/mitigation of the climate changes and to spread the knowledge and practices in their families, relatives, and local community

4.3 ECF4CLIM offers to the students a digital platform as a neutral space for interaction and collaboration to create the critical mass for effective climate actions

(5) Key messages for parents:

5.1 ECF4CLIM helps the children to build a sustainable future, by finding together the approaches, the methods and tools for efficient climate actions,

5.2 ECF4CLIM invites parents to be part of the proposed activities by the educational communities, to discuss the errors of the past and to identify the benefits of the proposed common actions,

5.3 ECF4CLIM invites parents to discuss in the local community the experience created by the project with the educational community

Key messages for teachers:

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6.1 Growing together towards the needs and understanding of children to effectively act to prevent or to mitigate the climate changes,

6.2 Create the catalytic effect to involve many individuals and improve the effectivity of the actions,

6.3 Cooperate with administrative staff to transform the school in a model of sustainability and climate actions. It is important the children feel that they too can make a difference.

6.4 The roots of future society and future habits are in the classrooms; therefore, the teachers play a key role to shape our future not only in terms of knowledge and skills but also in attitudes and initiatives,

6.5 The schools have a key role for a sustainable future. Educate and empower your students. Mobilize students to take impactful climate actions. Talk about ways to slow down the climate changes which will give them a better future. Stimulate the sharing of ideas among students.

### (6) Key messages for citizens:

7.1 Work together to act on climate change. Interact with the schools as the place where the future is growing.

Key messages for NGOs:

8.1 Empowering communities to act on climate change

8.2 Participate in ECF4CLIM events (conferences, workshops, webinars, summer schools, etc.) are taking place in order improve awareness about the needs and gaps

### (7) Key messages for all audiences:

9.1 Have a look on the ECF4CLIM results. Try to use the tools created for a better understanding of the individual and collective impact on the environment and future sustainability. Get involved in ECF4CLIM climate actions.

## 6. TARGET GROUPS

A target group (or stakeholder) can be defined as any group or individual who can be affected by the project results and objectives or who can affect them. ECF4CLIM project communications will approach a broad spectrum of audiences from the educational communities to the general public.

The project audience will be segmented in the internal and the external audience. Internal audience represents the project partners, therefore the group of people contributing and in charge of the project implementation. The external audience

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consists of the major players who could be interested to benefit the results of the project or could contribute to the spreading of the meaningful outcomes.

The internal audience consists of the partners of the project: CIEMAT, IST, University of Seville, Universitat Autònoma de Barcelona, University of Jyväskylä, MedaResearch, ISQ, TREBAG, Smartwatt, QUE.

The external target groups of the project are the following:

- (1) educational communities from the intervention sites - students, teachers, parents and the wider educational community (from primary schools to universities) engaged in project as associated partners,
- (2) other educational communities reached by the spreading of the information, knowledge and practice through communication, dissemination, and exploitation processes,
- (3) various actor groups to change their personal and collective behaviors, habits, routines and social norms in order to foster sustainable development, represented by local communities,
- (4) different NGOs and organizations acting in the field of education and climate actions,
- (5) policy-makers (national and European),
- (6) scientific community,
- (7) general public.

Dialogue, communication and dissemination are essential components of the ECF4CLIM project, having a great contribution to maximize its impact. The dissemination is broad oriented to a large group of stakeholders with a special focus on educational communities, policy-makers, and the general public. The engagement of the stakeholders is crucial to reach a high impact of the project, consequently adequate measures are planned for the elaboration, testing and validation of ECF.

Beyond the dedicated web-site aimed to communicate and disseminate on the progress and results of the ECF4CLIM project, a dedicated digital platform (designed, and implemented during by WP6) will act as a safe space for communication and performant tool to stimulate the participation of all stakeholders in the educational climate actions, growing the initiatives, gathering the critical mass and spreading the knowledge on the good practices. Moreover, for a fast and effective communication with different target groups some social-media pages will be used as vectors of spreading the initiatives and climate actions. Both the web-site and the digital platform will be accessible beyond the duration of the project.

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During the project, the active engagement of the stakeholders will produce direct impacts in terms of capturing the knowledge on their needs, opinions, and requirements, also to gather feedback on the different steps and the products of the project towards a sustainable construction of the ECF.

On the other hand, the communication in ECF4CLIM project will approach four levels: (L1) awareness, (L2) understanding, (L3) action, and (L4) participation.

L1 will mainly consists in the delivering of the project's main messages in a direct relation with its objectives, L2 will be based on more detailed information in relation with the project purposes, methods, tools, and outcomes. L3 will be devoted to the delivering of the project products to the target groups aiming a further use. L4 are connected with the direct involvement of some members of the target groups in some activities of the project. The target groups and the levels of communications are presented in Table 6.1.

Table 6.1 The target groups and the levels of the communication

Target group	L1, Awareness	L2, Understanding	L3, Action	L4, Participation
Educational communities from intervention sites	x	x	x	x
Other educational communities	x	x	x	
Local communities	x	x	x	x
NGOs acting in education	x	x	x	
Policy-makers	x	x	x	
Scientific community	x	x	x	
General public	x	x		

## **7. COMMUNICATION CHANNELS, TOOLS AND ACTIVITIES**

### **7.1 Project website**

ECF4CLIM Website (ecf4clim.net) was developed serving as the primary source of information regarding the objectives, methodology, teams, progress and outcomes. A complete functional and operational website is foreseen for M4.

Website performances are linked with the criteria of:

- ☑ Usability. Clear and accessible structure,
- ☑ Content updating,
- ☑ Accuracy in the content suitability.

All partners will be requested to deliver content for the website. The working language of the website is English. According to the progress of the project, the content of the website will be continuously extended and updated

The main communication objectives of the ECF4CLIM website are:

- to provide relevant and current information to a wide audience,
- to ensure information is provided in an accessible and usable manner,
- to be a common documentation base for all the partners, containing the main project documentation and deliverables,
- to be an information database of all the activities and deliverables carried out by ECF4CLIM project and its partners.

The structure of the website consists of:

- (1) Public area, offering a project overview highlighting the motivation, background and objectives, the partnership, intervention sites, advisory board, methodology, structuration in the work packages, expected results, expected impacts, etc. On the other hand, it will provide access to the project's public deliverables and to the digital platform. A separate section is dedicated to events and news.
- (2) Private restricted area, designed to include the project scheduling, deliverables with restricted access, reporting, other confidential documents and management tools.

The development and maintenance of both area is in the responsibility of MedaResearch, whilst for the creation and maintenance of the content of the website all partners may contribute.

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Table 6.1.1 Pages of the ECF4CLIM website

	Page	Sub -Pages	Role
1	<i>Home</i>	-	Present the Mission and central messages of the project
2	<i>Our Team</i>	<i>Partners</i>	The presentation of the ECF4CLIM consortium
		<i>Associated Partners</i>	The presentation of the intervention sites (schools and universities)
		<i>Advisory Board</i>	The presentation of members of AB
		<i>Contact</i>	Links to the contacts
3	<i>Our Project</i>	<i>Structure</i>	The structure in WPs, description of WPs
		<i>Methodology</i>	Approaches and methods used by the project
		<i>Expected Results</i>	Presentation of the expected results and expected impacts of ECF4CLIM
4	<i>Results</i>	<i>Deliverables</i>	Links to the public finalized and approved deliverables
		<i>Dissemination Materials</i>	Links to all finalized and approved dissemination materials
		<i>Blog</i>	The blog of project, accessible also as a link from Results-Dissemination materials
5	<i>News and Events</i>	<i>Events</i>	Presentation of the events and links to the resources
		<i>News</i>	Abstract of the News and links to the details
6	<i>Get Involved</i>	-	Explaining how somebody may participate in project's actions or subscribe to the materials
7	<i>Digital Platform</i>	-	Presentation of the scope of digital platform and link to the hosting site
8	<i>Private Area</i>	-	Entrance to the private restricted area (access to the drafts, minutes, and other confidential documents)
9	<i>Privacy Policy</i>	-	Explaining the rules of the website and project to respect the privacy
10	<i>Cookie Policy</i>	-	Explaining the rules used for the cookies

### D8.1, Communication Plan

11	<i>Sign up for Newsletter</i>	-	Form used to sign up to receive the Newsletters
12	<i>Feedback</i>	-	Form to send feedback by the audience to the project team

Both desktop and mobile phone versions of the website were developed.

The development of the **Home** page was based on the consideration the first impressions are crucial to continue the communication process in a successful manner, even some visitors will access the website via a landing page or via an internal web page indexed by a search engine (but this audience will navigate a short time, in average less than 30 seconds to decide if the website is what they are looking for).

**The Home** page is presented in Figure 6.1.1 and it is structured as following:

- (1) Header; it includes the Logo, the name of the project (short name and in extenso), the message "*Acting now for climate and life sustainability*", the main menu of the website
- (2) Two representative photos, one representing students coming and going to the school/university, and the other representing the context of the habitation and living.
- (3) The text box "Our Mission" explaining the scope and main actions of ECF4CLIM.
- (4) An Infographics to represent the methodology, the participants, and the outcomes of the project.
- (5) Footer, explaining the financing by the European Union Horizon 2020 research and innovation programme under grant agreement No. 101036505, and the responsibility of the authors of the website for the contents. In the footer a connection with the social media dedicated pages is introduced.



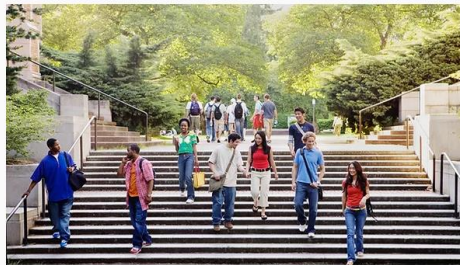


## ECF4CLIM - A EUROPEAN COMPETENCE FRAMEWORK FOR A LOW CARBON ECONOMY AND SUSTAINABILITY THROUGH EDUCATION

Acting now for climate and life sustainability!



[Home](#) [Our Team](#) [Our Project](#) [Results](#) [News and Events](#) [Get Involved](#) [Digital Platform](#) [Private Area](#)



### Our Mission

Through a multidisciplinary, transdisciplinary and participatory process, ECF4CLIM develops, tests and validates a European Competence Framework (ECF) for transformational change, which will empower the educational community to take action against climate change and towards sustainable development.

We are strengthening knowledge, skills, attitudes, practices and social norms in the areas of the climate change and sustainable development by:

1. Identifying challenges & opportunities: co-designing the ECF,
2. Testing the ECF: at demonstration sites (individual and collective competences),
3. Engaging: the broader educational community in evaluating the ECF,
4. Empowering: the broader educational community to triggers and sustain transformational changes



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101036505. This webpage reflects only the author's view and the Research Executive Agency (REA) and European Commission cannot be held responsible for any use that may be made of the information it contains.

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Fig. 6.1.1 The Home web pages of ECF4CLIM website

The *Header* and *Footer* are the same for all the pages of the web site.

## D8.1, Communication Plan

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The *Home* page offers the key messages with clarity and stimulate the interest of the audience by the proposed images. The visual part will be periodically reviewed, and, in accordance with the evolution of the project and feedback received from the audience, it will include relevant images from the activities with the educational communities.

The mission is clearly explained with the intention to catch the audience's attention and to offer the voice of the authority in the field:

*"Through a multidisciplinary, transdisciplinary and participatory process, ECF4CLIM develops, tests and validates a European Competence Framework (ECF) for transformational change, which will empower the educational community to take action against climate change and towards sustainable development.*

*We are strengthening knowledge, skills, attitudes, practices and social norms in the areas of the climate change and sustainable development by:*

- 1. Identifying challenges & opportunities: co-designing the ECF*
- 2. Testing the ECF: at demonstration sites (individual & collective competences)*
- 3. Engaging: the broader educational community in evaluating the ECF*
- 4. Empowering: the broader educational community to triggers & sustain transformational change"*

**The Team** webpage is structured in three sub-pages: (1) Partners, (2) Associated partners, (3) Advisory board.

The partners (CIEMAT, IST, University of Seville, Universitat Autònoma de Barcelona, University of Jyväskylä, MedaResearch, ISQ, TREBAG, Smartwatt, QUE) of the ECF4CLIM consortium are briefly presented on the sub-page *Partners* by introducing their main capabilities and competences involved in the project.

The associated partners (12 schools and universities from Spain, Portugal, Finland, and Romania) are shortly presented on the sub-page *Associated Partners*. Links to their webpages are available to obtain any available details.

The members of the Advisory Board are grouped per country (Spain, Portugal, Finland, and Romania) and the name of the organizations and the nominated experts to be involved in the project are presented on the sub-page *Advisory Board*.

The sub-page *Contact* offers the official contact information for the project. A dedicated e-mail address for the external communication was created as: [ecf4clim@gmail.com](mailto:ecf4clim@gmail.com). In this manner the project team will be accessible to the site's visitors and provide them with a clear and easy way to get in touch.

To be noted that by the dedicated social media pages (both types - project level integrated one, also the pages in the national languages of the four countries with

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demonstration sites) a direct contact with the team members (both at the level of the project, or at the national team level) is ensured.

The webpage ***Our Project*** is structured in three sub-pages: (1) Structure, (2) Methodology, (3) Expected results. The page is used as an opportunity to go into greater detail of the project to be offered to the targeted audience. The information was selected on the criteria of the accessibility of the content and on the consideration of the perceived interests of the audience. The visual part is selected to help the understanding of the messages. The potential impact of the project is explained together with the innovative aspects.

The sub-webpage *Structure* describes the project structure, in the 8 work packages (WP1- Ethics Requirements, WP2 - Management and Coordination, WP3 - Development of ECF for Climate Change and Sustainability, WP4 - Testing the ECF: Baseline assessment, WP5 - Testing the ECF: Interventions, WP6 - Testing the ECF: Participatory evaluation, WP7 - Digital Platform to Promote Active Learning and Citizens Involvement, WP8 - Clustering, Outreach, and Dissemination Activities). Each WP is briefly described in order to communicate its role in the project and expectations for the activities and results.

The sub-webpage *Methodology* presents the main approaches, methods, and tools used by ECF4CLIM project. Some details on the “Citizen engagement”, “Citizen science”, “Crowdsourcing”, “Multi-criteria analysis of the environmental performance”, “Life Cycle Assessment”, and “Energy efficiency calculations in buildings” are presented.

The sub-page *Expected Results* consists of a briefly presentation of the expected/planned results. The results are grouped in two categories:

(1) expected results consisting of:

- (i) Multidisciplinary European Competence Framework (tested and validated on 12 demonstration sites in 4 countries),
- (ii) Hybrid participatory methodology focused on the capacity of the interventions to enhance the individual and collective sustainability-related competences,
- (iii) Participatory and deliberative approach for the co-design, the jointly implementation and the evaluation, of measures and interventions,
- (iv) Contents of the ECF partly or fully integrated into the educational programmes and school/university curricula,
- (v) Educational materials, tools and applications,
- (vi) Creation of Reconvened Focus Groups (RCFs) and Low Carbon Committees (LCCs),
- (vii) A digital platform with crowdsourcing applications,
- (viii) IoT and calculation tools,

## D8.1, Communication Plan

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- (ix) Networking with other relevant projects and activities;
- (2) expected impacts consisting of:
  - (i) Improve the specific educational programmes, school curricula, training events, networking activities and exchange of good practices in the area of climate change and sustainable development,
  - (ii) Strengthening the ability of various groups in society, especially the young people, to critically examine their knowledge, skills and attitudes towards climate action, sustainable development and environmental protection,
  - (iii) Enhanced engagement of the wider communities,
  - (iv) Empowerment of the broader educational communities to engage in transformational change towards a more sustainable future,
  - (v) Extensive participation of pupils and students, supported by scientists, educators and practitioners, in intergenerational dialogues and exchanges on climate action, environmental protection and behavioural changes,
  - (vi) Long-lasting improvement of the environmental performance (reduction of greenhouse gas emissions, reduction of energy consumption, reduction of waste production, improvement in indoor air quality, etc.),
  - (vii) Long-lasting reduction of the environmental footprint of students and the broader educational community, thanks to changes in individual and collective behaviours, habits, and social norms,
  - (viii) Long-term sustainable life choices made by the citizens who have acquired competences for sustainable development.

The role of the *Expected results* sub-page is to offer a comparison of the effective results achieved during the project and beyond of them (hosted by the web page Results) with the planned one.

The webpage **Results** is structured in four sub-pages: (1) Deliverables, (2) Dissemination materials, (3) Digital platform, (4) Blog.

The sub-page *Deliverables* offers to the audience the easy access to all the final version of the deliverables grouped in the Public category.

The sub-page *Dissemination Materials* is hosting all the final version of the materials produced by the project with the purpose to support the communication and enhance the visibility of the project, especially at various events. The materials include: the project presentation, the newsletters, the flyer, the factsheets, but also links to short videos, podcasts, and the blog produced during the implementation of the project.

On the same page the list of the most important publications will be included, together with the links to the open access. During the evolution of the project, links and additional details about the project's achievements, as these will further engage and impress the audience, will be added.

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The sub-page *Blog* will include, in a reversed chronological order, a set of posts of different authors (experts from the partner organizations, staff from the school, students) on the relevant themes of the project. These posts are devoted to disseminate some relevant personal or group considerations, reflections, or practices. The Blog will be promoted by the associated social media pages. The blog is essential in maintaining an ongoing relationship with the targeted audience, and ensure they always have a reason to come back and check for news and progress. A link to the *Blog* page is, also, present on the *Dissemination Materials* sub-page.

The webpage **News and Events** is structured in two sub-pages: (1) Events, (2) News. The first one, *Events*, is dedicated to communicate on the events of the projects (meetings, workshops, round-table, contests, etc) and any other events relevant for ECF4CLIM (for example events of other projects). The second one, *News*, will include relevant news on the climate change issues.

The webpage **Get Involved** consists of useful links to engage the audience in the activities of the project, to receive newsletter, to send some feedback on the content of the website and on the results of different actions on the demonstration sites. The project recognizes the key role of the citizens and of their active involvement climate actions towards sustainable development, as well as the importance of education, awareness-raising, citizen science, monitoring of impacts, social engagement and innovation in facilitating the engagement of citizens in these efforts.

The page invite the visitors/readers: “**JOIN US!** There will be many opportunities to get involved in ECF4CLIM, including: (1) participating in national workshops, (2) taking part in the Network's events and activities, (3) **Sign up** for the ECF4CLIM newsletter, (4) Registering to our **Digital Platform**, (5) **Give feedback** on the website content. More information on the ways of opportunities to get involved in ECF4CLIM will be added as the project progresses”

The webpage **Digital platform** is devoted to a briefly description of the digital platform produced by ECF4CLIM in WP7 and a link to it. The page is, in fact, another access of the separate product of the project, the digital platform.

The **Private Area** is accessible via password for the consortium members. It is devoted to be an exchange space for the in-progress deliverables, reports, materials, ideas. Also, it will work as a repository for the restricted to the consortium deliverables. These documents must be uploaded to the private area of the website by each WP leader as soon as they are validated to ensure that all the consortium members have access to the latest documentation generated.

In order to stimulate the communication additional pages were created for: *Privacy Policy* (explaining the rules to ensure the privacy of the visitors), *Cookie Policy* (explaining the use of cookies, and the option to set-up), *Sign up for Newsletter* (the form to sign-



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up to receive the Newsletters), *Feedback* (form to send feedback to the project team and website developer).

The Calls-to-Action is present on *Get Involved* page and will be included, also, on the social media pages.

From the point of view of the contents' updating process the Communication Plan includes dedicated actions. The updating will be performed as frequently as necessary in order to introduce all the new achievements of the projects, the new materials for communications, any other details, etc.

A tentative planning is to have a **major review** of the website content **at each six months**. On the other hand, the check-ups of the site will be performed at least weekly, in order to keep the interest of the audience. It should be noted that the educational communities are very eager to see news and to have a very dynamic website as a central point for the communication.

The responsibility for the updating process is of MedaResearch for the technical intervention on the website, and of the all partners for the contents.

## 7.2 Social networking communication tools

In the section devoted to the methodology, it was explained the **social media pages** are seen as effective communication channels with the school communities and also efficient vectors for spreading information (project results and products, news and events). The web-site is planned to play the role of the central point for the communication targeting a broader audience.

The construction and running of these pages will take into consideration the social media and technology are integral parts of the daily life. Therefore, the project will use these tools in two ways: (1) use to transfer important messages relate to the life, climate, and education, (2) use them into the classroom in a natural way as additional means for the education. The Communication Plan will approach only the first way.

In the ECF4CLIM project, the role of the social media pages is to generate friendly communication channels with children, students, teachers and professors, administrative staff, and as large as possible with the local communities and general public.

Social networks have the power to produce a rapid multiplier promotional effect on the communication activities of the project, allowing a quite easy access to the targeted audience in a friendly manner from the perspective of the end-user. The focus of the efforts will be to keep alive the contact of the project with the audience and also to stimulate the communication between different end-users, seen also as contributors to

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the exchange of the information, considerations, feelings, experiences, judgements, or practices.

This social media will be very important for the dissemination of the events, conferences and workshops to broadcast the role of the ECF4CLIM project in the construction of the European Competence Framework for a Low Carbon Economy, and to attract followers through real time information.

The objectives of the communication of ECF4CLIM project by the social media are: (1) to increase the awareness of the Project and its progress, (2) to enlarge the audience, (3) to increase the public awareness, (4) to create a network, (5) to educate and empower the citizens and communities.

According with the popularity of the different social media (Facebook, Twitter, Instagram, etc) in the four countries involved into the educational activities at the level of the demonstration sites (Spain, Portugal, Finland, Romania), and considering the accessibility for different audiences, separate social media pages will be set up in the national languages (Spanish, Portuguese, Finnish, Romanian). The decision on the type of the social media will be of the national teams. The opinions of the representative audiences will be considered in the decision-making process. In this direction, in the process of the baseline assessment (WP4) this issue will be explored involving the students, teachers, and administrative staff. The use of the local language will contribute to a high effectiveness of the communication of these channels.

At least one social media page, per each of the four countries, will be created under the national coordination of: (1) CIEMAT for Spain, (2) IST for Portugal, (3) University of Jyväskylä for Finland, (4) MedaResearch for Romania. The page/pages will be stimulated to ensure a real flux of communication and information exchange. Social media managers, selected among the students participating in the project, in each school will serve as influencers to stimulate the participation of students in the project activities.

In order to create the communication channels among the national teams, local communities across Europe, and to integrate a larger audience, at the level of ECF4CLIM project three social media pages will be created (according with the planning they will be operational in March 2022) and used during the ECF4CLIM duration, but also beyond of it. Three channels will be used: (1) Facebook ECF4CLIM page, (2) YouTube channel, (3) LinkedIn page.

In Fig. 6.2.1 a schematic representation of the national social media pages and the ECF4CLIM social media pages is shown.

The ECF4CLIM central social media page will be a **Facebook page, in English language, with moderator**. Each of page member / subscriber may introduce posts, comments, appreciations, etc. The posts will be approved for publishing by the moderator.

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The Facebook page will offer a big scale bidirectional communication, with all the audience present on this social media, but focusing on the educational communities, educators, children and students.

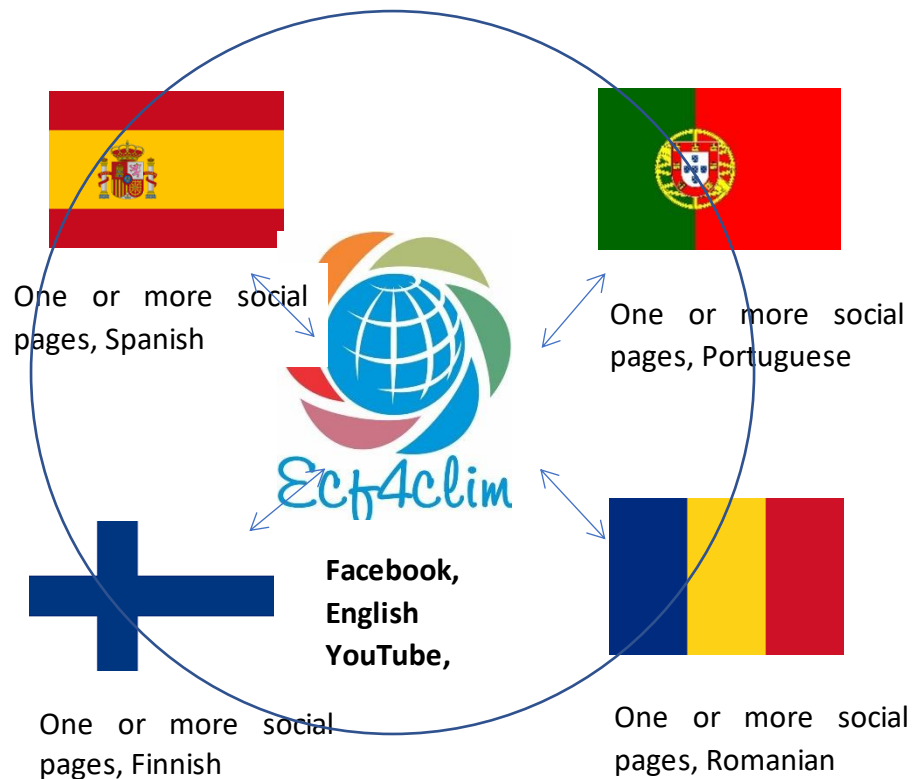


Fig. 6.2.1 ECF4CLIM project, social media pages at national and project level

The aim of this page is to stimulate the communication between different countries, teams and groups and also to globally enlarge the audience. The page will be set-up and coordinated by MedaResearch.

A sub-set of the posts on the **ECF4CLIM Facebook page** will be recommended to be translated into national languages in order to be posted on the national social media pages. The sharing is also be used, but for the posts expected to produce a relevant impact the translation is recommended. The recommendation for translation will be sent from the moderator of the ECF4CLIM Facebook page to the national teams. The translation will be performed by each organization in charge with the coordination of the national team.



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To communicate with the scientific audience and also to attract a broad spectrum of professionals from related areas, educators, policy-makers and other stakeholders, a **LinkedIn page** (at the level of ECF4CLIM) will be set-up and coordinated by MedaResearch. The objective of LinkedIn ECF4CLIM page is to disseminate the progress of the project among the scientific community and professional stakeholders and to attract knowledge and generate awareness.

The page will communicate the main results of the project by links to the Results sub-pages of the web site. A special attention will be paid to share papers presented in the conferences and articles published in the journals, and also to communicate news about the progress and outcomes of the project. The type of content of LinkedIn page will be: links, news, documents, videos, pictures, infographics. The producers of these will be all the members of the consortium.

The feature of **YouTube** to communicate intensively by audio-visual contents will also be used for the ECF4CLIM communication process. The feature of easy spreading of the relevant content by sharing on other media and platforms is a great advantage, together with the easy access to different audiences.

A ECF4CLIM YouTube channel will be set-up and coordinated by MedaResearch, and supervised by the CIEMAT as project coordinator. The national teams and other partners will be asked to propose contents to be communicated by using the YouTube channel. The production of the video materials will be achieved by the partners. The content will be supervised by CIEMAT as Coordinator of the project and approved by the Steering Committee.

## 7.3 Blog

During the duration of ECF4CLIM project a blog dedicated to the education for climate changes actions will be kept active in order to:

- introduce reflections on the main issues of climate changes, climate actions, education for climate, daily behaviour, or introduce issues to be discussed by the educational communities and other target audiences,
- create a systematic connection between the web site and social media pages, by sharing the blog posts,
- contribute to the creation of a broader community around the project and actively participating in the communication process.

The blog was set-up as a sub-page of the page *Results* of the ECF4CLIM web site (Table 6.1.1). The posts on the blog appear in the chronological reverse order, with the most recent post at the top of the page.

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All Posts

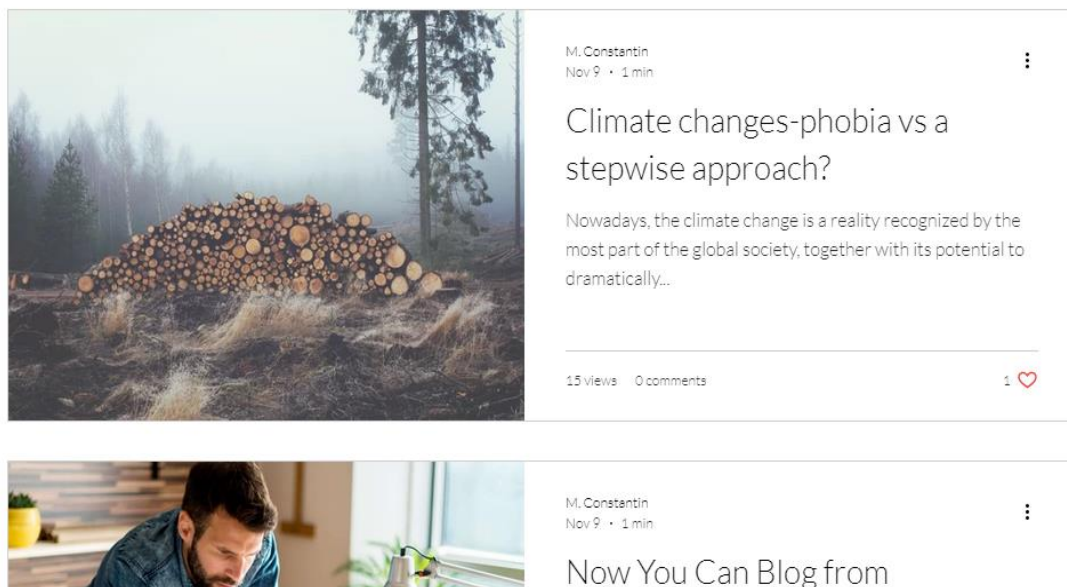
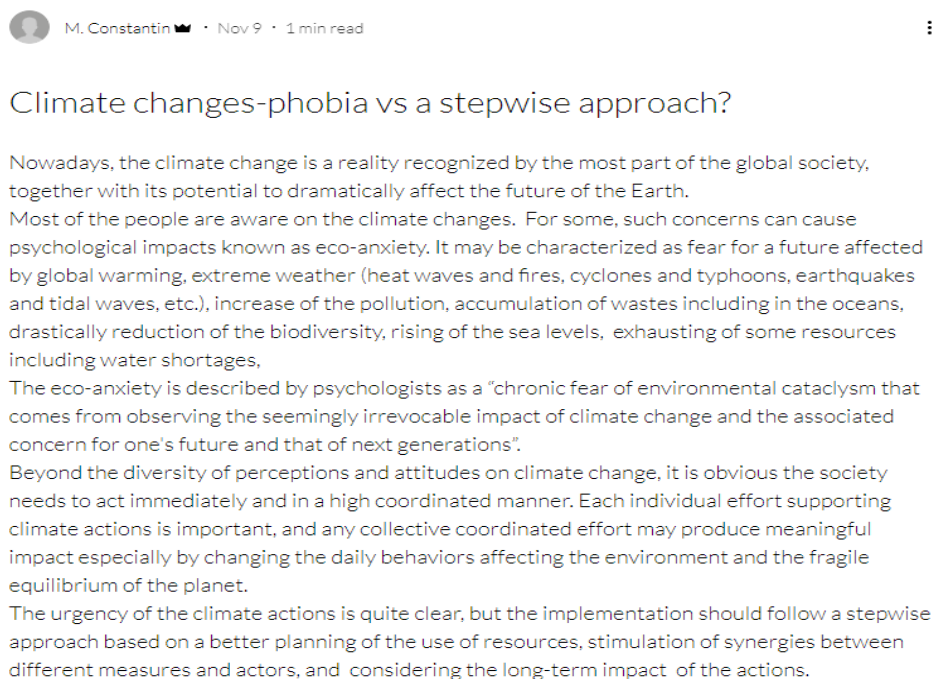


Fig.7.3.1 Layout of the blog



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#society #climate changes #climate actions

f t in

Comments

 Write a comment...

Fig. 7.3.2 Full format presentation for an exemplificative post of the ECF4CLIM blog

The posts are structured in: (1) header (author, date of issuing, the most recent access of the post), (2) the article, (3) the footer (no of views, no of likes, comments). The option to share the post is available by pressing the right button from the header and choosing the media for sharing (Facebook, Tweeter, LinkedIn) or copying the link and inserting it in another social media environment.

The Blog has the Search facility, by pressing the button placed upper the title “All Posts”. In Fig. 7.3.1 the layout of the posts is presented. In Fig.7.3.2 the format of complete visualization of a post is presented.

The post includes *hashtags* to allow a better indexing, searching, and context reference by the different internet browsers or social media tools. At the bottom of the page the reader may introduce comments.

The set-up and coordination of the ECF4CLIM blog is in the responsibility of MedaResearch. All the partners will be invited to contribute to keep alive the blog. At the same time, during the discussions and educational activities on the demonstration

## D8.1, Communication Plan

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sites, the national teams will inform the educational communities (teachers, students, staff) on the purpose of the blog and invite them to actively participate by writing their reflections, thoughts, ideas, considerations, etc. This exchange of view is important not only to cover the diversity of the opinions, attitudes and approaches, but also to create a very dynamic group able to digest the ideas and produce valuable climate actions.

It should to emphasize the idea that the blogs can often offer a deeper analysis than the usual mainstream media [5], due to the multitude and diversity of the sources and due to the contribution of citizen commentators. In the current practice the updating of the blogs is very diverse [5] from hourly (or even more frequently), to weeks or months, with postings in reverse chronological order.

For ECF4CLIM blog, the proposed frequency is monthly or more frequent, depending on the participation of the educational communities. The project will exploit the facilities of the blog such as the interactivity, the flexibility, the inexpensive mode of publication, and the easy way-to-construct. A special attention will be paid to the phase of the interventions (WP5) when the participants will be invited to keep diaries. Some of their reflections, thoughts, ideas, considerations may be transformed into posts for the blog, and for this the participants will be informed on the possibility and invited to participate on the blog.

## 7.4 The Logo

The Logo of ECF4CLIM project is presented in Fig. 6.4.1.



Fig. 6.4.1 ECF4CLIM project – The Logo

The elements of ECF4CLIM logo and the associated significances are the following:

- (1) The Earth globe symbol, in blue reminding the metaphor “the blue planet”, the uniqueness of it, the invaluable value of the planetary ecosystem,

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- (2) The pages of a scrolled book around the globe, in different colors (as a symbol of diversity of communities, groups, disciplines in education) and as a coordinated effort to protect the central value, the planetary ecosystem, therefore the objective of the project to build the European Competence Framework for a Low Carbon Economy,
- (3) The title, ECF4CLIM, written in school style, as a symbol of the central focus of the project to work for education, with school communities, involving children and students.

## 7.5 Newsletters

Newsletters will be produced with the main objective to increase the impact of the project. The content of the newsletters will consist of the main news and information in relation with the project's evolution. The responsible of managing and delivering the Newsletters is Meda Research as leader of the Task 8.1.

In order to have a broader audience, the access to the Newsletters in the electronic format is possible from the *Results* page of the website, more exactly from the *Dissemination Materials* sub-page.

Meda Research will ensure the existence of enough materials to be included in the Newsletter and ask other consortium members for their contributions. At least four Newsletters will be released during the implementation of the project. The release is planned annually, at the end of April. Supplementary issues may be released, if the evolution of the project will request, with a tentative planning for end of October.

The Newsletters will include the latest results of the projects, success stories, news from the partners, upcoming events, words from the coordinator, highlights of the work packages, related international news, announcements of relevant workshops and conferences, etc.

The newsletter will be defined according to the European legislation and it will be forwarded to all the subscribers who decide to do so through the website, e-mail or other media such as recommendation of the consortium members.

In order to subscribe for the receiving of the Newsletter, there is an invitation on the page *Get Involved* of the ECF4CLIM website. A form is available to be filled by the potential subscribers. During the discussions and activities with the educational communities from the intervention sites, the national teams will communicate the possibility to subscribe for the Newsletter and invite for this action. in order to progressively extend the distribution list.

The newsletter template will be provided by Meda Research in Word document and uploaded on the restricted area. The template could undergo small changes during project running.

## 7.6 Project presentation and other materials

This section is devoted to introduce other materials produced by the project with the purpose to support the communication process (included the off-line communication). They are intended to raise the awareness on the project vision and objectives, to contribute to the establishing the project identity, and to enhance the visibility of the project, especially at various events. The proposed materials are: the project presentation, the flyer, the factsheets, but also short videos, and podcasts produced during the implementation of the ECF4CLIM project.

The **project presentation** will be used to promote the project at national, EU and international level. This short presentation of the ECF4CLIM project is provided on the website, page *Result*, sub-page *Dissemination Materials*. It will be updated according to the evolution of the project, incorporating the new relevant elements to be communicated. Any update will be loaded in the restricted area of the website in order to be reviewed and improved by all partners.

A **flyer** will be created, for a wide audience and will be distributed to the partners that will attend workshops, conferences, training courses and other events in order to promote the project. The flyer production is in the responsibility of the project Coordinator. The flyer will include the vision of the project, the main expected outcomes and impacts, relevant methodological aspects, and the way to get involved.

The **factsheets**, produced as single page documents will contain essential information about a product, tool or very important activity to be promoted. They will be used to provide essential information (to the educational communities, local communities, NGOs, policy-makers) in concise and simple language. It will include key aspects on the purpose of the product, tool, and activity, such as operating instructions, access, and expected results. The factsheets will make use of easy-understandable elements such as graphics, diagrams, tables, images to convey meaning quickly and effectively.

The language and content of each factsheet will be adapted to the target audience. The factsheets will be printed and physically distributed. The digital version will be available on the web site of ECF4CLIM project. Each factsheet will be initiated by the leader of the work-package in that the product, tool or activity was achieved. For example, a factsheet on the Digital Platform will produced by WP7, a factsheet on the European Competence Framework will be produced by WP3. The decision to produce factsheets will be taken into the project meeting, therefore the WP leaders will propose to the Steering Committee the initiation of a factsheet production.



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The digital platform will be an effective channel for the dissemination of the results targeting a broader audience, starting with the educational communities and continuing with various actor groups acting in education and climate actions. The two-fold relationship - experts to customers and customers to customers- will be used for dissemination and also for the exploitation of the results. For fast access to the digital platform the dedicated social media pages (on Facebook, Twitter, LinkedIn, Instagram, etc.) will help to target the potential customers/users.

A **promotional video** explaining project objectives and outcomes will be prepared, in order to illustrate the scientific and practical benefits resulting straight from the outcomes of the project. It will be distributed by the web site and by the ECF4CLIM YouTube page. **Separate videos** will be produced in relation with the achievements of the project and also as educational materials to be used in the educational communities. The video materials will be proposed by WP leaders and the approval for the production will be taken in the Steering Committee.

A **podcast** explaining the vision project objectives and the main outcomes will be produced in the last year of the implementation of the project. The podcast will include results of the testing at the level of intervention sites and reflections resulted from the experience of citizen empowerment. A link to the podcast will be available on the ECF4CLIM web site. The responsibility of the production is of the Coordinator.

The communication process includes also **press activities**. Three press releases, translated into several languages, will be sent to selected journalists in order to spread the information on the ECF4CLIM project and to send some messages to a broader public audience. The press releases are in the responsibility of the Coordinator. The tentative planning to release them is: first on month 18 (March 2023), second on month 30, and the last on month 42. The selection of the newspapers, magazines and journalists will be a decision of the Steering Committee.

Some **events** have been planned in the frame of ECF4CLIM project in order to increase the cooperation, visibility and the international dimension, and to create synergies with other projects, groups and platforms in addressing the challenges and opportunities of the education for climate actions. All these events are subject of the dissemination planning and will be approached in Deliverable D8.3, Plan for the Dissemination of ECF4CLIM results.

## 8. ACTION PLAN

An Action Plan of the ECF4CLIM project is presented in Table 8.1 consisting of the all activities devoted to the communication during the implementation of the project. It will be updated periodically in accordance with the progress of the projects, and possible new appeared needs.

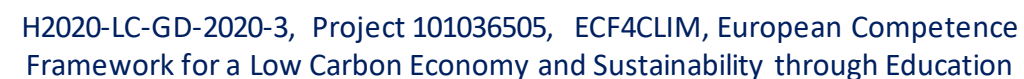


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Many of the activities and actions included in the Action Plan were already defined in the Grant Agreement and therefore the allocation of responsibilities among partners and the respective budget are already partially defined.





## D8.1, Communication Plan

Table 8.1, The Communication Plan

[illegible]

## D8.1, Communication Plan

[illegible]

## 9. PROCEDURES

All the partners are invited to understand the role of the communication procedures and to apply them in the current activities of ECF4CLIM project. The communication process will respect the following procedural steps and recommendations:

- (1) the communication activities will respect the Communication Plan in terms of initiation, deadlines, coordination and responsibilities,
- (2) in the communication process the approved materials, messages, approaches, methods, and tools will be used, according with the Communication Plan and decisions of the management structures of the project,
- (3) the initiation of a new communication activity is possible after the informing of the consortium; a planning of the communication in terms of methods, tools, resource will be discussed in the frame of WP8, and, if it necessary in the Steering Committee; a positive decision is needed to launch the activity,
- (4) the progress of the communication activities will be regularly reported by the responsible of the communication activity and by the involved partners to the WP8,
- (5) the modification (in terms of messages, targeted audiences, approaches and means) or the re-planning of any communication activity is possible, but only after a detailed analysis in the WP8 and approval of the Steering Committee.

## 10. MONITORING AND EVALUATION

The main objective of the monitoring and evaluation is to ensure a high-quality execution of the communication plan.

Even the project has already established an overall evaluation strategy to ensure the quality of all the activities and results, however a separate monitoring focused on communication activities is vital since the impact of those activities significantly contribute to the successful implementation in the real life of the expected results and impacts.

It is important that this evaluation is carried out on a continuous basis to ensure:

- the effectivity of the impact of the communication activities; corrective measures will be introduced, if necessary, also a redefinition of communication activities is possible in agreement with the evolution, objectives, target audiences, and available resources,

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- a high quality of the communication activities based on an appropriate adaptation to the objectives and audiences, a detailed planning and preparation of the activities, the use of performant methods and tools.

Monitoring can be broken down into sub-sections:

- performance measurement,
- impact,
- reporting,
- monitoring and assessment.

### 10.1 Performance Measurement

The effectivity of the Communication Plan will be measured according to the following indicators:

- number of individuals of the target audience reached effectively by the communication (for example the distribution of the flyer, distribution of the factsheets, the traffic on the project websites and social media pages, subscribers for the newsletters, etc) (source: communication reporting)
- number of individuals enrolled in the process (number of contributions to newsletters of consortium members and associated partners, number of interactions such as shares, likes, retweets, comments, etc, number of contributors to the posts for the blog (sources: newsletter contents, social media and web site analytic tools),
- number of visitors, page views, bounce rates, the average visit duration, new posts, number of documents, number of events on the ECF4CLIM website (source: web analytic tools),
- number of press releases and media appearances (source: reported feedback from partners),
- number of public references to the project, number of stakeholders reached (source: reported feedback from partners),
- number of externals requesting contact to the consortium or respond to the *Get Involved* invitation (source: web analytics)
- number of followers on social media channels, number of new posts and contributions (source: extracted from the own statistics of the social media pages)
- quality of the discussions, posts, comments in agreement with the project's themes and objectives, on stimulated by the project's makers,

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NGO2, general public (source: discussion with the audience, investigation).

## 10.2 Impact

The impact may be used to measure and assess the communication activities in terms of their relevance and quality. The assessment can help the consortium to understand the level of success in reaching the target groups and also to ensure the sustainability of the project's results.

Impact is often measured through indicators; both quantitative and qualitative should be considered for the activity/action. In Table 9.2.1 a set of indicators and tentative performance targets are presented.

Table 9.2.1 Indicators for the impact of the communication and tentative performance targets

Indicator	October 2022	October 2023	October 2024	October 2025	Source and methodology
Number of visits on ECF4CLIM website	500	1000	1500	2000	Analytics
Accumulated number of forwarded newsletters	1	2	3	4	Report on the communication and dissemination activities
Accumulated number of press releases distributed	0	1	2	3	Report on the communication and dissemination activities
Accumulated number of subscribers to the newsletter mailing list	50	100	150	200	Internal subscriber registry
Accumulated number of followers on ECF4CLIM Facebook	250	500	700	900	Facebook registry

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Number of posts shared	100	200	300	400	Facebook registry
Accumulated number of followers on ECF4CLIM YouTube	10	100	150	250	YouTube registry
Accumulated number of followers on ECF4CLIM LinkedIn	30	60	100	150	LinkedIn registry
Accumulated number of views of ECF4CLIM video presentation	0	100	200	300	YouTube registry
Accumulated number of posts published on the ECF4CLIM blog	15	30	50	80	Web site blog archive
Accumulated number of relevant events with communication activities on ECF4CLIM	5	10	15	20	Report on the communication and dissemination activities

## 10.3 Reporting

The objective of the monitoring activity is to assess if the action plan is being carried out properly and if it is on time. It will also be possible to see which activities produce expected impacts on the targeted audiences (both in quantitative and qualitative terms). The conclusions from these reporting will be considered for the communication plan annual updates.

To facilitate an accurate monitoring and assessment of the communication activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement. In this sense, a devoted section space in the private area of the website will be available to report every communication activity made by the consortium members.

Some simple and clear rules will be respected for the communication reporting:

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- all partners will take into account the communication procedures established in the Communication Plan,
- all partners should register the activities in the communication reporting document available in the private area of the website,

all partners should save evidences of the activities conducted.



## 11. REFERENCES

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