



Climate-Resilient Development Pathways in Metropolitan Regions of Europe

Deliverable **D7.5 Communication framework – Version 1**

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Disclaimer

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Abbreviations

<u>Acronym</u>	<u>Full Wording</u>
CINEA	European Climate Infrastructure and Environment Executive Agency
Climate-ADAPT	European Climate Adaptation Platform
CSA	Case Study Area
DEC	Dissemination, Exploitation, and Communication Strategy
DT	Digital Twin
EGU	European Geosciences Union
ESA	European Space Agency
HPC	High-performance computing
IDSS	Impact-based Decision Support Services
KPI	Key Performance Indicator
LL	Living Lab
M	(Project) Month
NGO	Non-governmental organisation
PM	Person Month
PR	Public Relations
SC-HUB	Stakeholder Community Hub
SERI	Swiss State Secretariat for Education, Research, and Innovation
SRI	Sustainability Research and Innovation Congress
UKRI	United Kingdom Research and Innovation
UN	United Nations
WP	Work Package

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Executive Summary

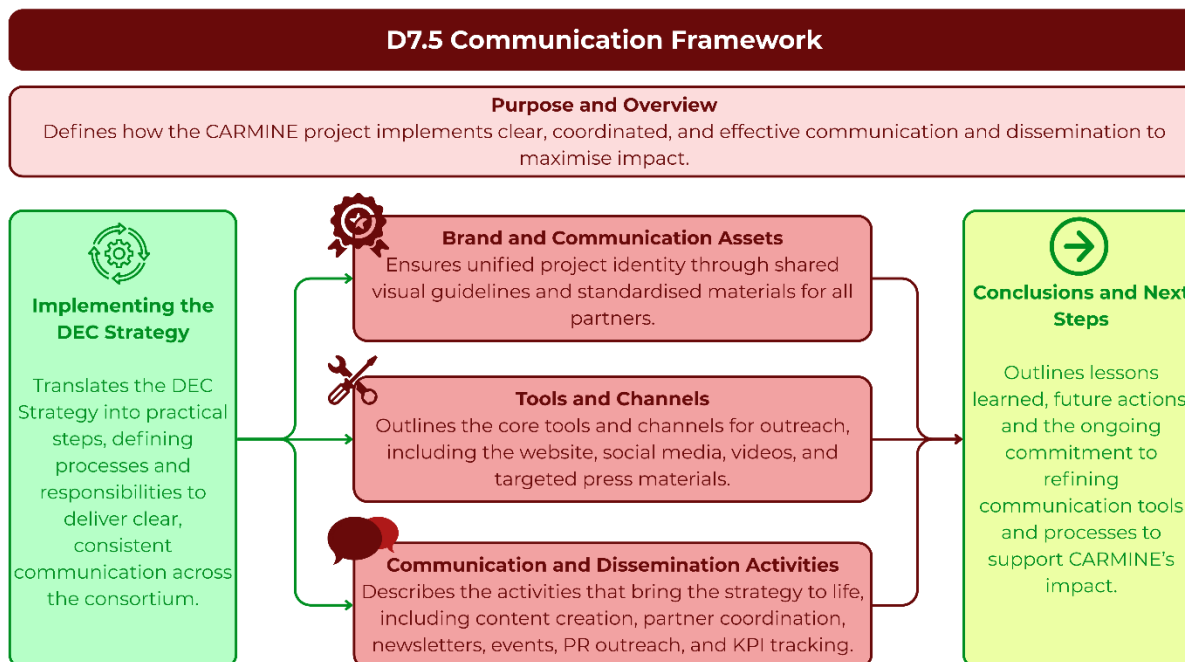


Figure 1 - Graphical abstract resuming Deliverable 7.5 Communication Framework – Version 1

Deliverable D7.5 reports the implementation of Task 7.2 on communication and dissemination tools and activities, in line with the Dissemination, Exploitation and Communication (DEC) strategy. This task is led by SDSN, with MeteoRo, MITIGA, UB, CNR, ICS, INCDS, UFR, CNC, MOHC, ATH-RC, NOA, JLU, SDSN, LNH, BKODE, NMA, MoDG, BCC, and LSW as participants. It aims to boost the impact of the project by crafting brand identity, making effective use of dissemination channels, presenting communication activities, and showcasing partner contributions. It also guides continuous improvement in alignment with CARMINE's objectives, with updates based on this reflection captured in the revised DEC strategy.

The consortium progressed significantly on communication and dissemination activities during the first 18 months of the project, while noting ongoing challenges. Significant achievements include strong LinkedIn engagement, stakeholder presence at events, and a notable amount of publications. Areas for improvement pertained to generating more interest in the project website and newsletter, as well as coordinating internal communication.

To ensure consistency and support external promotion, a clear brand identity was designed including a logo, colour palette, and style guide. These visual materials were the basis for internal project documents, flyers, posters, and other communication tools used for external events. All materials can be customised by partners for use in local languages or specific thematic contexts.

Several communication and dissemination tools and channels were developed to provide visibility, information, and active promotion of the project. The CARMINE website was created, serving as

the project's main information centre, and has undergone updates and evolutions in design and content throughout the first year. Notably, the website provides access to the Stakeholder Community Hub (SC-Hub), an online platform encouraging collaboration and knowledge-exchange among Living Lab (LL) stakeholders, developed in WP1. Alongside access to the SC-HUB, the website also features information about key project instruments such as the Atlas Climate Resilience, Digital Twins, and Impact-based Decision Support Services (IDSS).

An active presence has also been cultivated on social media through LinkedIn, Instagram, and X. Following concerns around the X platform, a decision has been made to transition to a similar platform used actively by the scientific community, Bluesky. The first of three CARMINE videos was also completed, spotlighting case study locations, project methods and instruments. A variety of other media including factsheets, press materials, blogposts have also been produced to amplify CARMINE's outreach activities.

In addition to the development of brand identity, tools and channels, this deliverable also details partners' communication activities, and internal processes created to streamline communication support. A Communications Needs Request Form and Communication and Dissemination Tracker were both implemented to coordinate planning and reporting for project content. Partners have contributed to constructing CARMINE's digital presence through continuous engagement on the website and social media. Social media campaigns on CARMINE Work Packages and on introducing the partners have been carried out on both LinkedIn and Instagram to generate project awareness. Three newsletters have been published offering updates, descriptions of key milestones and the latest news. The consortium has also undertaken several networking, public relations, and dissemination activities including participation in local media, several international and European events, and the publication of journal articles. Other relevant activities include the organisation of workshops, the publication of website articles, and educational outreach.

The conception of a unified brand identity, the strategic use of social media platforms and other engagement tools, as well as the existing communication and dissemination achievements of the consortium position the project for continued success and improvement in the execution of the DEC strategy. Concrete next steps have been outlined to address challenges and maintain progress. The next phase of the project will focus on targeted efforts to meet KPIs where potential for increased growth has been noted, developing policy briefs, enhancing promotional efforts, and engaging in more strategic outreach.

1 Introduction

This deliverable outlines the communication framework developed and implemented under Task 7.2 of the CARMINE project. Its primary objective is to present the methods, tools and channels used, and the activities conducted to communicate and disseminate the project's goals, progress, and outcomes to a broad range of stakeholders.

The deliverable builds on the strategic foundations laid out in the project's Communication, Dissemination and Exploitation (DEC) Strategy (Deliverable D7.1). While D7.1 defined the overall objectives, target audiences, and strategic approach, the current report focuses on the practical implementation of the strategy during the first 18 months of the project, providing insights into both the challenges encountered and the successes achieved during this period. Its purpose is to support reflection, adaptation, and refinement of our approach to ensure we meet the goals set for CARMINE at the outset. These changes are incorporated into the revised DEC Strategy (see D7.2, submitted in M18 alongside the present deliverable).

More precisely, it provides an overview of the visual identity and materials developed for CARMINE, the setup and management of communication channels such as the website and social media, and the production of outreach materials including videos, flyers, and factsheets. The deliverable also details the communication and dissemination activities carried out, the internal processes established to allow collaborative effort amongst WP7 participants and to collect content from partners, and the coordination with other Work Packages (WPs)—particularly with the Stakeholders Community Hub in WP1, which plays a key role in stakeholder engagement.

Finally, the report includes an assessment of progress against key performance indicators (KPIs), highlights contributions from project partners, and identifies priorities for the next phase of communication and dissemination activities.

This deliverable is the first version of the “Communication framework” and will be subsequently updated in M36 and M48.

2 Implementing CARMINE Communication, Dissemination and Exploitation (DEC) Strategy

Communication and dissemination activities carried out under Task 7.2 were closely aligned with the project's DEC strategy, as defined in Deliverable D7.1 submitted in M3. This strategic framework outlined a comprehensive and integrated approach to ensure effective outreach, stakeholder engagement, and impact amplification across all project activities. The revised version of the DEC strategy (D7.2) is being submitted alongside this deliverable and reflects the evolving project needs and key lessons learned during the first reporting period.

The DEC strategy served as a guiding structure, helping the consortium to implement cohesive and targeted actions across multiple channels. These included maintaining a consistent and branded **digital presence** across key platforms, producing **multimedia content**, regularly engaging **partners' networks**, and coordinating the publication of **newsletters**. Participation in **external events** and conferences, as well as **coordination with related projects and platforms** (T7.3), were also shaped by the strategic priorities outlined in D7.1.

One of the key principles underpinning the DEC strategy is its emphasis on **adaptability**. Insights gained through Task 7.2 have supported the ongoing monitoring and evaluation of communication and dissemination efforts, helping to identify both successes and areas for improvement. Positive outcomes include a steady and exponential **growth in LinkedIn followers**, bringing the project close to its initial target within the first reporting period, a strong presence at **events** and key stakeholder gatherings, and a notable number of **publications** in scientific journals. At the same time, areas requiring further attention have been identified, such as the need to increase traffic to the **project website**, boost **newsletter subscriptions**, and strengthen **internal communication** habits within the consortium. In particular, the implementation of regular performance tracking mechanisms (e.g. social media metrics, website analytics, stakeholder feedback) helped the team identify strengths and gaps in outreach. For example, the decision to place greater emphasis on LinkedIn, given its higher engagement rates, highlighted the need to recalibrate both our channel mix and content strategy. Similarly, the volume of publication submissions received during the first reporting period underscored the need to clearly define what qualifies as a "CARMINE publication" for consistent reporting. Efforts to scale up CARMINE's results and achievements on the global stage also prompted discussions about featuring the project at major international events, such as the Sustainable Research and Innovation 2025 Congress in Chicago. These insights are now being used to fine-tune the strategic direction of DEC activities for the next phase of the project.

Effective dissemination has also relied on strong coordination between partners and alignment across work packages. To support this, the consortium introduced the **Communication Needs Request Form**, managed by SDSN, which allows partners to submit announcements, updates, and campaign ideas for publication on the CARMINE website and social media. The tool has significantly improved planning and coordination around communication activities and has

become a valuable channel for gathering content from across the consortium. To further support consistent use, the revised strategy includes clear guidance, periodic reminders, and continued efforts to align communication timing with technical milestones.

Better **coordination** also translates into a more efficient and meaningful involvement of all project partners in maximising the impact of DEC efforts and fully leveraging the diverse assets and insights each partner brings to the table, more particularly for WP7 participants. To support this, WP7 monthly **meetings** have been restructured to encourage more active and strategic contributions. In addition to regular updates on progress within the work package, each meeting now follows a **thematic focus**, enabling participants to engage in productive discussions and collaborative brainstorming. The objective is to generate actionable outcomes that can be translated into tangible achievements and measurable progress.

Examples of past and upcoming meeting themes include:

- Strengthening networking and synergy activities (completed in M18)
- Enhancing public relations and media outreach (forthcoming)
- Boosting social media performance and visibility (forthcoming)
- Improving the website to increase traffic and user engagement (forthcoming)

This approach ensures that meetings are not only informative but also strategic, participatory, and results oriented.

The initial DEC framework placed strong emphasis on inclusivity and stakeholder targeting. As the project moves forward, further refining stakeholder segmentation—particularly for Living Labs and local actors—will support more tailored communication and exploitation approaches. This will also be reflected in the updated strategy and supported by the development of the SC-HUB and the project's open science and exploitation efforts.

3 Brand and Communication Assets

3.1 Project Visual Identity and Materials

WP7 developed the project's visual identity, including the logo, colour palette and style guide. For further details, please see D7.1 DEC Strategy – Version 1.

Following the establishment of the visual identity, a range of communication materials and templates was created to ensure consistency across all project outputs and to facilitate easy communication by all partners. In particular:

- Template for deliverable reports: A Word template featuring the project logo, EU disclaimer, embedded colour palette, fonts and title styles, and a clean layout for structured reporting.
- General template for Word documents: Based on the template for deliverable reports (mentioned above) to ensure branding and visual consistency, this template is used for internal and external documents, such as meeting notes or draft content.
- PowerPoint presentation template: Standardised slides for internal and public presentations, including a title slide, content slide formats, and visual guidelines.

All materials and templates are saved on the project's SharePoint under "Communication Toolbox" and accessible to all project partners.



Figure 2 - CARMINE PowerPoint presentation template

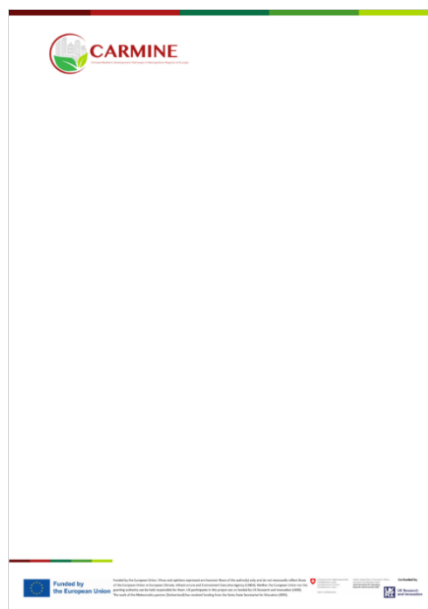


Figure 3 - CARMINE Word documents template

3.2 Materials for Events, Meetings and Networking: Flyer, Poster and Banner, Presentation about the Project

To support the promotion of CARMINE at external events and partner-led activities, a set of communication materials was developed for both digital and print use. All materials are accessible through the [CARMINE website](#) under the *Communication materials* section.

These materials are also available in high-resolution and open-source formats on SharePoint and can be adapted by partners for local languages or thematic purposes.

- **Flyer:** A concise, two-page introduction to the project, highlighting its objectives, tools and solutions, Case Study Areas (CSA) and collaborations. The flyer is suitable for distribution at events, workshops, and bilateral meetings.

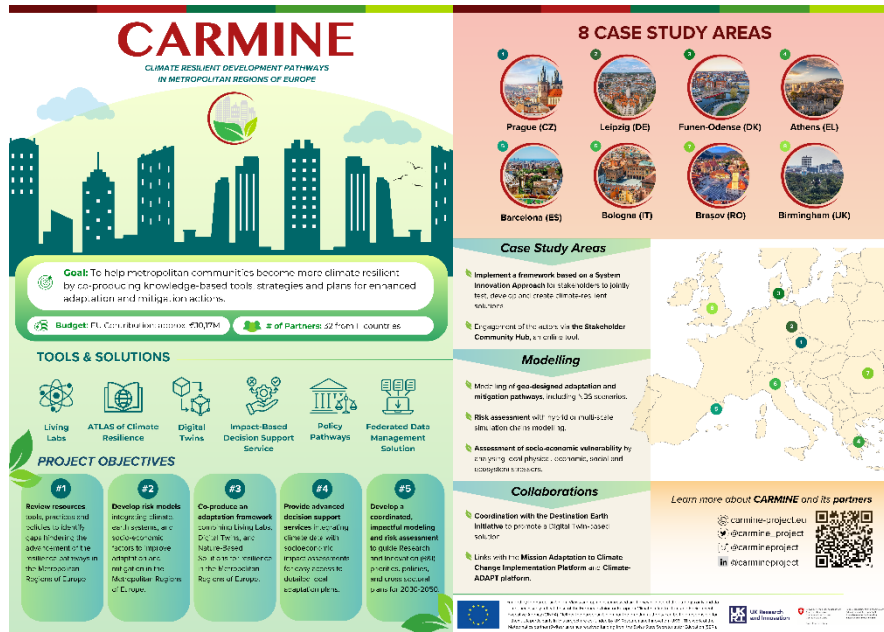


Figure 4 - CARMINE Flyer

- **Poster:** Designed for use at conferences and in-person gatherings (including annual project meetings), the poster presents the project's core features, including objectives and tools in an engaging and accessible format.



Figure 5 - CARMINE Poster

- **Roll-up Banner:** A vertical banner reinterpreting the poster elements and designed for use at in-person events. It can be displayed interchangeably with the project poster, depending on the format, setting, and visibility needs of the event.

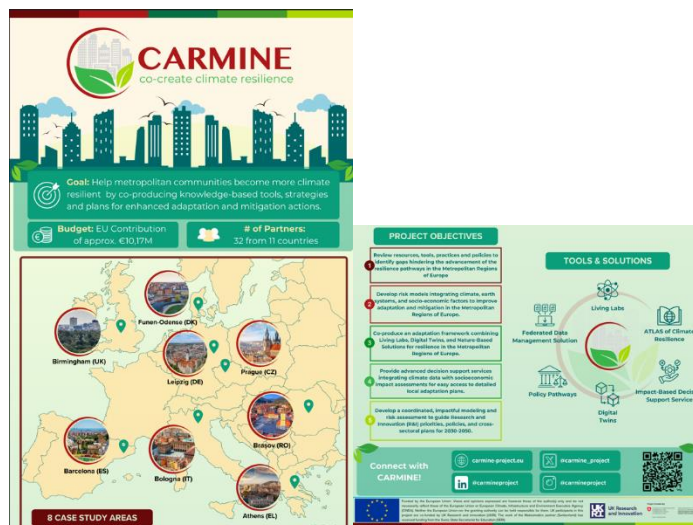


Figure 6 - CARMINE Roll-up Banner

- **Presentation about the Project:** SDSN developed an overview presentation about CARMINE which partners can use during events or panel interventions.



CARMINE

Climate-Resilient Development Pathways
in Metropolitan Regions of Europe

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Context

HORIZON-CL5-2023-D1-01-07
Modelling for local resilience
Developments in support of local adaptation assessments and plans

Expected outcomes:

- Support to the implementation of the EU Strategy on Adaptation to Climate Change and the Mission on Adaptation to Climate Change, by **enabling better informed adaptation plans and strategies at the regional and local level**.
- Strengthen science-based decision-making** when it comes to resilience and disaster risk management, including on the role of nature-based solutions.
- Stronger local adaptive capacity**.
- Improved **synergies between national, regional and local Green Deal objectives**, in particular adaptation action.
- Better coordinated and more impactful R&I activities on **adaptation modelling and risk assessment**.

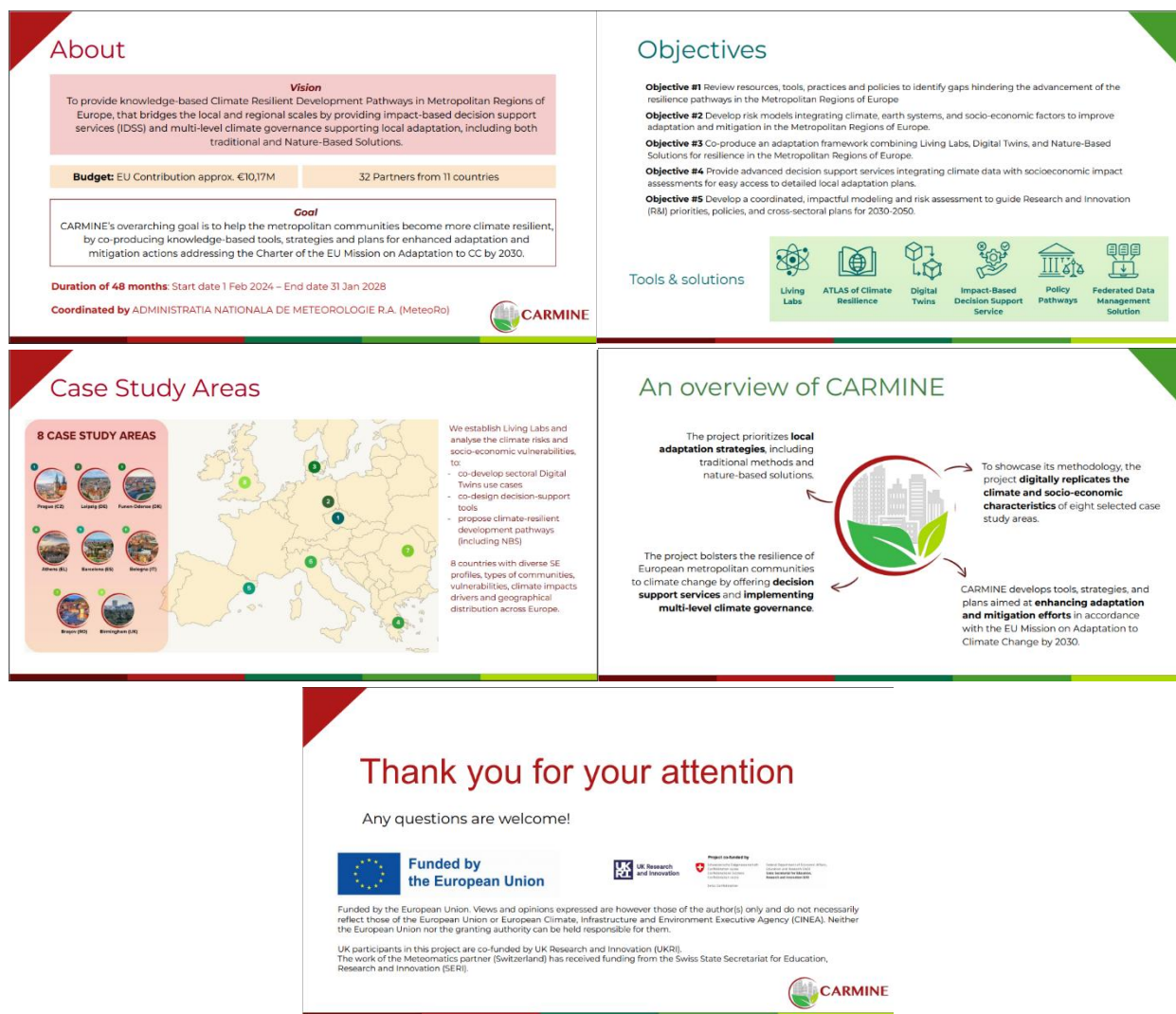


Figure 7 - CARMINE general presentation slides

4 Communication and Dissemination Tools and Channels

4.1 Project Website

The CARMINE website was launched in M3 (as documented in Deliverable 7.16) and serves as the project's main digital hub: <https://carmine-project.eu/>. In the first project year, MeteoRo and SDSN worked closely to improve both the design and the content of the website. In response to partner feedback and performance assessments, the website hosting was migrated to WordPress.org, offering greater flexibility and control over content structure and design.

Key improvements included:

- Modernised homepage design with clearer navigation and more appealing look and feel in line with the project branding and style
- The addition of dynamic content blocks and visuals
- A more accessible interface for regular updates and news
- Enriched and more detailed written content with more engaging descriptions of the project, consortium, tools, Case Study Areas (CSAs), and other key elements.
- Simplified access to connect with the project, including clearer links for the contact address, social media channels, and newsletter subscription.

The current version of the website includes dedicated pages for:

- Project objectives, structure and methodology
- Consortium partners
- Case Study Areas
- Instruments: tools and solutions developed and used in the project, such as LLs, SC-HUB, Atlas of Climate Resilience, Digital Twins, IDSS
- Resources: useful links, publications, communications materials and link to the SC-HUB. The section will feature CARMINE deliverables once they are officially approved.
- Highlights: news and events
- Contact details, social media and newsletter subscription add-in.

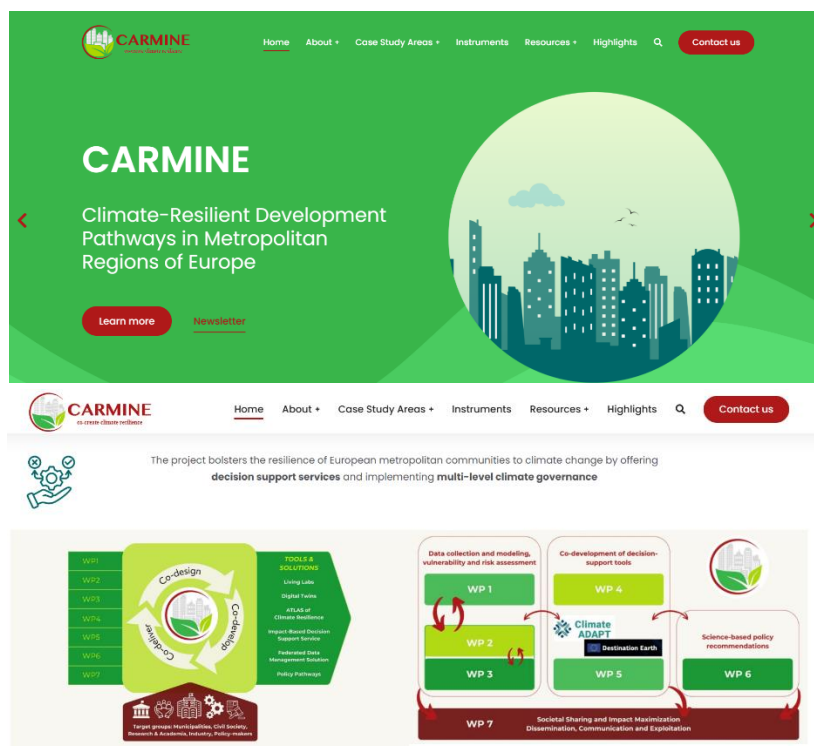


Figure 8 - Screenshots of CARMINE website homepage



Bologna Metropolitan Area
 South-Eastern part of the Po Valley, Italy

Figure 9 - Screenshot of one CARMINE website CSA's page

4.2 Social Media Channels

CARMINE maintains an active presence on several social media platforms to reach diverse stakeholder groups and ensure ongoing visibility of project progress:

LinkedIn – Established in M3, this is the main platform for professional engagement, updates from partners, event announcements, and project milestones. Handle: CARMINE Project.



Figure 10 - CARMINE LinkedIn profile

Instagram – Used to reach broader audiences, particularly younger generations, by sharing project updates in a visual format. Established in M3, Instagram is not part of the initial project KPIs and serves as a complementary social media platform for CARMINE to extend reach and visibility. Handle: carmineproject.

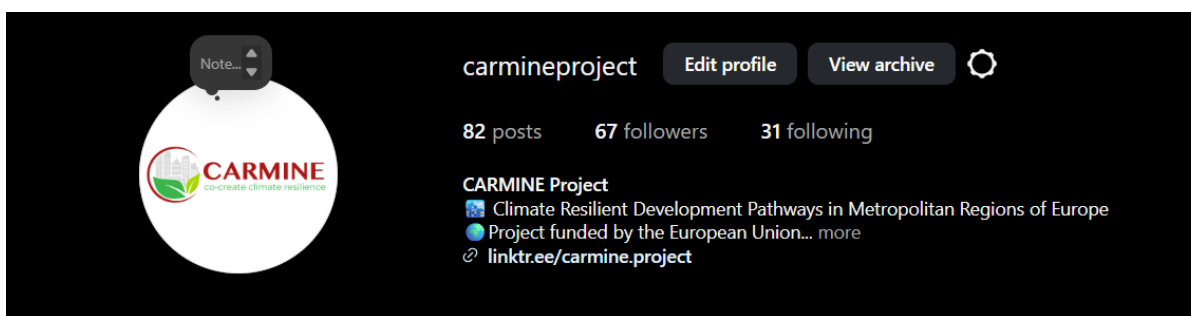


Figure 11 - CARMINE Instagram profile

X (formerly Twitter) – Initially launched to share quick updates and engage in EU-level conversations, X was used by CARMINE as a tool for visibility and outreach. However, by Spring 2025, the project began reflecting on phasing out its presence on the platform due to its declining relevance, increasing politicization, and algorithm changes that significantly reduced content quality and limited the reach of informative, legitimate posts. This decision followed a consensus reached among project partners during the General Assembly held in Athens in March. A transition to Bluesky—a similar platform increasingly embraced by the scientific community—has been decided during the General Assembly in Athens (M13), included in the justification section of the Grant Agreement amendment (pending approval), and will be implemented accordingly.



Figure 12 - CARMINE X profile

Social media engagement statistics and performance analysis are covered in the next section and detailed in the updated DEC strategy (D7.2).

4.3 Project Videos

The first official CARMINE video was completed in M16. It offers a compelling narrative overview of the project, presenting its main objectives, introducing the Case Study Areas (CSAs), and showcasing the tools and solutions employed to advance the project's mission. The video also emphasises the urgency of climate action and the importance of resilience strategies.

The video is available here: [\[LINK\]](#).



Figure 13 - CARMINE 1st Video

In total, three project videos are planned, in line with the DEC strategy. The tentative themes of the future videos are the following:

- 2nd Video: The second video will describe in detail the activities carried out in the 8 CSAs and living labs, as well as the key instruments developed by the project.
- 3rd video: The last video will focus on the project's impact, capturing key results, testimonials, and policy relevance.

In parallel, short videos for social media, in the Reels/Stories format (vertical, under 1 minute), are and will be developed periodically and when relevant to boost engagement. These videos are particularly useful during events and field activities, as they allow us to capture and summarize key moments visually in just a few seconds. They also provide an opportunity to gather live impressions from participants and partners through quick, on-the-go interviews. Below is an example from the SRI+ Congress in Chicago, where CARMINE was presented and our project coordinator shared a few words about the project.

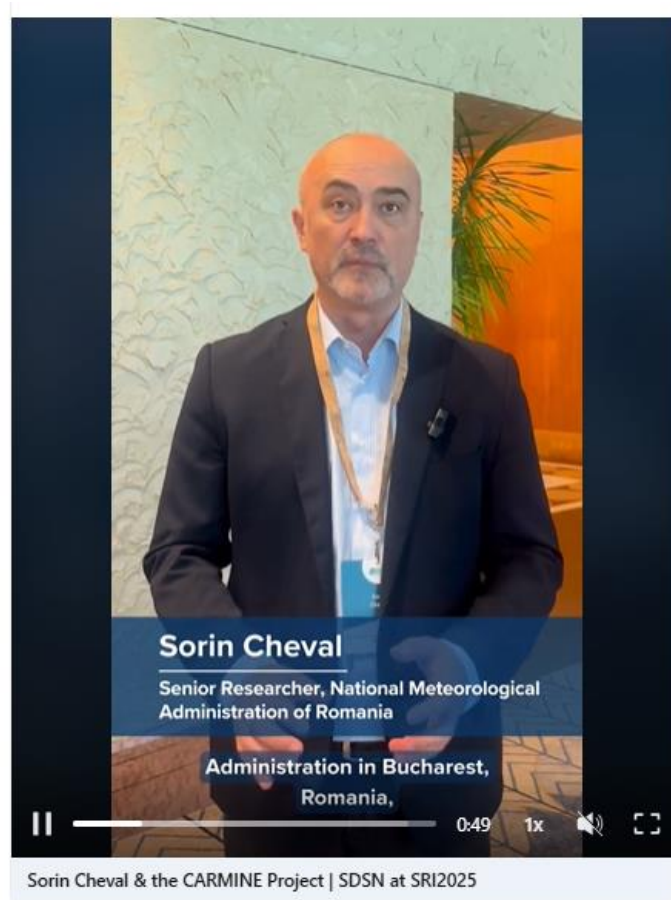


Figure 14 - Screenshot of a short video for social media

4.4 Specific Project and CSA-related Press Material, Factsheets and Articles

Over the first 18 months of the project, a variety of targeted communication materials were developed to highlight CARMINE’s achievements and support partners’ outreach activities. These include a dozen articles and blog posts covering key events and milestones—such as workshops, project participation in external events, and notable achievements—published on the CARMINE website and shared via the project’s social media channels and newsletter.

In addition, some project partners produced their own communication materials to support local or thematic activities. These included event posters, recap videos, and presentations—sometimes prepared in local languages—to engage regional audiences and stakeholders more effectively.



Figure 15 - Poster developed by NOA to present the DT-HEAT during ESA Open Science Meeting in Rome, Italy



Figure 16 - Screenshot from a video produced by NMA recapping, in Greek language, Athens Living Lab's 1st workshop

4.5 Stakeholder Community Hub (SC-HUB)

The SC-HUB is a dedicated tool facilitating continuous communication and coordination among stakeholders across the CARMINE Living Labs. As a dynamic, collaborative space, it enables knowledge-sharing, innovation, and co-design, supporting the participatory processes central to the Living Labs approach. By complementing in-person activities with a flexible, multilingual online environment, the SC-HUB extends the reach and continuity of stakeholder engagement. Its development reflects strong synergies between WP1 and WP7: WP1 created the platform—linked to the CARMINE website—to strengthen participation and promote uptake of Living Lab outcomes, while WP7 leverages it as a key dissemination tool to broaden the visibility and impact of project results. In the coming months, WP7 will continue promoting the SC-HUB through

communication channels and referring to it in the dissemination of project outcomes to broader audiences. Further information about the SC-HUB can be found in Deliverables D1.8 and D7.2.

5 Communication and Dissemination Activities

5.1 Internal Processes to Collect Content from Project Partners

To ensure a steady flow of relevant and timely content, WP7 leaders have put in place a set of streamlined processes to collect communication and dissemination inputs from CARMINE project partners. These processes are designed to be both structured and flexible, supporting efficient planning and content production for various channels.

Communications Needs Request Form

To help the WP7 team anticipate content needs and manage production timeline more effectively, CARMINE partners are requested to use this online form to submit requests for communication support. The form is used to share upcoming events, project-related news, or ideas for social media posts and campaigns. Through this form, partners are invited to submit a description of the content they wish to share, along with relevant links, visual assets (such as images, videos, graphics, or posters), and a tentative publication date.

Communication and Dissemination Tracker

Partners are also asked to regularly update the “Tracker: Communication and Dissemination” (hereafter: C&D Tracker), in the Excel format, which serves as the main reporting tool for WP7. This document is structured in several tabs to allow partners to log:

- Participation in external events,
- CARMINE-organised or co-organised events,
- Publications,
- Social media activity,
- Other communication and dissemination outputs (e.g. newsletters, website articles, press releases),
- And CSA information-related activities.

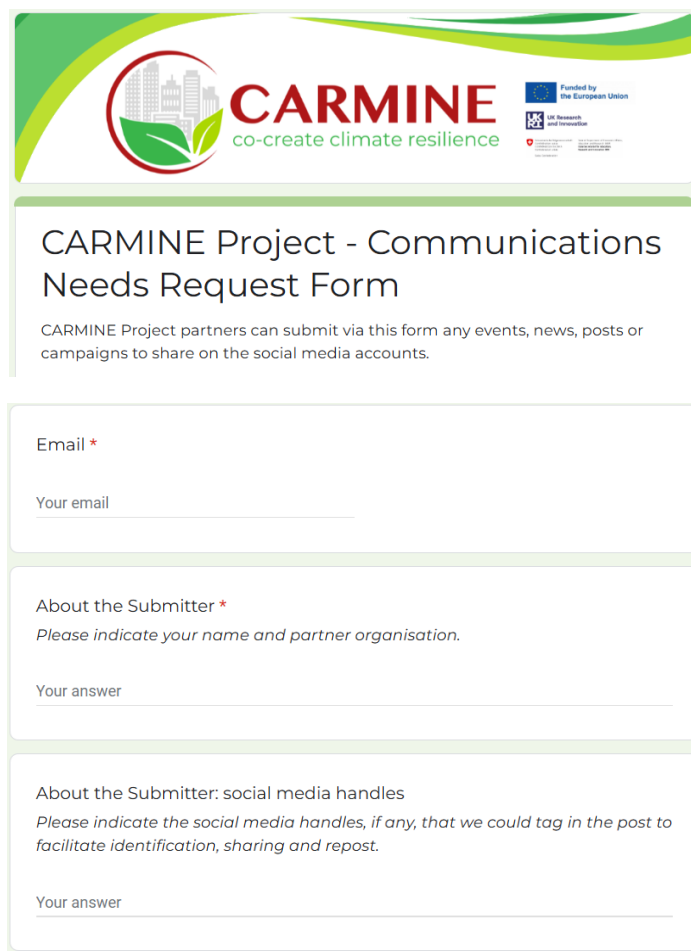
This tool supports both regular reporting and the preparation of periodic updates on the project's communication efforts.

Regular reminders: emails, WP7 meetings, Project Progress Meetings

To maintain momentum and ensure consistency, SDSN sends periodic email reminders encouraging partners to update the C&D Tracker and submit requests for communications support via the Communications Needs Request Form. In addition to emails, SDSN provides brief reminders at each WP7 meeting and Project Progress Meeting to ensure partners are aware of reporting expectations and communication procedures.

Throughout the first 18 months of the project, SDSN has taken a pragmatic and flexible approach to internal communication processes. Based on feedback and observed inefficiency, the initial use

of a “Communication Needs” Excel file was discontinued. Partners are now encouraged to use the online form for communications-related requests (e.g. social media posts, website articles, event promotion), and to communicate other inputs—such as suggestions, specific CSA-related needs, or feedback—via email or during WP7 meetings. This approach has reduced administrative burden and made it easier for partners to engage with WP7 activities.



The screenshot shows the 'CARMINE Project - Communications Needs Request Form'. At the top, there is a header with the CARMINE logo (a green leaf and a city skyline) and the text 'CARMINE co-create climate resilience'. To the right of the logo are logos for 'Funded by the European Union', 'UK Research and Innovation', and the Swiss Confederation. Below the header, the title 'CARMINE Project - Communications Needs Request Form' is displayed. Underneath the title, a brief description states: 'CARMINE Project partners can submit via this form any events, news, posts or campaigns to share on the social media accounts.' The form consists of three main sections, each with a title and a description, followed by a text input field labeled 'Your answer':

- Email ***
Please indicate your email address.
Your email
- About the Submitter ***
Please indicate your name and partner organisation.
Your answer
- About the Submitter: social media handles**
Please indicate the social media handles, if any, that we could tag in the post to facilitate identification, sharing and repost.
Your answer

On which platform should this post be shared? *

- ☐ LinkedIn
- ☐ X (formerly Twitter)
- ☐ Instagram
- ☐ CARMINE website

This post is about: *

- ☐ CARMINE partners participating in external event
- ☐ CARMINE (co-)organised event
- ☐ External event that may be of interest to CARMINE audience
- ☐ Publication
- ☐ Achievement/Award granted to CARMINE
- ☐ Other: _____

When should we post it? *

Date

mm/dd/yyyy 

Please provide some context/details *

E.g., if you want to promote an event, please indicate: Date, organiser, location, role of CARMINE, etc. If you want to promote a publication, please indicate: Authors, title, date of publication, etc.

Your answer _____

URL

Please provide links (registration, information, website), if any.

Your answer _____

Description *
Please provide some text below that could be used in a social media post, or provide a draft blog post or press release.
Your answer

Promotional visuals
Please upload visuals of **high quality**.
Upload up to 5 supported files. Max 100 MB per file.
Add file

Comments / questions
Your answer

☐ Send me a copy of my responses.

Submit
Clear form

Figure 17 - CARMINE Communications Needs Request Form

5.2 Publications on the Website and Social Media Accounts

In the first 18 months of the project, WP7 partners have focused on building CARMINE's online presence through regular publications on the website and social media platforms. Early efforts were dedicated to setting up and refining the channels, creating a consistent visual identity, and ensuring that all communications reflected the project's objectives and activities.

The most significant period of online growth began a few months into the project, particularly around the refinement of the project website and the first structured LinkedIn campaigns. This upward trend was further supported by the participation in events, publication of several articles and studies in scientific journals and increased activity by consortium members in amplifying project news.

In the next reporting period, communication and dissemination activities are expected to intensify. With more concrete results and outputs emerging, WP7 will place greater emphasis on showcasing these through dedicated content, tailored campaigns, and increased engagement across all digital platforms.

- **Website traffic**

CARMINE's website traffic showed a marked upward trend beginning in M10 (November 2024), with both page views and unique visitors rising steadily to a peak around M12 (January 2025). This growth can be attributed to several key developments:

- The migration to a more stable and visually appealing hosting environment (WordPress) starting from M11 (December 2024),

- The publication of high-interest deliverables and project updates,
- Social media campaigns and regular posts that actively redirected users to the website,
- The increased visibility of CARMINE during and after strategic events.

By Month 18 (M18), the project website had accumulated a total of 6,787 page views and 2,462 unique visitors, representing a 37% increase compared to the baseline period (the first six months of the project). This growth reflects not only increased visibility but also rising interest in CARMINE's activities and outputs.

However, significant efforts are still needed to reach the target of 20,000 unique visitors by the end of the project. As implementation advances—with more progress, milestones, and results being delivered—the website is expected to evolve into a central hub showcasing CARMINE's achievements. Increased content development and regular updates will be key to driving more traffic and enhancing overall engagement.

Feb 1, 2024 - Jul 25, 2025

← → Feb 1, 2024 - Jul 25, 2025

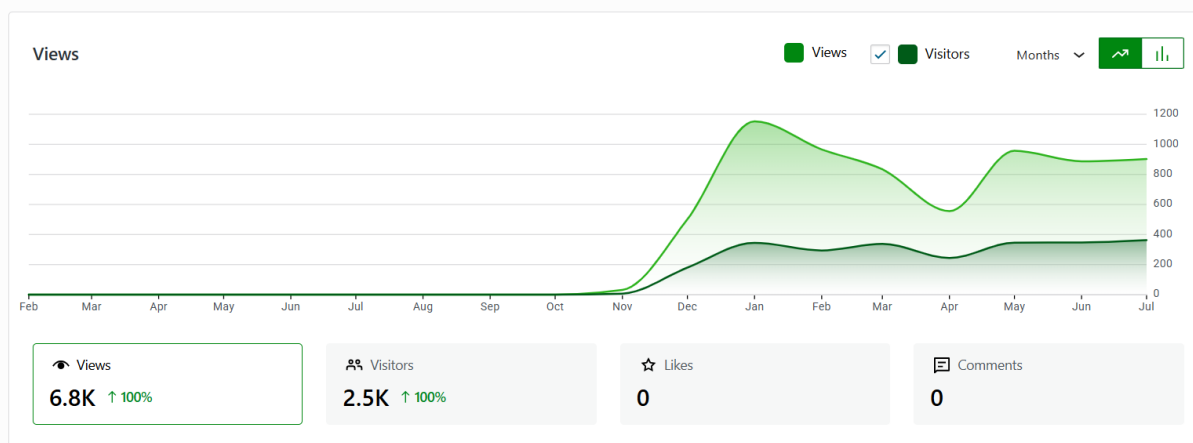


Figure 18 - CARMINE website statistics

• LinkedIn

Since the launch of the project, LinkedIn has served as a key communication channel for increasing the visibility of CARMINE and engaging with stakeholders. Over the first 18 months (January 2024 to July 2025), a total of 600 new followers were gained, with a clear acceleration in 2025.

The prominence of LinkedIn as a communication channel for CARMINE is no coincidence. It is due in part to the widespread adoption of the platform among project partners, key stakeholders, and target audiences, making it particularly effective in reaching relevant professional communities. Moreover, LinkedIn is the traditional go-to platform for sharing professional, academic, and research-related updates. This makes it ideally suited for CARMINE's objectives, as it enables the project to connect with an audience that is both curious and genuinely interested in climate resilience, research outputs, and collaboration opportunities.

In the first months of the project, LinkedIn activity grew gradually. A noticeable increase occurred in June 2024 (M5), with +47 followers, following a coordinated outreach effort encouraging all partners to follow and promote the account. From September to November 2024 (M8 to M10), growth accelerated significantly—particularly in October (58 new followers), September (59), and November (70)—bringing the total to 308 new followers for the year.

This momentum continued into 2025, with steady growth during the first half of the year. From January to July 2025 (M12–M18), the account gained 295 new followers, compared to 206 in the same period in 2024—an increase of over 43%. This progress reflects more structured communication efforts, improved content planning, and stronger partner engagement in promoting CARMINE's visibility.

To build on this positive trajectory and address the recent slowdown, further attention will be given to:

- Aligning content with project milestones and key events,
- Reinforcing partner engagement in amplifying social media posts,
- Developing themed campaigns to maintain momentum.

As the project progresses, the LinkedIn page will continue to play a central role in showcasing CARMINE activities and results, contributing to the objective of reaching the target of 700 followers by the end of the project.

Follower metrics

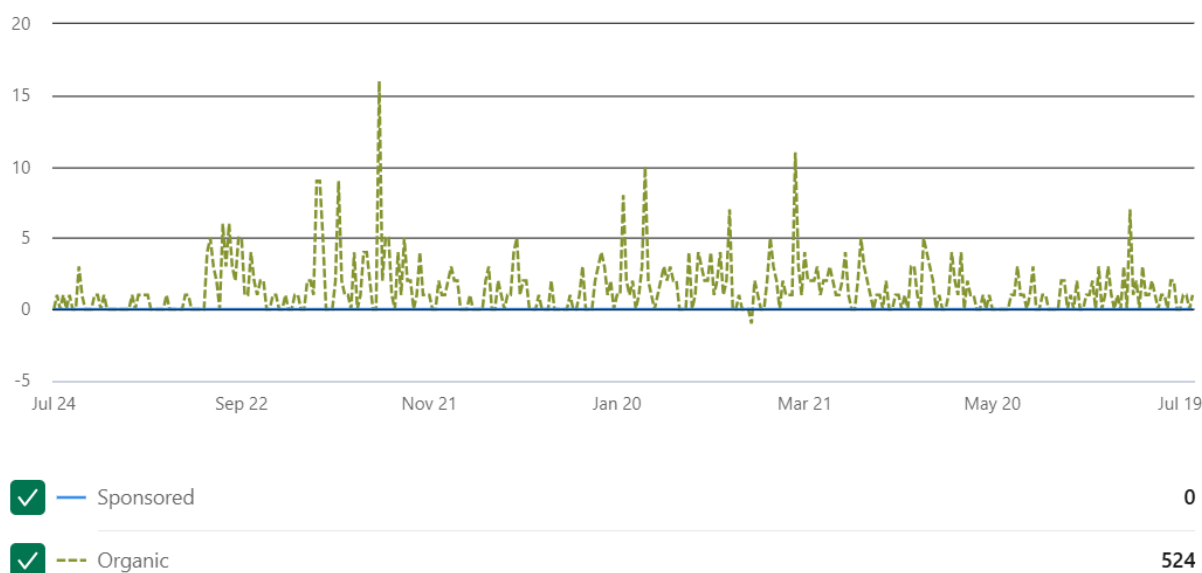


Figure 19 - LinkedIn follower's metrics for the past 365 day (July 2024 - July 2025)

LinkedIn posts and engagement:

SDSN leads the planning and coordination of content published on the CARMINE LinkedIn page. The approach combines planned editorial content—such as project milestones, deliverable highlights and campaigns—with content submitted by partners, including event announcements, relevant publications, and institutional news.

Posts are typically published two to three times per week and consistently adhere to the project's visual identity guidelines. When relevant, posts are accompanied by dedicated visuals or graphics to enhance visibility and encourage engagement.

They also include tags for the institutional and individual accounts of project partners directly involved in the post's topic, making it easier to facilitate engagement and amplify reach. Additionally, all posts feature carefully selected hashtags relevant to the project's mission, funding programme, and current trends to maximise visibility. These hashtags typically include:

#ClimateAction, #ClimateResilience, #ClimateAdaptation, #ClimateMitigation, #UrbanInnovation, #NatureBasedSolutions, #SmartCities, #Sustainability, #HorizonEurope.

SDSN also actively monitors project-related tags and posts from partners, engaging with them by liking, commenting, and re-sharing to amplify their visibility and strengthen the network effect across the project's online presence.

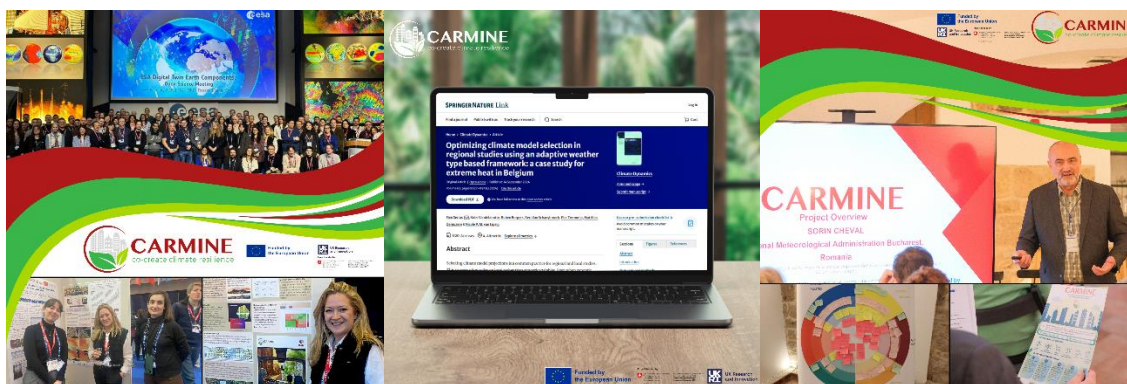


Figure 20 - Examples of social media visuals

LinkedIn Campaigns:

During the first 18 months, CARMINE ran a number of structured social media campaigns aimed at raising awareness of the project, its partners, and its objectives. These campaigns helped generate engagement and provide a more personal lens through which audiences could connect with the initiative.

The campaigns included:

- CARMINE Work Packages – a series introducing each Work Package and its objectives.

- Meet the Partners – a rolling campaign presenting consortium partners through three prompts: “Who we are”, “Our role in CARMINE” and “What makes CARMINE special?”.



Figure 21 - Visuals of the “Meet CARMINE's Partners” campaign

- Instagram

CARMINE’s Instagram account serves as a visual complement to its LinkedIn activity, mirroring much of the same content while adapting it to a more visual format. Instagram offers a space to engage with wider and more diverse audiences, particularly younger viewers.

While not a primary engagement platform and without a specific KPI tied to follower growth, Instagram plays a supportive role in reinforcing CARMINE’s visibility. SDSN ensures that posts maintain a cohesive visual identity, aligned with those on LinkedIn, and uses relevant hashtags to expand reach organically.



Figure 22 - CARMINE Instagram feed as of 9 July 2025

5.3 Newsletter

Until M18, CARMINE published three editions of the newsletter, serving as a key tool to share updates, promote engagement, and highlight relevant developments within the project and the wider innovation ecosystem. The newsletters are distributed to the subscribers and are also available to the general public through the CARMINE website. The next edition will be sent out by the end of July 2025.

Each edition follows a consistent structure, typically including:

- **A featured article** – offering a closer look at key milestones, such as a message from the coordinator or highlights from the General Assembly.
- **Latest updates** – providing a snapshot of recent project activities, achievements and outputs.
- **Press review** – showcasing the latest news and publications highlighting key developments and trends related to climate change, climate resilience and sustainability.
- **Mark your calendar!** - listing upcoming events and opportunities of interest within the EU innovation and climate landscape.

Past editions of the CARMINE newsletter are available on the [project website](#) under the *Communication materials* section.

Delivered twice per year (every six months), the newsletter schedule included an exception in the first year, with only one edition sent. This decision was made because the early months of the project focused on inception, planning, and preparation, leaving limited substantive content to share. Rather than distributing a low-value newsletter with few meaningful updates or results, the team chose to produce a single, more complete edition at year's end. To stay aligned with our KPI targets, three editions are planned for year two.

The first two editions of the CARMINE Newsletter show strong and encouraging results.

- Edition 1 achieved a high open rate of 69.08% and a click-through rate (CTR) of 9.21%, with minimal unsubscribes (0.66%).
- Edition 2 maintained a solid open rate of 47.53% and achieved an even higher CTR of 19.14%, with no unsubscribes.

Both editions had excellent delivery rates (over 97%), indicating healthy list management (181 subscribers so far) and good audience engagement and suggesting that the newsletter is a valuable tool for keeping stakeholders informed about CARMINE's progress.



Welcome to the very first CARMINE Newsletter!

Here, you will discover the latest updates on our project, including insights into our ongoing efforts to enhance climate resilience in metropolitan regions across Europe. Stay informed with recent press coverage and get a sneak peek at the exciting events on the horizon!



A word from our coordinator



Dr. Sorin Cheval
National Meteorological
Administration
CARMINE Project Coordinator

"Simultaneous climate extremes worldwide threaten ecosystems and societies, posing major challenges to local adaptation. The **CARMINE** project—Climate Resilient Development Pathways in Metropolitan Regions of Europe—aims to enhance climate resilience across Europe's metropolitan areas by bridging local and regional scales.

Aligned with the EU Mission on Adaptation to Climate Change, **CARMINE** will co-create knowledge-based tools, strategies, and plans to strengthen adaptation and mitigation efforts through 2030 and beyond 2050. Key goals include developing decision-support tools like early warning systems, fostering cross-sector collaboration with local stakeholders, and creating actionable roadmaps for multi-level climate governance.

CARMINE's approach will be tested in eight diverse Case Study Areas, replicating regional conditions to refine solutions and share insights widely. **CARMINE** represents a critical step toward a more resilient future, and we are eager to see how this collaborative effort will help metropolitan communities better adapt to the climate challenges ahead."

Figure 23 - CARMINE Newsletter N°1

5.4 PR Activities

Public relations and media outreach activities were limited during the first 18 months of the project, which is common in the early phase of research and innovation projects. As core results are still under development, efforts have focused primarily on building visibility through partner-led channels and early-stage opportunities.

Nonetheless, several initiatives helped raise CARMINE's profile beyond technical audiences. These include:

- A national television feature on NOA's heat solution following an innovation award;
- A local press release issued by Braşov City Hall;
- An article by Destination Earth announcing its collaboration with the DT-Heat initiative.
- An article in Frankfurter Allgemeine Zeitung, a reputable German newspaper, featuring a publication supported by CARMINE.

These examples reflect early opportunities leveraged by partners at local and national levels. A more detailed overview of such activities is provided in the following sections on partner-driven communication and dissemination.

As the project advances and key results become available, PR efforts will be scaled up through more targeted outreach. This will include identifying newsworthy milestones, engaging with relevant media outlets, and coordinating messaging through institutional press channels across the consortium.

5.5 Policy Briefs (Policy Briefs, White Papers, Communiques)

While not formally embedded in WP7 at the proposal stage, policy briefs are a listed KPI for the CARMINE project. Recognising this, the consortium took steps to operationalise their development. At the M13 project meeting in Athens, a dedicated policy briefs working group was created, jointly led by the WP6 and WP7 leaders.

The group's main role is to coordinate efforts across work packages to:

- Identify policy-relevant results suitable for brief development
- Define appropriate audiences and messaging for each brief
- Facilitate a co-creation process involving relevant partners

As of M18, the group has:

Defined a tentative list of ~20 policy-related outputs (policy briefs, white papers, and a communique) and started exploring within the consortium the capacities and possible timelines for development and publication.

The final list and publication plan will be refined in the coming months, with the first briefs expected to be published before the end of Year 2. Once finalised, these outputs will be shared on the project website and promoted through relevant channels.

5.6 Events Attended by Project Partners

CARMINE partners have promoted the project to the scientific community, academia, civil society, industrial actors, and other stakeholders at 45 events including:

Table 1 - Events attended by project partners

Event	Date	Participating Partner(s)
UN Finance for Development Summit	April 2024	ATH-RC
25th International Scientific Research and Education in the Air Force (AFASES)	May 2024	MeteoRo, INCDS
Athens First Climatic Forum	May 2024	NOA
EuroSDR 144th Board of Delegates Meeting	May 2024	CNC

2nd DestinE Platform Innovation Prize Awarding	June 2024	ATH-RC
EU Climate Pact: “Green Skills for a Sustainable and Environmentally Conscious Economy and Society”	June 2024	ATH-RC
Annual Conference of the European Association of Environmental and Resource Economists (EAERE)	July 2024	ATH-RC
URBIS24 Urban Insights from Space	September 2024	NOA
SDSN Network Chairs Meeting	September 2024	SDSN, ATH-RC
Science Summit at the 79 UN General Assembly	September 2024	NOA
European Researchers Night 2024 Bucharest	September 2024	CNC
8th Conference on Continental Climate and Environmental Dynamics: Climate change in Europe: Impact, risks and mitigation	October 2024	MeteoRo, INCDS
Building Climate Resilience: A holistic approach	October 2024	NOA
International Symposium Forest and Sustainable Development Brasov	October 2024	CNC
8th ECB Simulation Conference	November 2024	ATH-RC
Conference "In ritmul naturii"	November 2024	INCDS
IDEA4S	November 2024	CMCC
COP29 Panel: Skills for the Transition	November 2024	ATH-RC
COP29: Innovation Day event: Bridging the digital divide: Ensuring inclusive frontier technology for climate action	November 2024	JLU
Festival del Cinema	December 2024	CNR
AthensTalks conference: “The Human at the Center of the Modern City”	December 2024	ATH-RC
Sustainable Manufacturing Conference	December 2024	ATH-RC
UNCCD COP16: Panel: Digital technologies: A boon for drought management	December 2024	JLU
World Academy of Art and Science Talks on Science for Human Security: Measuring Sustainability	December 2024	ATH-RC
3 rd Risk, Emergency and Business Continuity Management Conference	December 2024	JLU
Climaax Webstival	January 2025	AthenaRC, WMO, UB
ESA Digital Twin Science meeting	February 2025	NOA
FutureBuild	March 2025	UoBirm
European Academy of Sciences and Arts General Assembly	March 2025	ATH-RC

Dialogue on Resilience Forum	March 2025	ATH-RC
EIB Group Forum and EIB Women Climate Leaders Network Annual Gathering	March 2025	ATH-RC
European Geosciences Union (EGU) 25	April 2025	JLU
AE4RIA Conference: Hydrogen at the Crossroads: Opening Keynotes Highlight Strategic Vision for a Green Energy Future	April 2025	ATH-RC
GEOMAT International Symposium Iasi	April 2025	CNC
NatCat Summit on the Far-Reaching Impacts of Natural Catastrophes	May 2025	ATH-RC
AkademyClub London High-Impact Talk Series	May 2025	ATH-RC
2nd Meeting of the Global Initiative on Resilience to Natural Hazards through AI Solutions	May 2025	JLU, MeteoRo
Geodynamics and Geospatial Research: International Scientific Conference of the University of Latvia	June 2025	CNC
European Forum for Urban Forestry (EFUF)	June 2025	UoBir
Neighbourhood Futures Festival	June 2025	UoBir
Sustainability Research and Innovation Congress	June 2025	SDSN, ATH-RC
International Conference on Sustainable Development	June 2025	ATH-RC
EU Missions, Adaptation to Climate Change, Mediterranean Forum	June 2025	CAAB, ICLEI, CMCC
Resilient Cities Network Online Webinar: Beating the Heat: Resilient Response at Two Speeds	July 2025	NOA
SURE World Conference "Cities Under Global Social Transformations: Embracing Change for a Greener Future"	July 2025	UB, MeteoRO, INCDS
Balkan Physical Union Congress Date	July 2025	MeteoRo
Workshop - "Nature Meets Finance: Designing and Implementing Profitable Nature-Based Solutions."	July 2025	MeteoRo

5.7 Events (co-)organised by the CARMINE Project

At this stage of the CARMINE project, no organised or co-organised events have been held yet. As the project is still in its early phases, our efforts during the first 18 months have been primarily focused on laying a strong communication and dissemination foundation, and building relationships with other EU projects, initiatives and platforms (T7.3). As results begin to emerge in the next phases of the project, we anticipate a significant increase in the organisation of events

at local, regional, and EU levels. These will aim to present key activities, findings, and impacts of the CARMINE project, as well as strengthen stakeholder engagement and exploitation pathways. A first event co-organised by CARMINE with sister projects is planned for Autumn 2025 (T7.3).

5.8 Publications

Seven academic articles have been published on topics related to urban climate dynamics, regional climate modelling, high-resolution simulations, geospatial data modelling and extreme weather:

- “Optimizing climate model selection in regional studies using an adaptive weather type-based framework: a case study for extreme heat in Belgium” *Climate Dynamics* (September 2024) <https://link.springer.com/article/10.1007/s00382-024-07432-7>
- “Towards better understanding the urban environment and its interactions with regional climate change The WCRP CORDEX Flagship Pilot Study” *Urban Climate* (November 2024) <https://www.sciencedirect.com/science/article/pii/S2212095524003626>
- “The hectometric modelling challenge: Gaps in the current state of the art and ways forward towards the implementation of 100m scale weather and climate models” *Quarterly Journal of Royal Meteorological Society* (October 2024) <https://rmets.onlinelibrary.wiley.com/doi/10.1002/qj.4858>
- “U-Surf: A Global 1 km spatially continuous urban surface property dataset for kilometer-scale urban-resolving Earth system modelling” *Earth System Science Data Discussions* (October 2024) <https://essd.copernicus.org/articles/17/2147/2025/essd-17-2147-2025.html>
- “Roof renewal disparities widen the equity gap in residential wildfire protection” *Nature* (January 2025) <https://www.nature.com/articles/s41467-024-55705-w>
- “Investigating urban heat islands over Rome and Milan during a summer period through the TERRA_URB parameterization in the ICON model” *Urban Climate* (February 2025) <https://www.sciencedirect.com/science/article/pii/S2212095525000513?via%3Dihub>
- “Modeling Photogrammetric Datasets in Order to Enhance Urban Planning” *Transilvania University Press* (October 2024) https://silvic.unitbv.ro/images/conferinte/fsd2024/FSD_2025_version_final_17.06.2025_accepted_by_the_authors.pdf

5.9 Other Communication and Dissemination Activities by Project Partners

Beyond centrally coordinated outreach efforts, CARMINE partners contributed to communication and dissemination through a variety of activities, including local workshops, articles, social media engagement, press coverage, and educational sessions. These efforts have helped raise awareness of the project among both general and technical audiences, locally and internationally.

Workshops (excluding WP1 stakeholder engagement workshops)

Four workshops were organised by partners to promote different aspects of the project:

On 20 June 2024, a workshop supported by INCDS, Braşov City Hall, and MeteoRO introduced the project to local stakeholders in the Braşov Case Study Area. The session focused on presenting CARMINE's objectives, methodology, and potential benefits for the local community, while also encouraging stakeholder collaboration.

On 10 December 2024, MITIGA participated in a workshop highlighting how high-performance computing (HPC) is being used to address natural hazards across Europe. The event gathered experts from academia, research, policy, and industry to exchange knowledge and showcase projects, including CARMINE.

From 24-25 April 2025, ATH-RC participated in a workshop jointly organised by HUN-REN and the Academia Europaea Budapest Knowledge Hub to discuss pressing global challenges.

On 10 July 2025, B-Kode co-organised a practical workshop titled "Using the Urban Multi-scale Environmental Predictor (UMEP) in Urban Climate Research", targeting both beginners and advanced users.

Articles and Online Coverage

Several partners published articles on their websites or external platforms to present the project and report on progress.

- Early in the project, SDSN, NMA, and CNC published introductory articles outlining CARMINE's objectives and their roles in the consortium.
- NMA published a follow-up article covering the first Living Lab workshop in Athens, co-organised with NOA, while CNC released a second article following the consortium meeting in Athens.
- After the first local workshop, Braşov City Hall published a press release highlighting CARMINE's potential benefit for the metropolitan area.

Other articles presented specific project developments and outcomes:

- B-Kode's urban heat adaptation work was featured in De Standaard in an article titled "The city of the future survives heat with ancient recipes."
- NOA contributed an article titled "From insurance to 'digital twins', innovation to cut heat risks is WARMING up" on the website of the NGO Climate Resilience for All, and their digital twin solution was featured in a LinkedIn article "Beating the Heat: Solutions Tackling Climate Change's Deadliest Threat."
- Destination Earth promoted their collaboration with NOA (integrating DT-HEAT+ into the DestinE service platform) through a website announcement, which reached over 500 readers within the first month.

Partner-Driven Social Media Activities

In addition to coordinated social media campaigns, partners supported project dissemination through their own institutional and personal channels. Throughout the first 18 months, a total of 63 posts and shares were reported, primarily on LinkedIn, X (formerly Twitter), Instagram,

Facebook, YouTube, and Bluesky. These posts featured project milestones, event participation, publications, and other updates.

SDSN regularly encouraged partners to amplify key announcements via emails, WP7 meetings, and project-wide calls. Further partner engagement is planned through upcoming thematic campaigns and targeted communication opportunities.

Media Engagement

NOA was invited to present its digital heat solution on the Greek TV program FASMA. The interview helped raise public awareness of climate adaptation efforts and showcased CARMINE's relevance to real-world challenges.

Educational Outreach

CNC regularly hosts students for theoretical and practical learning sessions. During several of these visits, the team used the opportunity to present the CARMINE project, including its objectives and initial results—particularly those related to the Braşov Case Study Area.

On 3 June 2025, CNC welcomed a group of 30 senior students from Universitatea Transilvania Braşov. The visit included a dedicated presentation on the project and an overview of progress achieved in the local case study.

On 26th June 2025 UoBir led a workshop for 16-18 year old school students covering climate change policy at European, national and regional scales with a hands-on activity to look at zoomed in versions of 'Climate Risk and Vulnerability Assessment (CRVA) maps' of 10 different parts of Birmingham, using a data-led approach to decide where to put nature-based solutions such as street trees, pocket parks, SuDS and wildflower meadows, in line with T1.4.

5.10 Summary: KPI Achievement and Feedback Mechanism

The communication and dissemination efforts outlined in this section reflect close collaboration across work packages and strong engagement from project partners. Each activity — from local workshops to event participation and social media promotion — has contributed to CARMINE's broader outreach objectives. These joint efforts have laid the foundation for achieving the project's KPIs, which serve as a measure of progress and impact during this first phase of the project.

KPI progress is monitored regularly by the WP7 team and discussed with the consortium during project-wide calls and WP meetings. This helps identify areas where additional efforts are needed and encourages partners to contribute proactively. As this is the first version of this deliverable, it presents an interim overview. Communication and dissemination activities will intensify as the project generates more concrete results, and updated KPI achievements will be reported in Deliverable D7.6 (M36).

To ensure the project remains on track in meeting its KPIs, the WP7 lead has developed a range of tools and processes to support effective monitoring and performance management. These include:

- A Social Media Monitoring Document, where key engagement metrics (e.g. followers, impressions, reactions) from various platforms are regularly collected and updated.
- A Communication and Dissemination Tracker, in which all partners are invited to regularly report their contributions to DEC activities, including event participation or organisation, publications, social media engagement, networking efforts, and other relevant actions.
- A KPI Tracking Document, maintained by the SDSN team, which compiles data from the two tools above as well as from built-in analytics on platforms used for dissemination (e.g. website statistics, newsletter insights). This document uses a colour-coded system to facilitate performance analysis and help prioritise actions where needed.

More details on these tools and processes can be found in Deliverable D7.2. DEC Strategy – Version 2.

Table 2 - CARMINE KPI achievement

DEC Instrument		KPI	Current Status (M18)
Publications	Peer-reviewed articles	≥ 20	6
	Open-access, high IF	> 3	6
	Journals	> 8	6
Policy briefs		> 20 (i.e., 5 per year)	0
Newsletters		1 every 6 months	2
		> 1000 recipients	322
Conference participation		~ 40 events	45
Meetings/sessions with policymakers (related to T7.3)		12 meetings with DG CLIMA, GROW, ENV, CONNECT	0
Networking and joint events with FP7/H2020/HEU projects/initiatives (related to T7.3)		20 interactions	14 interactions
Information, awareness, open-air activities		1 per CSA; > 40 participants	1
Digital/social media presence/networks	Posts	15/month	261 posts so far (14,5/month)
	Followers	LinkedIn: > 700	600
		X: > 1000	40
		Instagram: n/a	67

Website		Up to 20,000 visitors	2462
Videos		3-4 videos	1
		>2500 viewers	1040
Open Science KPIs	Pre-prints, presentations, posters	>4	1
	Open project repository	1	1
	Articles in ORE	4	0
	Open research outputs	4	2
	Publications with Open Data	>2	0
	Open data in the repository	>2	0
	Articles in open peer review	4	6
	Researchers in open peer review	4	6

Please note that the KPI “Focus groups /local regional stakeholder workshops” is tracked by WP1 which manages all CSA activities and therefore is excluded from this deliverable.

To collect feedback and continuously improve the design and implementation of Dissemination, Exploitation, and Communication (DEC) activities, several feedback mechanisms have been established. One key channel is the WP7 monthly meetings, where time is regularly allocated for partners to share observations, provide suggestions, and flag any challenges related to current or upcoming DEC efforts. These discussions have proven valuable in fostering collective ownership of the communication strategy and ensuring alignment across the consortium.

In parallel, SDSN systematically evaluates engagement metrics through the tools described above—such as the Social Media Monitoring Document and the KPI Tracker as well as built-in analytics on platforms used for dissemination. These tools help track performance indicators including the number of reactions, impressions, clicks, shares, and website visits. This data is analysed to understand which types of content resonate most with different audiences, what formats and channels are most effective, and where improvements can be made.

By combining qualitative input from partners with quantitative performance data, the WP7 lead applies a responsive and evidence-based approach. Insights are used to regularly adjust content formats, messaging, and dissemination channels to enhance visibility, reach, and impact. This iterative process ensures that DEC activities remain relevant, engaging, and strategically aligned with the project’s overall objectives.

6 Conclusions and Next Steps

During the first 18 months of CARMINE, communication and dissemination activities have focused on establishing the project's identity, building visibility, and engaging a wide range of stakeholders through multiple channels. The foundations of the DEC Strategy have been successfully implemented — including the creation of visual assets, the launch of the website and social media channels, the development of promotional materials, and the establishment of structured processes for collecting and sharing content across the consortium.

While project results were still limited in this early phase, the active contributions of project partners — alongside cross-WP exchanges on communication needs and plans (notably through the Communication Needs Request Form and WP meetings) — have laid a strong foundation for intensified communication and dissemination moving forward.

KPI monitoring has shown good progress in several areas and has helped identify where further targeted efforts will be needed in the second half of the project. Notable strengths include a strong LinkedIn presence and following, consistent presentation of CARMINE at external events and conferences, a steadily growing number of scientific publications, and the successful establishment of CARMINE's brand assets. Moving forward, areas requiring particular attention include: increasing website traffic, boosting engagement on the Bluesky platform, developing policy briefs, expanding PR efforts, and pursuing more targeted outreach activities.

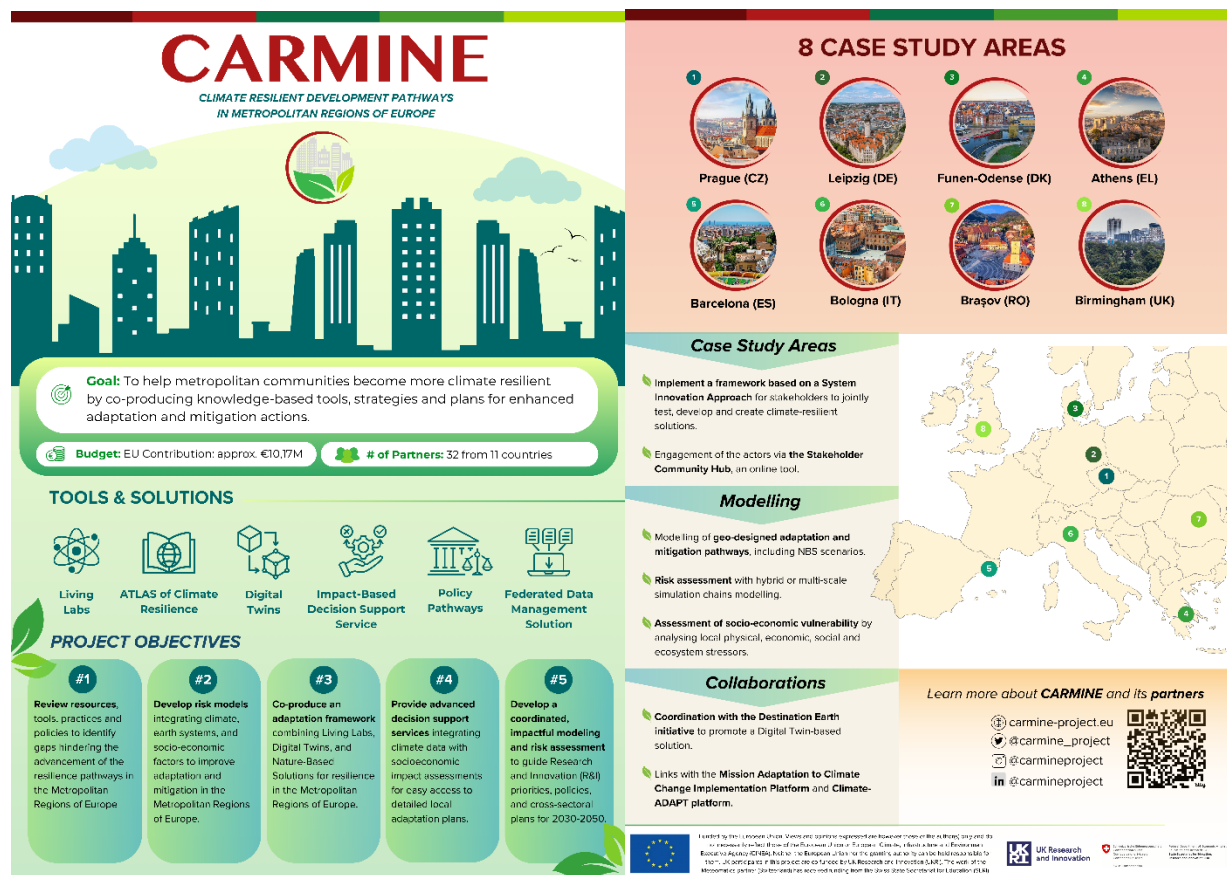
Next steps (M19–M36):

- Maintain the momentum on LinkedIn by posting regularly and engaging with other relevant initiatives, networks, and stakeholders.
- Explore new, creative formats to increase engagement across all social media channels (e.g. infographics, short video interviews, or thematic series).
- Continue to encourage partner contributions through the Communication Needs Request Form, WP meetings, and direct follow-up.
- Increase efforts to promote CARMINE website, including through cross-posting, tagging, and linking in partner content.
- Regularly update and improve the content on CARMINE website to ensure that the project's instruments (such as the SC-HUB, Atlas of Climate Resilience, Digital Twins, Impact-Based Decision Support Services) and their application are easy to understand for users and stakeholders.
- Develop and disseminate policy briefs and targeted materials tailored to specific audiences (e.g. policymakers, city planners, industry, or citizens).
- Strengthen PR efforts by identifying newsworthy project milestones and pitching them to media outlets at national and EU level.
- Improve engagement on emerging platforms like Bluesky, while monitoring audience trends and platform relevance.

These next steps will ensure that communication and dissemination efforts evolve in step with the project's growing results, support broader impact and visibility, and contribute to the achievement of CARMINE's strategic objectives.

7 Annex – Communication materials and photos from events

CARMINE Flyer



CARMINE
CLIMATE RESILIENT DEVELOPMENT PATHWAYS
IN METROPOLITAN REGIONS OF EUROPE

Goal: To help metropolitan communities become more climate resilient by co-producing knowledge-based tools, strategies and plans for enhanced adaptation and mitigation actions.

Budget: EU Contribution: approx. €10,17M **# of Partners:** 32 from 11 countries

TOOLS & SOLUTIONS

- Living Labs
- ATLAS of Climate Resilience
- Digital Twins
- Impact-Based Decision Support Service
- Policy Pathways
- Federated Data Management Solution

PROJECT OBJECTIVES

- #1** Review resources, tools, practices and policies to identify gaps hindering the advancement of the resilience pathways in the Metropolitan Regions of Europe.
- #2** Develop risk models integrating climate, earth systems, and socio-economic factors to improve adaptation and mitigation in the Metropolitan Regions of Europe.
- #3** Co-produce an adaptation framework combining Living Labs, Digital Twins, and Nature-Based Solutions for resilience in the Metropolitan Regions of Europe.
- #4** Provide advanced decision support services integrating climate data with socioeconomic impact assessments for easy access to detailed local adaptation plans.
- #5** Develop a coordinated, impactful modeling and risk assessment to guide Research and Innovation (R&I) priorities, policies, and cross-sectoral plans for 2030-2050.

8 CASE STUDY AREAS

1. Prague (CZ)
2. Leipzig (DE)
3. Funen-Odense (DK)
4. Athens (EL)
5. Barcelona (ES)
6. Bologna (IT)
7. Braşov (RO)
8. Birmingham (UK)

Case Study Areas

- Implement a framework based on a System Innovation Approach for stakeholders to jointly test, develop and create climate-resilient solutions.
- Engagement of the actors via the Stakeholder Community Hub, an online tool.

Modelling

- Modeling of geo-designed adaptation and mitigation pathways, including NBS scenarios.
- Risk assessment with hybrid or multi-scale simulation chains modelling.
- Assessment of socio-economic vulnerability by analysing local physical, economic, social and ecosystem stressors.

Collaborations

- Coordination with the Destination Earth initiative to promote a Digital Twin-based solution.
- Links with the Mission Adaptation to Climate Change Implementation Platform and Climate-ADAPT platform.

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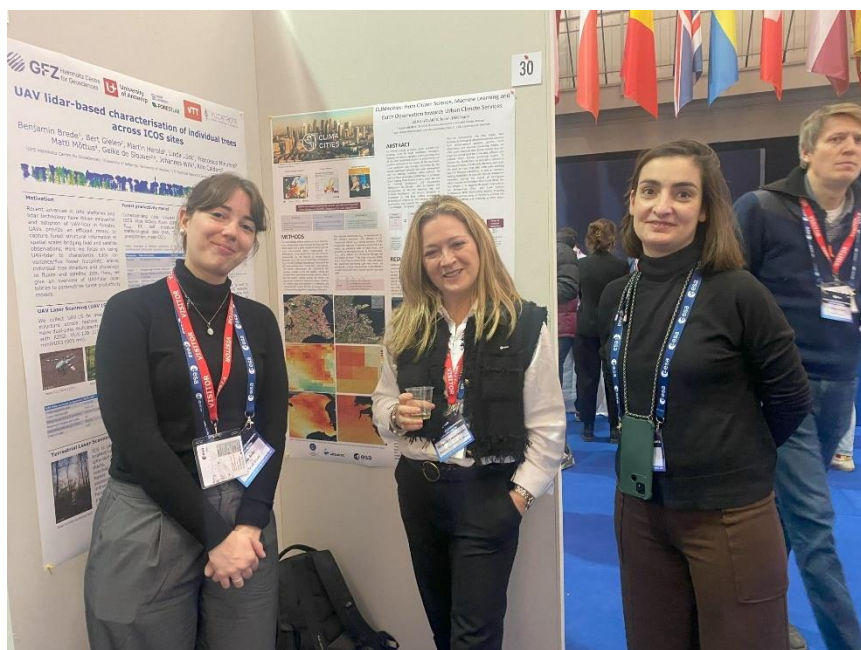
CARMINE Poster



CARMINE Roll-up banner



Pictures from selected events CARMINE partners participated in:



ESA's DT Earth Open Science Meeting



Romania European Researchers Night 2024



Open Living Lab Days 2024



2025 Sustainable Research and Innovation Congress in Chicago