C5a Communication Strategy

Content

1. Purpose of strategy

This document emphasises the importance of communication and will provide details as to how the C5a project will deliver the requirements of the European Commission and Interreg North Sea Region Programme.

The communication strategy is set to support the main aim and outcome of the C5a project and provides a basis for the communication. In this perspective there is both a systematic approach as well as an interactive process designed to relate to changes throughout the project.

This communication strategy is a living document and will be open for adjustments during the project period. It outlines the aims and objectives, target groups, overall message, methods and activities planned to ensure the communication of the project; its purpose and the work carried out within it.

The ultimate objective of the C5a is that the results of the project will lead to efficient and effective adaptation to the physical, economic and social impact of future flooding in the North Sea Region. This in hope to create an interactive communication and engagement between project partners and target groups on all levels.

2. About the project

The North Sea Region (NSR) is facing a significant increase in the frequency and severity of floods in response to climate change. Flood management approaches have to urgently adapt to this new reality to keep people safe, the environment healthy and our economies prosperous.

To respond to this challenge the project C5a – Cluster for Cloud to Coast Climate Change Adaptation will deliver a from 'Cloud-to-Coast' (C2C) approach to the management of flood risk. The whole-of-system approach will integrate four constituent systems (catchment, coasts, cities, infrastructure networks) and enable the development of multifunctional and adaptable solutions that deliver more sustainable, integrated and multifunctional solutions across the NSR.

Building on the seven ongoing Interreg NSR projects, C5a partners will co-create the C2C approach. We will develop a multi-beneficial, advantageous and resilient way of working on flood management from Cloud to Coast that can be applied in practice.

The partnership has ten partners from six countries around the North Sea. Seven case studies will be implemented. The project will reach out to local, national, transnational and global networks to raise awareness and acceptance in- and outside the NSR. C5a builds capacity and support for the take-up of Cloud to Coast by relevant authorities and practitioners across the NSR, and beyond.

3. Communication roles and responsibilities

Värmland County Administrative Board (VCAB) leads the communication work package and appoints a Communication Management (CM) for the project. This communication strategy is developed on a project level for the project as a whole. The strategy will contribute to that the objectives are reached and

ensure that the project results will be shared through effective activities in cooperation with all project partners.

The CM acts as a central contact point for all project communication topics for the partnership and will be an interface between the partners and the Interreg NSR Joint Secretariat for all project communication issues. Each partner appoints a Communication Officer (CO). The CO is the contact point for the CM regarding the partners communication.

In C5a communication functions is a horizontal task throughout the project implementation and beyond. In addition to the C5a communication strategy, each case study shall manage its local communication and design a communication plan to enhance the effectiveness of the project activities in the local context. Each plan will describe communication activities, channels, methods and target groups.

The partners will make use of their own regular information channels making sure that their organizations and its relevant partners and stakeholders are informed about the project, its progress and results. See also partners responsibilities under the different topics in chapter six – Methods, tools and channels.

3.1 publicity requirements

The C5A communication strategy intends to meet all requirements of the European Commission and Interreg North Sea Region Programme. Therefore, all project partners will apply *Publicity requirements* found in Fact Sheet 25, *Indicators* in Fact Sheet 23, *Intellectual Property Rights and ownership of project investments* in Fact Sheet 27, as well as the C5a visual identity guide in their communication activities.

4. Target groups and stakeholders

The C5a project covers a large area in the North Sea Region and it is important to define the relevant stakeholders in the project. Stakeholders are the recipients of C5a deliverables, they can be directly or indirectly involved in carrying out the project activities. Reasons for their participation can differ from self-interest, to public interest, knowhow transfer etc. Stakeholders in C5a are for example project partners and authorities on all levels.

The main target groups for C5a are Regional and National authorities, Infrastructure and service providers. Other target groups are Local public authority, Sectoral agency, Higher education and research, European Grouping of Cooperation (EGTC), Interest groups including Non-Governmental Organizations (NGOs), International organization, European Economic Interest Grouping (EEIG).

In the communication plans for the case studies, target groups and stakeholders will be identified on a regional level.

Each of these target groups on the next page plays a special role in the implementation of C5a activities as well as for the promotion of C5a results.

4.1 power and interest

The following graph provides a schematic overview of the main stakeholders in C5a and their position in terms of power and interest.

Keep satisfied	Closely manage
• NGOs	• Regional and National authorities • Infrastructure and service providers
Monitor	**Keep informed**
	• Sectoral agency • Local authorities • Higher education and research • EGTC • EEIG

high — low (Power of stakeholders)

low — high (Interest of stakeholders)
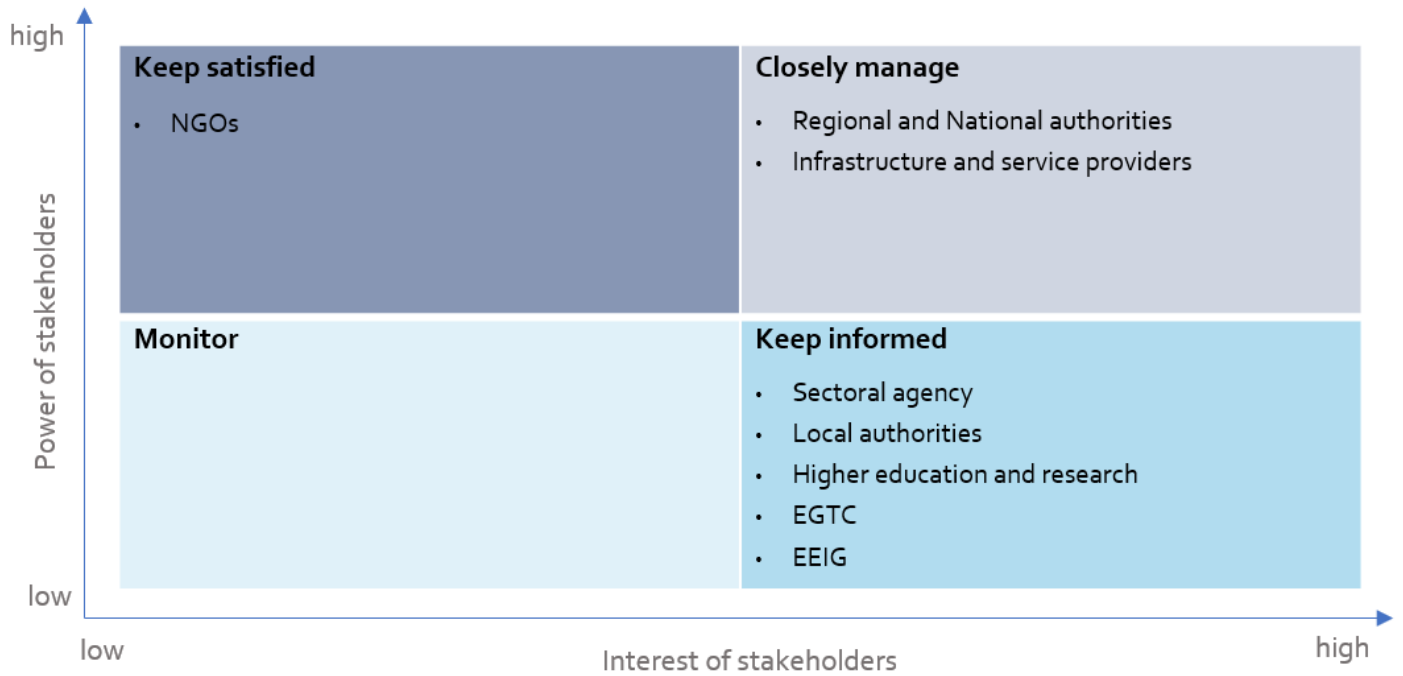
5. Objectives

The overall objective of the C5a project is to enable efficient and effective adaptation to the physical, economic and social impact of future flooding taking into account climate change.C5a will do so by promoting a C2C whole-of-system approach that maximizes the value of investments in both physical flood protection and builds resilience in flood-prone areas.

5.1 Detailed communication objectives

1. Disseminate case study results, project activities, and best practices and make them available and visible throughout the project different phases, to implement and demonstrate the progress of developing the C2C approach. - *Enable activities and methods for an integral approach covering the whole water system (catchment, cities, coast and infrastructural networks) for climate change adaptation.*

    TARGET GROUPS
    EGTC, Higher education and research, Infrastructure and (public) service provider, Interest groups including NGOs, International organization, EEIG, Local public authority, National public authority, Regional public authority and Sectoral agency.

2. Increase knowledge and raise awareness with authorities and practitioners on how to make smarter choices in flood intervention management to improve climate resilience as a part of the C2C approach. - *Make smarter choices in flood intervention management, based on adaptive asset management methods that recognise the role of conventional and nature-based measures as part of the C2C approach.*

    TARGET GROUPS
    EGTC, Higher education and research, Infrastructure and (public) service provider, Interest groups including NGOs, International organization, EEIG, Local public authority, National public authority, Regional public authority and Sectoral agency.

3. Demonstrate the methods and communicate the common language of socio-ecological resilience as a part of the C2C approach to authorities and practitioners.
    Enhance prospects of achieving multi-beneficial effects of the measures in the systems through the development of socioecological resilience as part of the C2C approach.

    TARGET GROUPS
    EGTC, Higher education and research, Infrastructure and (public) service provider, Interest groups including NGOs, International organization, EEIG, Local public authority, National public authority, Regional public authority and Sectoral agency.

4. Dissemination of the added value and importance of the C2C approach of water management as an integrated, whole-of system approach, to improve climate resilience in the NSR to target groups. – *Demonstrate the added value of the C2C approach as an integrated, whole-of system approach for improving climate resilience in the North Sea Region.*

TARGET GROUPS
EGTC, Higher education and research, Infrastructure and (public) service provider, Interest groups including NGOs, International organization, EEIG, Local public authority, National public authority, Regional public authority and Sectoral agency.

5. Reaching existing networks within and outside the NSR through the C5A partners and PLG to raise awareness for and transfer the C2C approach. – *Enable the uptake of successful climate change adaptation processes based on the Cloud to Coast approach within the NSR.*

TARGET GROUPS
EGTC, Higher education and research, Infrastructure and (public) service provider, Interest groups including NGOs, International organization, EEIG, Local public authority, National public authority, Regional public authority and Sectoral agency.
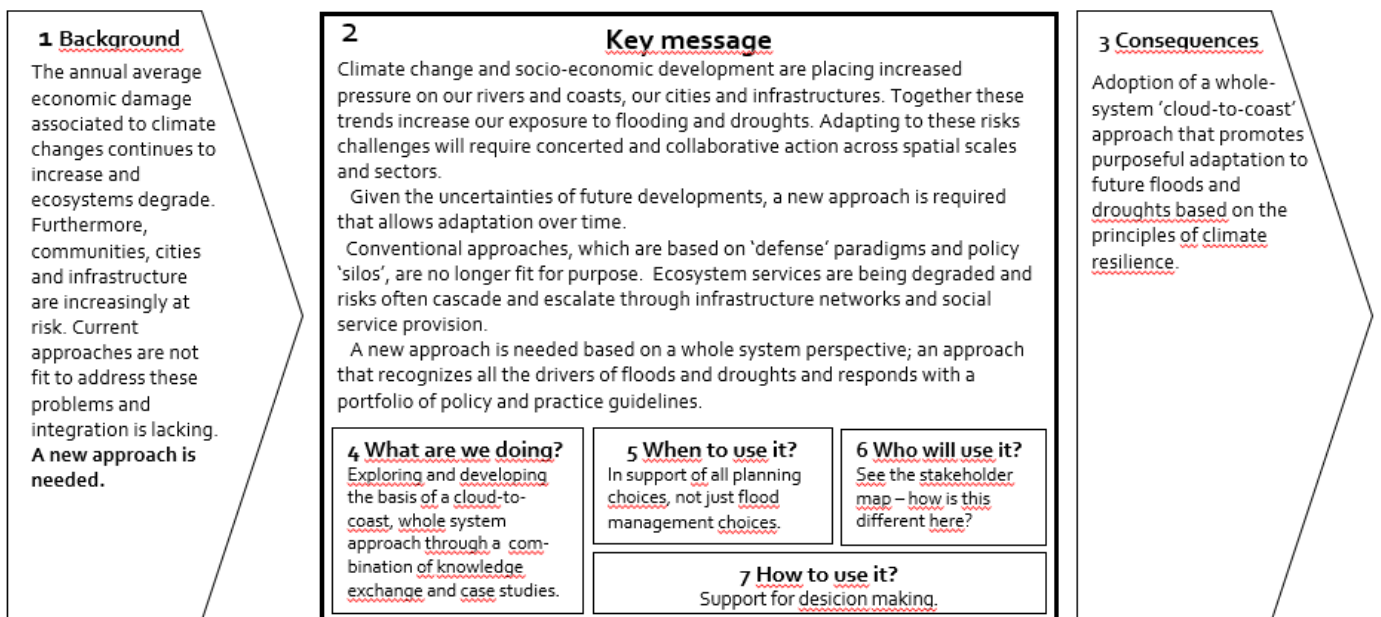
6. Main project message

The C5a overall message explains why we are doing this project and what problems we want to solve. It also describes what the project will lead to, what we do and how we do it. The message is supposed to be read from 1-7.

1 Background
The annual average economic damage associated to climate changes continues to increase and ecosystems degrade. Furthermore, communities, cities and infrastructure are increasingly at risk. Current approaches are not fit to address these problems and integration is lacking. **A new approach is needed.**

2 Key message
Climate change and socio-economic development are placing increased pressure on our rivers and coasts, our cities and infrastructures. Together these trends increase our exposure to flooding and droughts. Adapting to these risks challenges will require concerted and collaborative action across spatial scales and sectors.
  Given the uncertainties of future developments, a new approach is required that allows adaptation over time.
  Conventional approaches, which are based on 'defense' paradigms and policy 'silos', are no longer fit for purpose. Ecosystem services are being degraded and risks often cascade and escalate through infrastructure networks and social service provision.
  A new approach is needed based on a whole system perspective; an approach that recognizes all the drivers of floods and droughts and responds with a portfolio of policy and practice guidelines.

3 Consequences
Adoption of a whole-system 'cloud-to-coast' approach that promotes purposeful adaptation to future floods and droughts based on the principles of climate resilience.

4 What are we doing?
Exploring and developing the basis of a cloud-to-coast, whole system approach through a combination of knowledge exchange and case studies.

5 When to use it?
In support of all planning choices, not just flood management choices.

6 Who will use it?
See the stakeholder map – how is this different here?

7 How to use it?
Support for desicion making.

6.1 C2C (cloud to coast)

C2C is an approach recognizing that opportunities to build resilience to flooding starts from the moment the rain falls (clouds) to flow through the rural catchment and the urban cities, before interacting with the coast. These physical systems are connected and interact. This means that slowing the flow in the upper catchment can act to reduce flood risk downstream and reflect of influence of infrastructure such that building a flood defense in one area may reduce the risk locally by increase it elsewhere.

C2C adopts this whole-of-system approach that addresses both physical assets to protect against floods and the capability of communities to cope with the occurrence of floods.

6.2 Key words

The C5a´s key words are: adaptation – water system – climate change.

6.3 Key sentences
The C5a´s key message is: A holistic toolset and frame work to mitigate and adapt to the effects of climate change on water systems at scale and in the long term.

6.4 Elevator pitch
C5a is using cluster knowledge from 7 water-related projects to develop system-based solutions for climate change adaption.

The project is tackling the climate challenges of tomorrow – today.

or

C5a is developing an approach – based on existing knowledge and case studies – to adapt to water-related climate change.

The project is tackling the climate challenges of tomorrow – today.

7. Methods, channels and activities

Different methods and channels will be used to convey messages and activities in C5a. The project and its content will be transferred to the target groups/stakeholders in activities such as meetings, events articles and films. The project achievements and approach will also be disseminated at selected events and transfer C5a to wider audiences and stakeholders. There will also be several other tools and channels used to maximize the impact of the communication strategy, both internal and external.

7.1 internal communication

The internal communication addresses the cooperation between the project partners and converges with the plans for the project's external communication activities.

An online file sharing platform will be used for internal communication, file storage, exchange of information and deliverables among beneficiaries. All partners will contribute to keeping each other informed about the current project status. Address to the platform: Trello

A Management Group (MG) consisting of the project leader and the work package leaders will oversee the project's day-to-day affairs and the coordination and evaluation of the activities

performed within the Work Packages. There will be monthly management group meetings, mostly per SKYPE.

C5a will establish a Coordination Group (CG) consisting of one representative per beneficiary and

will meet bi-annually under the leadership of the project lead beneficiary (LB). The coordination group meetings will be arranged in the course of the project to discuss the strategic direction of the project, the progress/problems, and the performance.

A Steering Group (SG) formed by a senior manager of each beneficiary and chaired by the LB will meet at the start, half way and at the end of the project.

Synergy with and complementarity to the (implementation of) the 7 Priority 3 NSR projects is secured in yearly meetings of the Consultative Group, consisting of the LBs of the 7 projects and the MG.

Project partners will additionally hold Skype meetings on a regular basis.

7.2 External communication

The communication efforts for C5a will partly be web based, using the North Sea Region C5a website. Printed materials will primarily be published on the website and on the online tool for internal

communication in an accessible and easy to download versions but will also be handed out at conferences and other occasions.

7.2.1 Activities in regions

In addition to the C5a communication strategy, each of the 10 regions shall manage its local communication and design a communication plan to enhance the effectiveness of the project activities in the local context. Each plan will describe target groups, communication activities, channels and message.

7.2.2 Website

The communication lead, develops the joint North Sea Region C5a website. The website will be an important interface to communicate with target groups and stakeholders. It is also the main news channel of the project and will be updated on regular basis. All partners contribute in keeping the project website updated and shall add local language information about C5a in each partners organization's web site.

7.2.3 Film & articles

One film about C5A was produced during the project kick off and can be used as an introduction to the project. Articles with news from the project will continuously be written.

These articles and films will be disseminated through different channels such as project website and social media.

7.2.4 Printed material

A3 posters and roll-ups will be designed. The project partners receive the digital format of the materials from CM for printing purposes and online promotion of the C5a project. This will be used for conferences, seminars and C5a events.

7.2.5 Social media

The partners own Social media will be used to exposure the project with the **#C5aproject** and **#C5aNSR**. The main goal is to reach stakeholders and to inform them about C5a activities, project progress and events.

7.2.6 Press & online media

The project will work to achieve press coverage and gain broadcast media attention in the whole project area as well as in relevant community publications.

As the impact of the C5a case studies is mainly on local base, it is expected that the local media may have the biggest interest in the outcomes of the project, especially local case studies and activities. Press releases will be communicated locally for major events or when deemed relevant. All partners are responsible for media relations in their region and the CO's of the project partners will establish contacts with local journalists covering the C5a topics.

7.2.7   Events

The project will be disseminated in several different external events and conferences. C5a ambassadors will disseminate project achievements and approach in selected events and transfer C5a to wider audiences and stakeholders.

At the start of the project a kick-off event will be organized. There will also be a midterm and final event. During these events authorities and professionals will be informed of, and involved in, the C5a project communications.

7.2.8   The story about c5a

The story about C5a will, apart from being a story, also be transformed into an explanatory graphic and a short video for enhanced visual impact of the project aims, objectives and results.

8. Visual identity

A Visual identity for C5a has been developed and should be used for all communications to ensure visual consistency in the project, as well as following the Interreg requirements. Please refer to Appendix A for the C5a Visual identity.

9. Monitoring & evaluation

Monitoring and evaluating the project's communication is key to adjust the strategy as needed. The communication strategy should be adjusted and updated when needed during the project.

As C5a needs to reach a certain number of goals as formulated in work package 2, we are currently monitoring several online and offline activities:

- Number of participants during a C5a related external events, lectures and meetings.
- Number of recipients reached by the C5a Story.
- Visitors at web sites and social media.

10.   Support & contact details

LEAD BENEFICIARY

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C5a PARTNERS

Contacts on C5a´s internal platform and external website.

11.   Appendix a– c5a visual identity

Interreg
North Sea Region
C5a
European Regional Development Fund   EUROPEAN UNION

C5a

Cluster for Cloud to Coast Climate Change adaption

Visual Identity

C5a Visual Identity

The purpose of the Visual Identity is to communicate the C5a project in a uniform manner. By consistently using the Visual Identity, we create recognition for the project and facilitate communication work. This document shows the logotype, the colors and fonts that we will use in C5a.

The Visual Identity should be used by all project partners in cases where the project C5a is a sender. The idea is that it will facilitate your work!

Good luck!

Logotype

The C5a project has its own logotype provided from the North Sea Region Programme. The logotype is available to download from our internal project platform.

Essentially, the logo is used in color, but can also be used in black, grey or white, if space is limited. The logo is preferably placed in the upper left corner. Around the logo there should be a free zone (ie a space without any content) to make the logo look as good as possible. The logo can not be changed. Please include the logotype in all forms of communication.

There are some mandatory requirements for all project publicity materials. EU requirements: The EU flag must be prominent. Reference to the European Union and the European Regional Development Fund. The EU flag has to be at least as large as any additional logo (in height or width).

NSRP requirements: Consistent usage of the project logo. Reference to the North Sea Region Programme. The logotypes are available to download from our internal project platform. Read more about the logotype on the NSRP website: https://northsearegion.eu/media/2489/interreg_brand_manual_full_integration_170505.pdf

Main logotype

Grey, black and white

Typography

The fonts we use in the C5a project are Corbel for headings and Garamond for the body text and captions.

Headers are written in black or blue . They are written in lowercase and can used bold or regular. Customize the character size according to the material.

Headings

Corbel

ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö

Body text and captions

Garamond

ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö

Profile colours

The main colours we use are two different shades of blue and a grey as an accent colour . Both profile colours are mainly used in 100% of the scale. They form a contrast to each other which make them stand out and will give our project attention in all the various contexts in which it is presented. As accent colours they can also be used in 50%.

Main colour, 100%

CMYK	100,80,0,40
RGB	16,45,105

Main colour, 100%

CMYK	60,10,0,0
RGB	99,185,223

Accent colour, 50%

CMYK	100,80,0,40
RGB	16,45,105

Accent colour, 50%

CMYK	60,10,0,0
RGB	99,185,223

Accent colour, 20-50%

CMYK	0,0,0,100
RGB	0,0,0

Graphic element

To create a graphical style we use a blue drop in both main colors. In the information material you can se suggestions on how it can be used, but the drop can also be used in other ways that fits the context. You find it on our internal plattform.

Pictures

Images can help to create attention. In C5a we have a couple of profile pictures that the partners can use in their information material. All partners are free to use their own images that symbolize the project. Use images, preferably in color, that fit the context and reinforce the message of C5a.

Keep in mind that you must have the right to use images versus the photographer's permission. It is important to follow the GDPR (General Data Protection Regulation) and other applicable laws in your country.

Information materials

There are information material that partners can use in their marketing of C5a. One A3 poster that is mandatory to be set up in a visible location at all project partners organisations. There are also two different roll-ups, a A4 word template and a PowerPoint template. The material is available to download from our internal project platform.

Social media

The partners will use their own social media to exposure the project with the #C5aproject. The main goal is to reach stakeholders and to inform them about C5a activities, project progress and events.

#C5aproject

Värmland County
Administrative Board