

Communication and dissemination plan CATCH web based tool 2020-2021.

Note version 2021

This document is made specifically for communication and dissemination of the web based decision support tool that is developed in the CATCH project. In this document we anticipate a COVID prolongation of the project until end 2021. This provides the opportunity in having physical dissemination events. When the requested extension is granted, dissemination and uptake will be intensified as applied for.

CATCH and the decision support tool

The main goal of the CATCH project is to demonstrate and accelerate the redesign of urban water management of midsize cities in the North Sea Region to become climate resilient cities that are sustainable, liveable and profitable on the long term.

Therefore, a web-based decision support tool with examples is in development to support mid-size cities in the North Sea Region (NSR) in their process towards climate change adaptation. Based on the tool midsize cities are able to develop useful climate change adaptation strategies, that fits their specific situation.

This web-based decision support tool is a website. Hyperlinks can be placed in any organizations' website that wants to connect to the tool and/or adopt it.

Communication objective

During the CATCH project many communication activities took place that focused on the development of the tool and the connected pilots. In the years 2020 and 2021 we want to create more emphasis on the dissemination of the final product, the decision support tool as a tool that can be used by our target groups and especially the midsize cities, also after project ending.

In the communication is it important to:

1. Involve stakeholders in the tool development.
2. Dissemination of the web-based tool and lessons learned.

To do this we divide our activities for tool dissemination in two stages:

- 1: involvement of stakeholders in the final development stages of the tool. Therefore, the tool will be tested and reflected upon by mainly research institutes, students, professionals from midsize cities.
- 2: once the tool is publicly available, large scale dissemination will take place, by introduction of the tool in several mid-size cities and relevant online platforms.

Target groups

In a stakeholders analyses each pilot partner made their decisions about the target groups.

We identified the following groups:

Internal colleague of project partners

This target group is interesting for involvement in tool testing, first to test the useability of the tool, but also to secure tool implementation in the partner organizations. This is a major starting point for

adoption in the partner cities but also for further uptake by other mid-size cities. The experiences from partner organizations form a major trigger in the willingness of other cities to start using the tool.

Advisory group

The advisory group is a diverse group of professionals from municipalities to national authorities, to universities. During the project they were the first group for critical reflection on the tool, in the final stages they are a platform for dissemination.

Midsized cities

The midsize cities are involved in the development of the tool, but most of all they are a target group for dissemination and further uptake and adoption of the tool. During development care is taken to involve mid-size cities, but also not to expose target cities to much with concepts. This to make cities curious and prevent a tiredness for tool use before the tool is officially launched.

National, regional, international authorities

These are target groups that are able to promote tool use. Same as with the midsize cities, they were involved in development, but will be reached out to more intensively during tool dissemination.

Research & Education

This target group is especially involved in the development stage of the decision support tool. During the process regular reflections were asked and findings are published. Especially education is also a target group for dissemination, as the decision support tool will also be interesting for use in education activities.

Communication channels

Each partner uses in global the same communication channels (with a difference in intensity in countries). The following tools are in use for CATCH-communication:

- Dialogue or presentation
- Meetings and events
- Newsletters
- National and regional climate adaptation meetings / webinars
- Conferences, meetings and events
- Publications in professional journals and magazines
- Publications in local media (newspaper, radio, and internet platform)
- Press releases
- Social media (insta, FB, LinkedIn, Twitter)
- National platforms (Climate adaptation network of country boards (Sweden))
- Website (pilot partners)
- Video

Lead beneficiary activities

To achieve our goals, time must be invested in our means of communication. We want to disseminate the knowledge gained from CATCH. The lead beneficiary facilitates in communication tools that are helpful for the partners to use. The partners are responsible to use the tools and disseminate the project results including the decision support tool. Below is a description per communication activity.

The decision support tool

The CATCH is technically ready, remains in continuous development to become more attractive. We

will do this by making the texts accessible/ easier to read and adding videos and photos. Once the tool is officially released by the Lead beneficiary, tool can be disseminated freely and intensively. Hyperlinks to the tool can be added in any document, website etc.

CATCH website

We have to get the basis communication means in order and that starts with the website. The updating of the pilots, news and events. Also, the web link to the tool and supportive information will be placed central on the CATCH website. We want to continue updating the website with news and events until August 2021. There is a role in this for the project leader and the communication advisors of the pilots as well. After August 2021, the website will be up and running for another 5 years and we will ensure that it has a good foundation without having to update it.

Publications in professional journals and magazines

We want to disseminate the tool and knowledge gained from the CATCH project. In order to get more attention for CATCH and to share the knowledge, we will make a basic article on CATCH with the possibility to add specific country information about e.g. the pilots. The article can be translated in the own language. The pilot partners can offer these articles tot regional, national of international platforms to get public relations of CATCH and the tool.

Article for tool introduction

A basic article with an introduction of the CATCH decision support tool will be made for introduction of the tool on several websites and platforms. Again, partners have the possibility to translate the article and adjust it to their specific context.

Press release

A press release about the results of the CATC project and the release of the CATCH decision support tool will be to distribute to several media. Partners have the possibility to translate the article and adjust it to their specific context.

Video

A video is developed with the pilot partners. In the video the partners talk about their pilot, how others can benefit from CATCH and its tools and what lessons they have learned. The film can be used for the dissemination of the project but can also be used separately by the partners. They can promote this through their own channels. Further we want to use the video together with the tool; the video must make people enthusiastic about the tool.

Additional videos coupled to the use of the decision support tool are planned.

Advisory group

A meeting with the advisory group is organized in summer 2021 to discuss dissemination activities by the individual members.

Publication in EU platforms

The lead beneficiary will secure that CATCH results and the tool are made available in relevant EU platforms, such as Climate Adapt.

Meetings and events

For meetings and evens several products are available to use:

- slides
- video
- tool link

- roadmap

Partner activities

DST team activities

The DST team consisting of the lead beneficiary, University of Twente, Jade Hochschule and the consultant of RHDHV will continue to disseminate the tool and gather input for further improvement. For this they focus on the following:

1. Academic publications: publications are in process. A set of three articles will be made. The first was finalized in 2020.
2. Conferences: the team stays active in conferences to present, reflect and test the tool for further improvement and uptake
3. Research activities: for improvement opportunities are taken to initiate research (no NSR funding)
4. Connection to other projects: Implement CATCH and lessons learned in other relevant projects (e.g. Interreg NSR project C5A)

Pilot partner activities

Practice partners are encouraged to communicate about the tool and the guiding principles in relation to their work in CATCH. They are requested to:

1. Implement the tool and CATCH lessons learned internally with an event or workshop
2. Place article on the organization's website including tool link and video
3. Place information on CATCH and the decision support tool in relevant networks and platforms for climate change adaptation
4. Present CATCH and the decision support tool in relevant networks and events (if possible). This is considered as ongoing work.
5. Publish CATCH and the decision support tool in magazines, papers etc. This is considered as ongoing work.
6. Implement CATCH and lessons learned in other relevant projects (Zwolle: IRUCOW,

Regional partner activities

1. Present the tool and CATCH lessons learned internally with an event or workshop, including implications for use in the region.
2. Place article on the organization's website including tool link and video.
3. Place information on CATCH and the decision support tool in relevant networks and platforms for climate change adaptation
4. Present CATCH and the decision support tool in relevant networks in an event (if possible). This is considered as ongoing work. Värmland will make a story map for this purpose.
5. Publish CATCH and the decision support tool in magazines, papers etc. This is considered as ongoing work.
6. Implement CATCH and lessons learned in other relevant projects of the regional partners (Overijssel: CATCH+, Värmland: Evoked)

Note

When there is more than one partner per country, tasks will be divided. When only one partner in a country, the most useful means of communication will be chosen.

Communication overview

This is a general communication agenda. A detailed agenda is placed in: Communication agenda CATCH.xls

Target group	Actions by all partners	Planning
Internal colleagues	<ol style="list-style-type: none">1. Practice partners introduce the tool in their internal organizations.2. Article on website3. Weblink on website	<ol style="list-style-type: none">1. Ongoing activity. Event spring / Summer 20212. Spring / summer 20213. Spring / summer 2021
Midsized cities	<ol style="list-style-type: none">1. Articles in magazines in several countries.2. Climate adaptation events (national / regional) to promote and show the tool. It's also useful to show the video in events.3. Introduction tool in relevant networks of all partners4. Launch tool in dedicated web platforms.5. Press release / inform local media.	<ol style="list-style-type: none">1. Ongoing activity until November 20212. Ongoing activity until November 20213. Summer - Autumn 20214. Summer - Autumn 20215. Summer - Autumn 2021
International / National and regional/ authorities	<ol style="list-style-type: none">1. Articles in magazines in several countries.2. Climate adaptation events (national / regional / EU) to promote and show the tool. It is also useful to show the video in events.3. Introduction tool in relevant networks of all partners.4. Launch tool in dedicated web platforms on national and EU level.5. Press release to inform regional, national media.	<ol style="list-style-type: none">1. Ongoing activity until November 20212. Ongoing activity until November 20213. Summer - Autumn 20214. Summer - Autumn 20215. Summer - Autumn 2021
Research and education	<ol style="list-style-type: none">1. Publications in professional journals and magazines.2. Conferences, meetings and events for tool testing and reflection.	<ol style="list-style-type: none">1. Ongoing activity until November 20212. Ongoing activity until November 2021
Advisory board	<ol style="list-style-type: none">1. Dissemination in own networks.	May – November 2021