



PARIS
REINFORCE



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30/09/2019

D8.2 PARIS REINFORCE COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

WP8 – Communication, Dissemination & Exploitation

Version: 1.00



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EC Summary Requirements

1. Changes with respect to the DoA

No changes with respect to the work described in the DoA.

2. Dissemination and uptake

This deliverable will serve as a reference document among consortium partners (experts and non-experts), to know about the communication, dissemination and exploitation plan of the project, including the targeted audiences and promotional channels and means.

It can also be used by policymakers and other stakeholder groups as a documentation of the communication, dissemination and exploitation plan of the project of the PARIS REINFORCE project.

3. Short summary of results (<250 words)

This report, the Communication, Dissemination, & Exploitation (CDE) Plan, mainly outlines the ways that can be applied for the project and consortium to be informed about relevant research and novelties in the field of integrated assessment modelling and policymaking as well as to share the PARIS REINFORCE scope and results with the appropriate audiences. In doing so, it defines the communication, dissemination and promotional channels and means that will be used for this distribution.

In particular, the promotional means to be used include but are not limited to the PARIS REINFORCE logo and standard dissemination means, such as those comprising the visual identity of the project; while more specialised means, including articles, reports, commentaries, working documents, policy briefs, scientific publications, infographics, videos and presentations will be a core aspect of the project's CDE strategy.

The implemented promotional activities so far include the establishment of social media channels for promoting the project scope and activities, the publication of articles in partners' websites, the launch of the 1st newsletter, the promotion of the project via partners' newsletters, and the organisation of PARIS REINFORCE events as well as the participation in external events.

The CDE Plan will be formally updated in Months 13 and 25 in order to analyse and assess the implemented use of the promotion channels and means, and carry out updates/adjustments of the CDE strategy.









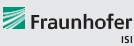









4. Evidence of accomplishment

This report.



Preface

PARIS REINFORCE will develop a novel, demand-driven, IAM-oriented assessment framework for effectively supporting the design and assessment of climate policies in the European Union as well as in other major emitters and selected less emitting countries, in respect to the Paris Agreement. By engaging policymakers and scientists/modellers, PARIS REINFORCE will create the open-access and transparent data exchange platform I²AM PARIS, in order to support the effective implementation of Nationally Determined Contributions, the preparation of future action pledges, the development of 2050 decarbonisation strategies, and the reinforcement of the 2023 Global Stocktake. Finally, PARIS REINFORCE will introduce innovative integrative processes, in which IAMs are further coupled with well-established methodological frameworks, in order to improve the robustness of modelling outcomes against different types of uncertainties.

NTUA - National Technical University of Athens	GR	
BC3 - Basque Centre for Climate Change	ES	
Bruegel - Bruegel AISBL	BE	
Cambridge - University of Cambridge	UK	
CICERO - Cicero Senter Klimaforskning Stiftelse	NO	
CMCC - Fondazione Centro Euro-Mediterraneo sui Cambiamenti Climatici	IT	
E4SMA - Energy, Engineering, Economic and Environment Systems Modelling Analysis	IT	
EPFL - École polytechnique fédérale de Lausanne	CH	
Fraunhofer ISI - Fraunhofer Institute for Systems and Innovation Research	DE	
Grantham - Imperial College of Science Technology and Medicine - Grantham Institute	UK	
HOLISTIC - Holistic P.C.	GR	
IEECP - Institute for European Energy and Climate Policy Stichting	NL	
SEURECO - Société Européenne d'Economie SARL	FR	
CDS/UnB - Centre for Sustainable Development of the University of Brasilia	BR	
CUP - China University of Petroleum-Beijing	CN	
IEF-RAS - Institute of Economic Forecasting - Russian Academy of Sciences	RU	
IGES - Institute for Global Environmental Strategies	JP	
TERI - The Energy and Resources Institute	IN	



Executive Summary

The main objective of PARIS REINFORCE is to underpin **climate policymaking** with **authoritative scientific processes and results** and enhance the science-policy interface, in light of the **Paris Agreement** and **associated challenges**.

Towards this notion, PARIS REINFORCE will co-develop along with relevant stakeholders (policymakers, climate system and climate-economy modellers, industry representatives, NGOs, civil society, etc.) a novel, demand-driven, IAM-oriented assessment framework for effectively supporting the design and assessment of climate policies in the EU as well as in other major emitters and selected less emitting/developed countries, in respect to the **Paris Agreement** objectives.

The application of the assessment framework will be implemented through the I²AM PARIS open-access and transparent data exchange platform, which will be dedicated to supporting the effective implementation of **Nationally Determined Contributions (NDCs)**, the development of **2050 decarbonisation strategies**, the reinforcement of the **2023 Global Stocktake**, and the preparation of **future action pledges**. The platform will apply innovative integrative processes towards increasing the robustness of modelling outcomes against different types of uncertainties.

This report, the Communication, Dissemination, & Exploitation (CDE) Plan, mainly outlines the ways that can be applied for the project and consortium to be informed about relevant research and novelties in the field of integrated assessment modelling and policymaking as well as to share the PARIS REINFORCE scope and results with the appropriate audiences. In doing so, the CDE Plan defines the PARIS REINFORCE communication, dissemination and promotional channels and means that will be used for this distribution.

In particular, the promotional means to be used are outlined. These include but are not limited to the PARIS REINFORCE logo and standard dissemination means, such as those comprising the visual identity of the project, as discussed in report D8.1 "PARIS REINFORCE Visual Identity"; while more specialised means, including articles, reports, commentaries, working documents, policy briefs, and scientific publications, will be a core aspect of the project's CDE strategy. Furthermore, project updates will be distributed via the PARIS REINFORCE newsletters and partners' newsletters. The use of visual content means, such as infographics, videos, and presentations is also discussed.

The plan concludes by enlisting the implemented promotional activities so far. These include the establishment of social media channels for promoting the project scope and activities, the publication of articles in partners' websites, the launch of the 1st PARIS REINFORCE newsletter, the promotion of the project via partners' newsletters, and the organisation of PARIS REINFORCE events as well as the participation in external events.

The CDE Plan will be formally updated in Months 13 and 25 in order to analyse and assess the implemented use of the promotion channels and means, and carry out updates/adjustments of the CDE strategy. However, the project's co-creation/co-design approach implies that the CDE strategy features far more than the usual CDE dynamics, mostly triggered by the evolving Stakeholder Council (WP3) and the I²AM PARIS Platform's (WP2) creation and subsequent operation. Consequently, a cross-cutting, uniform and transparent CDE approach will be established with continuous improvements/adjustments.



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1 Introduction

The main objective of PARIS REINFORCE is to underpin **climate policymaking** with **authoritative scientific processes and results** and to enhance the science-policy interface, in light of the **Paris Agreement** and **associated challenges**.

Towards this notion, PARIS REINFORCE will develop a novel, demand-driven, IAM-oriented assessment framework for effectively supporting the design and assessment of climate policies in the EU as well as in other major emitters and selected less emitting/developed countries, in respect to the **Paris Agreement**, as well as to its objectives and associated challenges. The framework will be demand-driven and based on a co-design principle, since in its development all different stakeholder groups—policymakers, climate system and integrated assessment modellers and scientists, industry representatives, NGOs, the civil society, etc.—will be engaged.

The application of the assessment framework will be implemented through the I²AM PARIS open-access and transparent data exchange platform. I²AM PARIS will be co-developed with stakeholders so as to be more realistic and user-friendly. Specifically, I²AM PARIS will support the effective implementation of **Nationally Determined Contributions (NDCs)**, the development of **2050 decarbonisation strategies**, the reinforcement of the **2023 Global Stocktake**, and the preparation of **future action pledges**. Moreover, innovative integrative processes, in which IAMs are further coupled with well-established methodological frameworks and tools, will be introduced in order to improve the robustness of modelling outcomes against different types of uncertainties.

Finally, PARIS REINFORCE aims to enhance the legitimacy of the scientific processes in support of climate policymaking, by introducing an innovative stakeholder inclusion framework and improving the transparency of the employed models, methods and tools.

As noted, the project aims to include in its processes stakeholders across the spectrum of interested parties. However, it is acknowledged that the two key groups of PARIS REINFORCE stakeholders, and potential users of the I²AM PARIS, are policymakers in the energy and climate fields and energy and climate-economy modelling communities at the national, regional and global level. Other groups that should be actively engaged are scientists in general, trade unions, industry associations, business networks, NGOs, and the civil society and general public. Consequently, it is of vital importance that information on the project and its outcomes be disseminated at an early level so that all of these groups become aware of and then involved in the project's Stakeholder Council from the beginning of the PARIS REINFORCE project, so that they actively participate in the design of the I²AM PARIS Platform and the co-creation of the scientific processes and resulting policy prescriptions.

Given the above, the main purpose of this report is the development of an effective strategy for the communication, dissemination and exploitation (CDE) of information and results of the PARIS REINFORCE project to the relevant audiences. The CDE strategy addresses the what-to whom-how elements:

1. TO WHOM: Identification of the targeted audiences to which the project will be publicised;
2. HOW: Analysis of potential promotional channels and selection of the most appropriate ones according to the targeted audience and the message to be disseminated;
3. WHAT: Creation and planning of the CDE activities.



2 Purpose of the Plan

The CDE Plan is a periodic report on the exact ways, in which our consortium can follow relevant research and novelties in the fields of energy and climate-economy (or integrated assessment) modelling and policymaking and discover new approaches in what we aim to achieve through this project, as well as in which we can share the results so that they are openly available and easily accessible. It lists different channels to reach the several target groups, such as preferred communication methods, a social media pack, relevant conferences where to meet these groups and raise their interest, identification of relevant media channels and synergies that could be created with other EU projects or networks. It will also include monitoring templates set for events, media work and others. This deliverable will be updated in Months 13 and 25. However, the project's co-creation/co-design approach implies that the CDE plan has far more than the usual CDE dynamics, mostly triggered by the evolving Stakeholder Council (WP3) and the development and operation of the I²AM PARIS Platform's (WP2). Consequently, a cross-cutting, uniform and transparent CDE approach will be established with continuous improvements/adjustments.

2.1 The Three Pillars of Promotion: Communication, Dissemination, Exploitation

2.1.1 Communication

Communication is the process of informing the widest possible audience, including the media and the public, regarding the project and its results. Its main objective is to reach out to society and show the impact that PARIS REINFORCE will have to each person's everyday life, namely link to the societal challenges that PARIS REINFORCE will address. The main audiences targeted for communication purposes are the general public, the civil society, and NGOs.

2.1.2 Dissemination

Dissemination is the process of transferring produced knowledge and results in order to enable others to use and exploit them. Dissemination focuses on the results and outcomes of the initiative, rather than the initiative itself, as well as the ways in which they can be exploited by interested parties. Main audiences suitable for dissemination are the ones who have the ability to use the results in their operation. In the case of PARIS REINFORCE these are policy makers, scientists and industrialists.

2.1.3 Exploitation

Exploitation is the effective use of project results through scientific, economic, political or societal routes of utilisation. The objective of exploitation is to go one step further than dissemination and turn research and innovation actions into concrete value and impact for society. Thus the main audiences of exploitation are the same with the ones suitable for dissemination.

2.2 Targets of CDE Strategy

In order to be certain that the results of PARIS REINFORCE will be communicated, disseminated and exploited several targets for most of the CDE activities have been set. The progress towards these targets will be monitored on a regular basis so as to confirm that we are on track to achieve them, or take appropriate measures if needed.



The following table presents the targets for each monitored CDE activity. The ways to achieve these targets are described in Section 4.

Table 1: CDE Indicators

Activity	Target	Means of verification
Dissemination of policy reports on future action pledges and long-term decarbonisation pathways of the EU (D5.3 & 5.5 respectively).	<ul style="list-style-type: none"> At least 150 unique downloads. 	<ul style="list-style-type: none"> Google analytics reports.
EU regional workshops in Brussels.	<ul style="list-style-type: none"> 2 events; ≥ 40 stakeholders each; ≥ 80% positive evaluation. 	<ul style="list-style-type: none"> Agendas; Lists of participants; Evaluation forms; Minutes; Photos.
EU final policy conference in Brussels	<ul style="list-style-type: none"> ≥ 60 stakeholders; ≥ 80% positive evaluation. 	<ul style="list-style-type: none"> Agendas; Lists of participants; Evaluation forms; Minutes; Photos.
Survey on the degree to which the process has provided information on low-carbon pathways options and trade-offs.	<ul style="list-style-type: none"> ≥ 30 policymakers; ≥ 50% positive evaluation. 	<ul style="list-style-type: none"> List of interviewees; Survey form.
EU policymakers' participation in the Stakeholder Council & policy events.	<ul style="list-style-type: none"> ≥ 20 EU policymakers; ≥ 80% positive evaluation for NDC-relevance. 	<ul style="list-style-type: none"> List of Stakeholder Council; Survey form.
Dissemination of policy reports on European national decarbonisation pathways as well as a diverse set of robust methods and tools (D5.3 & 5.5 respectively).	<ul style="list-style-type: none"> At least 150 unique downloads. 	<ul style="list-style-type: none"> Google analytics reports.
National workshops.	<ul style="list-style-type: none"> 2 series of workshops in ≥ 10 European countries; 18 national stakeholder workshops; ≥ 20 participants per workshop; ≥ 80% positive evaluation. 	<ul style="list-style-type: none"> Agendas; Lists of participants; Evaluation forms; Minutes; Photos.
National EU policymakers' participation in the Stakeholder Council.	<ul style="list-style-type: none"> ≥ 2 national policymakers from ≥ 12 EU countries; ≥ 50% positive evaluation. 	<ul style="list-style-type: none"> List of Stakeholder Council; Survey form.
Support the development of National Energy and Climate Action Plans.	<ul style="list-style-type: none"> Acknowledgement of PARIS REINFORCE in ≥ 4 NECPs. 	<ul style="list-style-type: none"> NECPs.
Dissemination of policy reports on sectoral decarbonisation pathways for Europe (D5.3 & 5.5 respectively).	<ul style="list-style-type: none"> At least 100 unique downloads. 	<ul style="list-style-type: none"> Google analytics reports.



Activity	Target	Means of verification
Policy brief (D8.9/D8.10) on co-impacts and trade-offs in the broader EU policy framework.	<ul style="list-style-type: none"> At least 50 unique downloads. 	<ul style="list-style-type: none"> Google analytics reports.
Policy brief on decarbonising the international aviation and shipping sectors.	<ul style="list-style-type: none"> At least 50 unique downloads. 	<ul style="list-style-type: none"> Google analytics reports.
European Commission citing evidence from PARIS REINFORCE outputs on the synergistic/conflicting implications, co-impacts and trade-offs of the broader EU policy framework.	<ul style="list-style-type: none"> Evidence citation. 	<ul style="list-style-type: none"> Reports; Minutes; Videos; Declarations.
Dissemination of policy reports on the interactions between EU climate policy agenda and the 2030 Agenda for Sustainable Development (D5.4 & 6.4 respectively).	<ul style="list-style-type: none"> At least 150 unique downloads. 	<ul style="list-style-type: none"> Google analytics reports.
European Commission citing evidence from PARIS REINFORCE outputs on the interactions between EU climate action and SDGs.	<ul style="list-style-type: none"> Evidence citation. 	<ul style="list-style-type: none"> Reports; Minutes; Videos; Declarations.
Series of Talanoa style workshop sessions aiming to redefine and then redesign the climate action required by the gravity of the current climate situation, including but not limited to the following topics: "Climate refugees: A flood on its own"; "Energy starvation: Redefining energy poverty"; "Heating/ cooling: Entering the electrification of everything"; "Aviation and shipping: The two white elephants of climate action"; "Land use: An invisible elephant"; "Food shortage: Paris and SDGs are inseparable"; "Future cities: Practice begins at home".	<ul style="list-style-type: none"> ≥ 7 workshop sessions embedded in the regional and national stakeholder workshops on (a) climate migration; (b) energy poverty; (c) low-carbon cooling; (d) aviation and shipping; (e) land use and land use change, (f) zero hunger, and (g) sustainable cities and communities; ≥ 20 stakeholders in each workshop; ≥ 80% positive evaluation. 	<ul style="list-style-type: none"> Agendas; Lists of participants; Evaluation forms.



Activity	Target	Means of verification
Dissemination of two policy reports on nine major emitting countries (Brazil, Canada, China, India, Indonesia, Japan, Mexico, Russia and the USA) and on decarbonisation pathways at the national level, co-developed with informed policymakers and strengthened by risk and uncertainty analyses as well as a diverse set of robust methods and tools (D6.3 & 6.6 respectively).	<ul style="list-style-type: none"> At least 50 unique downloads. 	<ul style="list-style-type: none"> Google analytics reports.
Stakeholder workshops in six major emitting countries.	<ul style="list-style-type: none"> ≥ 1 workshop in 6 major emitting countries. 	<ul style="list-style-type: none"> Agendas; Lists of participants.
Stakeholders' presence in national policy events.	<ul style="list-style-type: none"> ≥ 30 stakeholders per event; ≥ 80% positive evaluation. 	<ul style="list-style-type: none"> Agendas; Lists of participants; Evaluation forms.
Explicit linking of published NDCs to evidence co-developed between stakeholders and the PARIS REINFORCE project team.	<ul style="list-style-type: none"> Acknowledgement of PARIS REINFORCE in ≥ 3 major emitters' NDCs. 	<ul style="list-style-type: none"> NDCs.
National policymakers' participation in the Stakeholder Council and policy events from major emitting countries.	<ul style="list-style-type: none"> ≥ 2 national policymakers from each major emitting country, each one evaluating the workshops as very useful for the developing of the next NDC. 	<ul style="list-style-type: none"> List of Stakeholder Council; Lists of participants; Survey form.
Dissemination of two policy report on less developed and/or less emitting countries (including Kenya, South Africa, etc.) and on decarbonisation and/or adaptation pathways at the national level, co-developed with informed policymakers and strengthened by risk and uncertainty analyses as well as a diverse set of robust methods and tools (D6.3 & 6.6 respectively).	<ul style="list-style-type: none"> ≥ 100 unique downloads. 	<ul style="list-style-type: none"> Google analytics reports.
One stakeholder workshop in Kenya and Ukraine.	<ul style="list-style-type: none"> ≥ 20 participants per event; ≥ 50% positive evaluation. 	<ul style="list-style-type: none"> Agendas; Lists of participants; Evaluation forms.
Explicit linking of published NDCs to evidence co-developed between stakeholders and the PARIS REINFORCE project team.	<ul style="list-style-type: none"> Acknowledgement of PARIS REINFORCE in ≥ 3 less emitting countries' NDCs. 	<ul style="list-style-type: none"> NDCs.



Activity	Target	Means of verification
National policymakers' participation in the Stakeholder Council and policy events from less emitting countries.	<ul style="list-style-type: none"> • ≥ 2 national policymakers from each of the considered less emitting country; • ≥ 50% positive evaluation. 	<ul style="list-style-type: none"> • List of Stakeholder Council; • Lists of participants; • Survey form.
Positive impact of the I ² AM platform to the implementation of the Paris Work Programme and to the enhancement of the effectiveness of the 2023 GST.	<ul style="list-style-type: none"> • ≥ 80% positive evaluation of the I²AM platform; • ≥ 40% stating they will use it for developing / improving their NDCs. 	<ul style="list-style-type: none"> • Survey form.
Use of I ² AM platform.	<ul style="list-style-type: none"> • ≥ 300 users of the I²AM platform (in total); • ≥ 100 users of the I²AM platform (per year); • ≥ 2,000 unique visitors per year; • ≥ 40% of return visitors; • ≤ 50% bounce rate; • ≥ 50 modellers from ≥ 15 research institutes (in total); • ≥ 80% positive satisfaction of users with the platform content. 	<ul style="list-style-type: none"> • List of I²AM users; • Feedback questionnaire.
Dissemination of 3 infographics on how selected models of the PARIS REINFORCE modelling armoury work (D8.9/8.10).	<ul style="list-style-type: none"> • ≥ 200 downloads per year 	<ul style="list-style-type: none"> • Google analytics reports.
Stakeholders' participation in the Stakeholder Council from each stakeholder group.	<ul style="list-style-type: none"> • ≥ 30 stakeholders per group; • ≥ 50% positive evaluation. 	<ul style="list-style-type: none"> • List of Stakeholder Council; • Survey form.
Stakeholders' participation in stakeholder events from each stakeholder group.	<ul style="list-style-type: none"> • ≥ 10 stakeholders per group. 	<ul style="list-style-type: none"> • List of Stakeholder Council.
Open-access (green) academic publications in high-impact journals, detailing innovative methodologies employed in the project.	<ul style="list-style-type: none"> • ≥ 2 publications. 	<ul style="list-style-type: none"> • Digital object identifiers (DOIs).
Open-access (green) academic publications in high-impact journals, discussing global modelling analyses and model inter-comparisons produced in the project.	<ul style="list-style-type: none"> • ≥ 2 publications. 	<ul style="list-style-type: none"> • DOIs



Activity	Target	Means of verification
Open-access (green) academic publications in high-impact journals, discussing project results for the EU region, as well as for European, other major emitting countries and less emitting or less developed countries.	<ul style="list-style-type: none"> • ≥ 15 publications. 	<ul style="list-style-type: none"> • DOIs
Presentations in academic conferences.	<ul style="list-style-type: none"> • ≥ 30 in ≥ 10 European and non-European countries. 	<ul style="list-style-type: none"> • Conferences' programmes; • Photos; • Books of abstracts.
Reference to PARIS REINFORCE results in IPCC AR6.	<ul style="list-style-type: none"> • ≥ 1 citation in AR6. 	<ul style="list-style-type: none"> • IPCC AR6.
Reference to PARIS REINFORCE results in UNEP's Emissions Gap reports.	<ul style="list-style-type: none"> • ≥ 1 citation in report. 	<ul style="list-style-type: none"> • UNEP's Emissions Gap reports.
Interchange of researchers with the U.S. Department of Energy (DOE) Pacific Northwest National Laboratory (PNNL).	<ul style="list-style-type: none"> • ≥ 1 researcher exchanged. 	<ul style="list-style-type: none"> • Co-developed reports; • Photos (if applicable).
Use of the project website.	<ul style="list-style-type: none"> • $\geq 3,000$ unique visitors per year; • $\geq 40\%$ of return visitors; • $\leq 50\%$ bounce rate. 	<ul style="list-style-type: none"> • Google analytics reports.
Presence in social media.	<ul style="list-style-type: none"> • $\geq 3,000$ use of the #ParisReinforce hashtag in social media; • ≥ 500 followers in LinkedIn. 	<ul style="list-style-type: none"> • Social media analytics.
Commentaries.	<ul style="list-style-type: none"> • ≥ 300 distributed at events; • ≥ 200 unique downloads from the website. 	<ul style="list-style-type: none"> • Events' lists of participants; • Google analytics reports.
Working Documents.	<ul style="list-style-type: none"> • ≥ 300 distributed at events; • ≥ 200 unique downloads from the website. 	<ul style="list-style-type: none"> • Events' lists of participants; • Google analytics reports.
Newsletters.	<ul style="list-style-type: none"> • Bi-monthly newsletters (18 in total); • $\geq 5,000$ recipients (in total); • $\geq 30\%$ opening rate. 	<ul style="list-style-type: none"> • List of newsletters (D8.9/8.10); • Newsletter system reports.
Infographics.	<ul style="list-style-type: none"> • ≥ 3; • ≥ 200 downloads per year. 	<ul style="list-style-type: none"> • List of infographics (D8.9/8.10); • Google analytics reports.
Videos.	<ul style="list-style-type: none"> • ≥ 3; • ≥ 500 views. 	<ul style="list-style-type: none"> • List of videos (D8.9/8.10); • YouTube analytics.



Activity	Target	Means of verification
Blog posts & Press releases.	<ul style="list-style-type: none"> • ≥ 6 Press releases in non-academic sources; • ≥ 15 articles & press releases (in total). 	<ul style="list-style-type: none"> • List of articles & press releases (D8.9/8.10).
Digital networking and clustering activities with EU projects.	<ul style="list-style-type: none"> • Project referenced in ≥ 50 other websites and at EU project meetings / conferences. 	<ul style="list-style-type: none"> • Digital monitoring.



3 Audiences to Reach

An understanding of stakeholders' interests, drivers and barriers is essential for effective communication and the prioritisation of tools for communication. Understanding stakeholder motivations will enable the consortium to effectively engage, communicate with, and promote current and future dialogue between different stakeholders. However, whilst communication activities will be tailored for different stakeholder groups, the core scientific content will remain consistent—under no circumstances will the scientific findings of the project be played down, regardless of the interests of certain stakeholder groups.

One of the main goals of the PARIS REINFORCE CDE Plan is to enable stakeholders outside the consortium to provide their knowledge to the project and co-create the I²AM PARIS platform, the operation of the Stakeholder Council and the informed, authoritative underpinning of policy prescriptions, as well as of relevant sustainable development policies under development, during the project's duration and beyond. In the Talanoa dialogue-inspired and co-creative project approach, it is essential that feedback and suggestions be collected from a variety of individuals with complementary skills and backgrounds, in order to increase the robustness of the project's results.

The target audience of PARIS REINFORCE consists of the following groups:

- Policymakers and other individuals actively involved in climate negotiations;
- Scientists and researchers, especially in the field of energy system and climate-economy modelling;
- Private sector entities and their respective associations;
- Public sector entities and their respective associations;
- Investors and the finance sector;
- Households, communities, and sub-national actors, such as local governments, municipalities and their respective associations; and
- Environmental, climate and civil society NGOs and networks covering all climate relevant aspects.



4 Promotional Channels & Means

In order to deliver the project's messages to the targeted audiences, the appropriate channels and means will be used. The promotional channels are the ways, or routes, through which the messages may find the desired destinations, i.e. an article in the PARIS REINFORCE website, a post on social media, the participation in a conference, the intervention in an event, etc. A promotional means is the medium that encapsulates the promoted message and is distributed via the channels, i.e. a publication, an infographic, a video, etc.

Each combination of promotional channel and means is unique and serves a different purpose and level of promotion. For example, a scientific publication or a working document is a report with more technical details, aiming to give scientists and researchers a more thorough aspect of an outcome of the action. On the other hand, an infographic is more suitable to feature the fundamentals of the action and its results for a broader audience, while a policy brief is expected to target policymakers.

4.1 Potential Promotional Channels

4.1.1 The PARIS REINFORCE Website

The PARIS REINFORCE Website (<http://www.paris-reinforce.eu/>) will serve as a one-stop shop and be in the center of the promotional process. It will be used for all three pillars of promotion and contain (or link to) every promotional material of the action. The website's development is currently in progress and will consist of several informational webpages, mainly on the action (concept, objectives and work structure) as well as pages showcasing specific activities (e.g., the organisation of events), or major outcomes, namely reports, publications, infographics, etc. The website, will also promote transparency of our scientific capabilities and processes, assumptions and results, by providing background information and a direct link to the I²AM PARIS Platform. It is worth mentioning that the I²AM platform will be co-designed by policymakers and stakeholders in order to increase its usability and usage. More on the creation of the I²AM platform will be available in the upcoming respective report, "D2.4 I²AM PARIS platform". Finally, it will use responsive web design (RWD) enabling access from different screen sizes/platforms of desktops and smartphones. More on the website will be available in the upcoming respective report, "D8.5 Creation of the website".

In order to increase the visibility and traffic to the website, as well as the number of downloads of the reports an excessive campaign will be implemented via the other communication and dissemination channels (i.e. social media, blog articles, electronic communication lists, etc.). Moreover, several opinion blog articles containing relevant keywords will be posted on the website in order to boost search engine optimisation and achieve showcase of the website in the top search lists of search engine results for relevant queries.

4.1.2 Social Media

Social media provide an online platform for everyone who has internet access to exchange opinions, knowledge and expertise. Thus, it is a very effective medium for organisations to implement marketing and promotional campaigns. In PARIS REINFORCE, it is envisaged that social media will be used in order to promote the action and its results to every possible stakeholder, not only for communication but also for dissemination and exploitation reasons. Social Media presence and activity is also very well suited to indirect promotion and dissemination activities, as logically linked subjects that are being



discussed/shared could allow for the introduction of the PARIS REINFORCE project in general and its relevant, specific messages in particular. This is of key importance especially at the initial stages of the project, when an initial “follower club” should be established (see some initial examples of this approach in Section 6.1).

The following table presents the aim and reason per social media channel.

Table 2: Targets and Plan per Social Media Channel

Social Media Channel	Purpose	Plan
Twitter	<ul style="list-style-type: none"> • Increase PARIS REINFORCE visibility in the scientific community, the policymaking community, and civil society. 	<ul style="list-style-type: none"> • 3-4 posts per week on current affairs and project's progress.
LinkedIn	<ul style="list-style-type: none"> • Increase PARIS REINFORCE visibility in the scientific and policymaking community. 	<ul style="list-style-type: none"> • Ad hoc posts on project's progress.
Instagram	<ul style="list-style-type: none"> • Increase PARIS REINFORCE Visibility in the society. 	<ul style="list-style-type: none"> • 3-4 posts per week on current affairs.

4.1.2.1 Twitter

Twitter¹ is an online social networking service on which users post and interact with short messages (less than 280 characters). It is ideal for short announcements of the action's outcomes and will be used ad hoc. Via its account² in Twitter PARIS REINFORCE is envisaged to reach a wide variety of audiences suitable primarily for communication and dissemination purposes.

4.1.2.2 LinkedIn

LinkedIn³ is a business and employment-oriented social network allowing individuals and organisations to promote their professional progress and outcomes. PARIS REINFORCE page⁴ in LinkedIn will be used to target more specialised audiences within the framework of dissemination and exploitation.

4.1.2.3 Instagram

Instagram⁵ is a social networking app for sharing photos and videos with other user and it is ideal for communicating with members of the general public. Via its channel⁶ PARIS REINFORCE will post pictures on environmental issues, such as nature, climate change and climate action, and will communicate its

¹ <https://twitter.com/>

² <https://twitter.com/ParisReinforce>

³ <https://linkedin.com>

⁴ <https://www.linkedin.com/company/paris-reinforce>

⁵ <https://www.instagram.com/>

⁶ <https://www.instagram.com/parisreinforce/>



scope and objective to the wider public.

4.1.2.4 ResearchGate

ResearchGate⁷ is a social network for scientists and researchers to share papers, ask and answer questions, and find collaborators. Through this channel⁸, PARIS REINFORCE will reach out to the scientific community in order to distribute its scientific publications and other reports.

4.1.2.5 YouTube

YouTube will be used in order to host and promote the PARIS REINFORCE videos, which would be of wide variety, such as interviews, explanatory videos, etc. The PARIS REINFORCE YouTube account will be created as soon as the 1st video is created.

4.1.3 Blogs and News websites

In the following sections, a list of high-calibre media websites, through which it *would be beneficial* for PARIS REINFORCE to be communicated, is presented. These websites often feature opinion articles from external sources in their “Opinion” columns, so it is possible to include an article regarding PARIS REINFORCE as well. However, it is worth mentioning that this is an indicative, non-exhaustive list which may be modified if it is considered necessary.

4.1.3.1 EURACTIV

EURACTIV⁹ is an independent pan-European media network specialised in EU policies that covers policy processes upstream of decisions, summarising the issues free of bias. It provides free localised EU policy news in twelve languages and together with its media partners reaches 1.7 million users across Europe and the rest of the world. PARIS REINFORCE will try to use EURACTIV so as to reach EU- and national-level policy makers and industrialists.

4.1.3.2 ClimateChangePost

ClimateChangePost¹⁰ features the latest news on climate change and adaptation with a special focus on Europe. Its articles are based on the latest results in a large number of scientific journals, reports by the IPCC, the European Environment Agency etc. It is envisaged that, through ClimateChangePost, PARIS REINFORCE will disseminate its adaptation-related outcomes to scientists, policymakers, industrialists and general public interested in climate change.

4.1.3.3 The Guardian

The Guardian¹¹ is an acknowledged British daily newspaper founded in 1821 reaching a total of 24.9m people each month. Moreover, it features a section dedicated to the environment, with subtopics on

⁷ <https://www.researchgate.net/>

⁸ <https://www.researchgate.net/project/PARIS-REINFORCE>

⁹ <https://www.euractiv.com/>

¹⁰ <https://www.climatechange-post.com/>

¹¹ <https://www.theguardian.com/>



climate change, wildlife, energy and pollution. It is envisaged that the project's outcomes can be promoted via the Guardian to a wide variety of audiences fulfilling all three pillars of promotion (i.e. communication, dissemination, and exploitation).

4.1.3.4 The Conversation

The Conversation¹² is an independent source of news, analysis and expert opinion, written by academics and researchers and delivered directly to the public. It is estimated that its global audience is about 38.2m readers per month. It is envisaged that the PARIS REINFORCE outcomes can be promoted via The Conversation to audiences appropriate for dissemination and exploitation.

4.1.3.5 EC Website (CORDIS)

PARIS REINFORCE will be in close co-operation with the departments of the European commission and will update the cordis webpage¹³ with its progress.

4.1.3.6 EC Success Stories Webpage

It is envisaged that PARIS REINFORCE will publish a couple of articles featuring its outcomes via the EC Success Stories webpage¹⁴. These articles are expected to increase the participation of experts in the stakeholder council.

4.1.4 Magazines

4.1.4.1 Research*eu

Research*eu Results magazine¹⁵ covers topics of research interest in the EU. Through this channel, outcomes of PARIS REINFORCE will be communicated and disseminated to scientists, policymakers in the EU and Member States (MS), and the general public.

4.1.4.2 The Beam

The Beam¹⁶ is a tri-annual print and digital publication, featuring interviews, perspectives and articles from global experts in the field of climate action and sustainable development.

4.1.5 Online Collaboration Platforms

4.1.5.1 Capacity4Dev

Capacity4Dev¹⁷ is the European Commission's knowledge sharing platform for development cooperation aiming to improve capacity building. This is done among others by enabling cross-learning between practitioners from EU institutions and other organisations. The platform has over 25,000

¹² <https://theconversation.com/>

¹³ <https://cordis.europa.eu/project/rcn/223239/factsheet/en>

¹⁴ https://ec.europa.eu/research/infocentre/index_en.cfm

¹⁵ https://cordis.europa.eu/research-eu/home_en.html

¹⁶ <https://the-beam.com/>

¹⁷ <https://europa.eu/capacity4dev/>



members who share, learn and collaborate on the fields of sustainable development. This channel is ideal for dissemination and exploitation purposes since its members are scientists, industrialists, EU staff, and sustainable development professionals from EU MS, policymakers at EU & global level, as well as civil societies.

4.1.5.2 IISD SDG Knowledge Hub

The SDG Knowledge Hub¹⁸ is an online resource center for news and commentary regarding the implementation of the United Nations' 2030 Agenda for Sustainable Development, including discussion on progress across all 17 Sustainable Development Goals (SDGs). It is managed by the International Institute for Sustainable Development (IISD) and includes guest articles from various sources. It is envisaged that the PARIS REINFORCE outcomes will be promoted via the IISD SDG Knowledge Hub to many actors involved in sustainable development, such as policymakers, scientists, NGOs, civil society and industrialists.

4.1.5.3 Climatechangemitigation.eu

Climatechangemitigation.eu¹⁹ is a portal that collects and posts information from EU-funded research and coordination projects on climate change mitigation and sustainable development. The portal was set up through the CARISMA project and features information from 21 EU-funded projects. The articles published in the portal highlight results of the collaborating projects and contain hyperlinks to the main documents on which they are based.

4.1.5.4 Climate-ADAPT

The European Climate Adaptation Platform Climate-ADAPT²⁰ is a partnership between the European Commission and the European Environment Agency (EEA). It aims to support Europe in adapting to climate change, by helping users to access and share data and information on: (i) expected climate changes in Europe; (ii) current and future vulnerability of regions and sectors; (iii) EU, national and transnational adaptation strategies and actions; (iv) adaptation case studies and potential adaptation options; and (v) tools that support adaptation planning. Climate-ADAPT is designed to assist governmental decision-makers working on the development and implementation of adaptation strategies or actions at EU, transnational, national and sub-national level. Thus, it will be used for dissemination and exploitation purposes.

4.1.6 Data Repositories – Databases

4.1.6.1 OpenAIRE

OpenAIRE²¹ is a science-related portal, the mission of which is to provide unlimited, barrier-free, open access to research outputs financed by public funding in Europe. The use of OpenAIRE will enable PARIS REINFORCE, on one hand, to report more effectively and efficiently the scientific, and other, outcomes

¹⁸ <http://sdg.iisd.org/>

¹⁹ <http://climatechangemitigation.eu/>

²⁰ <https://climate-adapt.eea.europa.eu/>

²¹ <https://www.openaire.eu/>



of the action and, on the other, to reach a wide community of scientists, policymakers, and stakeholders interested in EU-funded research in general.

4.1.6.2 Zenodo

Zenodo²² is a data repository developed by CERN within the framework of OpenAIRE, welcoming all science data around the globe. Its main purpose is to provide an easy-access data repository for scientific data from all over the world and from every discipline. PARIS REINFORCE will use Zenodo, or similar data repositories, in order to provide open access to its outcomes, and disseminate them to appropriate audiences at the same time. More on the management, processing and maintainability of the action's data and outcomes will be available in the upcoming respective report, "D8.6 Data management plan".

4.1.7 Partners' Websites/Blogs

Most partners have websites featuring news on their research activities. In these websites, articles on the progress of PARIS REINFORCE, as well as announcements on recent reports or upcoming events, have been and will further be published. More particularly, the partners' websites are the BC3 website news section²³, the Bruegel blog²⁴, the Cambridge research news webpage²⁵, the CICERO news section²⁶, the CMCC website energy news section²⁷, the E4SMA website's homepage²⁸ that features recent news on research progress and upcoming events, while a dedicated webpage²⁹ for specifically promoting projects' results is also available, EPFL's webpage³⁰ dedicated to news at which developments on PARIS REINFORCE could be featured, the Fraunhofer ISI website news webpage³¹, the Grantham news webpage³², the HOLISTIC news webpage³³, the IEECP news webpage³⁴, the SEURECO news webpage³⁵, the CDS-UnB news webpage³⁶, the CUPB news webpage³⁷, the IEF-RAS news webpage³⁸ (in Russian), the IGES news webpage³⁹, and finally the TERI news webpage⁴⁰ that announces research progress.

²² <https://zenodo.org/>

²³ <https://info.bc3research.org/>

²⁴ <https://bruegel.org/blog/>

²⁵ <https://www.cam.ac.uk/news>

²⁶ <https://cicero.oslo.no/en/posts/climate-news>

²⁷ <https://www.cmcc.it/energy>

²⁸ <https://www.e4sma.com/>

²⁹ <https://www.e4sma.com/en/results/>

³⁰ <https://news.epfl.ch/>

³¹ <https://www.isi.fraunhofer.de/en.html>

³² <http://www.imperial.ac.uk/grantham/news/>

³³ <https://www.holisticsa.gr/articles-3-col>

³⁴ <http://www.ieecp.org/news/>

³⁵ <http://www.erasme-team.eu/modele-economique-econometrie-reports-and-publications-vpub1.html>

³⁶ <http://cdsunb.org/en/noticias/>

³⁷ <http://www.cup.edu.cn/english/news/index.htm>

³⁸ <https://ecfor.ru/?from=novostibtn#newsanchor>

³⁹ <https://www.iges.or.jp/en/announcement/index.html>

⁴⁰ <https://www.teriin.org/news>



4.1.8 Partners' Magazines

The Cambridge "Research Horizons" magazine⁴¹ is a good opportunity to disseminate PARIS REINFORCE's outcomes to the scientific community and policymakers. It is envisaged that PARIS REINFORCE related articles will be published in the aforementioned magazine at least once per year.

4.1.9 Peer-to-peer mailing lists

Peer-to-peer (P2P) mailing lists are subscription-based mailing lists that enable individuals interested in same topics to communicate with each other and exchange opinions and outcomes. These lists are very effective, since subscribers are already fascinated by the topics of the distributed news, while many of them are also actively involved in the sectors affected by these topics. The International Institute for Sustainable Development (IISD) provides a variety of P2P mailing lists in topics related to sustainable development, spanning from top-level to more specific topics. Each member is able to subscribe to several mailing lists and use them so as to exchange the progress of its action on sustainable development. In particular, the IISD mailing lists relevant to the PARIS REINFORCE objectives are **SDG**, **CLIMATE-L** and **ENERGY-L**. These lists will be used for dissemination purposes of the action's progress and outputs, since most members of these lists are either scientists, industrialists, or policymakers in the fields of climate action and sustainable development. This promotional activity is in the context of the dissemination and exploitation pillars. The progress of PARIS REINFORCE (newsletters, press releases, and general announcements) will therefore be circulated via the CLIMATE-L, ENERGY-L, and SDG mailing lists. In addition, it is worth mentioning that specific calls to participate in our events (EU regional / national events, etc.) will be circulated via these lists in order to increase the visibility and participation of the events.

4.1.10 Partners' Events

4.1.10.1 PARIS REINFORCE Workshops

Within the framework of PARIS REINFORCE, all partners will organise at least one stakeholder event and workshop. The workshops will be organised at regional and national level. More particularly, during the first regional EU workshop (expected to take place in Brussels, in November 21, 2019) stakeholders will be informed on the features and capacities of our global, regional and national integrated assessment, energy system and sectoral models, as well as on what policy questions they have hitherto been used to answer. In this workshop, the specifications for the I²AM PARIS platform as well as the research questions will be co-formulated with stakeholders. Subsequently, in the first series of national workshops stakeholders will be informed on the first round of global analyses and inter-comparisons, and will support the formulation of the national policies, technology options, timing, and context and scenario specifications.

During the second regional EU workshop, stakeholders will be informed on global, regional and national pathways, including technological and energy mixes, specific timing of actions and respective implications for climate policy, SDGs and synergies/conflicts with other policies. Simultaneously, they will give their feedback on how national policy options could be modified in order to enhance the global

⁴¹ <https://www.cam.ac.uk/research/research-at-cambridge/research-horizons>



pathways. Afterwards, the second series of national workshops will take place, in which stakeholders will be informed on the second round of global analyses and inter-comparisons, and will support the identification of new pathway choices, change their preferences where necessary, and highlight the requirements for further pathway options. Finally, in the final EU conference, stakeholders will be informed on the revised global, regional and national pathways, including aggregate emissions, temperature changes and impacts, adaptation requirements, and clear policy implications, as well as on differences between IAM results and between the two inter-comparisons.

4.1.10.2 Other Partners' Events

Every September, Bruegel holds its annual meetings, which feature topical discussions on its contribution to the quality of economic policymaking in Europe and beyond. PARIS REINFORCE could be disseminated through this event mainly to policymakers and other stakeholder groups.

4.1.11 External Events

In order to effectively promote PARIS REINFORCE, partners will be encouraged and assisted in the participation in events organised by organisations outside the consortium. This includes the participation in events organised by the European Commission and in other international conferences and workshops in the respective fields so as to keep updated the scientific community, universities, research centres, industry, the EC, policymakers, NGOs and other interested groups. It is envisaged that each partner will participate in at least 1 event per year.

4.1.11.1 Scientific Conferences

PARIS REINFORCE partners will participate in scientific conferences, in order to disseminate the action to the scientific community by presenting the action's outcomes in a scientific manner.

4.1.11.2 General Conferences

Along the duration of PARIS REINFORCE, the 25th, 26th and 27th sessions of the Conference of the Parties (COP25, COP26 and COP27) will take place in December 2019, 2020 and 2021 respectively. These conferences offer great opportunity to reach out to policymakers, NGOs, industrialists, scientists and other audiences and promote the action. Regarding COP25, it is premature for the PARIS REINFORCE to be present but several consortium partners will participate and promote the project via informational material (PARIS REINFORCE brochures and flyers). Regarding COP26 and COP27 PARIS REINFORCE is already preparing a solid strategy to participate and organise/co-organise side events.

4.1.11.3 Workshops

Several workshops organised by external organisations could be used so as to promote PARIS REINFORCE. A typical example are several networking events, which are organised for networking among EU-funded projects.

4.1.11.4 Other Events

Apart from conferences and workshops, other events offer opportunities of collaboration with stakeholders, who might be interested in PARIS REINFORCE's results. These could include commercial exhibitions, anniversary celebration events, etc.



4.1.12 Synergies

Creation of synergies with other relevant actions, either funded under Horizon2020 or not, is of great importance since it bears many advantages. More particularly, clustering activities increase the outreach potential of the action concepts and raise awareness among a broader spectrum of stakeholders. The strategy for creating synergies and promoting collaborations with other projects is presented in detail in the respective report, "D8.14 Plan for coordination and synergies". Other tools used for clustering activities will be social media and the website. More particularly, the website will contain an External Resources page, listing existing works of other platforms and related projects. Moreover, the participation in the second Common Dissemination Booster call, expected to open shortly, is considered.

4.1.13 Policy Reports

PARIS REINFORCE is envisaged to contribute to several policy reports such as IPCC's upcoming (6th) assessment report. Towards this direction a special issue gathering high calibre scientific papers has been announced and a call for papers has been circulated (see relevant session 5.6).

4.2 Promotional Means

In order to promote PARIS REINFORCE several promotional material encapsulating the action's scope, objectives, and expected results are envisaged. Moreover, all the promotional material that will be used will have a simple but distinctive visual identity which has already been created so as to have a consistent and systematic way.

4.2.1 Logo

To create identity within the consortium and to support "brand recognition" the PARIS REINFORCE logo was created and will be used in all promotional material. More on the logo can be found in the report "D8.1 PARIS REINFORCE visual identity".

4.2.2 Flyer

A promotional flyer giving general, basic information and creating visibility about PARIS REINFORCE for all partner countries involved was produced in English and is currently being translated in all partners' languages. The flyer will be used in workshops, conferences, and other events mainly targeting action's communication and dissemination. More on the flyer can be found in the report "D8.1 PARIS REINFORCE visual identity".

4.2.3 Leaflet

A promotional leaflet featuring a short project description for dissemination among stakeholders, at conferences and to other interested parties, has been created. In particular, the leaflet briefly describes the project's aims, objectives, contents, expected results, consortium and contact details, and will soon be available in all languages of the consortium members. More on the leaflet can be found in the report "D8.1 PARIS REINFORCE visual identity".

4.2.4 Poster

A publicity poster regarding PARIS REINFORCE was designed and printed in order to promote the action in events organised by the partners or hosted by other relevant organisations. Specifically, the poster



briefly describes the action's aims, objectives, contents, expected results, consortium and contact details. More on the poster can be found in the report "D8.1 PARIS REINFORCE visual identity".

4.2.5 Roll-up Poster

A roll-up poster displaying the action's title, thematic areas, consortium, and contact details has been created in order to effectively promote PARIS REINFORCE in events organised by the partners or other organisations. More on the roll-up poster can be found in the report "D8.1 PARIS REINFORCE visual identity".

4.2.6 PARIS REINFORCE Presentation

A standard presentation containing basic information about PARIS REINFORCE has been produced in order to be used by the partners for dissemination purposes at relevant events. It is envisaged that the presentation will be regularly updated and adapted by the partners on an ad hoc basis, according to the type and size of audience/events where the project will be presented. More on the presentation can be found in the report "D8.1 PARIS REINFORCE visual identity".

4.2.7 Articles

Appropriate articles according to the targeted audience will be disseminated via the aforementioned promotional channels (websites, blogs, etc.). Depending on the desired outcome, these articles may focus on PARIS REINFORCE and its societal impacts in general, or be more specific by promoting individual project outcomes.

4.2.8 Reports

PARIS REINFORCE will produce a total of 49 publicly distributed reports incorporating the results of the implemented research. These reports will be available at the project's website and will be further promoted via social media, newsletters, and other dissemination channels.

4.2.9 Commentaries

A regular flow of short commentaries (1-3 pages) by various partners will be facilitated, aiming at publishing about 5-6 commentaries. These commentaries will be featured on the PARIS REINFORCE website as well as on the websites of consortium partners. They will be also available in printed form at relevant conferences and also disseminated bilaterally when appropriate.

4.2.10 Working Documents

Working documents focus on the output deliverables of PARIS REINFORCE, which will be consolidated and available in a series of branded reports. Working documents will consist of the main points of the deliverables and will give the main outcomes of the implemented research. They will be distributed in organised events either as hardcopies, or preferably in digital format.

4.2.11 Policy Briefs

PARIS REINFORCE will issue a series of policy briefs showcasing significant policy recommendations from the action. It is envisaged that, among others, policy briefs will be published for the following topics:



- Future action pledges and long-term decarbonisation pathways;
- Sectoral decarbonisation pathways for Europe;
- Co-impacts and trade-offs in the broader EU policy framework;
- Interactions between the EU climate policy agenda and the 2030 Agenda for Sustainable Development;
- Decarbonising the international aviation and shipping sectors.

4.2.12 Scientific Publications

Scientific publications are one of the keys means of disseminating the project's results to the research community and providing the scientific credibility for the project's work. Scientific publications and policy papers will be published in open access, high-quality, peer-reviewed journals so as to ensure that the project and its results are made known to the public at large. NTUA and IEECP will draft a list of topics where published articles would be valuable and journals that might be suitable. The consortium members will sign an agreement for commonly sharing all material produced under PARIS REINFORCE including scientific publications financed by the project through appropriate open access schemes, and archiving it to appropriate repositories.

4.2.13 Newsletters & Press Releases

4.2.13.1 PARIS REINFORCE Newsletters

A regular electronic newsletter will be issued providing information on the project development and events on a bi-monthly basis. The Newsletter will incorporate inputs from all partners on progress and key outcomes of the project. Its key aim is to raise awareness about the ongoing work of the action and its relevance to policymaking at EU and national level. The Newsletter will be sent to all PARIS REINFORCE stakeholders as identified throughout the project, as long as they have provided their consent to subscribe to the newsletter. The subscription process complies with the General Data Protection Regulation (GDPR), which came into force in May 2018. In order to include a person to the newsletter mailing list, a freely-given, informed and explicit consent has been given specifically to receive the PARIS REINFORCE newsletter, while the possibility of withdrawing the consent is clearly explained. Consents are provided either by filling in an online subscription form, by writing the email in the participants list in an organised event, or by direct email in case of personal contacts. It must be noted that these ways may be updated as necessary.

It is envisaged that up to 18 newsletters will be developed and disseminated during the project duration with the aim to reach a minimum of 5,000 recipients. The effectiveness of the newsletters' impact will be evaluated by a respective tool and reports, including openings, clicks and list of recipients. Moreover, occasionally press releases may be circulated to various stakeholders and interested parties in case there is a specific need. It is envisaged that at least six press releases will be circulated in non-academic sources.

4.2.13.2 Partners Newsletters

Apart from the official PARIS REINFORCE newsletter, partners that publish their own institutional newsletters will further promote the project through them. More particularly, newsletters distributed by partners are the following:

- Bruegel's weekly newsletter;
- Cambridge's weekly newsletter;



- IEECP's quarterly newsletter;
- IEF-RAS's newsletter;
- TERI's newsletter.

4.2.14 Infographics

Due to the information overload which is a typical characteristic of the latest years, it is very important to use visual means of promotion such as infographics, videos, and presentations.

Appropriately designed infographics will be used to convey to policymakers and other relevant stakeholders the PARIS REINFORCE results through comprehensive visual representations. Infographics make broad or complex ideas more distilled and simplified and are more eye-catching than printed words, since they combine images, colours, movement, and content. Moreover, infographics can be used to illustrate how the development of different ambitions, mitigation pathways, innovation dynamics and decarbonisation strategies can have impacts on the costs and benefits of different societal and technological transitions, as well as on the co-impacts with other policies and the SDGs.

4.2.15 Videos

Videos will be used in order to disseminate the PARIS REINFORCE results in a more effective way to appropriate audiences. It is envisaged that a total of three videos targeted at policymakers and other stakeholder groups will be produced and circulated during the project's lifetime.

4.2.16 Presentations

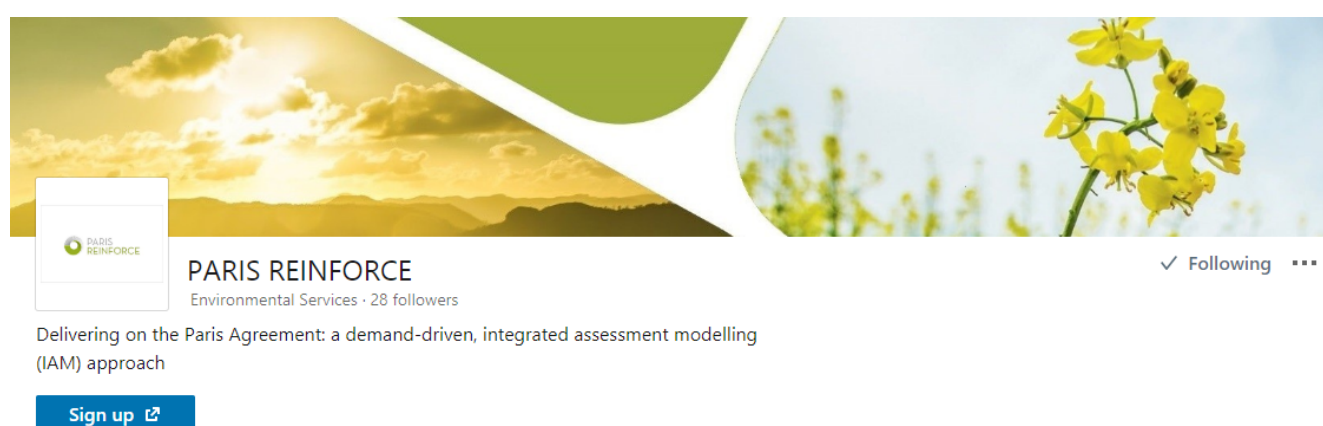
Partners participating in external events are highly encouraged to deliver presentations on the project's scope, objectives, and expected (or already extracted) results. It is envisaged that more than thirty presentations in academic conferences in at least ten European and non-European countries will be delivered within the project's lifetime.



5 Implemented Activities

5.1 Social Media

The online presence of PARIS REINFORCE has already been established in Twitter, LinkedIn and Instagram. In particular, in Twitter an official PARIS REINFORCE account⁴² has been created while the #PARISREINFORCE hashtag is used in every post regarding the action. Moreover, in LinkedIn an organisation webpage⁴³ has been created in order to disseminate the PARIS REINFORCE results. Finally, in Instagram account⁴⁴ has been created in order to promote the project to the general public. Both direct promotion of the project's beginning (Kick-off meeting, 1st Newsletter, etc.) and a broad, indirect promotion/engagement campaign has been ongoing; see some examples below.



⁴² <https://twitter.com/ParisReinforce>


⁴³ <https://www.linkedin.com/company/paris-reinforce>

⁴⁴ <https://www.instagram.com/parisreinforce/>



PARIS REINFORCE
28 followers
1mo • Edited

The first **#PARISREINFORCE** News has been issued!
Check it and find out the expectations of our project and **#research** here:
<https://lnkd.in/dy7PJky> **#climateaction** **#ParisAgreement** **#climatchan** ...see more



PARIS REINFORCE
preview.mailerlite.com

3


Like Comment Share

Zsolt Lengyel
Chairman of the Institute for European Energy and Climate Policy & Member o...
3w

"This is not your grandfather's summer," said United Nations Secretary General António Guterres.

Our kids and grandchildren will rightly be upset: we know the problems that mankind has caused and faces, and still doing too little, too late.

With the recently started Horizon 2020 **PARIS REINFORCE** project I shall be doing my best to improve the modelling - policy interface that would in turn effectively address both mitigation and resilience.



Here's how the hottest month in recorded history unfolded around the globe
washingtonpost.com

26 • 1 Comment


Like Comment Share

6,394 views of your post in the feed

Zsolt Lengyel
Chairman of the Institute for European Energy and Climate Policy & Member o...
2w • Edited

If the recent IPCC land report (<https://lnkd.in/dPFCkHx>) was not a painful enough reading on how mankind is interfering with Earth systems, look at this well written piece by **Carbon Brief** on how we turn forest sinks into emitters (+ how positive feedback loops further aggravate the problems) with our land (mis)use.

With the just launched **PARIS REINFORCE** Horizon 2020 project we will be improving the science-policy interface and dialogue through the use of modelling addressing these challenges. Do sign up for our Newsletter (<https://bit.ly/2H2GX4j>) and/or follow our LinkedIn group and the hashtag **#parisreinforce**.



Africa's tropical land emitted more CO2 than the US in 2016, satellite data shows | **Carbon Brief**
carbonbrief.org

15

Like Comment Share

1,024 views of your post in the feed

Zsolt Lengyel
Chairman of the Institute for European Energy and Climate Policy & Member o...
3w • Edited


June & July not only witnessed unprecedented heatwaves in Europe and North America, but also the launching of the Horizon 2020, **PARIS REINFORCE** global project enhancing the science-policy interface by means of addressing modelling and evidence-based policy formulation challenges.

Further details on the European Commission's Research portal, CORDIS: <https://bit.ly/2YOPTEG> and in our newsletter below. The project's homepage is coming soon, but you can already sign up for our newsletter and follow our LinkedIn page.

Please spread the word if you are a policy-maker, a modeller or a citizen who cares about the climate emergency and wants to see effective, science-based climate action.

PARIS REINFORCE
28 followers
3w • Edited

The first **#PARISREINFORCE** News has been issued!
Check it and find out the expectations of our project and **#research** here:
<https://lnkd.in/dy7PJky> **#climateaction** **#ParisAgreement** **#climatchan** ...see more



PARIS REINFORCE
preview.mailerlite.com

Like Comment Share


91 views of your post in the feed



Figure 1 Examples of direct and indirect promotion of Paris Reinforce on LinkedIn

PARIS_REINFORCE @ParisReinforce · Jul 25

Interested in tackling #climatechange & supporting #ParisAgreement by taking part in a #H2020 #research project? Keep in touch through our newsletter! landing.mailerlite.com/webforms/landi...



Horizon 2020 and 9 others

4 10

You Retweeted

Haris Doukas @h_doukas · Jul 17

#PARISREINFORCE aims to support the effective implementation of #NDCs, the development of 2050 decarbonisation strategies and the reinforcement of the 2023 #GlobalStocktake, and other goals of the #ParisAgreement #Climatecrisis





Image: Fighting climate change may be cheaper and more beneficial th... Found on Google from cbc.ca google.com

9 13

PARIS_REINFORCE @ParisReinforce · Jul 11

#PARISREINFORCE will create the IAM PARIS platform to support the effective implementation of #NDCs, the development of 2050 decarbonisation strategies, the reinforcement of the 2023 #GlobalStocktake, and other goals of the #ParisAgreement Stay tuned here landing.mailerlite.com/webforms/landi...




1 6

You Retweeted

Haris Doukas @h_doukas · Jun 18

The @UN #Climate conference #SB50Bonn is being held in a critical moment for the fight against #ClimateChange. Our work within the @ParisReinforce aims to contribute towards more #ClimateAmbition & the full implementation of the #ParisAgreement.

#parisreinforce #climatecrisis



12 18

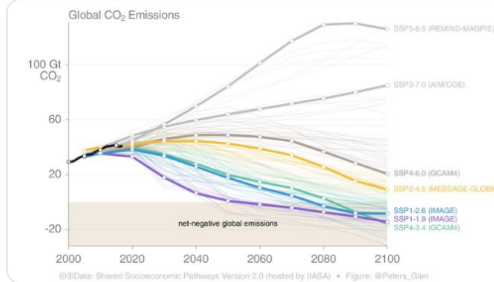
You Retweeted

Glen Peters @Peters_Glen · Jun 11

What scenarios do users want?

More of the same, or are users after something different? And can IAMs deliver what users want?

We will try to answer these questions in a new EU Horizon 2020 project #ParisReinforce. You can follow at @ParisReinforce ... cordis.europa.eu/project/rcn/22...



Haris Doukas


1 8 15

PARIS_REINFORCE @ParisReinforce · Jun 8

#HelloWorld

The #ParisReinforce #EUfunded #research #H2020 project Kicks off on Monday!

By @DSS_Lab, @BC3Research, @Bruegel_org, @Cambridge_Uni, @CICERO_klima, @CmccClimate, @E4SMArsl, @EPFL, @FraunhoferISE, @imperialcollege, @HOLISTIC_greece, @ieecp_org, @SEURECO cordis.europa.eu/project/rcn/22...



EASME and 9 others

2 9



Figure 2 Examples of promotion of Paris Reinforce on Twitter

5.2 Partners' Websites

An article⁴⁵ on the implementation of the PARIS REINFORCE's kick-off meeting was published in BC3's website describing the project, its objective, and the organisation of the kick-off. A project showcase webpage⁴⁶ on PARIS REINFORCE was published in CMCC's website. A project showcase webpage⁴⁷ on PARIS REINFORCE has been published in E4SMA's website. In the HOLISTIC news webpage⁴⁸ two articles featuring PARIS REINFORCE have already been published, one on the project and the role HOLISTIC will play in it, and the other on the kick-off meeting of PARIS REINFORCE. In IEECP's news webpage⁴⁹ an article on the PARIS REINFORCE Kick-off meeting was published, while a project showcase is also available on PARIS REINFORCE⁵⁰.

5.3 PARIS REINFORCE Newsletters

The 1st newsletter⁵¹ of PARIS REINFORCE has been launched in the end of July promoting the project's objectives and scope, also featuring the action's Kick-off Meeting.

⁴⁵ <https://info.bc3research.org/2019/06/14/bc3-participates-in-h2020-project-to-facilitate-stakeholder-dialogue-and-integrated-assessment-modelling-with-respect-to-the-objectives-of-the-paris-agreement/>

⁴⁶ <https://www.cmcc.it/projects/paris-reinforce-delivering-on-the-paris-agreement-a-demand-driven-integrated-assessment-modelling-approach>

⁴⁷ <https://www.e4sma.com/en/paris-reinforce/>

⁴⁸ <https://www.holisticsa.gr/articles-3-col>

⁴⁹ <http://www.ieecp.org/news/>

⁵⁰ <http://www.ieecp.org/project/paris-reinforce/>

⁵¹ <https://preview.mailerlite.com/n0v4p6/1212277611456104726/n3u2/>



PARIS REINFORCE News: July 2019
[View in browser](#)



PARIS REINFORCE Kick-off Meeting

10-11 June 2019, Athens, Greece



The PARIS REINFORCE kick-off meeting was successfully organised in Athens, on the 10th and 11th of June 2019.

Participants had the opportunity to meet in person, overview the project's expectations and discuss the challenges of the forthcoming tasks. In total 38 people from 10 countries attended the meeting. The event featured a number of insightful presentations by highly qualified experts setting the tone for the actions that will follow during the coming months, as well as the strategic planning for the duration of the project.

PARIS REINFORCE is expected to have significant impact on scientific and policy advances in support of **Paris Agreement**, assist the EU and non-European countries to develop their **Nationally Determined Contributions (NDCs)**, reinforce the **Global Stocktake**, and contribute to ongoing scientific assessments.

(NDCs), reinforce the **Global Stocktake**, and contribute to ongoing scientific assessments.

PARIS REINFORCE will **closely collaborate** with **policymakers** and other stakeholder groups (Trade Unions, Industry Associations, Business Networks, NGOs, Scientists, Civil Society, etc.), in order to:

- **inform** them on the features and capacities of a large number of integrated assessment models to be used in the project;
- **capture** their views and **priorities** on national policies, technological options and risks;
- **co-formulate** the **policy questions** to feed into the models; and
- identify **new pathway choices** based on modelling results

Stakeholder engagement, via **regional** and **national workshops**, will be coupled with **two modelling analysis iterations**, applied at national and global level, as well as **uncertainty analysis** frameworks, and will lead to new sectoral, national, and EU-level technically feasible, financially viable, socially acceptable and robust climate action pathways.

Contact US

Send us an email for any questions or express interest in the PARIS REINFORCE research

[Email](#)

Let's get social

[Twitter](#) [LinkedIn](#)



The PARIS REINFORCE project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 820846.

Figure 3 The PARIS REINFORCE 1st Newsletter

5.4 Partners' Newsletters

An article on PARIS REINFORCE and its upcoming (at the time) kick-off meeting was published in the IEECP May 2019 newsletter⁵² which was sent to over 160 energy experts.

5.5 Organisation of Events

5.5.1 Kick-off Meeting, 10-11 June 2019, Athens, Greece

PARIS REINFORCE's Kick-off Meeting was successfully organised in Athens, on the 10th and 11th of June 2019. Participants had the opportunity to meet in person, overview the project's expectations and discuss the challenges of the forthcoming tasks. In total 38 people from 10 countries attended the meeting. The event featured a number of insightful presentations by highly qualified experts setting the tone for the actions that will follow during the coming months, as well as the strategic planning for the duration of the project.

5.5.2 Working Dinner in SB 50, 19 June 2019, Bonn, Germany

NTUA partner hosted a working dinner in SB 50 on 19th of June 2019 in Bonn, Germany. A total of 13 high calibre sustainable development experts/policy makers participated in the dinner and discussed

⁵² <http://www.ieecp.org/wp-content/uploads/2019/05/IEECP-Newsletter-4.pdf>



on the expected results of PARIS REINFORCE.

5.5.3 First EU Regional Stakeholder Workshop and Project Meeting, 20-22 November, Brussels, Belgium

Bruegel will organise and host the first EU regional stakeholder workshop in Brussels on the 21st of November 2019, which will present the first opportunity to introduce the project to stakeholders, for modelling teams to present their modelling capacities, and initiate a demand-driven process, co-creating research questions and co-designing the specifications of the I²AM PARIS platform. The workshop will be flanked by 2 days of project meeting, before and after the workshop on the 20th and 22nd of November. This will give partners the opportunity to develop a consistent and targeted approach for the workshop, and give us time to debrief and plan next steps accordingly.

5.6 Special Issue in UESB

In early September 2019 a call for papers for a Special Issue organised within the framework of PARIS REINFORCE was launched. The Special Issue, entitled “Transdisciplinary science in energy transitions: thinking outside strictly formalised modelling boxes”, will be published in the “Energy Sources, Part B: Economics, Planning, and Policy” journal with special editors Dr. Annela Anger-Kraavi and Assoc. Prof. Haris Doukas. The special issue is devoted to research that touches critical policy questions, such as how the scientific community can move outside its comfort zone and work hard on combining perspectives across various disciplines and fields, while enhancing the transparency and legitimacy of the scientific processes in support of climate policymaking, as well as introducing innovative frameworks that improve the robustness of modelling outcomes against different types of uncertainties.

5.7 Participation in External Events

5.7.1 Networking and knowledge sharing event for decarbonisation projects and Coordinators’ Day 2019, 5-6 September 2019, Brussels, Belgium

PARIS REINFORCE coordinator Assoc. Prof. Haris Doukas, from NTUA, Maurizio Gargiulo, from E4SMA, and Ajay Gambhir, from Grantham, participated in the Networking and knowledge sharing event for decarbonisation projects and the Coordinators’ Day 2019, which took place on the 5th and the 6th of September 2019 in Brussels, Belgium, respectively.

PARIS REINFORCE representatives had the opportunity to meet with participants from other decarbonisation projects and discuss potential synergies towards climate change mitigation and adaptation. In particular, a poster showcasing the PARIS REINFORCE objectives and approach was put on display, while Prof. Doukas also delivered a presentation on the stakeholder engagement of the project and the respective policy-relevant workshops, through which stakeholders will provide their knowledge and expertise towards modelling realistic, ambitious and relevant decarbonisation pathways.





Figure 4 PARIS REINFORCE representatives in the “Networking and knowledge sharing event for decarbonisation projects & Coordinators’ Day 2019” workshops

5.7.2 C-Track 50 EU Roundtable, 17 September 2019, Athens, Greece

PARIS REINFORCE coordinator Assoc. Prof. Haris Doukas participated in an EU roundtable organised by the C-Track 50 project on the 17th of September 2019, in Athens, Greece. Dr. Doukas had the opportunity to present the project to a group of 25 energy policymakers and experts from European ministries, many of whom expressed their interest in supporting the co-creation of the I²AM PARIS platform, participating in the PARIS REINFORCE Stakeholder Council and/or receiving the project’s newsletter.



Figure 5 Prof. Haris Doukas presenting PARIS REINFORCE in the “C-Track 50 EU Roundtable”

