D7.1

Dissemination and exploitation plan

Deliverable 7.1	Dissemination and Exploitation Plan
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Abstract	

Dissemination level of the document

X	PU	Public
	PP	Restricted to other programme participants (including the Commission Services)
	RE	Restricted to a group specified by the consortium (including the European Commission Services)
	CO	Confidential, only for members of the consortium (including the European Commission Services)

Versioning and Contribution History

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v.03			
v.04			
v.05			

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°Climate
-fit.city \ Experience
the benefits of
climate services

1. Introduction

This updated document is developed as part of the PUCS (Pan-European Climate Service) project shortened to Climate-fit.city, which has received funding from the European Union's Horizon 2020 Research and Innovation programme, under the Grant Agreement number 730004[1]. The Dissemination and Exploitation Plan represents **Deliverable 7.1** of Work Package 7 (WP7) – Dissemination and marketing. This is the most recent version of the plan developed towards the end of the project and exploring the marketing and dissemination strategy for the services developed within the H2020 Climate-fit.city project. The plan outlines the strategy to be implemented for **a period of one year after the end of the project**.

This Dissemination and Exploitation Plan outlines a marketing communication strategy, a set of dissemination tools and an action plan to ensure optimal dissemination and marketing actions towards the project's stakeholder groups. This plan is meant to be a practical tool to assist the consortium in conducting the marketing communication activities in an effective and strategic manner.

All dissemination activities will be carried out in accordance with the Grant Agreement and will duly consider potential IPR, gender aspects and any other pertinent ethical issues (the ethics requirements are set out in deliverables D9.1-D9.4).

The plan is organised as follows: After setting out the objectives and the key messages, we will outline the Climate-fit.city services and identify their unique selling points (USPs). Once we have done this, it will be easier to list concrete potential end-users of the services that will be targeted with our marketing and communication tools described in chapter 6. At the end of the yearly period, an evaluation of the dissemination and exploitation plan will be conducted to estimate the best practices and activities and the plan will be updated accordingly.

2. Marketing objectives and challenges

To position the climate services developed within the Climate-fit.city project on the market, we have identified the following objectives and challenges

Objective: Optimise brand positioning
Defining a brand statement and communication framework is necessary, so that all project partners have the same understanding of our strategic differentiators from the competition.

To achieve this goal, a clear communication brand strategy will be discussed in **chapter 6** of the current communication plan.

Challenge: Communicate the services in easy and understandable way.

Solution: Be simple and straightforward describing the assets of each service using examples.

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[1] *SC5-01-2016-2017: Exploiting the added value of climate services – a) Demonstration of climate services (2016 – Innovation Action – IA)*

Objective: Increase services visibility
To do so, a dedicated marketing website will be developed where all Climate-fit.city services will be described. The website will be developed in such a way that the end-users can get the information they need quickly and efficiently. It will provide both engaging content and practical information targeted at the end-user.

Objective: Break into new markets
To achieve this, the consortium partners would need to research the market in the particular cities they are targeting. The research is necessary to understand how to differentiate the services from what is already available.

Challenge: To convince cities to cooperate and to compete with competitors cities may already now.
Solution: Targeted research to assess the value the Climate-fit.city could bring in comparison with other climate service providers.

Objective: Acquire more prospects from existing markets

Challenge: So far, the services have been provided for free and it could be difficult to convince already existing markets to buy services they have already used for free.
Solution: Communicate the further advantages of using the services in the given cities and provide discounts or "package" services to some of them.

Objective: Increase customer advocacy
By implementing a customer ambassador programme among existing service clients may introduce the Climate-fit.city services to ne markets.

Objective: Increase brand presence
This would be achieved through a well-developed online and offline communication campaign (further discussed in chapter 6).

3. Key messages

Together with city experts, we **co-design** services to fit specific situation of cities or help them gather and integrate the **data** they need. We guide cities through the whole climate adaptation project and help them evaluate the results. We also support stakeholder engagement and have expertise in communicating climate impacts to citizens.

Our services allow cities to measure and address key properties of their urban environment.

Our services are unique and affordable; and the climate data is tailored to our clients: cities, decision makers and regional actors.

4. Climate-fit.city tools and services

4.1. Sectoral services

The development of the sectorial demonstration services in Climate-fit.City followed a co-design approach involving end-users, urban stakeholders, urban purveyors and urban climate experts. Each demonstration case provided the project partners with more insight in sector specific barriers for the wide-spread use of the Climate-fit.City urban climate services (see D8.1 for more details).

The table below lists the barriers encountered during the WP2 demonstration activities. The information is taken from the stakeholder workshop reports in deliverable D2.1 "Stakeholder mapping report" and D3.2 "Evaluation report of service demonstration". The latter focuses on the evaluation of the whole co-design process followed within WP2 to define, implement and demonstrate the sectorial services.

Table 1: Barrier identified during the development and evaluation of the Climate-fit.city demonstration activities in WP2 and WP3.

Challenges	Short description
Political	• Missing political support/involvement from the start of the demonstration case due to rapidly changing political representatives. • Lack of awareness about climate change impacts and the lack of need for adaptation at the political level • Priorisation of climate change mitigation/air pollution next to adaptation
Economic	• Lack of quantitative assessments of all benefits (including co-benefits) from adaptation measures being implemented. • Long-term return on investment of urban adaptation measures. • Lack of financial resources
Social/ethical	• Lack of an active urban community supported by the political level with participants from all departments. • Lack of climate change expertise inside the urban administration. • Lack of understanding of weather variability versus long-term climate change effect. • Communication difficulties between climate community and sector specific experts.
Technological/scientific	• The existence of different modelling approaches makes it difficult to compare climate services from different providers • Conceptual distinction between weather/forecasting services and climate services. • Continuous need for validation to convince user and purveyors about validity of the modelling approach.

	• Lack of quantification of the effects of adaptation measures at the very local scale. • Scientific data formats not being compatible with city GIS information systems.
Legal/regulation	• The lack of standards and quality control guidelines makes it difficult to deliver urban climate services for cities lacking the technical expertise to evaluate the quality of the proposed services. • Current regulations don't demand the inclusion of urban effects and climate change effects.

The barriers identified within Climate-fit.City are in line with the urban results documented by the EU-MACS and MARCO projects but also with the bottlenecks listed by the Climate Adaptation Partnership of the Urban Agenda.

The Climate-fit.City project activities contribute to the removal of some of the above described barriers that are hampering the wide-spread use of urban climate services, directly or indirectly:

- All Climate-fit.City sectorial service demonstrations have been created following a co-design/co-creation methodology in which urban end-users, urban sectorial experts/consultants and urban climate modelers are working together. As such, the Climate-fit.City service deployment is an integrated "end-user-purveyor-urban climate expert" service which contributes to the creation of urban climate service communities.
- The intense collaboration and co-design process has increased the knowledge/awareness about climate change and the need for adaptation both at the level of the end-user and the sector purveyors/experts. Additional awareness rising amongst colleagues and inside networks of end-users (colleagues, peers).
- Awareness increase from project dissemination activities (publications, social media, conferences/events).
- Urban climate data is produced at a very high spatial resolution matching the scale of the users working on adaptation projects.
- The integration of urban climate information inside sector specific applications (e.g. BikeCitizens Analytics) takes away the data format barrier.
- The service evaluation work package (WP3) is set up to collect the added-value of using urban climate services from the end-user viewpoint by giving insight in the use of the climate service by the end-user and the decisions informed by the climate services.

The socio-economic impact assessment work package (WP6) evaluates the socio-economic impacts of Climate-fit.City outputs by mapping and quantifying the benefits of employing scientific urban climate information for local decision making through Climate-fit.City's dedicated services.

4.2. Climate tools for cities

Within the Climate-city.fit project, we have developed the following climate tools:
- Urban Climate data platform
- Urban zoo platform
- Urban health platform (cases from Barcelona and London)
- Cultural heritage platform
- Urban heat stress planning tool

The benefits of each of the tools are further discussed in the following sub-chapters.

4.2.1.   Urban Climate data platform

Climate change affects city life in all its aspects – from its infrastructure and mobility, energy, water and health planning to the flow of tourists and urban planning.

To meet the diverse resilience building needs of a city, we developed UrbClim within the H2020 Climate-fit.City project. UrbClim provides high-resolution urban maps that allow cities to assess climate uncertainties and possible impacts, and thus evaluate their adaptation strategies. To achieve this, the UrbClim model builds future climate scenarios by developing urban heat maps that show possible impacts of climate change on the various city sectors.

4.2.2.   Urban zoo platform

Climate change has direct effects on biodiversity and as its impacts are most tangible in cities, zoos are particularly vulnerable. The service we have developed within the H2020 Climate-fit.city project helps zoos address this issue and better help their animals adapt to the changing weather. Our service also allows zoos to better manage their energy and water consumption. It also provides insights about visitor attendance while taking into account detailed and state-of-the-art climate data.

The service has been used so far by the zoo in Antwerp and among others has facilitated long term investment and tailored planning to the needs of the animals.

4.2.3.   Urban health platform

Health inequalities are usually to be seen in big cities, where the population differences in terms of place of living, salaries, etc. are most tangible.

The so-called urban heat island effect that is a result of human activities in metropolitan areas causes temperatures to rise in cities. It is also known to worsen the effects of heat on population health. In view of that, cities should support their health sectors in designing strategies and emergency plans.

The Climate-fit.city's urban climate service is made to provide cities with the necessary information to achieve this goal. Our tool describes comprehensively the associations between the urban environment, the local climate, the daily mortality registers and the socio-demographic profiles of city neighbourhoods. It helps identify the main vulnerable population groups by studying the role of age, sex and the different causes of death associated with heat. It also provides assessments and projections based on socio-demographic and urban data to better understand the role of climate change and non-climate factors.

4.2.4.   Cultural heritage platform

The summer months are the busiest touristic time of the year. If you live in a highly visited city such as Rome, Barcelona, Lisbon, Paris, etc. you know that summers there could be quite difficult due to the heat and the seasonal flow of tourists. For the tourists themselves, the situation is not easier as they often need to queue forever to visit the cultural places around.

To address all these challenges, we developed a system with the H2020 Climate-fit.city project that helps manage touristic flows in main cultural sites and lets tourists plan their tours by providing them with climate information.

Our platform also provides affordable climate data to decision makers, city planners and everybody involved in the touristic business. The platform is unique in that it provides information to both climate scientists and the general public.

4.2.5.   Urban heat stress planning tool

Urbanisation poses different societal challenges, among which also heat stress. Urban heat stress occurs when overly populated parts of a city get extremely heated what can result in stress, illness or even death among the people living there. To adequately address such heat-related issues, cities need to be able to quickly access, process and manage various climate data.

Within Horizon 2020 Climate-fit.city, we developed a web-based platform that allows cities to measure and assess key properties of the urban environment. With our Urban Thematic Exploitation Platform (TEP), cities can also monitor changes in terms of population distribution over a long period of time. It allows users to effectively utilise Earth Observation (EO) imagery, statistics and geo-data, for example.

To develop Urban TEP in a way that can benefit cities best, we worked with a network of users and experts. Among our network were:
- Scientists from the Group on Earth Observation
- World Bank Group
- European Environment Agency (EEA)
- European Commission (DG Regio)
- International Society of City and Regional Planners (ISOCARP)
- City of Prague

4.2.6.   USPs

Our services are designed with and for cities which make them unique at addressing real-time issues and challenges cities have. Our tools and services provide exhaustive datasets at competitive prices. We work with cities' local experts to provide you with the right interpretations and conclusions. We offer workshops and e-learning platforms for cities to be able to interpret and understand the results.

5. Target audiences

As discussed in **D8.1 Market analysis and product definition**, the focus target customers for the climate services developed within Climate-fit.City are mainly European cities. This marketing plan aims at identifying concrete climate services end users who will be targeted as potential customers.

5.1. Multipliers

Generally speaking, the end-users for all services developed within the project are cities. Cities have different concrete actors, however, who should be targeted. To better identify all potential users, the consortium will contact different city networks that can be used as multipliers of the services. The following mapping of city networks is not exhaustive and will be updated regularly.

Sector	City network	Relationship owner
Climate and health	o Spanish national network of health agencies o International Association of National Public Health Institutes (IANPHI)	Partner ASPB part of the network
Building energy	o International Building Performance Simulation Association (IBPSA)	Partner INES a member
Emergency planning	o VVSG – Flemish Association of Towns and Communes o Flemish Urban Knowledge Centre o EUROCITIES o ICLEI o International Association of Emergency Managers (IAEM) o C40 cities	Partner City of Antwerp is a member of all of them
Urban planning	o Union of Towns and Municipalities of the Czech Republic o European Council of Spatial Planners (ECTP-CEU)	GIZAT
Active mobility	o Bike Citizen's user network (more than 350 cities)	Bike Citizen
Cultural heritage	Italian Ministry of Tourism and Culture and its urban	Partner SSColosseo part of the Ministry

	departments in other Italian cities	

Table 2: Mapping of city networks

5.2. End-users

In targeting the end-user communities, we will make particular use of the Climate-fit.city partners' networks. Through such existing institutional and personal contacts, Climate-fit.city will be able to reach a very large number of potential user communities.

As part of D2.1 of WP2 (**Stakeholder mapping report**), the provider-user pairs of the project, led by Joanneum Research, identified and map local stakeholders per sector that might benefit from the service. This mapping was completed by M6.

As part of WP4 (**Market replication**), the Climate-fit.city service providers undertook the identification of a new group of users for market replication. **At M15, a first long list of new users was** made available for discussion at the M15 General Assembly.

We based the initial mapping of cities that could be interested in our services on the database created by Covenant of Mayors for Climate & Energy. Using this database, cities that have committed to climate adaptation activities for 2020-2030 were selected. Our services are targeting relatively big cities with a population > 20 000. Apart from cities, we have identified consultancies and local companies that work in the field of climate adaptation.
Having all this in mind, an initial non-exhaustive mapping of climate services end-users is to be found in the table below.

Sector	Targeted end-user	Service
Private	Tractebel Engineering	Mobility/Emergency planning
Private	Witteveen+Bos	Urban planning/ Emergency planning
Private	Arcadis	Urban planning/ Emergency planning
Private	Antea	Urban planning/ Emergency planning
Private	Sweco	Urban planning/ Emergency planning
Private	Ramboll	Urban planning/ Emergency planning
Private	Aecom	Health/all
Private	WSP	Urban planning/ Emergency planning
Private	CBRE	Urban planning/Cultural heritage
Private	Deltares	Emergency planning

Private	Royal HaskoningDHV	Urban planning/Emergency planning
Private	Artelia group	Urban planning/Emergency planning
Private	Suez	all
City/governmental	Klagenfurt, Austria	Building Energy
City/governmental	Sofia, Bulgaria	Building Energy
City/governmental	Zagreb, Croatia	Building Energy
City/governmental	Strovolos, Cyprus	all
City/governmental	Brno, Czechia	all
City/governmental	Helsenki, Finland	Building Energy
City/governmental	Turku, Finland	all
City/governmental	Paris, France	Building Energy, Mobility, Emergency planning
City/governmental	Toulouse, France	all
City/governmental	Hamburg, Germany	all
City/governmental	Berlin, Germany	all
City/governmental	Dresden, Germany	Building Energy
City/governmental	Bonn, Germany	Urban planning, Building Energy, Mobility
City/governmental	Heidelberg, Germany	Urban planning, Building Energy
City/governmental	Stuttgart, Germany	Building Energy, Urban planning
City/governmental	Bremen, Germany	Building Energy, Urban planning
City/governmental	Pentelis, Greece	Building Energy, Urban planning
City/governmental	Heraklion, Greece	all
City/governmental	Piraeus, Greece	Building Energy
City/governmental	Thessaloniki, Greece	all
City/governmental	The Local Government of Szabolcs-Szatmár-Bereg County, Hungary	Cultural Heritage
City/governmental	Bacs-Kiskun County, Hungary	all

City/governmental	South Dublin Country Council, Ireland	all
City/governmental	Dublin City Council, Ireland	all
City/governmental	Fingal County Council, Ireland	all
City/governmental	Cervia, Italy	all
City/governmental	Verona, Italy	Building Energy
City/governmental	Bologna, Italy	Building Energy, Urban planning, Mobility
City/governmental	Florence, Italy	Cultural Heritage
City/governmental	Catania, Italy	Mobility, Building Energy
City/governmental	Daugavpils, Latvia	all
City/governmental	Groningen, the Netherlands	Mobility, Building Energy
City/governmental	Nijmegen, the Netherlands	Building Energy
City/governmental	Wroclaw, Poland	all
City/governmental	Porto, Portugal	Building Energy, Mobility
City/governmental	Lisbon, Portugal	all
City/governmental	Brasov, Romania	all
City/governmental	Timisoara, Romania	all
City/governmental	Murcia, Spain	Building Energy, Mobility
City/governmental	Palma de Mallorca, Spain	all
City/governmental	Stockholm, Sweden	all
City/governmental	Växjö, Sweden	all
City/governmental	Kungsbacka, Sweden	all
City/governmental	Luleå, Sweden	all

Table 3: Initial mapping of final end-users

6. Marketing and promotion strategy for the services

Table 4: Summary table of online and offline communication tools and channels

TOOLS & CHANNELS	ONLINE	OFFLINE
Brand identity	✓	✓
Website	✓	
Social media: Twitter, Facebook & Linkedin	✓	
Printed marketing materials		✓
Audiovisual marketing materials	✓	
Web banners	✓	
Policy briefs and synthesis publications for city players	✓	✓
Events and roadshows		✓
Media relations	✓	
Workshops & training		✓
Multipliers & synergies	✓	✓
EC channels & tools	✓	✓

Table 4: Summary table of online and offline communication tools and channels

6.1. Online promotion

6.1.1. Brand identity

A coherent and recognisable visual identity and brand for Climate-fit.city has been developed.

To ensure consistency, a decision was taken that the logo should be the same for the project and the future service. Thus, the logo has been designed for the new name given to the service – 'Climate-Fit'.

The name and the soft font style used have been selected to reflect the solution-oriented nature of our project. To have a climate-related element, a degree symbol above the C was added to illustrate temperature (Celcius). The logo can be used with and without the slogan and with the current colours or as black/white against a non-white background.

The layout and colours associated with this identity will be applied to the marketing website and all subsequent marketing materials.

A graphic charter has been provided to the partners in order to ensure the appropriate utilisation of the logo and the visual identity more generally.

All dissemination materials acknowledge the EC funding with the use of the European emblem (flag) and a sentence that acknowledges the EU support.

6.1.2. Website

Apart from the Climate-fit.city website (D7.2), a separate services 'product' website will be developed to specifically promote the services. As the project website is targeted at different stakeholders ranging from scientists, cities, the media to the general public, it was necessary to develop a specialised one to better position the climate services on the market.

We will start with the development of the product website, which will serve as an introduction to the services and whose aim will be to engage potential end-users and service multipliers.

The main effort will be put on the development of this website, focusing on the services, the network and the demonstration cases (services per sector, testimonies, etc). rather than discussing the project. This website will be an access point to the urban climate data platform and other climate tools for cities develop within the Climate-fit.city project. A freemium access will be provided, which aims to attract potential future customers with free, yet useful content.

From the beginning, the product website will be the main website so as to emphasise early on the services to be provided. Access to the project website will be offered right from the beginning through the home page of the product website.

➤ Related action points:
  • *M6:* Product website landing page and project website ready.

6.2. Social media

We have a particular interest in activating influential social media accounts as these can act as effective multipliers for the Climate-fit.city services. After an initial research for best social media channels for our target audiences, we have decided to continue using the following:

6.2.1. **Twitter**

Twitter is widely used in B2B and B2C communications and allows to reach a large number of people. The experience from the Climate-fit.city project indicates that many relevant players in the field of climate services can be reached via Twitter.

A dedicated twitter hashtag **#ClimateFit** has been set up to amplify the dissemination of news and updates from the project. The hashtag has been administered by Arctik who manages it via Tweetdeck.

In order to build and grow the audience base, the following actions have been started or are foreseen:

1) Map relevant accounts on the basis of our target audiences (sister projects, multipliers, media, influencers, end-users, purveyors) and **establish and manage lists** on Tweetdeck per type of account and per sector. These accounts will be **selectively tagged** in posts published by Climate-fit.city to maximise dissemination efforts.
2) Identify and use **popular hashtags** (e.g. #climateservices, #resilientcities, #ResearchImpactEU) in relation to the projects' area of activity.
3) Map partners' twitter accounts and ask **partners to use the project hashtag** as often as possible **and retweet updates** on the project published by ARCTIK and other partners.
4) **Establish personal relations with the communication officer behind the partners' accounts and provide with 'ready to publish' content and visuals**
5) Boost major posts via **Twitter advertising** to targeted audience.
6) Follow/Like similar social media accounts to attract these to follow back.

Several tools have been set up in order to monitor the activity and reassess the project's positioning: Twitter analytics, Tweetchup, and Tweetdeck.

The organisation of a "Twitter training" for all partners can be considered on the occasion of the first project meeting.

➢ Related action points:
- *M6-M30:* Management of Twitter as detailed above to grow audience.

6.2.2. Facebook

Facebook is a large and well-known social network and has become an important platform for business communications. Based on an initial mapping, both partners and several multiplier networks have a large follower base on Facebook and can help at reaching out to further audiences.

Climate-fit.city has a Facebook page to further reach out to target groups and networks. We aim to have **2 posts/updates per week** to attract new likes/followers and to keep the community engaged. We will ask **partners to share** important updates through their Facebook accounts in order to capitalise on their existing wide follower bases. **Paid, targeted advertising** can be used for important posts.

Similar to Twitter, we will make a comprehensive mapping of relevant Facebook accounts (multipliers, end-users, purveyors) which we will try to utilise to maximise our marketing and communication efforts.

➢ Related action points:
- *M6:* Facebook account has been created and a first comprehensive social media mapping for Facebook is done.
- *M6-M30:* Update and management of the Facebook account as detailed above to grow audience.

6.3. Printed marketing materials

A leaflet will be used to market the Climate-fit.city services to the various stakeholders, allowing a fast understanding of the aims, services, benefits, etc. Each Climate-fit.city partner will receive an adequate number of copies for distribution at key events. The leaflet will also be available as a digital version.

6.4. Online visuals

Attractive online visuals will be designed for the marketing purposes of the climate services. They will be used throughout the various promotional activities and campaigns on social media.

6.5. Offline promotion

6.5.1. Events and roadshows

We will identify opportunities to co-promote the climate services with parallel EU initiatives and strategically integrate Climate-fit.city into highly visible EU events and programmes to increase their visibility.

Roadshows will be organised in major EU cities when a relevant event takes place. At these events, we will try to secure a speaking slot, have a stand, distribute materials and show videos produced within the framework of the project.

The table below provides a non-exhaustive list of events where the cliomate services could be presented. New upcoming conferences will be screened at each update of the marketing plan.

Event	Date & place	Dissemination activity
Water innovation Europe	17-18 June 2020, Brussels, Belgium	Networking, information gathering
World Climate Change Conference	9-10 September, Valencia, Spain	TBC
Urban Resilience in a Context of Climate Change (URCC) conference	9-10 March, Barcelona, Spain	Networking
Expanding Cities – Diminishing Space Conference	TBC	Networking, transfer of information
EU Green Week 2020: Greener cities for a greener future	TBC	TBC
Adaptation Futures	27-30 April 2020 New Delhi, India	TBC
ICLEI Open European Days/ annual Resilient Cities Conference 2020	30 September – 2 October 2020, Mannheim, Germany	Networking
European Week of Regions and Cities 2020	12-15 October, Brussels, Belgium	Networking
EU Mobility Week 2020	16-22 September, Brussels, Belgium	TBC
Assembly of European Regions (AER) event in 2020	23 June 2020, Brussels, Belgium	TBC
ECCA 2020	TBC	TBC
Advanced building Skins conference	26-27 October, Bern, Switzerland	TBC

Table 5. Non-exhaustive list of events that Climate-fit.city foresees to participate in

A well-coordinated event participation will be essential to ensure the visibility of the Climate-fit.city services to the target audiences. The **project partners will inform Arctik about their events** (ad-hoc or via the sectoral action plans when known in advance), so that Arctik can fully support their participation in terms of promotional activities or provision of relevant materials to be handed-out about the services.

6.6. Media relations

We will map city and national media contact points and undertake marketing soft-sounding and other communication techniques to maximise the service positioning. Among others, e.g. Euronews Business Planet will be targeted.

An initial media mapping for climate services/climate adaptation related news outlets will be performed at the early stages of the project. Specific media mapping(s) are performed every time a result or a project impact arises. We will aim to have our press releases published especially in local and European media. Partners will be asked to publish such news in their publication channels and distribute them in relevant media channels within their own countries.

A press briefing will be organised at the end of the project, which will be a key moment for the dissemination of the Climate-fit.city services.

➢ Related action points:
  • *M8:* Initial media mapping performed
  • *M30 (tbc):* Press briefing organised

7. Evaluation

Continuous evaluation is necessary to analyse the effectiveness of the marketing and communications actions taken, in order to optimise future actions. We will regularly monitor the effectiveness of the dissemination and marketing activities and consider the use of different and/or additional channels if considered necessary. Both quantitative and qualitative indicators will be considered.

To facilitate monitoring and assessment, all partners will be requested to:
• Prepare and update their individual action plans;
• Conduct their dissemination and communication activities according to the global and individual action plans;
• Keep the WP7 leader Arctik updated about their dissemination activities as well as report on their activities during the update of the action plans (which actions were implemented, what supplementary activities were performed) and in the periodic reports to the EC.
• All partners should keep evidence of their implemented activities.

The following quantitative and qualitative KPIs have been defined to measure the effectiveness of the dissemination activities undertaken:

Dissemination activity	Methodology	KPI	Target (End of the project)
Project website Stakeholder database	*Google analytics*	No of total visits	10 000
	Internal database	No of registrations in the Climate-Fit database	10 000
Social media / Twitter	*Twitter analytics Tweetchup Tweetdeck www.keyhole.co*	No of tweets using the hashtag	800
		No of twitter campaigns	6
		Avg. reach per tweet from ARCTIK twitter account (non-sponsored)	500
		Avg. engagement per tweet from ARCTIK twitter account (non-sponsored)	10
		Avg. reach per tweet from ARCTIK twitter account (sponsored campaigns)	8 000
		Avg. engagement per tweet from ARCTIK twitter account (sponsored campaigns)	0.28% (link click rate) 40.00% (video view rate)
Social media / Facebook	*Facebook Business Manager*	No of likes on the page	600
		No of posts published	300
		Avg. individual post engagement (non-sponsored)	5
		Avg. individual post reach (non-sponsored)	50
		Avg. individual post engagement (sponsored campaigns)	5% engagement
		Avg. individual post reach (sponsored campaigns)	2 000 reach
Videos (Vimeo)	*Vimeo analytics*	No of animated videos published	2
		No of demo case videos published	6

Media presence		No of views per animated video	1 500
		No of views per demo site video	150
	Dissemination reporting (Excel)	No of articles/press releases published on Climate-fit.city channels	30
		No of articles/press releases published on external channels	15
Events	*Dissemination reporting (Excel)*	No of external events attended by Climate-fit.city partners	30
Workshops & training	*List of attendees*	No of participants in stakeholder workshops	15
	Evaluation questionnaire &	Satisfaction level of workshop participants	4 (on a level 1-5)
	Direct feedback/interviews at workshops	Satisfaction level of workshop participants	n/a
Synergies & multiplier contacts	*List of related initiatives/projects /multipliers identified and proof of contact*	No of synergies/contacts	10
Stakeholder engagement	*List of stakeholders engaged*	No of new end-users/purveyors engaged in the project	6 market-compliant cases (non-financed)
Deliverables	*Deliverables submitted*	Quality of deliverables	n/a
Communication materials and visuals	*Materials produced*	Quality of communication materials and visuals	n/a

Table 6: Climate-fit.city communication KPIs

Arctik will consider using the AMEC framework[2] in this context.

2 https://amecorg.com/amecframework/framework/interactive-framework/