STONEWALLS

DRY-STONE WALLS FOR CLIMATE CHANGE ADAPTATION

Communication and Dissemination Strategy

Acronyms

ECD   Expected Completion Date
EC   European Commission
EU   European Union
KPI   Key Performance Indicator
KOM   Kick Off Meeting
PA   Partnership Agreement
PC   Project Coordinator
PM   Project Manager
PO   Project Officer
TBC   To Be Confirmed
TBD   To Be Defined

1 Deliverable Abstract

The purpose of this document is to define the strategy and the necessary media and material to transfer the knowledge generated and the results obtained with the execution of the STONEWALLSFORLIFE project from the beneficiaries to the general public and to the identified target groups, as well as to promote the LIFE programme specifically and EU environment and climate change policies more generally.

Much attention is devoted to the involvement of the local population and institutions, which is absolutely vital for the success of the project in all phases, both during the interventions (in the demonstration site and in the replication ones) and in spreading the knowledge about drystone walls for climate change adaptation. Relevant stakeholders potentially interested in the project are also international associations and researchers working on climate change and drystone walls and other EU projects, which are targeted to exchange information on best practices. Given the heterogeneity of such audience, it is thus important to develop specific material to reach and involve them in a differentiated manner, strategically using multiple communication channels.

The project branding and visual identity has been defined and shared among the beneficiaries and will be adopted when presenting the project across all means of transfer, in order to send a unified message and to present the project as the result of the work of the Partnership as a whole.

The targeted audience has been selected by leveraging both the strong links of Fondazione Manarola and Cinque Terre National Park with the territory and local communities; desk research and personal contacts by ITRB with international relevant institutions as well as climate change-related fora; contacts of Legambiente and other Italian partners with regional and national stakeholders; the university of Genova (DISTAV) will, once the scientific analysis and activities of the project have progressed sufficiently, define an approach to academic dissemination.

It is important to note that this document, while being delivered at the beginning of the project to the contracting authority, will be constantly updated and where needed revised during the lifetime of the project, to respond to new needs or changing circumstances.

2 Executive Summary

Scope of the Communication and Dissemination strategy is to define an effective strategy to disseminate the knowledge and the outcomes obtained during the execution of the STONEWALLSFORLIFE project, from the beneficiaries to the general public and to identified target groups, in compliance with Action E1 "Development of Communication and Dissemination strategy and material".

As stated in the STONEWALLSFORLIFE proposal, this document details the means of transfer and the content of the material that will be produced to effectively disseminate the project's activities and outcomes. Differentiated messages and communication channels will be chosen according to the level of knowledge and involvement of the addresses. This will help both to guarantee the participation of local population, associations and institutions, and to facilitate the exchange of information among similar EU projects in relevant areas (e.g. climate change adaptation, agriculture, green infrastructure, ecotourism, water management).

The project branding and visual identity has been defined and shared among the beneficiaries and will be adopted when presenting the project across all means of transfer, in order to send a unified message and to present the project as the result of the work of the Consortium as a whole.

The present Communication and Dissemination strategy details the content of the material that is going to be produced for the project, which includes:

- **Notice boards** describing the project describing the projects, which will be placed in strategic locations (e.g. at the entrance of the seat of the Cinque Terre National Park, in the areas of intervention, and at the train stations);
- A **website** presenting the project and its aims;
- Two **project brochures**, one to present the project at its start, one to present first results in the demonstration site and to support the replication and dissemination strategy;
- A **poster** with the first results that will be used to illustrate the project and to support the replication and dissemination strategy.
- A **Communication Kit** consisting of
  - a logo,
  - a template presentation in PowerPoint format for internal and external communication,
  - a template document in Word format for internal and external communication,
  - an infographic (a smaller, shorter, electronic-only version of the poster targeted at the general public);
- Two **short videos** presenting respectively the project at its inception and its results;

- Two **3D printed models** of the areas of intervention, at the start and at the end of the project;
- **Technical and scientific publications**;
- A downloadable **Application**
- **Summaries** of project's deliverables such as the scientific reports and the best practice **booklet**;
- The **layman report** in paper and electronic format at the end of the project.

The local target audience has been selected by leveraging both the strong link of Fondazione Manarola and Cinque Terre National Park with the territory and local communities. The networks of all beneficiaries will be further exploited to select groups and institutions potentially interested in the project.

The **main Target Audience** includes local populations and institutions that are active users of the drystone walls and the terraces (e.g. land owners and farmers), both in the intervention site and in the replication ones.

Other relevant stakeholders to reach out are:

- Local associations of different nature as the main Target Group;
- Institutions, such as the Covenant of Mayors for Climate and Energy, which includes the three municipalities on which the Cinque Terre National Park is located, and the Oficina Catalana del Canvi Climatic;
- Population and relevant associations located in areas with similar conditions.

The media employed for the transfer knowledge include:

- Events addressed to local population
- Climate change, environment, agriculture-related events
- Scientific conferences
- Project Website
- Scientific and Technical Paper Publications
- Provision of information to local and national newspapers
- Newsletters and Press Releases
- Social Media

3 Communication and Dissemination material

3.1 Introduction

The importance of communication and dissemination is particularly high for STONEWALLSFORLIFE, especially because the success of the project strongly relies on the involvement and on the participation of local populations and institutions. Great care will be also put into networking with international associations and researchers working on climate change and drystone walls and with other EU projects. Given the heterogeneity of such audience, it is thus important to develop specific material to reach and involve them in a differentiated manner, strategically using multiple communication channels.

The tools presented in the following paragraphs are available for all beneficiaries in Dropbox (Communication material folder) to be used when attending events to present and illustrate the project and its results.

Furthermore, all beneficiaries commit to further disseminate the project results and material after the end of the project and will devote specific time and effort to this. Thus, the communication material (website, smartphone application, etc.) will be made available as far possible for continued use after the end of the project.

3.2 Project notice board

The content of the project notice board has been discussed and agreed. The layout, which will be coherent with the one chosen for the presentation and the poster, is still under definition. After approval, project notice boards will be placed in strategic locations, both in the intervention area or in its proximity and in the welcome point of the Cinque Terre National Park. Obviously, the design in terms of dimensions and content of indoor and outdoor boards will be different. Two draft of the notice boards are following.

3.3 Project website

The project website is under construction and it is being discussed by beneficiaries. A draft version was published online on 1st of September 2019. Meanwhile, the content has been provided by beneficiaries and an internal version of the website

is now available at **https://www.stonewalls4life.eu/stonewalls-for-life/** with the following homepage

After the approval of the NEEMO Monitor it will be published online and made available for all those interested in the activities of the project at

https://www.stonewalls4life.eu/

The website will be constantly updated with the project activities and status. The website will also contain scientific publications and informative materials, such as newsletters and press releases, which will become more and more valuable as the project progresses.

3.4 Project brochure

The project brochure is under definition, and will be finalized with the information about the website, as soon as it is published online.

3.5 Project poster

The project poster template has been defined by ITRB and it is available to all beneficiaries to be used as official. This template is used also to produce infographics.
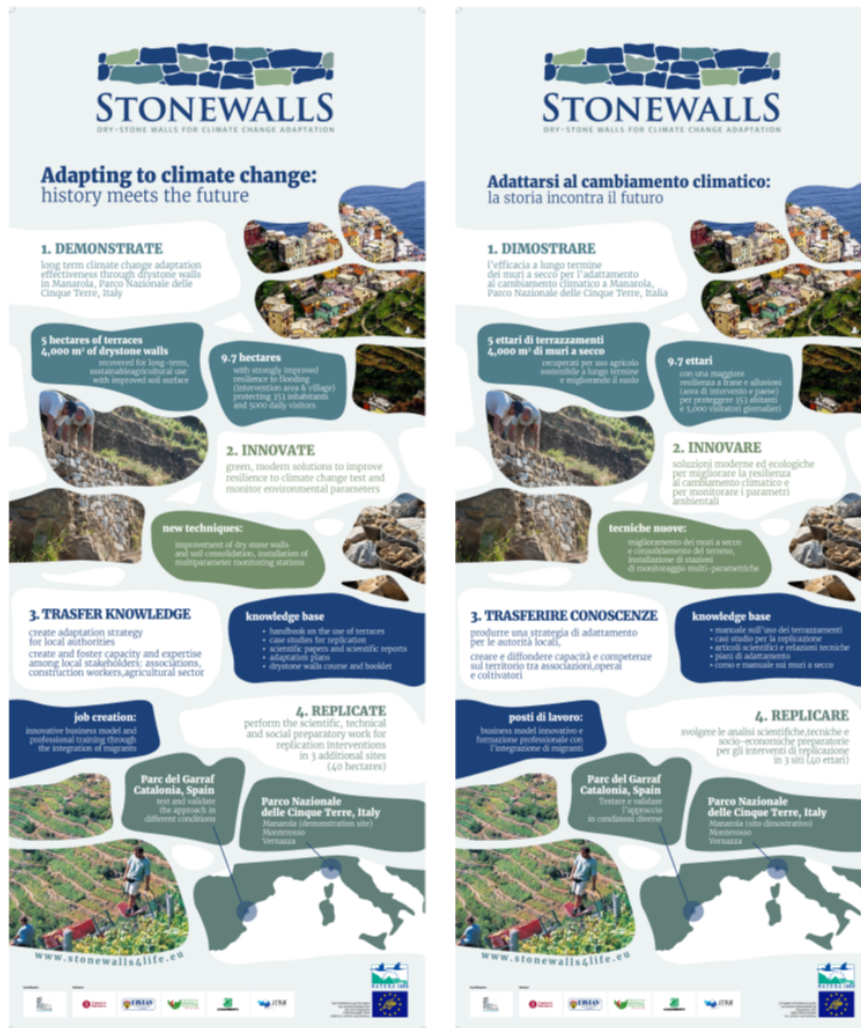
3.6 Communication Kit

The Communication Kit consists of a logo, a document template, a presentation template and an infographic template to be used by each member when presenting the project or any of its deliverables (e.g., a scientific paper at a conference).

3.6.1 Project logo

The project logo has been defined by ITRB, approved and made available to all beneficiaries to be used as the only official logo.

3.6.2 Project document

The project document template in Microsoft Word format has been defined by ITRB, and it is to be used as the only official .doc template for reporting purposes. It should be used also when producing other material for the project (e.g., an abstract of the project for a conference).
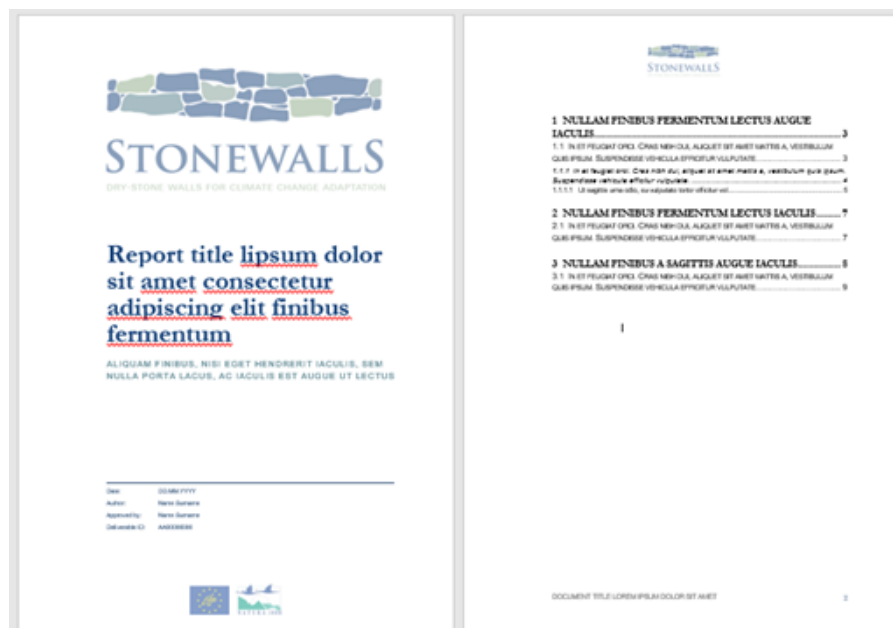
3.6.3 Project presentation template

The project presentation template in Microsoft PowerPoint format has been defined by ITRB; it is to be used as the only official .ppt template.

3.6.4 Infographic

The template to produce infographics is the same as the one used for posters. The difference between posters and infographics regards only the format, which is adapted to the printing requirements. In general, an infographic is a smaller, shorter, electronic-only version of the poster targeted at the general public.

3.7 Project video

Two short (three minutes) videos will be produced to present the project at the beginning and to show its results at the end, respectively. They both will include a drone shooting of the demonstration area (Manarola) before and after the intervention, to visually illustrate its impact. The videos will also encompass other work streams of the project, such as the preparation of the replication sites and training and integration of migrants. The videos will be used on the webpage, to present the project at events, and diffused through social media.

Project video template is under discussion among the partners; its realisation, as foreseen in the GA, will then be outsourced to a professional company.

3.8 3D printed model

Two 3D printed models of the areas of intervention (Manarola), at the start and almost at the end of the project, respectively. These three-dimensional representations will show the impacts of the project and the potential effects in case of replication in areas with similar conditions either in the same region or across Europe. It will be created on the basis of the remote sensing data provided by the drone used also for the videos (the drone will be equipped with camera *gimbal* to create a 3D model with *photoscan* o *visualsfm* which can be then used for 3D printing). The 3D models will be used as communication tool in several events, and then placed in the seat of the Cinque Terre National Park or another prominent place together with the poster to show the positive effects of the EU LIFE program in the long term.

The necessary data, at a very high degree of spatial resolution, has already been collected within another project. The format is being discussed.

3.9 Technical and scientific publications

Technical and scientific publications will be published in appropriate peer-reviewed scientific journals and other venues such as books of abstracts of conferences. The content to be published will be discussed and defined by beneficiaries.

Target Magazines and peer-reviewed Scientific Journals:

- Geomorphology
- Catena
- Journal of Maps
- Landslides
- Geoderma

During this early phase of the project, two Scientific papers in form of extended abstracts were produced and are waiting for a simplified peer-review process. The name and authors of the contributions are listed below:

- Andrea Vigo, Andrea Mandarino, Giacomo Pepe, Emanuele Raso, Ugo Miretti, Alba Bernini and Marco Firpo: *"STONEWALLS4LIFE - using Dry-Stone Walls as a Multi-purpose Climate Change Adaptation tool: preliminary results in terms of geological and geomorphological quantitative analysis."*
- Emanuele Raso, Paolo Ardissone, Leandro Bornaz, Andrea Mandarino, Andrea Vigo, Ugo Miretti, Rocco Lagioia, Alba Bernini and Marco Firpo: *"Combined approach for terraced slopes micromorphological analysis through field survey and 3D models: the Stonewallsforlife project"*.

They were sent respectively to the EGU (European Geosciences Union) general assembly – April 2020 (Wien, Austria) and to the Geomorphometry International Conference – June 2020 (Perugia, Italy); once the scientific work will be sufficiently advanced, the most suitable journals will be identified and approached. This aspect of communication will be intensified during the project, and become central once results are solidly quantified.

3.10 Application

A downloadable Application will be developed in order to illustrate the project with a pleasant user experience, show the recovery of the terraces, and allow to donate to the further recovery of terraced landscapes. It will be publicized both in the area of intervention (through the Boards) and through the other media (i.e. the website and the brochure).

3.11 Summaries and Handbook

Summaries of project's deliverables such as scientific reports and the best practice booklet will be produced to be used as communication material when necessary.

Also, a handbook on best practices will be produced. Its structure will be flexible according to the issue to be tackled, such as construction techniques, climate-related problem, agricultural techniques, financing, engagement of local stakeholders, skills, land stewardship. This will make it easier to extrapolate the topic(s) of interest for transfer in other sectors and use in different ways.

The summaries and the handbook will be produced using the project document template in Microsoft Word format.

3.12 Layman report

The layman report will be produced at the end of the project both in paper and electronic format.

4 Communication and Dissemination content

4.1 Dissemination content procedure

4.1.1 Content generation

All partners are encouraged to produce content for communication purposes. However, al content has to respect:

- The visual identity of the project described above
- The required compliance with the LIFE rules, as stated at **https://ec.europa.eu/easme/en/section/life/life-communication**

With regard to the second point, all partners commit to

display the LIFE logo in all your communication on the project e.g. on websites, social media and noticeboards, in print material and presentations. Whenever possible, the logo should be accompanied with the following text: 'The [project name] project has received funding from the LIFE Programme of the European Union.' or an equivalent translation.

Therefore, wherever possible the statement

The STONEWALLS4LIFE project
has received funding from
the LIFE Programme of the European Union
under G.A. LIFE18 CCA/IT/001145

or its translation in Italian

Il Progetto STONEWALLS4LIFE
ha ricevuto finanziamenti dal
Programma LIFE della Unione Europea
G.A. LIFE18 CCA/IT/001145

or its translation in Spanish

El Proyecto STONEWALLSFORLIFE
ha recibido fondos del
Programa LIFE de la Comunidad Europea
G.A. LIFE18 CCA/IT/001145

will be added to the communication material produced.

The logos are available in the project dropbox account

https://www.dropbox.com/home/StoneWalls4L/3.WORKSPACE/d.%20COMM UNICATION

4.1.2 Content repository

All project material, including the deliverables, is saved in the repository

https://www.dropbox.com/home/StoneWalls4L

to which all partners have access.

The only exception will be sensitive information, such as financial data, which will be stored in a protected repository accessible only on a need to basis.

4.1.3 Content approval

Approval is not needed if the content does not contain any information on the project which is not publicly available, or that has not been approved previously. This is in particular the case for the adaption for a specific event or audience of material already approved (webpage, infographic, presentation already delivered, etc.).

In all other cases, the material produced for communication has to be approved by the coordinating beneficiary, which can consult at this regard ITRB as the partner responsible for the communication strategy and an expert in IP, branding, and privacy related issues.

The coordinating beneficiary commits to greenlight for publication or provide comments for revisions within two weeks of receiving the material.

4.1.4 Validation for communication

All partners can consult ITRB to verify the compliance of the communication material produced with both the visual identity of the project and the respect of the mandatory LIFE rules for communicating mentioned above.

5 Target Audience

Through a targeted communication strategy, almost 80,000 people will be reached and made aware of the project. Their number will be monitored as website visits, app downloads, visits to the site, newsletter subscriptions, etc. In addition, 2,000 individuals belonging to selected target groups (farmers, land owners, donors, etc.) will be personally reached via workshops, meetings, and seminars, while at least 12 presentations will be held at selected events (Covenant of Mayors, International Terraced Landscapes Alliance – ITLA annual event, LIFE events, etc.).

Communication and Dissemination Activity	Target Audience
Kick-off event, small scale events and closing event	Local population and institutions, stakeholders (such as associations of farmers and land owners), and the general public
Workshops in the areas of intervention and seminars	Local population and other groups of stakeholders such as local associations for the preservation of the territory, drystone walls builders, farmers
Conferences and events	Relevant international societies and research groups working on climate change and drystone walls restoration, and policymakers
Scientific and technical publications	The academic community and specific sector groups, and potential partner's clients
Clustering with other EU and international projects	Policymakers, and cooperation partners.

5.1 The main Target Audience

As stated in the STONEWALLSFORLIFE's proposal, the main Target Audience of the project are those who are actively users of the drystone walls and the terraces such as the owners of the land and the farmers who grow crop on them. These groups are the most vital to reach and involve in the project. As it is difficult to engage them from the outside, it is envisaged that they will be usually contacted through the local associations, in particular the relevant trade associations (of small owners, farmers, winemakers, etc.) or the associations devoted to the preservation of the local territory. In the demonstration site, the role of Fondazione Manarola and of the Cinque Terre National Park will be crucial, thanks to their strong link with the territory.

Local associations considered relevant for involvement in the project are:

- Associazione Agricoltori di Monterosso
- Save Vernazza
- Associació de propietaris del Massís del Garraf
- Coldiretti
- Cia Agricoltura
- Associazione Tramonti
- Uniti per Corniglia

It should be noted that:

- Many of them have already committed to support the project through official letters of support
- Additional ones will be added as the project develops.

5.2 Stakeholders

Stakeholders have been identified and subdivided in different groups depending on the role and/or interest they might have in the project.

A **Database of target groups and stakeholders** (in Excel format) has been prepared as foreseen in the GA as a deliverable.

5.2.1 Local stakeholders

These stakeholders will have to be informed and involved in a more general manner, but their support will be fundamental to push it forward and replicate it, as it would create the ground for replications in their local context. Examples are:

- Local population
- Local associations of different nature as the Target Group's
- Institutions

5.2.2 Wider stakeholder groups

The dissemination and communication activities will place a strong emphasis on reaching out not only to the audiences with a direct potential interest in replication but also to different ones with a potential for transfer. Relevant stakeholders are, for instance: Covenant of Mayors (all municipalities of National Park Cinque Terre are signatories of the Covenant and strongly support the project) and other EU Areas with similar issues. Networking will be possible also through information exchange with other LIFE projects.

5.3 Advisory board

It is foreseen by the Grant Agreement that, as suggested in the proposal, the STONEWALLS4LIFE project will be assisted by a dedicated Advisory Board. The Advisory Board will bring together the most relevant target groups (or rather, the institutions and associations representing them) and liaise with them in a structured manner.

The Advisory Board described will be constantly used for two main purposes:

1. to provide input and feedback for the relevant actions of the projects, with a particular focus on:
   - the identification of best practices related to the use of dry-stones walls to employ in the project
   - the prevention and avoidance of risks for its implementation
   - the selection of project indicators in addition to the ones already identified in the proposal phase and the Key LIFE Project Level Indicators
   - gather comments and feedback on the activities foreseen and being implemented
2. to act as an avenue for the targeted communication and dissemination of the project's result to a most relevant audience, which comprises the institutions participating, as well as their members and their own stakeholder.

At the kick off meeting of the project on 12.11.2019, the **document Proposal for the Advisory Board** (Deliverable A3.2) will be presented for discussion. It contains a list of potential members of the Advisory Board for discussion and selection by the Steering Committee, which has to decide on:

- The ideal number of members (balancing the need to be inclusive and the practicality of dealing with a manageable number of institutions)
- The balance across the different categories (public sector, local associations, international associations)

It should be noted that:

Not being selected as an AB member does NOT mean that the institution will not be involved in the project; only that it will not be requested to collaborate as closely. This is the case for instance of an institution which is an ideal target for dissemination but does not have the expertise or capacity to provide feedback and input.

The membership of the AB will be kept open; new members identified during the project can be added following a decision of the Steering Committee.

6 Communication plan media

6.1 Events

The following events have been identified as good targets for the dissemination (and eventual replication) of the project:

- ITLA annual event
- Covenant of Mayors for Climate and Energy
- LIFE networking events (organised by EASME)
- Climate change adaptation events (such as COP side events)
- Presentation at event of International Scientific Society for Drystone Interdisciplinary Study
- Presentation of the scientific study and scientific papers at international conferences
- Contribution to the European Climate Adaptation Platform (presentation as case-study, and provision of additional input following the Platform managers' indications)

Additional ones, including local ones, will be added to reach the total foreseen by the GA and possibly to surpass it (Partners commit to publicize the project also when attending events while represented other ones, thus without causing costs for the project).

In the events described above, the project will be presented; however, also smaller events will be organized with a more active participation of the audience. They are described in Action E2:

- Kick-off event within National Park Cinque Terre (scheduled for 11.11.2019 in Vernazza, Parco Nazionale Cinque Terre)
- Three Seminars on drystone walls as climate change adaptation tool
- Workshops with target groups and selected stakeholders focussed in Areas 1, 2, 3, and 4.
- STONEWALLSFORLIFE closing event

6.2 Interfacing with other projects

Clustering with other EU and international projects is of great importance for all beneficiaries, not only to exchange information on best practices, but also as venue for targeted dissemination because they will often have brought together relevant stakeholders. The following targets have already been identified; more will be added as the project proceeds:

- LIFE TERRACESCAPE (**http://www.lifeterracescape.aegean.gr/en/**) for which close collaboration has already been decided, as a project also dedicated to terraces and dry-stone walls.
- EASME and EU led clustering initiatives

6.3 Traditional Media

The coordinating beneficiary has vast experience in dealing with traditional media such as newspaper, radio and television. With the support of other partners, it will provide them with compelling stories and content for dissemination.

6.4 Social Media

A social media strategy is scheduled as discussed at the KO meeting and at the first meeting of the Communication Team.

It is clear that social media represent a great opportunity for communicating on the project and prepare the ground for its replication.

These are the selected social media; a new account dedicated to the project has been created for each one:

- twitter: @stonewalls4life
- facebook: **https://www.facebook.com/stonewallsforlife/**
- youtube: **https://www.youtube.com/channel/UCZyl-zleJ2sVT92E71cNCgw**

We report here some data about the Facebook page, which is the first that has been open.

Likes: ~1600

In the period February 6th – March 4th

Reached people: 16,800

Engagement: 2,500

In particular, these are the data regarding the first launch post

Reached people: 11,400

Engagement: 1000

Shares: 56