



TALANOA

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Deliverable 5.3: FIRST 12-MONTH EXPLOITATION, DISSEMINATION AND COMMUNICATION REPORT

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Executive summary

The 12-month Dissemination and Communication report provides a comprehensive analysis of the communication and dissemination efforts undertaken in the first reporting period of the TALANOA WATER project. The report contributes to evaluating the strategies, activities, and outcomes related to project communication and dissemination. Effective communication and dissemination are crucial for project success, as they enable information transmission, stakeholder engagement, and desired outcomes. This report examines engagement strategies, reports on its outcomes and impact, and identifies areas for improvement. It serves as a tool for evaluating progress and guiding future communication and dissemination strategies.

During the initial reporting period, the team accomplished several key milestones. They published four academic articles and actively participated in four significant scientific conferences and workshops. Additionally, they successfully organized the first round of local and regional science policy workshops in the pilot areas. The project also launched a website and a digital app, collectively forming the digital water agora hub. This hub serves as a platform for sharing project events, activities, blogs, digital materials, and other relevant information. These achievements demonstrate the project's commitment to disseminating knowledge, engaging stakeholders, and fostering collaboration in the field of water management.

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1. Introduction

1.1. Purpose of the report

The 12-month exploitation, dissemination and communication (hereafter Report or Dissemination and Communication report) presents an in-depth analysis and evaluation of the communication and dissemination efforts carried out during the first 12 months reporting period of the TALANOA WATER project. It aims to provide a comprehensive understanding of the strategies, activities, and outcomes related to the communication and dissemination aspects of the project.

Effective communication and dissemination are essential for project success. They facilitate efficient information transmission, stakeholder engagement, and the attainment of intended outcomes. By effectively reaching the target audience with relevant and impactful messages, the project enhances visibility, informs public opinion, and fosters mutually beneficial relationships with key stakeholders.

This report builds upon the PEDR (Plan for the Exploitation and Dissemination of Results) outlined in deliverable D5.1, providing a comprehensive assessment of the communication and dissemination activities within the TALANOA project. Its primary objective is to evaluate the alignment of these activities with the project's goals, ensuring their effective contribution. The report examines the strategies employed to engage the target audience and provides detailed insights into specific communication and dissemination activities, analysing their outcomes and impact. The aim is to identify successful approaches and areas for improvement.

This report enhances understanding of communication and dissemination efforts in the project. It serves as a valuable tool for assessing progress, evaluating strategy effectiveness, and informing future decision-making. Evaluation of communication and dissemination efforts is a critical aspect, utilizing metrics and key performance indicators for comprehensive analysis of reach, engagement, and impact. By reflecting on strengths and weaknesses, the report provides insights and lessons for future projects. The findings and recommendations presented in this report will serve as a guide for enhancing future communication and dissemination strategies, optimizing resource allocation, and ensuring that project objectives are effectively communicated to the intended audience.

This Communication and Dissemination Report serves as a valuable resource for stakeholders, project teams, and decision-makers involved in the project. It offers a detailed examination of the communication and dissemination efforts, providing a foundation for continuous improvement and delivering impactful outcomes.

1.2. TALANOA project in brief

The objective of TALANOA-WATER is to promote robust transformational adaptation strategies for water scarcity under climate change, aligned with the goals of the integrated water resources management related to social equity, economic efficiency, and environmental sustainability. The project combines interdisciplinary socio-hydrologic modelling with inclusive stakeholder engagement to design and demonstrate effective transformational adaptation strategies in six 'pilot water laboratories'.

Socio-hydrologic modelling refers to the interdisciplinary area of innovation and practice that explores the complex interactions between human systems and hydrological processes. It recognizes the interdependencies between society and water resources, aiming to understand and model the feedbacks and dynamics between social, economic, and hydrological systems. Socio-hydrologic research builds upon social sciences, hydrology, and engineering to study how human activities and decisions impact water availability, quality, and management, as well as how water-related changes influence society. By considering the human dimension in hydrological modelling and analysis, socio-hydrologic modelling contributes to more holistic and sustainable water resources management strategies.

Inclusive stakeholder approaches draws inspiration from the Talanoa Dialogues, a framework developed by the United Nations Framework Convention on Climate Change (UNFCCC) to foster inclusive and participatory dialogue on climate change. The Talanoa Dialogue is based on sharing personal experiences, challenges, and successes while maintaining honesty and transparency regarding concerns, doubts, and perceived limitations. It encourages all participants to seek positive outcomes by exploring solutions, opportunities, and finding common ground for action. The project's Talanoa Dialogues address three key questions: assessing current water management challenges, envisioning a desired future, and establishing pathways for realization. By engaging in collaborative assessments, envisioning exercises, and roadmap formulation, we address issues, enhance resilience, and foster sustainable water management.

Socio-hydrologic modelling and inclusive stakeholder engagement are used to explore integrated strategies for addressing water scarcity challenges. These strategies encompass nature-based solutions, technological innovation, climate/water services, risk management and financing instruments, as well as economic and behavioural incentives. Examples include natural water retention, non-traditional water sources, irrigation services, risk insurance, payment for ecosystem services, water charges, water markets, and voluntary agreements.

1.3. Principles and objectives of communication and dissemination activities

The Plan for the Exploitation and Dissemination of Results (PEDR, deliverable D5.1) outlined the principles for effective communication and dissemination activities, along with their shared goals and target audiences across pilot laboratories and project activities.

Principles of effective dissemination and communication are rooted in insights from science communication and evidence-based policy making. They focus on aligning objectives, timing, content, and

language with the target audience. SMART (specific, measurable, assigned, realistic, and timely) communication and dissemination activities utilize professional design, and adhere to standards such as policy imprinting and media analysis to ensure effectiveness. One of the applied principles is **storytelling**, which involves tailoring the content to the target audience's own experiences and core values. It emphasizes individual and collective perspectives on resilience-building, solution perception, and overcoming barriers. **Diversified content and form** is another principle employed, catering to specific audiences such as senior level officials, technical experts, citizens, and civil society groups. This involves combining narratives with graphical and technical supplements and addressing location-specific concerns. **Inspiration** is given prominence in the communication approach, focusing on solutions and opportunities for social innovation rather than solely presenting problems and data. By conveying inspirational practice examples from around the world, the aim is to stimulate peer learning, knowledge transfer, and encourage individuals to take action. **Co-designing** communication products is an important principle, involving collaboration with policy partners to amplify impact and involving the target audiences for whom the products are intended. The emphasis is on inspiring the target audiences to actively participate in seeking innovative solutions to climate risks. **Leveraging** the strengths of partner organizations is a key aspect, utilizing their communication channels as multipliers of outreach capacity.

The PEDR identifies the target audience, including the academic community, public authorities, policymakers at various government levels, users' associations (agricultural, hydropower, tourism), industry (e.g., insurance), civil society organizations (e.g., NGOs), and the general public. These audiences are organized into inclusive multi-stakeholder platforms within each pilot laboratory, with specific organizations identified. In addition, other audiences consist of academic and policy networks in which consortium partners are actively involved.

2. Communication and Dissemination Activities

This section provides an in-depth exploration of the various communication and dissemination categories, explaining their purpose and operational mechanisms. These activities comprise the Water Agora Hub, a digital dissemination package, stakeholder events, and social media presence.

2.1. Water Agora Hub

The recent pandemic has highlighted the importance of an online communication able to maintain effective communication also under the conditions of restricted mobility. Therefore, we have designed and implemented Water Agora as a centralized communication hub, combining the project website and mobile app to provide easy access and user-friendly interfaces. Both platforms offer various features, including live online access to workshops and events, news updates, scientific publications, a digital library, social media integration, and a forum with videoconferencing capabilities. Additionally, state-of-the-art web

services connect to existing portals and partners' profiles, while interactive tools like videos and scribing techniques are employed to enhance dissemination and ensure accessibility for diverse audiences.

The Water Agora is built upon two main platforms: the website (<https://talanoawater.com/>) and the mobile app available for Android and iOS. These platforms have professional design and communication standards, ensuring user-friendly access. The website and app cater to diverse users, offering live online access to workshops, meetings, and training, as well as short news, scientific publications, a digital library of dissemination products, access to social media, and a forum with videoconferencing capabilities for interviews, blogs, opinion articles, and policy briefs. They also connect to existing portals on drought and water scarcity management and employ state-of-the-art web services, including integration with Twitter, Facebook, YouTube, and other social media platforms. Videos and interactive tools, using scribing techniques to simplify complex issues, will be used for dissemination to make the content accessible to users with different backgrounds and expertise.

The website is available in English, French and Spanish. It includes digital repository to all content produced in this project, including reports, scientific articles, and summaries of the regional workshops.

2.2. Digital dissemination package

The dissemination package encompasses a comprehensive set of communication materials aimed at effectively sharing project outcomes, knowledge, and innovations. It includes presentations, infographics, videos, and interactive tools. The dissemination package ensures that the project's findings, methodologies, and solutions reach the target audience, including policymakers, industry professionals, researchers, and the wider public. By using diverse channels, such as websites, social media platforms, conferences, workshops, and collaboration networks, the dissemination package maximizes the impact and visibility of the project, fostering knowledge transfer, engagement, and potential collaborations for further research and innovation endeavours. The package consists of scientific publishing, project brochure, leaflets, policy briefs, and newsletter. The project maintains a collection at the Open Data Repository, specifically the Zenodo collection.

2.3. Project stakeholder and outreach events

The project encompasses a range of events aimed at facilitating stakeholder engagement, knowledge exchange, and dissemination. These events include stakeholder pilot workshops, which provide a platform for collaboration and input from relevant stakeholders. Scientific workshops are held to discuss and share research findings, methodologies, and scientific advancements within the project. Science policy workshops bring together researchers, policymakers, and other stakeholders to explore the implications of the project's findings on policy development and decision-making. In addition to these workshops, the project organizes various dissemination events to share project outcomes with a wider audience, such as conferences, seminars, and public engagement activities.

2.3.1. Stakeholder and Science-Policy Workshops in the Pilot Water Labs

The structure of the Talanoa Dialogues implies four annual science-policy workshops. The first workshop focussed on setting the scene and building momentum. It addressed research gaps and challenges, co-designed scenarios, sustainable water allocations, and transformational adaptation strategies. Early discussions on the modelling framework for pilot basins took place during the workshop. Deliverable D1.2 provides a summary of the insights from the first workshop across the pilot basins.

The second workshop will involve the presentation of socio-hydrology modelling results. This includes a serious game, exploratory co-evaluation, and co-identification processes. The workshop will also focus on new iterations of the modelling framework, allowing for iterative stock-taking and refining of the research. The third annual science-policy workshop will initiate new iterations of the modelling framework. This includes co-designing alternative or additional strategies and scenarios, revising model settings through co-development processes. The workshop will incorporate a serious game, co-evaluation, and exploratory co-identification activities. Finally, the fourth workshop will focus on presenting detailed modelling results. It will co-identify the robust strategy with the highest potential in line with integrated water resources management objectives, such as inclusive and sustainable growth. Deliverables D1.3-D1.5 will present the results of the second to fourth workshops.

2.3.2. International science-Policy Workshops

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2.3.3. Other events

Our project also includes participation in scientific workshops, sessions at international conferences, training sessions, and general gatherings. These scientific conferences serve as a platform for engaging with fellow scientists, as well as policy and industrial innovators. The PEDR has identified major conferences in the field and also plans to conduct events in collaboration with international organizations such as OECD, European Environment Agency, Joint Research Centre, and the European Commission. Training events are organized alongside international science-policy workshops to enhance capacity in integrating transformational adaptation into river basin planning. Other training activities are facilitated through a combination of in-house academic programs, facilities, and summer/winter schools.

2.4. Social media

Social media platforms play a vital role in the Talanoa Water project by providing channels for communication, collaboration, and knowledge dissemination. The consortium utilizes social media to share ongoing work, including project updates, findings, and achievements, through various forms of content such as posts, articles, videos, and multimedia. This enables the project to reach a diverse audience, including researchers, industry professionals, policymakers, and the general public, thereby enhancing visibility and impact. The engagement and interaction facilitated by social media platforms also create opportunities for recognition and foster further collaboration within the project. The project utilizes multiple social media channels, such as Twitter (@TalanoaWater), YouTube ([link](#)), and Instagram ([link](#)).

3. Measuring impact and performance

3.1. Connection to project performance criteria

Measuring the impact of dissemination activities is vital for assessing the effectiveness and reach of the project's communication efforts. Various metrics and key performance indicators are employed to evaluate the impact of disseminated information on target audiences. These are chosen from among or aim at complementing the project's key performance indicators (KPIs). By measuring the impact of dissemination activities, the project can gain insights into the effectiveness of its communication strategies, identify areas for improvement, and make informed decisions to optimize future dissemination efforts.

TALANOA WATER consortium has specified the overall project related KPIs in relation to the PRIMA impact framework. Most of these focus on the transformational adaptation strategies in each pilot water laboratory, the assessment of new technologies, and the evaluation of the degree of progress on Integrated Water Resources Management in the pilot basin, in line with the SDG indicator 6.5.1 measuring the same. Additionally, our other KPIs relate to water exploitation and agricultural sustainability. The project seeks to improve basin-wide economic efficiency, reduce water exploitation, and increase the proportion of agricultural land under sustainable and productive practices in each water laboratory.

Another set of KPIs were identified for the sake of the Talanoa dialogues by WP1 and includes indicators to ensure balanced and inclusive engagement, and accountability to stakeholders' suggestions. These indicators include focus on diversity of organizations involved, gender balance, participation in the event, use of different feedback collection methods and others. Some of these indicators are closely related to assessing the performance of communication and dissemination activities. For example, the duration of stakeholders' meetings and the number of experts participating in the events are collected as part of these activities.

Performance indicators originated from the dissemination activities include number of views, downloads, or interactions with the disseminated content, as well as the level of engagement, such as comments, shares, or feedback received. Additionally, surveys, interviews, or feedback forms can be used to gather qualitative data on the perceived value, relevance, and understanding of the disseminated information.

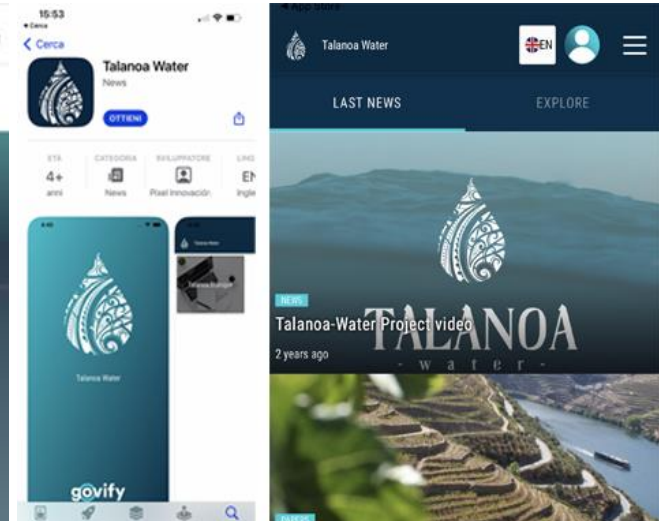
3.2. Analysis of results and evaluation of success

3.2.1. Water Agora Hub

The project's [website](#) and mobile app were launched in the early stages of the project, providing accessible platforms for information and engagement. The mobile app is compatible with both iOS and Android operating systems, ensuring widespread availability and usability across different devices.



Screenshot of the website



Screenshot of the app

Figure 1 - Water Agora Hub

Both the website and the mobile app offer convenient and customizable access to a wide range of project information. Users can easily navigate through news updates, blog entries, an event calendar, and other relevant content. Both platforms provide a user-friendly interface that allows users to explore and engage with various aspects of the project, and a seamless and intuitive experience for users to access the information they need.

In addition to the project's website, news and blogs are disseminated through the partners' official websites and other channels, making it difficult to track their impact. For instance, updates from the Italian lab are shared in Italian language on the information platform "Resilience Lab" (<https://www.bottega-della-resilienza.it>), which does not prioritize the use of internet analytics.

3.2.2. Digital dissemination package

The digital dissemination package includes a set of digital materials aimed at sharing project-related information, findings, and outcomes with a wide audience. It includes short video introducing the project, digital brochure and leaflet, posters, scientific articles and reports, later complemented by policy and innovation briefs, animations and infographics. The package is available from the website and digital repository – website backed by a Zenodo collection of digital resources – to store and share relevant documents, datasets, tools, and resources for wider access and utilization. The content of the digital package is extended throughout the project implementation and will include a series of webinars co-organised by the project. The digital dissemination package aims to leverage digital platforms and tools to reach a diverse audience, enhance visibility, and maximize the impact of the project's innovation by effectively communicating its objectives, outcomes, and benefits.



TALANOA-WATER Project

Screenshot of the project short video



Screenshot of the project leaflet

Figure 2 – Examples of digital dissemination products

During the initial reporting period, the project partners successfully published four articles related to the project. These articles were published in journals that are ranked within the top 20% in their respective fields, as indicated in Table 1. This achievement demonstrates the high quality and relevance of the research conducted within the project. It also reflects the expertise and dedication of the project partners in producing valuable contributions to their respective scientific communities.







Table 1 – Participation statistics from the first round of local and regional science-policy workshops

JOURNAL	IMPACT FACTOR	QUARTILE Q	PUBLISHER	PUBLICATION DATE
Journal of Environmental Management	8.910	Q1	ELSEVIER	2021-11-15
Agricultural Water Management	6.611	Q1	ELSEVIER	2022-01-01
Water Resources research	6.159	Q1	AMER GEOPHYSICAL UNION	2022-02-02
Journal of Cleaner Production	11.072	Q1	ELSEVIER	2022-08-01

3.2.3. Science-Policy Workshops in the Pilot Areas

The first round of the local science-policy workshop was held from July to September 2022, engaging around 240 participants from more than 50 local or regional organizations that were not affiliated with the consortium's partners. These organizations included river basin authorities, environment agencies, users' associations, and academic experts. The workshop served as a platform for collaboration and knowledge exchange between these diverse stakeholders, facilitating discussions and interactions related to science-policy matters.

Table 2 – Participation statistics from the first round of local and regional science-policy workshops


COUNTRY	FROM	TO	# PARTICIPANTS	# FEMALES	% FEMALES	# ORGANISATIONS
 Egypt	2022-06-09	2022-06-09	76	16	21	9
 France	2022-06-16	2022-06-16	36	14	39	8
 Italy	2022-07-29	2022-07-29	12	8	67	6
 Lebanon	2022-07-13	2022-07-13	15	4	27	11
 Spain	2022-09-29	2022-09-30	30	6	20	15
 Tunisia	2022-09-21	2022-09-23	67	13	19	7
Total			236	61		56
Average			39	10		9

3.2.4. Scientific conferences and workshops

Table 3 shows the participation at the major conferences related to the project thematic areas – hydrology, economics and risk assessment and management. The IAHR World Congress is a global gathering organized by the **International Association for Hydro-Environment Engineering and Research**. It provides a platform for professionals and researchers in the field of hydro-environment engineering to exchange knowledge and discuss advancements. The AGU Fall Meeting is the largest conference for Earth and space scientists, organized by the **American Geophysical Union**. It facilitates the sharing of research findings, ideas, and advancements in the field of Earth and space sciences. The **Knowledge Action Network on Emergent Risks and Extreme Events (Risk KAN)** is a network of experts and practitioners

supported by four programs: Future Earth, Integrated Research on Disaster Risk (IRDR), World Climate Research Program (WCRP), and World Weather Research Programme (WWRP). The Italian Association of Environmental and Resource Economists (IAERE) is a professional organization in Italy dedicated to promoting research and knowledge exchange in the field of environmental and resource economics. It brings together economists, researchers, policymakers, and practitioners interested in understanding the economic aspects of environmental issues.

Table 3 – Overview of the major conferences and workshops

EVENT	EVENT NAME	FROM	TO	LOCATION	COUNTRY
 AGU	American Geophysical Union	2021-12-13	2021-12-17	New Orleans	United States
Risk KAN	Knowledge Action Network on Emergent Risks and Extreme Events	2022-02-08	2022-02-10	Online	NA
 IAERE	Italian Association of Environmental and Resource Economists	2022-04-21	2022-04-22	Cagliari	Italy
 IAHR	International Association for Hydro-Environment Engineering and Research	2022-06-19	2022-06-24	Granada	Spain

3.2.5. Other events

The project partners employed various communication channels to effectively convey the scope and progress of their work. In addition to bilateral discussions with relevant organizations and experts, they also conducted country briefings. These activities contributed to ensuring that key stakeholders and experts were informed about the project's objectives and ongoing activities. By engaging in bilateral discussions, the partners fostered direct and personalized communication, enabling a deeper understanding of the project's significance and potential impact. Moreover, the country briefings provided an opportunity to disseminate project updates and findings to a broader audience, facilitating knowledge sharing and building awareness at a national level.

4. Conclusion

In this report has provided a comprehensive overview of the dissemination and communication activities carried out during the first 12 months into the implementation of the TALANOA WATER project. The purpose of the report was to highlight the objectives and outcomes of these activities, as well as to evaluate their effectiveness.

Throughout the reporting period, various communication and dissemination activities were undertaken, including project information package, social media campaigns, and various events. These efforts aimed to raise awareness, engage stakeholders, and share project findings with a wide audience.

The measurement and evaluation section outlined the methods used to assess the impact of these activities. Metrics and key performance indicators (KPIs) were identified to gauge the success of the communication and dissemination efforts. Through the analysis of results, the effectiveness of different strategies and channels was evaluated.

The communication and dissemination activities of the TALANOA WATER project have played a crucial role in reaching the project's objectives and engaging stakeholders. The report's findings emphasize the importance of targeted communication, using various channels, and monitoring the impact of these efforts. Moving forward, the lessons learned from this report and follow up reporting period will inform future communication and dissemination strategies to maximize the project's impact and achieve its goals.