Initial Communication and Dissemination Plan

Deliverable 8.1 – WP8

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Deliverable 8.1: Initial Communication and Dissemination Plan

Lead by Arctik

Anya Gregory (Arctik), Katrien Witpas (Arctik), André Müller (adelphi), Marc F.P. Bierkens (Utrecht University)

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Abstract

This document summarises the overall plan and specific actions to be taken by the WP8 team in order to achieve the communication, dissemination and exploitation objective of the project. The plan will be used as a reference point throughout the project to ensure that all activities create a high level of impact, are holistically taking into consideration the activities of other work packages and come together cohesively to create a streamlined approach to external communication.

Version History

Version	Date	Authors	Description
V1	17/11/2021	Anya Gregory (Arctik), Katrien Witpas (Arctik), André Müller (adelphi), Marc F.P. Bierkens (Utrecht University)	First full draft of communication plan
V1.2	24/11/2021	Scott Sinclair (ETH Zürich), Hector Macian-Sorribes (UPV), Annika Kramer (Adelphi), Tamara Keijzer (PBL)	First and second round of internal review
V1.3	29/11/2021	Anya Gregory (Arctik), Katrien Witpas (Arctik), André Müller (adelphi), Marc F.P. Bierkens (Utrecht University)	Final
V1.4	24/03/2023	Mathilde Bazin-Retours (Arctik)	Revised version after non-approval

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1 Introduction

This document addresses the interactions between the communication and dissemination strategy and exploitation activities for the duration of the GoNEXUS project. The communication, dissemination and exploitation activities will be coordinated in close collaboration with all project partners.

Arctik oversees the communication portion of the strategy in collaboration with adelphi, which is responsible for the dissemination component of the strategy, while the University of Utrecht is tasked with carrying out exploitation activities. The official release of the deliverable is set for month 6 of the project, which is November 2021.

The purpose of the strategy is to define and establish an effective framework that will guide the communication and dissemination activities throughout the project's lifetime. This will also inform the exploitation strategy, which will be created later in the project. Furthermore, this communication and dissemination strategy will contribute to the successful implementation of the project and reinforce the project's potential impact.

The strategy identifies target groups and a selection of relevant communication channels and tools. The executed strategy will employ both digital and non-digital tools, including a well-designed interactive website and suitable social media accounts (Twitter and LinkedIn) as well as a good mix of activities and materials such as workshops, conferences and videos.

The communication strategy defines clear and measurable objectives for the communication and dissemination support of the project. The objectives will be reviewed on an annual basis, and the activities will be monitored and assessed through a range of indicators. The strategy also sets out important challenges and proposed solutions.

The strategy will be regularly updated as the project progresses. The final version of this deliverable will collect all the updates.

1.1 Communication, dissemination and exploitation

These three interrelated activities have different goals that contribute to the overall recognition and uptake of GoNEXUS activities and research outputs. Below we present a detailed description of how each of these activities will be undertaken during the project, as well as the goals for each.
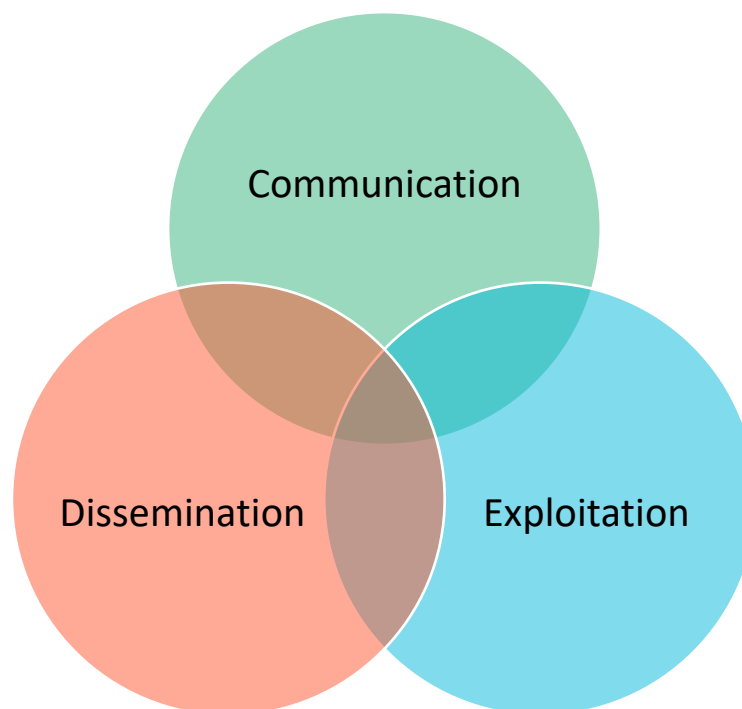
Figure 1: Diagram of communication, dissemination and exploitation overlap

1.2 Communication

Effective communication is essential to the project's success. Communication means being able to inform, promote and communicate activities and results to multiple audiences throughout the project cycle. This refers both to internal communication, including inputs from consortium members and external communication activities such as social media, news pieces and other tools which demonstrate the benefits (or important aspects) of the project activities. Communication campaigns will be set up to showcase the results and events as they unfold throughout the project, including updates on the case studies, scenarios, Nexus Dialogues, etc.

A series of tools will be used for this purpose, including the website, social media, newsletter, videos and more. To read the proposed list of communication materials, refer to section 3 (Tools and channels). To demonstrate the impact and reach of the communication activities, we have set out a series of KPIs, which are included in section 5 (Communication KPIs23).

1.2.1 Communication goals

For the GoNEXUS project, the overall communication goal is to showcase the project outcomes, to secure project visibility and benefits and ensure the results are exploited among the defined target audiences. To do this, we will identify the appropriate audiences (beyond

the preliminary list in section 2 – Target audiences and), keep a consistent messaging strategy and use dedicated communication tools to reach our pre-defined target audiences.

These communication goals go hand in hand with the dissemination activities, which will boost the recognition of GoNEXUS among relevant stakeholders and policymakers.

To do this, we have defined several steps to create a sustainable communication strategy, which are as follows:

- create a visual identity for the project
- identify target audiences
- define key messages
- define and establish communication channels
- set specific, measurable, attainable, relevant, and time-bound (SMART) KPIs, to be updated annually
- plan holistic communication campaigns coordinated with relevant deliverable deadlines, and other important milestones.

Later in this document, the target audiences and sample messages will de detailed in section 2 (Target audiences and). The KPIs and monitoring and evaluation methods will also be defined in section 5 (Monitoring and evaluation).

1.3 Dissemination

Dissemination activities are the activities making the results of the project known to those who can learn from them; typically: other scientists, policymakers, industry representatives, etc. (See section 2 – Target audiences and).

There are two central dissemination activities:

- transferring knowledge and results to enable others to use and take up results by sharing different knowledge products (for example, the factsheets developed in WP5, policy briefs developed in WP6 and WP7 or peer-reviewed publications)
- direct engagement with scientists, authorities, industry, policymakers and civil society (for example, at scientific conferences, through webinars or the Nexus Dialogues).

1.3.1 Dissemination goals

The dissemination goals vary according to the different target audiences but can be broadly summarised as follows:

- disseminate the results and knowledge gained in the different case studies contributing to a better understanding of the linkages, synergies and trade-offs

between the different elements of the WEFE nexus (e.g., among experts and stakeholders participating in the Nexus Dialogues)

- disseminate new findings on methodological advances to improve the ways the WEFE nexus can be assessed and used to identify suitable solutions (e.g., within the scientific community to validate the research findings and support their exploitation in further research and other activities)
- provide inputs and evidence-based recommendations to policymakers and decision makers to ultimately influence local to global natural resource management and related policies
- motivate the adaptation of institutional structures and processes to implement nexus thinking more effectively in the future.

1.4 Exploitation

Exploitation involves making concrete use of research results following the research outcomes during the project. These activities are planned for closer to the end of the project as well as beyond the project completion date.

A dedicated exploitation plan (D8.7) will be delivered by the University of Utrecht in M36 of the project.

The exploitation strategy will start to be prepared in T8.4, at an intermediate stage of the project, and will evolve as the project progresses over its second half. The plan will be documented in D8.7 and will be released at an intermediate stage (M36), with a final release at the end of the project (D8.8 in M48). The exploitation strategy will be supported by the initial communication and dissemination plan (this deliverable report D8.1), and the final communication and dissemination plan to be delivered at the completion of the project in D8.3 (M48).

1.4.1 Exploitation goals

- contribute to the exploitation and further use of the project results in order to play a dominant role in providing necessary information to assess the WEFE nexus status and performance across Europe and in the case study regions
- engage with international organisations and NGOs to further the use of GoNEXUS project results in their policies and outreach activities
- turn tools, data and solutions into business ventures or further project iterations.

2 Target audiences and messages

A series of target audiences were identified during the proposal phase, with additional target audiences gathered during the kick-off meeting in October 2021. A list of target audiences identified so far, as well as their messages and main mediums of communication, can be found below. This list will continue to be adapted throughout the course of the project; as we carry out the stakeholder dialogues, new stakeholders may emerge. As it stands, the target audiences mirror the preliminary stakeholders list, which can be found in the Annexes (Stakeholders list for communication, dissemination and exploitation). Target audiences 2-5 listed below (section 2.2 – Sample messages per audience) can also be considered part of the stakeholder group and will be engaged during the Nexus Dialogues workshops.

2.1 Main target audiences

The main target audiences for communication, dissemination and exploitation activities are listed below:

- general public (with a focus on members of the general public with a pre-existing interest in science, climate or agriculture)
- industry: water users, including agricultural associations, individual farmers and energy companies
- scientific and academic communities working on fields related to the nexus
- EU and international policymakers on water, energy, food, climate and environmental issues
- managers and policymakers at global/international, national, basin and local levels
- environmental NGOs and other civil society organisations.

Each of these audiences will be targeted with different messages and activities that match their area(s) of expertise. For instance, industry and scientific communities are more likely to be directly involved in the Nexus Dialogues; compared to policymakers, who will more likely receive policy briefs.

2.2 Sample messages per audience

A series of sample messages will be shared with each audience as defined in table 1 below.

Audience	A Sample message	Tools used to target this audience
General audience	• What is the WEFE nexus? • How are the WEFE elements interconnected? • How will climate change affect the WEFE nexus? • What do global phenomena like population growth or changing lifestyles have to do with your local water system? • Learn about how research can create solutions to manage natural resources more sustainably through a nexus approach.	- Social media - Videos - Events for the broader public – if possible
Sectoral stakeholder (water, energy, agriculture, environment)	• The WEFE nexus offers an integrated way to study and manage water, energy, food and ecosystems. • What does it mean to be coherent with WEFE policies? / Why coherence matters when it comes to WEFE policies. • Improve your management of water, food, energy and ecosystems by using the GoNEXUS framework and toolbox of solutions. • Our solutions will help industry leaders implement better water, energy, food and ecosystem planning and management in the face of our changing climate.	- Nexus Dialogues - Solutions - Conference attendance - Webinars - Newsletter - Video
Scientific audience (researchers working in fields related to the nexus)	• Learn which models our researchers have been using to tackle issues in the WEFE nexus in a future with changing climate and socio-economic conditions. • Take on board methods and outcomes shared by researchers working on river basin case studies in Europe and Africa.	- Scientific publications - Nexus Dialogues - Conference attendance - Webinars
Policymakers (EU and international)	• The WEFE nexus offers an integrated way to study and manage water, energy, food and ecosystems. • A newly researched framework to improve WEFE nexus management and policy framework can help improve the climate policies for a better future (for Europe). • Solution x will help you to create a more sustainable policy framework for the future of Europe.	- Policy briefs - Videos - Webinars
Managers and policymakers at national and basin levels	• The WEFE nexus offers an integrated way to study and manage water, energy, food and ecosystems. • Solution x can offer a new perspective on future water basin management (in Europe). • GoNEXUS solutions will help other European and African countries create better policies for their resource governance (through the sharing of best practices). • GoNEXUS scenarios can inform policymakers on what's to come in their regions so that they can adapt their policies before disaster strikes.	- Policy briefs - Nexus Dialogues
Environmental NGOs and other civil society organisations	• The WEFE nexus offers an integrated way to study water, energy, food and ecosystems. • GoNEXUS solutions help to better manage natural resources, providing water and energy for industry and agriculture while considering ecosystems.	- Newsletter - Nexus Dialogues - Social media, video

Table 1: Sample messages per audience

GoNEXUS
Integrated solutions for water,
energy, food and ecosystems

3 Tools and channels

This section details the series of owned and multiplier tools and channels that will be used to raise awareness of and disseminate GoNEXUS project outcomes. Owned channels refer to channels owned and managed by the consortium, whereas multiplier channels refer to external channels with existing networks which will be employed to spread the messages.

3.1 Owned tools and channels

Owned channels and tools are directly managed by the consortium. Their main benefit is that the consortium has control of the tone, voice and content that is published on them. On the downside, these channels and tools are newly established and still need to build an audience in order to generate significant reach.

3.1.1 Visual Identity

Creating attractive visuals and a coherent visual identity is the first step towards raising awareness about the project. It provides consistency in the communication, and it helps attract attention. Therefore, a dedicated visual identity has been created for the project. This includes a project 'logo' and a baseline or slogan, which has been made in collaboration with project partners during the kick-off meeting (figure 1). The baseline is 'integrated solutions for water, energy, food and ecosystems'. The colours have been chosen to represent the four

Figure 2: GoNEXUS logo with baseline

areas of the nexus and give an eye-catching look.

Using this visual identity, a series of templates have been created. These include the deliverable template, a basic Word template for general documents and a PowerPoint presentation template.

3.1.1.1 Flyer

A project flyer will be created, with a simple descriptive summary of the project, for easy dissemination. This flyer can easily give a potential stakeholder or multiplier a sense of the goals and outcomes of the project. More specifically, the flyer will include a description of the project, along with an overview of the case studies, scenarios and solutions. It will be visual as well as informative.

3.1.1.2 Toolkit

A dedicated toolkit will be created for the project to be used for multiplier dissemination. A toolkit is a method of compiling materials that relevant organisations (both inside the consortium and beyond) can use to share information about the project.

The toolkit will include:

- a 1-page description about the project and the contents of the toolkit
- the project flyer
- social media posts for Twitter and LinkedIn
- social media visuals for Twitter and LinkedIn
- a web banner that partners or externals can put on their websites
- videos
- information about an upcoming event (when relevant).

3.1.2 Website – GoNEXUS.eu

The project website is one of the main communication channels and sources of information about the project. The webpage will be a platform for sharing information and ensures a continuous process of exchange and feedback between the users and project partners. A searchable name has been selected linked to the nature of the project and the aim of attracting more visibility and members of the general public and the media.

The project website content will be geared towards the general audience, meaning that the top-level content must be easily digestible and understandable for someone who is not a scientist, industry professional or policymaker within the field. All external communication via social media will be linked back to an item on the website such as an article, video or a public deliverable.

3.1.3 Type of content on the website

Several different types of content will be hosted on the project website. These include:
- information about each of the project outcomes (case studies, scenarios, tools, solutions)

- news items
- videos
- events (upcoming and previous)
- media: press releases and media features
- links to scientific publications (using the GoNEXUS Zenodo)
- public deliverables.

3.1.3.1 News items

All the partners will be encouraged to publish:

- regular updates on their activities
- any news that they see fit (presentation of activities, presentation of reports, participation in events, speeches, etc.).

3.1.4 Videos

Over the course of the project, a total of 10 professionally edited videos will be produced, as stated in the proposal. These videos will be published on Vimeo and on the website's media corner. For each video's dissemination, they will be shared on social media and included in the abovementioned toolkit.

Since WP6 (Nexus Dialogues) will also be creating a series of videos as a part of their activities, collaboration between work packages is essential to ensure that a streamlined visual identity is maintained and that content is not replicated.

At the kick-off meeting, a preliminary discussion was held between representatives of WP6 and WP8 about the videos. One of the consortium members shared a sample video which showcased the style of the Nexus Dialogues videos as a question-and-answer style video. The videos also use b-roll of the specific field locations, and this b-roll will also be shared between the two work packages. Once a more detailed plan is drawn up for the Nexus Dialogues videos, WP8 will collaborate to ensure that the final products are streamlined with the videos produced within this work package. A stylised video introduction and template will be created for this purpose.

To create the videos, we will use stock footage and interviews conducted with the consortium partners and experts at the GA meetings.

A list of proposed video topics is shown below:

Video topic	Audience
What is the WEFE nexus? (Intro to GoNEXUS – explainer video)	General / policymakers/environmental NGOs
Introduction to the GoNEXUS project	All (apart from scientists)
Our solutions (institutional changes, technical/operational changes)	Policymakers / managers / industry / (general)
WEFE trade-offs	Policymakers / managers / industry / (general)
Policy takeaways (guidelines and recommendations on global modelling of the WEFE nexus)	Policy
Case studies and solutions – social threads: • Mass-migration as related to the WEFE Nexus areas (famine, drought, conflict) • Agricultural limitations/shifts as related to the WEFE Nexus areas • Energy creation from basin areas - traditional practice, 'modern' practice To be defined once research outcomes become clearer.	General/policy/managers/ industry

Table 2: List of proposed video topics

3.1.4.1   Video guide for researchers

A dedicated video guide will be produced for researchers by M10 of the project. This video guide will be shared with the researchers working on the case studies and scenarios, enabling them to shoot their own short videos that can support our communication and give our audiences a better idea of the fieldwork and local interactions being undertaken.

The video guide will include the following:

- types of shots and how to best capture them (lighting, backgrounds, etc.)
- tips for interviews.

These videos will be used as a part of the social media strategy and shared as a part of campaigns related to the case studies and scenarios.

3.1.5   Social media

After an assessment of which social media platforms are most relevant and used by the consortium, it has been determined that Twitter and LinkedIn are the best platforms through which to disseminate project outcomes.

3.1.5.1 Twitter

An active Twitter account will be set up and managed with a monthly calendar. The account will be administered by Arctik and run through TweetDeck. This account has already been created with the handle @GoNexusProject.

The Twitter account will be used to share updates such as:

- news pieces from the website
- upcoming events (both internal and external)
- recently published scientific papers
- video releases.

It will also retweet relevant content from other European research projects as well as policy communication that are relevant to the WEFE nexus.

3.1.5.2 LinkedIn

A dedicated LinkedIn page has been created for GoNEXUS, with the logo, visual identity and baseline. This page showcases the project on the platform as an organisation and can be added to consortium members profiles as their workplace.

The LinkedIn format will be used, as a component of the social media strategy, to share longer pieces such as articles and more in-depth engagement with the scientific community. Active consortium members have been asked to add the GoNEXUS page as their workplace and to share posts widely with their networks to boost the visibility of the project.

3.1.6 Newsletter

The newsletter content will share news pieces, articles, videos and other information available on the GoNEXUS website. As the newsletters will only being sent out twice a year, they will serve as a series of highlights from the project.

3.1.6.1 Content to be shared in the newsletter:

- news pieces from the website
- recent or upcoming events (Nexus Dialogues, webinars)
- recent academic articles or publications
- videos

3.1.7   GoNEXUS events

Events provide a setting where knowledge can be shared, messages are disseminated and insights can be collected.

The following events will be organised within the context of the project:

- project workshops (Nexus Dialogues)
- webinars

In addition to the above, participation in business and academic conferences will provide an opportunity to disseminate project outcomes to a wider audience.

All partners are also invited to suggest event opportunities at local, national and international levels as a part of the event mapping exercise to be detailed in Section 3.2.2.1.

3.1.7.1   Webinars

A dedicated webinar will be organised for each of the case studies to showcase the outcomes to a larger audience as well as researchers. The webinars will be organised in collaboration with WP2 and planned in accordance with the relevant WP.

The speakers from the webinar will be the partners who worked on the webinar as well as any relevant experts from the field who were active within the Nexus Dialogues.

3.2   Multiplier channels and tools

In addition to our owned channels, the communication and engagement teams will use multipliers to disseminate GoNEXUS outcomes to a wider network.

3.2.1   Existing newsletters

It takes a lot of time to gather a long list of relevant subscribers for a newsletter, and this is not possible within the limited scope of the project. Therefore, our engagement strategy will also use existing newsletters that have established networks in our target audience areas to ensure that we reach the relevant stakeholders. Therefore, a list of newsletters was gathered at the onset of the project (Annex 7.1 – Newsletter mapping). We will reach out to these newsletters to collaborate on the sharing of relevant materials over the course of the project, adding to the list as new relevant newsletters are discovered. Depending on their reach, we will tailor the messages to reflect the target audiences related to the newsletter. For instance, if they are a water-related newsletter, we will focus on the case studies that research river basins. These newsletters will act as multipliers for GoNEXUS messaging.

3.2.2 External events: International conferences and workshops

Attendance at international conferences and workshops is important to boost the visibility and disseminate the results of the project.

3.2.2.1 Event mapping

An event mapping will be undertaken by month 9, in collaboration with consortium partners. The focus of the event mapping will be to determine which industry, science and policy events are relevant to the project areas of water, agriculture, ecosystem and energy where the project outcomes can be shared. Many of the project partners have expertise in the water sector, but we will need to gather events from the other areas to ensure that all areas are covered. A first version of the event mapping has been included in Annex 7.2 (Event mapping).

3.2.2.2 Conference and workshop materials

For the conferences and scientific events attended by consortium members and/or hosted by the project, communication materials will be adapted to fit the respective formats.

As mentioned in the tools section, a dedicated flyer will be created. This document will be adapted as research outcomes progress and versions of the flyer can be shared at events.

To maintain a sustainable focus and environmentally friendly project focus, we will emphasise the use of online tools, rather than printed materials, for the events.

If additional materials become necessary for the Nexus Dialogues or other events, this material will be shared with the communication team in advance and assessed as an ad hoc exercise.

3.2.3 Media engagement

We will engage with the media to disseminate project outcomes and research that could be relevant to their audiences.

3.2.3.1 Media mapping

A media mapping exercise is currently ongoing in collaboration with the consortium and key stakeholders. A dedicated Excel spreadsheet is being prepared within the consortium. Once a list of relevant media outlets has been compiled, we will begin to gather contacts from these outlets.

3.2.3.2 Press releases

Press releases will be used to engage with the media over the course of the project cycle, mainly for the launch of key research outcomes from the case studies and scenarios.

For instance, a dedicated press release will be created once outcomes from the case studies and scenarios become clear in years 2 and 3. This press release will highlight the contextual importance of the information. Press releases will be disseminated to the media as identified in the media mapping and to the consortium network through the social media and the newsletter.

3.2.4 Scientific publications

The GoNEXUS team will prepare and submit at least 20 peer-reviewed open-access articles to indexed and renowned journals scientific journals. The most suitable journals for each content will be selected based on the following criteria:

- open-access options (in compliance with Art 29.3 of the GoNEXUS Grant Agreement)
- scientific impact
- disciplinary and methodological fit.

The preliminary list of journals, which will be updated continuously, include: *Journal of Hydrology*, *Water Resources Research*, *Hydrology and Earth System Sciences*, *Environment Science and Policy*, *Environmental Modelling and Software*, *Environmental Research Letters*, *Agricultural Water Management*, *Science of the Total Environment, Climate Change, or Climatic Change*, *International Journal of Energy Sector Management, Renewable and Sustainable Energy Reviews, Energy and Climate Change, Nature Energy, Nature Sustainability, Energy and Environmental Science.* Preliminary versions of the articles will be shared internally between the members of the consortium to seek potential exchanges and collaboration among partners to improve the scientific impact and soundness of the works.

The GoNEXUS team will also submit abstracts to the main scientific conferences in suitable thematic fields, both at the international and national level. We expect to present several papers to present and discuss methodological issues and several papers to present and discuss research results. To this end, a tentative list of events including scientific conferences is presented in Annex 7.2 (Event mapping), but more will be added in the updates of this plan.

3.2.1 Sister projects and synergies

The project will reach out to the European Commission's sister projects to exchange insights and datasets, as foreseen in the Description of the Action Part B. One of the ways we can collaborate are through agreed presence on each other's websites, inviting representatives from sister projects to workshops and seminars and providing links to each other's datasets. In addition, we will engage sister projects and networks through social media and this will maximise the reach of project publications.

A few of the sister projects and clusters with whom we could collaborate include (but not limited to):

- the Nexus Project cluster
- NEXUSNET
- the Prima Programme: AWESOME project
- REXUS project
- NEXOGENESIS

4 Content strategy – Methodology

This section of the communication strategy answers the question, 'How are we going to achieve our communication objectives?'.

The methodology entails:

- raising awareness about the project and mobilising contacts over the course of the project (marketing funnel – explained below)
- tailored messaging for the audiences
- aligning WP outputs with external communication
- multiplying messages beyond the GoNEXUS network (using multipliers and sister projects).

4.1 Raising awareness and the marketing funnel

In generally, audiences need some time to warm up to a new project. It is rarely the case that someone who has a first interaction with a project or organisation immediately uses their recommendations or outputs. More often than not, such trust in and use of a project's outputs is established through repeated interactions with a project over time.

That is why all major communication actions will be structured around the *marketing funnel* principle. This funnel illustrates the journey an audience member takes from first hearing about GoNEXUS to *converting*, i.e., taking the desired action. It tries to have audience members move through the steps of *awareness*, *consideration* and *decision* to *advocacy*:

- **awareness –** an audience member first comes into contact with GoNEXUS on social media, during an event or in multiplier communication and takes a superficial interest.
- **consideration –** an audience member has taken an interest in GoNEXUS and starts engaging more with its content and starts consuming more in-depth content. This can mean that they follow the project on social media, consume our editorial or video content or deliberately attend one of our events.
- **decision –** an audience member starts using GoNEXUS outputs and recommendations.

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- **conversion/advocacy –** once an audience member converts (conversion), they become an advocate. In this role they can help boost or multiply our message or influence others.
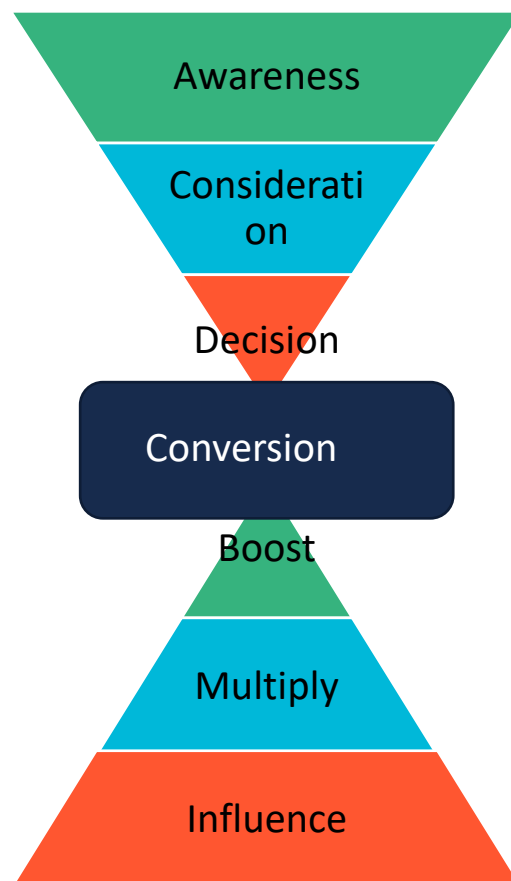
Figure 3 Marketing funnel

It is important to raise awareness with and engage as many audience members as possible at the onset of the project, since a series of communication tools rely on stakeholders to create impact. These include:

- Nexus Dialogues
- events (both internal and external)
- newsletters
- social media

An audience does not move through the funnel as one block. At the starting point, different audience members are at different places in the funnel. Some of them are, for instance, already aware of the goals of GoNEXUS through previous interactions with the consortium partners' work and, therefore, prepared to consider or decide at an early stage. The

conversion process will also have different speeds depending on an audience member's pre-existing issue involvement, i.e., some audience members might be unaware of the WEFE nexus but already attuned to balancing different sectors or water uses and the trade-offs that come with it. These audience members will be more easily 'converted' than, for instance, those whose approach solely focuses on one aspect of the nexus.

As such, we will make sure to balance content for audience members at all different stages of the funnel. On the one hand, this means providing more targeted content items to ensure that more mature audience members don't disengage. On the other hand, it is important to keep providing entry-level, bite-sized content to make sure new audience members can start moving through the funnel. If this does not happen, audience growth tapers off as the first segment(s) of the funnel empty out.

4.1 Engagement triangle
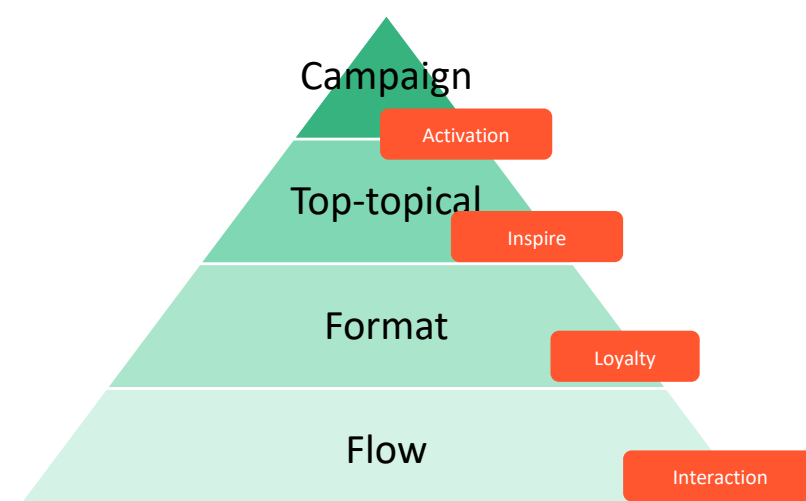
Figure 4 Engagement triangle

The strategic approach of the engagement triangle helps to structure communication activities over time. While the marketing funnel helps to structure who should be targeted by the content, the engagement triangle outlines which types of content are needed for the different parts of the funnel.

The triangle has proven effective and facilitates placing different communication activities on a timeline following the different layers of the triangle leading to an effective engagement of target audiences, both internal and external. It forms the basis for an effective process to secure target-oriented communication as well as for large-spectrum communication.

On top of the pyramid, there is the campaign. A campaign serves to attract new audience members. Typically, a campaign will be organised twice a year, depending on the project outputs.

The second level of the engagement triangle**, top-topical** communication, refers to engagements via external hooks such as a new climate policy or large event which creates a lot of buzz. On average, a top-topical communication action will be organised monthly or every two months.

To maintain the steady relationship over time, we will use a fixed **format** to enhance loyalty among audience members, which is to be done often and consistently. An example for such communication activities could be case study updates or news items.

At the bottom of the pyramid, there is the flow. This refers to the daily interaction with audience members via social media and via email or through an active Twitter account.

4.2 Communication content and activities

All content produced for GoNexus will be published on the most relevant channels of the project in function of their format and main topic. Their planification will be done using **a content calendar** (see section 6.2). This tool will be central to monitoring the date of completion, date of publication, contacts to be interviewed, captions and photos selected, etc.) as well as the partners involved at each stage (copywriter, proofreader, validator, etc.). The content calendar will be deployed to manage all levels of content (social media, newsletters, events, video, news, articles/blogs, and deliverables). Lastly, the content calendar will also be used to track the progression of communications activities and ensure that we meet our target KPIs. Content produced, communication activities and their impact will be reported in D8.3 – Annual report on communication and dissemination activities (M1, M24, M36 & M48).

To reach a broader audience, **editorial content and communication activities** (online campaigns, individual posts and messages, articles/interviews…) will be run throughout the project. Social media platforms plus the project's website and the project's newsletters will be the most relevant channels to share and publish them. Visuals and messages will be produced in function of the main topic of each activity. The videos (mainly interviews) produced in task 8.1 will be integrated on different activities/campaigns in order to promote them and reach a larger audience.

Content and/or communication activities	Channels to be used	When / Frequency
A series of posts and visuals to promote the website and the newsletter	Twitter and LinkedIn	First months of the project (reminders then)

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A series of posts and visuals to launch project definition of the WEFE nexus (with video)	Twitter, LinkedIn and Vimeo	First months of the project
A series of posts and visuals to launch outcomes of the climate and land-use scenarios	Twitter and LinkedIn	M18
News and social media posts based on outcomes from the Nexus Dialogues	Website, Twitter, LinkedIn and Vimeo	When needed
Social media post for the International Day of... (World Water Day, Earth Day...)	Twitter and LinkedIn	NA
Interviews of young reseachers	Website, Twitter and LinkedIn	Regularly
Reading club : partners are presenting a book related to GoNEXUS	Website, Twitter and LinkedIn	Regularly
Promoting policy briefs produced in the project	Website, Twitter and LinkedIn	Regularly
Promoting factsheets produced in the project	Website, Twitter and LinkedIn	Regularly (last factsheets expected for M36)
News and social posts to showcase the guidelines and recommendations produced in the project	Website, Twitter and LinkedIn	Regularly

Table 3 : Examples of communication content and activities

5 Monitoring and evaluation

Performing an evaluation is necessary to analyse the effectiveness of the actions taken in order to optimise future actions. The communication and dissemination activities of GoNEXUS will be regularly monitored and assessed through the set KPIs and other indicators.

5.1 Communication KPIs

The KPIs below form the indicators against which we will measure the progress of the impact for the project.

Activity & channel	Methodology & tools	KPIs	Target
Website	Matomo / Google Analytics	Number of page-views and visits Top page views Where visitors come from How long they spend on the website	NA

Twitter	Twitter analytics	Number of followers Top 3 most viewed and shared posts.	500 followers by the end of the project
LinkedIn	LinkedIn analytics	Number of followers Top 3 most viewed and shared posts.	200 followers by the end of the project
Newsletters	Campaign monitor reports	Number of subscribers Open rate Top links clicked Top countries readers are from	150 subscribers by the end of the project
Videos	Vimeo analytics	Number of views Traffic to GoNEXUS website	NA
GoNEXUS events & Events attended	Evenium or similar tools	Number of visitors to booth/session/webinar Number of participants at Nexus Dialogues Number of copies of outreach materials distributed	Engage with 1,000 participants * 20 Nexus Dialogues and presence at least 8 external events (between 100 and 500 attendees per international events, and between 50 and 200 attendees for other events).
Outreach materials	NA	Number of copies	NA
Media	Meltwater or similar tool	Press releases and articles mentioning the project	NA

Table 4: Communication KPIs

*Both workshops hosted by GoNEXUS and external events.

As described in section 3 (Tools and channels), specific tools will be used to reach the project's communication goals. These goals will be re-evaluated every year to determine where efforts need to be adjusted.

5.2 Challenges and opportunities

The communication on the project will inevitably encounter some challenges. We have identified some important challenges and present them with solutions.

Challenge: Communicate complex topics in an easy way.

Solution: Be simple and straightforward, describing the overall goal of the project with a story. Use examples and define concrete socio-economic impacts in the storylines.

Challenge: Multiplicity of partners and actors.

Solution: Master communication and coordination of promotion activities among actors. The project will decentralise the communication towards the communication partners while retaining the control of the messages produced.

Challenge: Communicate to different target groups. Different target groups speak different languages and with different professional vocabulary. It is important to take this into account.

Solution: Adapt the message to different target audiences.

Challenge: Communication is left aside from research and technology discussions; partners 'forget to communicate'.

Solution: Keep the focus on communication activities relevant to deliverables. Regular monthly reminder emails: Is there something to communicate?'. Coordinated support and regular bilateral meetings (every 2 months or as needed). Define a particular communication activity when a scientific milestone has been achieved.

5.3 Annual report

An annual report will be written by Arctik to showcase the outcomes of the SWOT analysis and the milestones reached for communication, dissemination and exploitation. The annual report will take the form of a short deliverable delivered in months 12, 24, 36 and 48.

6 Process and planning

6.1 Monthly internal communication

Every month, partners will receive an email reminder for them to share relevant content with the communication and dissemination team. This email will showcase upcoming milestones which may be relevant to communication and urge partners to contribute information that can be turned into communication materials (social media posts, web articles, videos, etc.). Best practices will also be collected and shared with the group to exemplify the kinds of contributions with the most potential for impact.

Meetings are also a valuable tool and can help with the brainstorming of actions related to deliverables and project activities. We propose to host monthly bi-lateral meetings with partners according to the communication campaigns. These meetings will also provide a forum for discussion if partners require additional communication materials. If a few

materials are coming out at the same time or interrelate, we may include additional partners to streamline the process.

6.2 Content calendar

Planning of the communication campaigns and activities will be done using a content calendar following the marketing funnel model. A content calendar is also used to track the progression of communication activities and to ensure that we meet our target KPIs. This calendar will be employed to manage all levels of content (social media, newsletters, events, video releases and deliverables) and will be hosted on a dedicated Teams channel.

6.3 Planning communication campaigns

In section 4.2 (**¡Error! No se encuentra el origen de la referencia.**), an overview of the proposed communication campaigns is set. This will be further honed in on in the coming months in collaboration with work package leaders. Campaigns will be created to showcase several deliverables and tasks that interconnect. For example, if a Nexus Dialogues culminates in a video, we will share this video alongside the updates from the related work package, recent publications and/or policy briefs. A holistic narrative will be built on the outcomes and a second video will be created and shared to reflect this overarching theme. The communication campaigns are currently planned according to the timing of the deliverables chart.

7 Annexes

7.1 Newsletter mapping

Organisations
Revolve Media
Hydrogen Europe
Solar Power Europe
Smart Water Magazine
Water News Europe

Hydrousa
Waternetwork
Water Europe
Zero Brine
Rewatch

Table 5: Newsletter mapping

7.2 Event mapping

Event Name
IWA Digital Water Summit
World Utilities Congress
IFAT 2022
Global Water Summit 2022
Climate Week 2022
World Water Week 2022
12th Annual food EU Food Sure Summit
Water Knowledge Europe 2021
Water Innovation Europe 2022
EU Green Week 2022
EGU 2022
International Year of Artisanal Fisheries and Aquaculture 2022 (IYAFA2022)
EAAE
European Water Technology Week
The 2021 EU Agricultural Outlook conference
The Future of Food Conference 2021
1st International Online Conference on Agriculture - Advances in Agricultural Science and Technology - (IOCAG2022)
Plant Health, Agriculture & Biosciences conference 2022
Dresden Nexus Conference 2022 - Biodiversity – Stewardship for Vital Resources
International Conference and Expo on Agriculture and Food Sciences (ICEAGRI-2022)

International Conference on Organic Sustainable Agriculture and Plant Protection ICOSAPP
Sustainable Agriculture Conference 2022
MEP Water Group Event
World Food Forum
Solar quality 2021
World Sustainable Energy Days 2022
European Conference on Renewable Energy Systems (ECRES 2022)
European Gas Conference 2022
European Hydrogen Conference 2022
International Conference on Ocean Renewable Energy Technologies
International Conference on Energy Efficiency and Renewable Energy Technologies (ICEERET 2022)
First International Conference on Riparian Ecosystems Science and Management (RIPA-1)
Agrovid 2022
Aquafuture Spain 2022
World Seed Congress
International Conference on Ecology, Ecosystems and Climate Change

Table 6: Event mapping

7.3 Stakeholders list for communication, dissemination and exploitation: Global, EU, River Basins

List of agencies/institutions for exploitation	Type(s) of stakeholders	Details (where needed)
Global and/or EU Scale		
World Resources Institute (WRI)	Environmental NGO	Esp. relating to Aqueduct, Water Risk Atlas
World Bank	Financial institution	Esp. World Bank Water (e.g. Twitter Account)
Stockholm International Water Institute (SIWI)	Research institute	Incl. work on Source-2-Sea work

Development ministries (incl. Germany's BMZ, Switzerland's SDC)	Government Bodies	Divisions dealing with natural resource management
Gesellschaft für Internationale Zusammenarbeit (GIZ)	Government agency	GIZ Nexus Regional Dialogues (NRD) Programme; Nexus Resource Platform
United Nations Economic Commission for Europe (UNECE)	International & European body regulator	i.e. regional projects in transboundary water programme
International Water Management Institute (IWMI)	Scientific community in the field of water	Regional and Project Offices
UN Water	International organisation	Use results in publications, e.g. UN Water Development Report
FAO	International organisation	Use results in publications
UNESCO	International organisation	Use results in publications,
Global Water Partnership	International organisation	Results as input to WEF Nexus projects and programmes
WEF Nexus Research Group	Scientific community	Share results; invite to webinars and events
Nexus@TUM Dresden Nexus Lab	Scientific Community	Share results; invite to webinars and events
International Network of River Basin Organisation	Environmental NGO	Share results; invite to webinars and events
International Hydropower Association	International organization	Share results; invite to webinars and events
EU Scale		
European Commission (DG-ENER, DG-CLIMA, DG-MOVE, DG AGRI, DG INTPA)	Policymakers at EU level	Define scope and challenge. Provide input on solutions
European Environment Agency (EEA)	Policymakers at EU level	Knowledge inputs
Key stakeholder organisations related to water, energy, food and ecosystems, such	Policymakers	Define scope and challenge. Provide input on solutions, selection

		depending on scope finally chosen
The European Centre for medium-range Weather Forecasts (ECMWF)	Scientific community	Share results
Nexus Project Cluster	Scientific community	Exchange on good practice, avoid overlaps
Eurostat	EU body	Data collection and gaps
Jucar Basin Case Study		
Jucar River Basin Agency	Water administration	Receive inputs, share results
Government of the Valencian Region	Regional administration	Receive inputs, share results
University of Valencia	Academia	Receive inputs, share results
Iberdrola	Energy Company	Receive inputs, share results
Ecologistas en Acción	Environmental NGO	Receive inputs, share results
Plataforma por un nuevo modelo energético	Environmental NGO	Receive inputs, share results
Acequia Real del Júcar / USUJ	Irrigators' associations	Receive inputs, share results
Global Omnium	Local water company	Receive inputs, share results
Danube Case Study		
Interreg	EU funding programme	Esp. The Danube programme.
Environmental ministries and agencies in riparian countries	Government bodies	Share results; invite to webinars and events
ICPDR- International Commission for the Protection of the Danube River	Intergovernmental Basin Organisation	Receive inputs, share results
Danube Commission	Intergovernmental Organisation for navigation	Receive inputs, share results
International Sava River Basin Commission (ISRBC)	Intergovernmental Organistaion	Receive inputs, share results

EU Strategy for Danube Region	EU Funded Regional Programme	Share project results and knowledge products; invite to events
Global Water Partnership Central and Eastern Europe (GWP CEE)	Non-governmental International Organisation	Share project results and knowledge products; invite to events
European Centre for River Restoration (ECRR)	International Organistaion	Share project results and knowledge products; invite to events
Tagus-Segura Case Study		
Tagus River Basin Agency	Water administration	Receive inputs, share results
Segura River Basin Agency	Water administration	Receive inputs, share results
Spanish Observatory for Climate Change (OECC)	National administration	Share project results and knowledge products; invite to events
WWF-Spain	Environmental NGO	Share project results and knowledge products; invite to events
Iberdrola	Energy Company	Receive inputs, share results
Fundación Nueva Cultura del Agua	Environmental NGO	Receive inputs, share results
FERTAJO	Irrigators' association	Receive inputs, share results
Water Observatory Botin Foundation	Local Company	Receive inputs, share results
University of Murcia	Academia	Share project results and knowledge products; invite to events
CEBAS-CSIC	Research	Share project results and knowledge products; invite to events
Lake Como Case Study		

Water Management Authority for Lake Como	Government body	Share results, involve in communication
Environmental and Energy Ministries and Agencies	Government body	Share results, involve in communication
ENEA (Italian National Agency for New Technologies, Energy and Sustainable Economic Development)	Research Institute / Think Tank	Share results, involve in communication
Eni Enrico Mattei Foundation	Research Institute / Think Tank	Share results, involve in communication
Istituto Affari Internazionali (IAI)	Research Institute / Think Tank	Share results, involve in communication
Centro Studi Galileo	Research Institute / Think Tank	Share results, involve in communication
Consorzio di Bonifica dei Laghi	Local water public agency	Receive inputs, share results
Consorzio per la gestione del bacino imbrifero montano del Lario (CGBIM)	Local water authority	Receive inputs, share results
Zambezi Case Study		
DG INTPA	Supranational institution	i.e. Team Europe Initiative on Transboundary Waters
World Bank	Development Bank	Cooperation in International Waters in Africa (CIWA)
SIWI Africa	Environmental NGO	Share results; invite to webinars and events
WEF Nexus in Africa	Network of different initiatives	Share results; invite to webinars and events
The African Climate Foundation	African think-tank	Share results; invite to webinars and events
Water Institute of southern Africa (WISA)	African institute on water, Financial body	Share results; invite to webinars and events
Southern African Development Community (SADC), esp. Centre for Renewable Energy and Energy Efficiency (SACREEE); Disaster Risk Unit, Climate Service Centre	Supranational organisation	Share project results and knowledge products; invite to events

Regional Electricity Regulators Association of Southern Africa (RERA)	Regional organisation of energy regulators	Receive inputs, share results
Southern African Power Pool (SAPP)	Regional organisation focused on energy	Receive inputs, share results
Global Water Partnership South Africa	Environmental NGO	Share project results, have exchange, for example on content overlaps
African Collaborative Centre for Earth Systems Science	Regional Scientific Network	Share project results, have exchange
Zambia University, University of Zimbabwe	Academia	Share project results, have exchange
Environmental ministries and agencies, such as Zimbabwe National Water Authority	Government body	Share project results, have exchange
Energy authorities, such as HCB Hydropower, Cahora Bassa	Government body / private	Receive inputs, share results
Senegal Basin Case Study		
DG INTPA	Government	i.e. Team Europe Initiative on Transboundary Waters
World Bank	Development Bank	e.g. Cooperation in International Waters in Africa (CIWA)
OMVS	Organization for the Senegal river basin management	Receive inputs, share results
IFS	NGOs network working in the valley	Receive inputs, share results
West African Power Pool	International organisation for energy	Share project results and knowledge products; invite to events
Flood-based livelihoods network (NL)	Environmental NGO	Based in NL and working on same subjects in others African watersheds

Table 7: Stakeholders list