

DELIVERABLE 6.6

Demonstration sites communication plans – updated version

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Disclaimer

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Project description

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Abbreviations

AT	Austria
CZ	Czech Republic
D	Deliverable
DE	Germany
EU	European Union
FRR	Front-Running Regions
IT	Italy
KPI	Key Performance Indicator
M	Month
NBS	NBS
NGO	Non-Governmental Organisation
RO	Romania
SK	Slovakia
WP	Work Package

Executive Summary

The “Demonstration sites communication plans – updated version” - D6.6 is a development of “Demonstration sites communication plans – first version” - D6.5 and it presents the status at M24 of local strategies for communicating the LAND4CLIMATE project and in particular local project activities, and engaging stakeholders in the implementation of Nature-Based Solutions (NBS). Specifically, the report takes into account the experiences and the lesson learned gathered so far, as well as further needs and actions planned until the end of the project.

Under the coordination of the Communication and Dissemination Lead (DEN), the six Front-Running Regions (FRRs) - Country of Euskirchen (DE), Lafnitz River catchment (AT), Nature Reserve of Bohemian Switzerland and City of Krasna Lipa (CZ), Lower Po Delta (IT), Upper Timis River (RO), and Ronava River (SK) - revised and updated the plans, according to their planned communications activities. These updates are included in a box at the end of each plan, summarising Objectives/Targets Achieved So Far; Planned Activities for the End of the Project (M24 Onwards), Reflections and Lessons Learned.

Keywords:

Communication, Dissemination, Engagement

1. Introduction

The LAND4CLIMATE communication activities operate on two distinct levels: the general project level (refer to "Communication and Dissemination Strategy" - D6.1, and "Communication and Dissemination Strategy – 1st update version" - D6.2) and the level of the Front-Runner Regions (FRRs) as demonstration sites (refer to "Demonstration Site Communication Plans" - D6.5). The implementation of local communication actions allowed the FRRs to engage with local communities and stakeholders, informing them about the project and the implementation of Nature-Based Solutions (NBS) in their areas, as well as encouraging participation in specific initiatives organised.

This interaction was facilitated through the development of tailored iterative communication plans, as outlined in the "Demonstration Site Communication Plans" - D6.5.

This document is a further elaboration of D6.5 to improve the communication and engagement activities after the first 24 months of the project for the FRRs: Country of Euskirchen (DE), Lafnitz River catchment (AT), Nature Reserve of Bohemian Switzerland and City of Krasna Lipa (CZ), Lower Po Delta (IT), Upper Timis River (RO), and Ronava River (SK). In particular, at the end of each plan, the respective FRR partners outline the objective and targets that have been achieved so far, present the planned activities aimed at highlighting the promotion of the key outcomes, and make some reflections on sustaining the outcomes of the project and future initiatives after the end of the project. The plans aim to support the FRRs in improving their local communication activities, and have been developed with the support and coordination of the Communication and Dissemination LAND4CLIMATE Lead (DEN).

2. Methodology and coordination of the development of the LAND4CLIMATE Demonstration Sites Communication Plans

The FRRs communication plans were developed in a co-design process between the LAND4CLIMATE Communication and Dissemination lead team, the six FRRs - Country of Euskirchen (DE), Lafnitz River catchment (AT), Nature Reserve of Bohemian Switzerland and City of Krasna Lipa (CZ), Lower Po Delta (IT), Upper Timis River (RO), and Ronava River (SK) - and their academic partners. As such, online workshops were organised to collaboratively explore the FRRs planned engagement actions, as well as the communication actions needed to support this engagement and to reach out to the local target groups.

After the meetings, the six FRRs were provided with a template (Annex 1) for drafting the Communication Plan ("Demonstration sites communication plans" – D6.5). This template enabled each FRR to outline the strategies and actions they aimed to implement for disseminating information, engaging their communities and stakeholders, and ensuring clear and consistent communication throughout the project. When drafting this document FRRs were asked to include enough detail to make the plan useful and relevant but not to go overboard and make it too long.

Although the document's overall structure is the same for each FRR, the content is adapted to the overarching goal and specific objectives of each region and each region is in charge of the implementation of the planned activities.

At M24, the local communication plans have been updated, with a particular focus on the next steps and actions to be taken starting from September 2024 until the end of the project. These updates also reflect upon the experiences gained and the KPIs achieved so far.

2.1 Supporting materials and guidance

Pre-designed templates for social media, PowerPoint presentations, documents, as well as posters, banners, brochures, etc. have been and are realised for supporting the implementation of local communication and engagement activities in the FRRs, following a commonly defined identity for the project. Moreover, an online meeting once a month for support in communication and engagement activities is provided if needed.

FRRs are presented in the local language as well as in English on the LAND4CLIMATE project website, and these single pages could work as a repository of information concerning the project for each FRR.

3. Demonstration Sites Communication Plans

Each FRR was given these report headings and guidance. The Communication Plans below follow this structure.

Objectives – What do you want to achieve by communicating?

- *Clearly define and list short-term and long-term objectives.*
- *Ensure they are specific, measurable, achievable, relevant, and time-bound (SMART).*
- *Consider including objectives related to raising awareness, audience engagement, behavioral change, etc.*

Target Audience – Who do you want to reach with the communication?

- *Identify the primary and secondary target audience segments.*
- *Consider demographics, psychographics, communication preferences, and any other relevant information.*
- *Try creating audience personas to better understand their needs and preferences.*
- *Try to be as specific as possible. List the specific names of the organisation or local planning department, for example, don't simply say farmers, but local farmers owning/managing land in the specific areas of xy.*

Key Messages – What information should be provided?

- *Articulate the key messages to be communicated.*
- *Ensure messages are aligned with the objectives and resonate with the target audience.*
- *Highlight the unique value proposition of the LAND4CLIMATE project in the region.*

Communication Channels and Tactics – Which channels work best for you to communicate with your audience and to achieve your objectives?

- *Provide an overview of existing communication channels and their effectiveness.*
- *Explore potential new channels that may better reach the target audience.*
- *Consider the suitability of each channel based on audience preferences and behaviour.*

Resources and Responsibilities – Who is responsible for creating and delivering the communications?

- *Define roles and responsibilities for each aspect of the communication plan.*
- *Specify the resources allocated for communication activities, including personnel, tools, and possibly budget.*

- *Try to be as specific as possible here too by giving the role of the person in charge for delivering different activities.*

Measurement and Evaluation – How will you evaluate your communication to ensure it has the desired effect?

- *Identify key performance indicators (KPIs) and metrics for evaluating the success of the communication actions.*
- *Establish methods for collecting data and analyzing results.*
- *Include provisions for making adjustments based on evaluation findings.*

Timeline – When are your communication activities taking place?

- *Develop a timeline outlining when each communication activity will take place.*
- *Include key milestones and tasks involved in the implementation process.*
- *Ensure tasks are assigned to responsible team members and deadlines are clearly defined.*

At the level of the demonstration sites, the communication plans will mainly be implemented in the local language. Therefore, the key messages are presented both in the local language and in English.

3.1 County of Euskirchen (DE)

3.1.1 Objectives

Objective 0: To raise awareness and understanding of NBS, highlighting their benefits for environmental sustainability, climate change adaptation, biodiversity conservation, social well-being and community resilience.

Objective 1: Increase awareness of the implementation of our NBS among the people of the county of Euskirchen.

Objective 2: Actively involve a significant number of stakeholders from different groups (local citizens, farmers, residents of a housing company, private businesses).

Objective 3: Inform our citizens about the progress and the outputs of the project.

3.1.2 Target Audience

Primary Audience

Local Farmers from the county of Euskirchen. They are a diverse group with regard to size of land, age, medium-income and crops grown. Hence, it is impossible to depict an audience persona that is representative of this group. The only common characteristic seems to be that a majority is hesitant, if not reluctant, to introduce new or more sustainable farming methods. Moreover, there seems to be a widely felt feeling of resentment and distrust against state regulations and state interference in agricultural affairs. The fact that their resentment is, in particular, directed at EU institutions does not make our work any easier. Thus, it is imperative that we try to communicate on a personal level with them and that we build up a personal and trusting relationship.

Secondary Audience

Residents of the two housing companies. Most of them have a so-called migration background consisting of a broad range of ethnicities and nationalities. Nevertheless, a basic knowledge of German can be assumed. They are also very diverse in terms of age groups and household type: pensioners, young families, middle-aged singles and couples etc. Consequently, we need to communicate in a simple way and provide information, participation and engagement offers, which have a low threshold of effort to participate.

The citizens of Euskirchen. This is the general group consisting of people living in the county of Euskirchen.

3.1.3 Key Messages

Planting reed grass not only creates environmental benefits but also creates economic opportunities. In fact, planting reed grass and the opportunity for farmers to sell it to local businesses as a renewable raw material will contribute to establishing a circular economy. The fact that planting reed grass is also economically viable is the greatest asset to make it a sustainable NBS.

EN: *“Be part of a green and local economy with renewable raw materials and thriving businesses. Join us in planting reed grass. A small idea with a huge impact.”*

DE: *“Seien Sie Teil einer grünen und lokalen Wirtschaft mit erneuerbaren Rohstoffen und florierenden Unternehmen. Machen Sie mit bei der Anpflanzung von Schilfgras. Eine kleine Idee mit großer Wirkung.”*

Planting urban forests and climate parks mitigates climate risks such as heat islands and flash flood events along with promoting biodiversity. Moreover, urban forests and climate parks foster greater

awareness for climate risks among residents, because of their inclusion in the planting and care taking activities. At the same time, they foster social interaction within neighbourhoods and thereby strengthen social cohesion. Beyond that, they promote physical and mental well-being and improve the quality of life of the residents in general, since they protect against heat islands with their shade and air moisture, and reduce air and noise emissions.

EN: *“A tiny forest cools the city and creates tiny islands of shelter for plants and animals in the midst of concrete and dust. A seed of life in a hostile environment.”*

DE: *“Ein winziger Wald kühlt die Stadt und schafft winzige Inseln des Schutzes für Pflanzen und Tiere inmitten von Beton und Staub. Ein Samen des Lebens in einer lebensfeindlichen Umgebung.”*

The offer to plant native, climate-robust plants on private land if the area has previously been unsealed by the landowner creates an incentive for unsealing. This counteracts climate risks such as heat islands and flash floods. These NBS are, therefore, an important building block in our climate adaptation strategy, in general and in our natural flood management specifically.

EN: *“Make room for nature and let the soil do its work. Away with the gravel garden and welcome birds and bees.”*

DE: *“Schaffen Sie Platz für die Natur und lassen Sie den Boden seine Arbeit tun. Weg mit dem Schottergarten und willkommen Vögel und Bienen.”*

The County of Euskirchen has created an overall sustainability strategy that orchestrates all of our different topics and activities with regard to reducing greenhouse emission, strengthening vulnerable groups and social cohesion, along with climate impact adaptation. The promotion of NBS via LAND4CLIMATE is part of our climate impact adaptation efforts within our sustainability strategy and climate change adaptation strategy.

EN: *“Learn more about our sustainability strategy and how you can get involved.”*

DE: *“Lernen Sie mehr über unsere Nachhaltigkeitsstrategie und wie Sie mitmachen können.”*

3.1.4 Communication Channels and Tactics

The [LAND4CLIMATE sub website on the Country website](#) is used to share all the relevant information on the NBS implementation and LAND4CLIMATE.

Social Media channels are used for posting on events and activities. [Facebook](#), [LinkedIn](#) and [Instagram](#) are established channels that most citizens are already familiar with. Posts with photos and video will be done to raise public awareness on NBS implementation.

Local newspapers – such as www.koelnerstadtanzeiger.de and www.koelnerrundschau.de cover events and the distribution of the survey.

Press Offices/Websites of Euskirchen’s 11 municipalities – e.g. Municipal website of Hellenthal Social Media Channels target a younger audience whereas newspapers and radio stations, generally, target an older audience and municipal website and press officer of Mechernich helped cover events and with the distribution of the survey.

Local Radio Stations – e.g. www.radioeuskirchen.de – for supporting the dissemination of the survey.

Newsletter about climate adaptation measures, providing information on our NBS and our sustainability strategy implementation.

In-person event with farmers, such as keynote speakers, workshops, group discussions, to promote and discuss NBS ideas.

Direct personal contact with farmers via the Chamber of Agriculture by email or letter Information letter, personal contact.

3.1.5 Resources and Responsibilities

The LAND4CLIMATE County of Euskirchen team is responsible for:

- Overall communication plan and coordination with partners along with our press and communication department.
- Creating engaging content, and interactions with the local media.
- Events, liaising with local organizations, and sister projects.
- County of Euskirchen press and communication department can carry out all press related activities.

3.1.6 Measurement and Evaluation

Tool	KPI	Expected Results
LinkedIn post (image, video, etc.)	Number of views	150
Stakeholder event	Number of participating farmers Feedback from participants/interest to implement NBS measures on their properties	30 >5
Survey	Number of participants	300
Press coverage of survey	Article in local newspaper and on websites of communities	At least 2 in total
Newsletter planned at M12 and M48	Number of subscribers	Needs to be discussed
Stakeholder event: two information events for residents (M11)	The majority of residents takes part	90
Stakeholder event: planting event of climate parks and urban forests (M13 - 14)	The majority of residents takes part including children from a kindergarten	120 >3 journalists from different local newspapers, ideally television as well
Final survey (M40)	Number of participants	300

3.1.7 Timeline

M1 – Announcement of LAND4CLIMATE kick-off event (done)

- Communicating - with the assistance of press and communication department - the participation in LAND4CLIMATE and introducing the project itself to colleagues, partners, local administrations, and to the public.

- Explaining what it wants to achieve and why we chose to take part in this project.
- Start using Communication Tools: social media channels and website as well as conferences, video calls, along with word-of-mouth recommendations of meetings and events.

M2 – M4 Development of the overall communication strategy (done)

- Defining communication goals and relevant stakeholders.
- Choosing appropriate communication tools and coordinating them with our press and communication department.
- Preparing templates for different communication formats and agreeing upon a standardized terminology that can be understood by a broader public to communicate our NBS measures.
- Allocate and reconcile responsibilities for different communication activities.

M3 – M4 Preparation of LAND4CLIMATE Websites (done)

- Writing content for the LAND4CLIMATE website.
- Editing and reconciling content with our press & communication department and with our deputy chief administrative officer.
- Creating a LAND4CLIMATE page on our County of Euskirchen website.
- Editing and reconciling content of our child page with our press department and our deputy Chief Administrative Officer.
- Assigning department responsible for our website to create a Land4Climate child page with our contents.

M5 – M7 Organisation of event with farmers (done)

- Discussing the goals and purpose of the event.
- Drafting the agenda, including an interactive workshop to discuss potential NBS in agriculture.
- Requesting keynote speakers.
- Finding a suitable location.
- Organizing the catering.
- Harmonizing the agenda with the keynote speakers.
- Preparing the presentations and information materials.
- Drafting and reconciling the save the date email and the invitations to the farmers.
- Sending out a save the date and the invitations with the agenda.
- Sending personal invitation to key players.
- Preparing the reporting documentation of the event.

M8 – M9 Creation of survey on climate adaptation measures (ongoing)

The survey asks our citizens questions on the topic of climate change and climate change adaptation. The answers will help us better understand, which NBS are needed and which NBS measures are most popular among our citizens. Moreover, the results will be incorporated into the implementation of our climate change adaptation strategy.

In this survey, we asked our citizens: 1) How are you personally affected by climate change and the increased number of hot days in the summer months? 2) How do you get information about climate change? 3) What specific climate change adaptation measures would you like to see?

Here are the actions that have already been implemented for the survey collection.

- Drafting the survey and seeking advice and lessons learnt from other communities who already have carried out a survey on climate adaptation measures.
- Editing and reconciling content with our press and communication department and with our deputy Chief Administrative Officer.
- Requesting input from other departments on which other important issues should be addressed in the survey.
- Coordinating and liaising with our press and communication department a press campaign to promote the highest possible level of participation.
- Coordinating and liaising with our press and communication department to select appropriate communication tools.
- Coordinating and liaising with our administrative counter parts from other communities to coordinate the press campaign.
- Tendering an offer to a graphic designer to create a poster and a digital ad to promote the survey.
- Awarding a contract to a graphic designer, writing the content and choosing the design for the poster and for the digital ads.
- Answering feedback and questions from participants of the survey.
- Publicising the results of our survey in liaison with our press and communication department on our social media channels and on our website.

M9 – Organisation of interview with a farmer for a local television broadcast. Arranging contacts and setting up appropriate locations for the interview. (Upcoming)

M11 – Preparation of stakeholder events. Two information events for residents will be organised between August and September 2024.

M12 – M48 Planning of creation of newsletter (quarterly).

M24 – Preparation of the update version of Communication plan.

M40 – Creation of the final survey.

Updates at M24

Objectives/Targets Achieved So Far

All outlined objectives and targets have been achieved, and additional communication actions were carried out such as several television (both state and national TV) and radio reports, and several press conferences as well as a whole host of additional networking events along with additional posts on social networks that were not originally part of our communication strategy.

In term of numbers, more than 10 Social Media posts on NBS press conferences, opening events, planting of Miscanthus, etc. have been posted exceeding the expected results (150 views); 8 events have been organised gathering an excellent number of participants. Specifically:

- one event about agriculture in times of climate adaption, introducing suitable NBS (45 participants); two information events for residents (in total 59 participants);

- a periodic online-meeting with climate adaption managers from all communities within our county (35 participants);
- a conference/networking event on water retention in agriculture and forests (56 participants);
- a meeting with paper industry and the University of Bonn to promote Miscanthus as a renewable resource (6 participants); and
- two opening events for our first implemented NBS, the tiny Forest and the climate parks (in total about 110 participants). Additionally, more than 700 participants answered the survey on climate adaptation measures.

The usage of ads to advertise for the participation in unsealing partnership for newspapers and radio helped increasing the number of applications by 50% from 15 to 30. This topic has clearly been a sensitive one: another request for a television broadcast on WDR about gravel gardens have been received. Vulnerable groups have also been reached out to via email, including the creation of fact sheets to offer them an overview of the implementation of suitable NBS, such as shadow trees, tiny forests, earth bunds, water infiltration swales, biodiversity parks, hedges and water retention areas.

Planned Activities for the End of the Project (M24 Onwards)

Activities to inform on the status and achieved milestones of implementing our NBS will be continuously carried out via: print, TV, radio, social media, our newsletter, networks, and stakeholder events. Moreover, radio and television ads will be used to promote our “unsealing partnership”.

Reflections and Lessons Learned

Promoting NBS is challenging. Despite extensive efforts to raise awareness - through social media, national and regional TV, newspapers, websites, events, advertisements, and radio - we achieved only modest results. Many people still have not heard of NBS or our activities. Communicating about NBS takes time and persistence to make an impact. However, we truly did everything we could and would have not done anything differently considering the time and the budget available.

3.2 Lafnitz River Catchment (AT)

3.2.1 Objectives

Objective 0: To raise awareness and understanding of NBS , highlighting their benefits for environmental sustainability, climate change adaptation, biodiversity conservation, social well-being and community resilience.

Objective 1: Inform relevant organisations, municipalities and local decision makers about the project to enable them to be multipliers (enhancing the credibility of the project among the primary target group. E.g. local mayors are particularly important to promote the project within their networks) within 2024 during workshops and press releases.

Objective 2: Encourage participation from private landowners and land managers¹ to support and implement NBS integration within 2024 and 2025.

Objective 3: Raise awareness, educate stakeholders about the multi-benefits of the implementation of NBS, and land use changes to enhance climate resilience.

3.2.2 Target Audience

Primary Audience

Landowners and farmers who are willing to discuss the benefits and opportunities of participating in the project. They need to know about LAND4CLIMATE's initiatives, how they can participate in the activities, and the benefits to their community. Focus lies on landowners and farmers within the risk hotspot areas. This audience group is characterized by an age between 30 and 60, mainly male dominated, who are occupied as full-time or part-time farmers. Economically their income level can be described as average with a property ownership of 20 to 50 hectares. Furthermore, there is a plurality of mindsets and motivations within the target group. The communication activities are guided by the viewpoints identified by Braitto et al. 2020.

Subsidies and financial incentives for NBS play a major role for adaptation as well as the embeddedness and the backing of their network and their institutional context (esp. Chamber of Agriculture/Landwirtschaftskammer). The target group trusts information from local agricultural advisors, seminars and workshops with an agricultural background and other successful landowner testimonials. Decision-making is based on detailed information and case studies showing successful implementations and clear economic impacts before making decisions.

Secondary Audience

- Policy Makers (local level, mayors of the municipalities).
- Agricultural Organisations and Initiatives (Chamber of Agriculture/Landwirtschaftskammer)
- Humus+, myhumus (Kompetenzzentrum für Acker, Humus und Erosionsschutz).
- Local Communities (community members in the pilot region).
- Scientific Institutions (research that supports and amplifies the message).
- Environmental Organizations/NGOs (local NGOs that are embedded within the communities and can use their network for more outreach, esp. Weideverein Lafnitztal, Biolage, Naturschutzbund).

¹ In the remainder of the text, we use 'landowners' as an inclusive term for land owners and other people whose land management decisions and actions influence natural water retention.

3.2.3 Key Messages – What information should be provided?

EN: “Adaptation to climate change by implementing NBS is key!”

AT: “Anpassung an den Klimawandel durch naturbasierte Lösungen ist der Schlüssel!”

EN: “The main advantages from a community perspective are flood risk reduction, biodiversity enhancement, groundwater level increase, microclimate improvement and increasing climate resilience. If Nature-Based Solutions are well adjusted to the needs of landowners and land managers they can also offer economic opportunities through the reduction of erosion and irrigation, diversification of products and optimisation of subsidies.”

AT: “Die wichtigsten gesellschaftlichen Vorteile von naturbasierten Lösungen sind die Verringerung des Hochwasserrisikos, die Verbesserung der biologischen Vielfalt, die Erhöhung des Grundwasserspiegels, die Verbesserung des Mikroklimas und die Stärkung der Klimaresilienz. Wenn naturbasierte Lösungen gut an die Bedürfnisse der Landbesitzer und -bewirtschafter angepasst sind, können sie auch wirtschaftliche Chancen bieten, indem sie die Erosion und den Bedarf für Bewässerung verringern, die landwirtschaftlichen Erzeugnisse diversifizieren und den Nutzen der Subventionen optimieren.”

3.2.4 Communication Channels and Tactics

The following communication tactics should be used within the project to reach out to the primary target group. Ongoing media work as press releases are considered as “business-as-usual” and will not be described in detail.

Direct and Personalized Communication

Personalized Invitations and Farm Visits. Get in direct contact by providing individual visits for interested farmers and landowners. These contacts should be based on an information pack (and will also be handed out in print) that includes detailed information on the project and case studies, NBS options for different backgrounds/topographies, and calculations of changes in cash flows, income, subsidies and compensations.

Local Community Engagement Program

Landowner Roundtable Discussions. Roundtable events in local community centres should give landowners the opportunity to discuss challenges and opportunities with NBS. These events will feature guest speakers who are already successfully implementing such solutions.

Farm Walks. Organize guided tours on properties that have successfully integrated NBS. This peer-to-peer learning opportunity allows landowners to see practical results and discuss the processes with fellow landowners.

Social Media. Create private Facebook or LinkedIn group specifically for landowners in the project area. This group can serve as a space for sharing experiences, advice, and updates on the project, moderated by experts and show the progress of ongoing transformations. Another approach is using synergies with existing channels by establishing connections with such groups (like MyHumus “Praktikerforum”, a WhatsApp-Group for the self-support for farmers in humus management).

3.2.5 Resources and Responsibilities

Communications Manager. Oversees strategy, content creation, and distribution for the information of stakeholders and the organization of workshops; interaction with local media; connect with local organizations. Communication Manager is involved in:

- Landowners' Roundtable Discussions.

- Social Media Group.

Content Creator. Creates content for engagement activities like workshops or bilateral meetings, working with an illustrator on specific graphical content for communication. Content Creator is involved in:

- Personalized Invitations.
- Social Media Groups.

Agricultural Consultants: Provide expertise during farm visits and self-organized workshops, tailor NBS proposals to individual needs of landowners and farmers based on the principles of co-creation. Agricultural Consultants are involved in:

- Personalized Invitations and Farm Visits.
- Landowners' Roundtable Discussions.
- Farm Walks Social Media Group.

3.2.6 Measurement and Evaluation

Tool	KPI	Expected Results
Adoption Rate of NBS <i>Data collection method:</i> Survey following personalized invitations and farm visits	Number of landowners implementing NBS following engagement activities Area (in hectares) with implemented NBS as a result of the project's outreach Response rates to personalized communication/exchange	50 landowners 70 ha transformed area >15% response rate
Engagement during workshop <i>Data collection method:</i> Documentation of workshops and participants	Number of attendees at workshops and roundtable discussions	200 participants
Engagement during workshop <i>Data collection method:</i> Documentation of workshops and participants	Participation in farm visits	50 participants
Ongoing review and quality of communication and participation	Regular Review Meetings: Hold quarter-yearly meetings with the communications team and to review KPIs and discuss necessary adjustments to reach the three main objectives	6 meetings

Ongoing review and quality of communication and participation	Pilot Testing: Before rolling out the main instruments and the used materials, conduct pilot tests to test the effectiveness of approaches in smaller settings	5 test cases
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3.2.7 Timeline

M1 – Presentation of the project at a local conference (Lafnitztagung) to the secondary audience (done).

Responsible: Communications Manager.

M3 – M4 Preparation of LAND4CLIMATE Website for FRR Lafnitz (done).

Responsible: Content Creator.

M5 – M11 Clarification and definition of possible approaches, communication strategy and required communication material.

Responsible: Content Creator.

M9 – Finalize and approve the communication strategy within the team during partner meeting (done).

Responsible: Communications Manager.

M6 – M13 Organise a workshop with local stakeholders with roundtable discussions to network with other initiatives, organisations and local public authorities.

Responsible: Communications Manager.

M1 – M13 Design and production of informational packets and materials for Farm Visits.

Responsible: Content Creator.

M13 – M48 - Personalized Invitations, Farm Visits and Farm Walks fostering the co-creation of NBS.

Responsible: Agricultural Consultants.

M16 – Launch of the social media group for the sharing of experiences and knowledge exchange.

Responsible: Agricultural Consultants and Communications Manager.

M16 – Assessment of activities during 2024 and **Definition of the work program** for 2025

Responsible: Communications Manager.

M24 – Update version of Communication plan.

Updates at M24

Objectives/Targets Achieved So Far

All the defined objectives have been achieved with the following activities carried out.

- **In Styria.**

In total, 10 information events were held for farmers and municipalities between January and April 2025, reaching around 140 people. The events were organized jointly with the municipalities. The invitations were distributed via digital channels of a local NGO, as well as via the municipalities and the Styrian Chamber of Agriculture. Furthermore, posters in municipal offices were used to draw attention to the project and its objectives. A folder about LAND4CLIMATE and a catalogue of measures “*Nature-Based Solutions for Agriculture*” is supporting the public relation work. Currently around 60 interested parties are thinking about implementing structural NBS on their

private property. In addition, area-based measures with intercrops and undersowing are going to be implemented between July and October 2025 on an area of 400 ha, of which approx. 20 ha are sown with drones.

- **In Burgenland.**

On behalf of the province of Burgenland (BGLD), the Chamber of Agriculture organised 3 information events for interested landowners in the municipalities of Burgauberg-Neudauberg, Eltendorf and Oberwart. Invitations were sent out via the municipal representatives and the Chamber of Agriculture. In addition, information material about the project and the planned measures was distributed by e-mail to all farmers (280 farms) in the relevant project area via the Burgenland Chamber of Agriculture network. Furthermore, the Chamber of Agriculture organised individual consultations for interested farmers (approx. 15 consultations). Farmers had the opportunity to participate in the project by completing an order form (initially for the measures to be implemented in the spring).

A total of 34 farmers have committed to implementing 'spring measures'. These will be carried out on around 690 hectares of private agricultural land and include soil cultivation methods designed to reduce erosion. In addition, seed has been procured for approximately 129 hectares of private farmland to support crop conversion, the creation of permanent grassland, biodiversity areas and other ecological purposes. These measures are currently being implemented.

To facilitate knowledge transfer among participating and interested farmers and landowners, the first publicly announced field inspection on the topic of "*Erosion-reducing measures with mulch seeding and strip tillage*" took place on 21 May 2025. Invitations were sent out online by the Chamber of Agriculture, and 20 people have taken part.

Further tenders are planned: in mid-2025 (from June 2025), in autumn 2025 and in spring 2026. The result of the tender for the "Interim Measures–2025" is as follows: In BGLD, 31 farmers are participating. Drone sowing will be carried out on just under 100 ha, and seed for undersowing mixtures and intercropping variants will be purchased for 1,000 ha. Implementation is scheduled to begin in July 2025 and is expected to be completed by October 2025.

The only target group that was not reached with the communication actions implemented so far are scientific institutions outside of the project.

Planned Activities for the End of the Project (M24 Onwards)

- M21 – M28: Organization and implementation of excursions and field days; Installation of test and demonstration facilities
Responsible: Agricultural Consultants.
- M35 – M37: Creation of an information flyer about the results of the project
Responsible: Communications Manager.
- M38 – 40: Organise a workshop with (local) stakeholders to promote the key outcomes
Responsible: Communications Manager.

Reflections and Lessons Learned

So far, the implementation of the communications activities provided very good results and several valuable insights that can help with the refinement of ongoing activities but also with the design of future stakeholder engagement.

The main conclusion is that working with local stakeholders as contractors is crucial for establishing trust and achieving outreach. Their involvement as regional advisors fostered credibility and outreach of the project activities. These efforts helped to mobilize landowners and

community actors more effectively than external communication alone. Future projects should continue to prioritize early collaboration with locally rooted partners.

Many landowners (more than expected) expressed openness to implement NBS. Converting interest into action needs clarity regarding funding, legal frameworks and maintenance of measures. Therefore, it is crucial to provide information material and support that covers those topics. Within the project, this was achieved by putting together a catalogue of NBS-measures *“Nature-based Solutions for Agriculture”* - produced for the FRR in German language - that covers funding mechanisms within the project as well as agricultural subsidies (that can be used after the project).

3.3 Nature Reserve of Bohemian Switzerland and City of Krasna Lipa (CZ)

3.3.1 Objectives

Objective 0: Increase awareness and understanding of NBS and highlight their contribution to environmental sustainability, climate change adaptation, biodiversity conservation, social well-being and community resilience through the example of selected research sites.

Objective 1: To introduce the issue of global climate change to local communities through the example of selected research sites.

Objective 2: To present and show examples of good practice of nature-friendly measures realised in revitalizations in National Park and on private land.

Objective 3: To involve local communities in activities that help to reduce the effect of global climate change.

Objective 4: Teaching children about the importance of NBS preventing climate extremes and increasing biodiversity in classrooms of NP administration. Passing on good practice to land owners on NP conference.

3.3.2 Target

Primary Audience

Representatives of the municipality of Krásná Lípa and the whole Ústí nad Labem Region. This group is essential for further dissemination of knowledge about the LAND4CLIMATE project, which creates measures to help reduce global climate change.

Secondary Audience

Inhabitants of these municipalities and school students, their involvement is important for the knowledge of future generations.

3.3.3 Key Messages

The key message we want to give to residents is the opportunity for them to be directly involved in the process of reducing the impact of global climate change. It also includes information on what NBS residents can implement or assist in the creation of, for example, by providing land, etc. We want to offer primary school students relevant information about the current state of global climate change, but also offer them realistic options for reducing this phenomenon, which could also lead to an improvement in their psychological well-being.

At the same time, the implementation of the NBS also brings economic benefits. In particular, water retention in the landscape provides better opportunities for agriculture and reduces irrigation costs. Retaining water in the landscape will also help to fill wells and other water storage facilities in areas where these resources are needed. A water-filled landscape could also bring a reduction in the risk of wildfires, which can be quite devastating to this residential and tourist area. Increasing green infrastructure also leads to more urban settlements.

EN: *"A great opportunity to tackle climate change and build community resilience!"*

CZ: *"Skvělá příležitost zabývat se změnou klimatu a pomocí společného zájmu prohloubit pospolitost komunity."*

EN: *"Awareness is the first step to adapt to the impacts of global climate change."*

CZ: *"Informovanost je prvním krokem k adaptaci na dopady globální změny klimatu."*

EN: *"The selected NBS measure is an example of how to help reduce the impacts of climate change."*

CZ: *"Vybrané opatření NBS je příkladem toho, jak přispět ke snížení dopadů změny klimatu."*

EN: *"The selected NBS measure not only helps to reduce the impacts of global climate change, but also has economic benefits and enhances resident well-being by increasing water in the landscape."*

CZ: *"Zvolené opatření NBS nejenže pomáhá snižovat dopady globální změny klimatu, ale také přispívá ke zlepšení životního prostředí, ale má také ekonomické benefity a zvyšuje blahobyt rezidentů zadržováním vody v krajině."*

3.3.4 Communication Channels and Tactics

We propose several activities for communication with target groups, including a **travelling exhibition**, a **mini-film**, **lectures** or **projects**. The whole topic could be presented at a **conference** of its own, which would include all these activities.

To invite people **social media** and project **website** will be used: such as the [Facebook](#) profile and the [website of the National Park Administration](#).

Some of the information that should reach the residents will be regularly presented in **local periodicals** – e.g. Circular Letter of National Park - as part of a short window. This space should suggest small changes that residents can implement in their own homes or businesses.

School groups could be informed through lectures or a touring film or a freely available version of this film on social media.

3.3.5 Resources and Responsibilities

KLM:

- Newspaper column: a small article in a local periodical dedicated to the project, NBS and common activities that residents can do to reduce global climate change.
- Organisation of excursions to old coal mines in Germany, as an educational and awareness raising activity for the target groups (municipal officials from FRR and RR and private landowners from both regions), to better involve them, to draw attention to best practices in the implementation of NBA and to inspire and spread awareness of successfully applied NBS in the surroundings of our region that we found in the Lusatian LakesCreation of information leaflet about NBS for residents in the FRR.
- Planning of community landscape architect in NBS designs in the city's intra-villa and extra-villa with the involvement of the public.
- Realisation of a mini-film/small-scale educational video.

NP:

- Organisation of a conference with excursion focused on revitalization measures for private owners and self-government.
- Organisation of roving exhibition.
- Publication of paperback with practical examples of revitalization measures.
- Organisation of educative program for school children to be included into ongoing education programs.

UJEP:

- Organisation of beer coasters with NBS themes.

3.3.6 Measurement and Evaluation

Tool	KPI	Expected Results
Newspaper column	As part of normal daily interaction with its citizens and obtaining feedback from them on the plans and running of the town hall (e.g. elections held once every 4 years are an absolute evaluation)	30 posts
Excursion	Based on an evaluation questionnaire after the excursion	30 participants
Leaflet	It will depend on the content of the leaflet (e.g. at the starting point of the project, the priorities to be communicated to the citizens have not yet been determined in detail)	3000 pieces
Community landscape planning	Measured on citizen feedback during the public hearing of the plans	Improvement of quality of the plan
Mini-film	Number of views on the social networks	100 views
Conference with excursion	Conference focused on municipalities and private land owners to share good practice examples and ways how to get there	50 participants
Exhibition	Number of arrangements, number of visitors and contributions in the visitors' book (if it will be indoors). If in the exterior - on the basis of ongoing consultations with citizens and visitors	2000 visitors
Publication	Publication summarizing conference topics about processes needed to revitalize private and communal land	100 publications to distribute at the conference and at the National Park

Educative program for school children	Sharing the importance of water retention, precious water habitats and its protections	50 participants
Beer coasters	An interview with the staff of the restaurant where the beer coasters will be placed	7 respondents

3.3.7 Timeline

M1 – Clarification and possibilities for implementation of individual actions and events.

M2 – M3 Organisation of the content of the calendar.

M13 – M48 Production of contents for newspaper columns.

M17 – M19 Educative program for schoolchildren.

M20 – M26 Organisation of excursion.

M20 – M22 Beer coasters.

M23 – M31 Preparation of Leaflet.

M29 – M43 Realisation of mini-film to be disseminated on social media.

M27 – M48 Organisation of exhibition.

M31 – M35 Community landscape planning.

M32 – M34 Conference with excursion.

M35 – M37 Publication.

M35 – M37 Beer coasters.

Updates at M24

Objectives/Targets Achieved So Far

The Town of Krásná Lípa wrote 4 articles that have been published in newspapers, prepared 8 posts on social networks and 3 posts on websites, while the Bohemian Switzerland National Park created an article about the workshop that had been organised to be shared on the institutional website.

The Town of Krásná Lípa organised 2 workshops with the replication region of Staré Křečany, and 1 educational excursion involving 30 participants. Moreover, on May 21, 2025, a workshop was held in the village of Růžová (Bohemian Switzerland National Park) attended by representatives of municipalities from the Děčín region. The workshop focused on measures for revitalizing the water regime, mitigating environmental ecological burden, addressing the impacts of climate change, and supporting biodiversity. It was led by representatives of the municipality of Růžová, which is a replicating partner of the project. Additionally, experts from academia and staff from the Czech Switzerland National Park Administration participated.

The Town of Krásná Lípa also conducted the first part of the public opinion survey, which aims to verify the attitudes and preferences of the residents of Krásná Lípa before the actual implementation of the revitalization of the stream below the Cimrák pond.

Planned Activities for the End of the Project (M24 Onwards)

- **The Town of Krásná Lípa**

The Town of Krásná Lípa should implement the measure by the end of 2025. Following this some activities will be produced: creation of a film; creation and distribution of an informative leaflet; dissemination of a follow up survey to verify to what extent expectations have been met, how satisfied the residents are with the implementation, but also how attitudes differ before and after the implementation). In the meantime, the production of articles for newsletter, website and social networks will carry on.

- **Bohemian Switzerland National Park Service**

The Bohemian Switzerland National Park will organise 1 roving exhibition and 1 educational program for school children (around 50 children to be involved). In this program, the importance of water retention and its protection will be presented to a group of school students in a form that is adequate to their age and knowledge. This activity should also take place in Q4 2025.

Reflections and Lessons Learned

- **The Town of Krásná Lípa**

The result of the project in terms of basic parameters will not require any special interventions, unless a flood occurs... Maintenance of the stream and care for the surrounding vegetation is a common activity of the municipality, which is regularly carried out by its technical services staff.

Make some reflections on how sustaining the outcomes of the project and which will be future initiatives after the end of the project. Our experience communicating with stakeholders and the replication region about NBS implementation on private land has highlighted both opportunities and challenges. Public awareness of the importance of NBS is generally high, and many residents express strong support for nature-based measures at a conceptual level. However, acceptance can diminish when interventions directly affect private property. This is particularly true for absentee or large-scale landowners who often prioritize short-term financial returns, while smaller, owner-operated farms tend to be more open and willing to implement measures voluntarily.

Clear, consistent communication, backed by transparent information on the long-term benefits of NBS for the whole community, has proven essential in maintaining trust. Personal engagement through site visits, workshops, and tailored discussions helps address concerns and can sometimes overcome initial resistance. At the same time, we have encountered cases of illegal land use (unauthorized fencing, tree planting, or water extraction) that complicate implementation and cause conflicts. These experiences underline the need for early mapping of ownership issues, strong local partnerships, and, where possible, flexible approaches that balance landowner interests with environmental objectives.

- **Bohemian Switzerland National Park Service**

The importance of cooperation between different stakeholders and the great potential in exchanging experience has been proven at the organised workshop. Maintenance and strengthening these connections are crucial for the success of every part of this project. The importance of cooperation between different stakeholders and the great potential in exchanging experience has been proven at the organised workshop. The stakeholders showed great interest in practical examples and actively engaged in the subsequent discussion, asking relevant questions related to the implementation of NBS on their own land. This confirmed that the format used – presenting real-life examples followed by a moderated discussion in a welcoming setting – is an effective way of engaging stakeholders. Although there is always room for improvement, this approach has proven successful in building interest and trust among local actors. The main communication outputs from the event included a final report summarising the workshop outcomes and a publicly available article published on our institution's website. These materials not only document the event, but also serve as tools for informing other stakeholders and

replication regions about the progress and practical aspects of the project. As for replication regions, we are already in contact with those where the implementation of NBS is planned. The workshop report and website article will be shared with them to ensure knowledge transfer and inspire similar activities. Overall, the communication activities implemented so far have proven effective in stimulating stakeholder interest and in creating a foundation for potential future collaboration in implementing NBS. Strengthening and maintaining these relationships will remain a key focus in the upcoming phases of the project.

3.4 Lower Po Delta (IT)

3.4.1 Objectives

Objective 0: To raise awareness and understanding of NBS , highlighting their benefits for environmental sustainability, climate change adaptation, biodiversity conservation, social well-being and community resilience.

Objective 1: The Park intends to present the objectives and the contents of the LAND4CLIMATE project to the various categories of stakeholders that includes local farmers, local communities and business actors involved in the local tourist economy. To achieve this, the goal is to raise local community engagement by updating stakeholders on the progress and results of actions taken at a local level, as well as in other involved Front Running Regions and to share information about project progress. *(This is a long-term objective).*

Objective 2: The final goal is to enhance the knowledge, acceptance, and mainstreaming of the Nature-Based Solution intervention among local stakeholders. These three categories involve several aspects and objectives that are fundamental to our communication purposes:

- Knowledge about: Measures, protocols for climate change adaptation (CCA), ecological systems, and hydro-meteorological risks in the Po-River Park; interests and roles of every involved stakeholder; governance, policy, and procedures for CCA; tools and techniques for ecosystem services evaluation.
- Acceptance of: The effectiveness of the NBS in mitigating coastal erosion, drought and river flooding; costs and co-benefits related to NBS implementation and maintenance. Enhancing acceptance will consider the sense of personal responsibility within the local population, their trust in implementers and the scientific community, and the potential presence of competing societal interests.
- Mainstreaming of the NBS intervention is a long-term objective that consists in the engagement of stakeholders in future actions related to the maintenance or further implementation of NBSs, the willingness to increase investments, and the inclusion of NBSs in planning and policies.

3.4.2 Target Audience

Primary Audience

Private landowners and local citizens near to the intervention of the Lower Po Delta

The involvement of landowners is important because actions aimed at identifying NBS to mitigate the effect of climate change on coastal lands are aimed at them; many of the land behind the dunes is private and used for agriculture and it is threatened by soil salinization. They are well known and used to cooperate with the Park.

Citizens, however, generally benefit indirectly from the planned actions, but are a preferential and fundamental interlocutor for a public body like the Park.

Secondary Audience

Regional Civil Defence Agency Centre of Ravenna and Ferrara, public entities that are responsible of the coast defence activities and of the territory management.

3.4.3 Key Messages

The key take-home messages that the Park wants to provide to the community are:

- Managing activities in the territory in response to these changes is the only viable option, as it makes the population resilient to climate change.
- Identifying, applying, and monitoring NBS is the most likely approach to ensure sustainable territorial administration even during climate change.
- The application of NBS ensures the preservation of territorial resources while maintaining the human activities that take place within it.

Other messages that we would like to spread will include the following content and elements:

- The aim of the project.
- The involved partners and their role.
- The role of the Po Delta Park and its collaboration with the University of Bologna.
- The risks that need to be faced: Climate change is currently happening and everyone at all levels of territorial administration and in all aspects of territorial life must be aware of this.
- What is a Nature-Based Solution and what are the potential beneficial aspects of introducing these solutions in our territory in the context of climate change adaptation strategies.
- Which kinds of NBSs have been identified to face those threats at the local level.

3.4.4 Communication Channels and Tactics

- **Social media platforms** ([Facebook](#) and [Instagram](#)) for engaging with a younger audience – 1 post every 6 weeks.
- **Direct email** for communicating with specific stakeholders – as needed.
- Articles in the [website](#) to update progress in the project development.
- Articles in **local newspapers**: [Il Resto del Carlino – Ferrara](#); [Il Resto del Carlino - Ravenna](#); [La Nuova Ferrara](#); [Il Corriere di Romagna](#).
- Specific meetings in which the private landowner will be directly involved by the Park.
- Two public conferences for citizens.

3.4.5 Resources and Responsibilities

- Responsible for overall communication plan, and coordination with partners.
- Responsible for creating engaging content, and interactions with the local media.
- Two staff members responsible for organizing events, liaises with local organizations, and sister projects.

3.4.6 Measurement and Evaluation

<i>Tool</i>	<i>KPI</i>	<i>Expected Results</i>
Website	Number of pageviews	200 per post
Local newspapers	Articles	10 per year

Social media	Number of views	200 per post
Direct email	Feedback from recipients	20 per email
Meetings/Debates/Conference with the target audience	Stakeholders engaged (private landowners, farmers, citizens) – Specific meetings with private landowners; two conferences for citizens	50 participants

Metrics: quarterly reviews to assess overall effectiveness and to monitor the KPIs, questionnaires to evaluate the knowledge, acceptance, and mainstreaming of NBS intervention within the stakeholders (they will be administered during the events).

3.4.7 Timeline

M1 - Announcement of LAND4CLIMATE kick-off event (done)

- Communicating - with the assistance of SOCIAL MEDIA - the participation in LAND4CLIMATE and introducing the project itself to colleagues, partners, local administrations, and to the public.
- Explaining what it wants to achieve and why we chose to take part in this project.
- Start using Communication Tools: social media channels and website as well as conferences, video calls, along with word-of-mouth recommendations of meetings and events.

M11 - Present the activities of the FRR to students of the NBS summer school organised by UNIBO.

M12 - Develop the overall strategy and a content calendar.

M15 - Organise and promote a community event on NBS: Conference with the target audience.

M21 - First meeting with stakeholders (local authorities, landowners, NGOs)

M24 - Connect with sister project to organise joint events.

M24 - Article in local newspapers is published.

M24 - Update version of Communication plan.

Updates at M24

Objectives/Targets Achieved So Far

In order to raise awareness and understanding of NBS, as well as presenting LAND4CLIMATE and its activities, a webpage dedicated to the project has been created on the institutional website (<https://www.parcodeltapo.it/it/pagina.php?id=153>) achieving 95 pageviews since September 2024, and social media posts have been published exceeding the expected results (10,000 views per 8 Facebook post). Moreover, DELTAPO has a newsletter of more than 1,000 contacts to whom it periodically sends updates on activities, events and interesting facts happening in the park. In terms of traditional media, 3 articles on the local newspaper 'La Nuova Ferrara' have been released talking about the 3 workshops held between November 2024 and April 2025.

A good level of engagement was also achieved, with 101 stakeholders participating in two workshops. One workshop was attended by regional, provincial and local technical authorities and partners from other ongoing NBS implementation projects in which DELTAPO participates. The other workshop was attended by local authorities, citizens, NGOs and local economic

stakeholders. Overall, a good response was recorded to the invitation emails sent for the workshops, and positive comments were collected at the end of these events.

Planned Activities for the End of the Project (M24 Onwards)

In the coming period, DELTAPO will organize the workshops foreseen for the NBS Implementation, i.e. the workshops “*Formal implementation launch*” and “*Reflection of work done and lessons learned*”, scheduled for M25 and M36 respectively. The fifth peer-to-peer learning event will also take place at the Consortium Meeting at the Italian FRR around M38. Any other communication activities related to the project will be done in conjunction with conferences and other events organized by DELTAPO together with other ongoing projects dealing with NBS implementation projects.

Reflections and Lessons Learned

Challenges occur in communicating updates about the implementation of NBS, mainly because the three planned interventions (an artificial dune, planting of *halophilous* vegetation, and riverbank revegetation) are all located within a single private property. This property is used for agricultural, fish farming, and hunting purposes and the owner is reluctant to share information or images of the area publicly. Due to this limitation, DELTAPO plans to reduce the number of articles foreseen in local newspapers to a total of 10 over the entire duration of the project (instead of 10 per year).

A key lesson learned in recent months is that organizing joint events and workshops, featuring not only LAND4CLIMATE and the DELTAPO activities but also other ongoing NBS-related initiatives, proves to be an effective strategy. These events help raise awareness about NBS implementation among institutional and technical bodies, local communities, and stakeholders.

3.5 Upper Timiș River (RO)

3.5.1 Objectives

Objective 0: To raise awareness and understanding of NBS , highlighting their benefits for environmental sustainability, climate change adaptation, biodiversity conservation, social well-being and community resilience.

Objective 1: Informing local communities about the purpose and importance of the LAND4CLIMATE project and its benefits.

Objective 2: Increasing the awareness of the rural population on climate change and its adaptation measures.

Objective 3: Making aware the target audience about the importance of NBS and the possibility of their implementation in their area.

Objective 4: Informing the target audience (stakeholders) about the evolution and results of the project.

Objective 5: Sharing project knowledge and lessons learned with key stakeholders to facilitate informed decision-making in land use planning for multiple benefits.

3.5.2 Target Audience

Primary Audience

Land owners in the flood plain. Owners of ponds and gravel pits, farmers, local/regional authorities: This target group will be encouraged to ask questions to find out benefits for them.

The community of the area (rural environment) will be encouraged to understand the two benefits of the NBS measures: environmental and economic.

Local authorities (Timiș Environment Protection Agency; Caraș-Severin Environment Protection Agency). Promote cooperation / partnerships between scientists and policy makers in this region.

Secondary Audience

Universities and NGOs. Promote general interest and create awareness of project.

3.5.3 Key Messages

EN: “LAND4CLIMATE promotes how NBS improve the environment for the population in the project area”.

RO: “LAND4CLIMATE promovează modul în care soluțiile bazate pe natură (SBN) îmbunătățesc mediul pentru populația din zona proiectului”,

EN: “NBS reduces the amplitude and risk of floods, increasing the adaptation capacity of ecosystems to climate change”.

RO: “Soluțiile bazate pe natură reduc amplitudinea și riscul inundațiilor, crescând capacitatea de adaptare a ecosistemelor la schimbările climatice”.

EN: “Increasing the lateral connectivity of the Timiș River leads to increased biodiversity”.

RO: “Creșterea conectivității laterale a râului Timiș duce la creșterea biodiversității”.

EN: “The creation of new wetlands at the Timiș River will lead to increased aquifer recharge, which will increase the availability of groundwater in adjacent communities and beyond”.

RO: “Crearea de noi zone umede la râul Timiș va duce la creșterea reîncărcării acviferelor, ceea ce va crește disponibilitatea apei subterane în comunitățile adiacente și nu numai”.

3.5.4 Communication Channels and Tactics

Website. [LAND4CLIMATE Webpage for Romania](#) and www.banat.rowater.ro are used to publish informative material.

Social Media. E.g. Facebook – Apele Romane Banat are used when appropriate. For example, project video will be shared on social media.

Regional/Local Radio.

Meetings/debates with the target audience at the headquarters of the local authorities.

Press release to disseminate information, 1-3 per year or whenever needed.

3.5.5 Resources and Responsibilities

In order to implement the communication activities within the demonstration site, there is an internal Communication Manager responsible for:

- Local Communication Plan.
- Creating content for posts.
- Interaction with regional media.
- Liaison with stakeholders.
- Organizing meetings/debates in the rural community.

3.5.6 Measurement and Evaluation

<i>Tool</i>	<i>KPI</i>	<i>Expected Results</i>
Website	Numbers of visitors	~100
Social media	Number of likes, comments, distributions	30 likes per post, ~50 views per individual post
Regional/Local Radio	Number of news /shows	1-2 per year
Meetings/debates with the target audience	Number of participants	1-2 per year
Press Releases	Number of articles published in online media	1-3 per year
Video (share on social media)	Number of likes, comments, distributions	1-2 per year

3.5.7 Timeline

M1 (done) - Participation in the kick-off event in Dortmund, in particular in sessions on communication.

M2 – M5 (done) Administrative process of staff recruitment and selection for the project's administrative team and the project's technical team, including the communication team.

M6 – M10 (done) Preparation of Communication strategy.

M11 – Starting the implementation of the Communication strategy.

- M11** – (done) Launch of the first press release - (project information).
- M11 – M14** News posts on the website and social media.
- M15** – Monitoring and analysis of the results of communication actions.
- M19 – M20** First meeting with stakeholders (local authorities, landowners, NGOs).
- M19** – Press release – (project stage).
- M23 – M26** News posts on the website and Social media.
- M22 – M23** Press release – (project stage).
- M24 – M25** Second meeting with stakeholders.
- M24 – M25** Press release – (project stage).
- M22 – M27** Monitoring and analysis of the results of communication action.
- M24** – Update version of Communication plan.
- M31 – M32** Press release – (project stage).
- M34** – Third meeting with stakeholders.
- M34 – M35** Press release – (project stage).
- M31 – M38** News posts on the website and Social Media.
- M37 – M38** Press release – (project stage).
- M34 – M39** Monitoring and analysis of the results of communication actions.
- M43 – M44** Press release – (project stage).
- M43 – M48** News posts on the website and Social Media.
- M47 – M48** Press release - (end of the project).
- M48** – Monitoring and analysis of the results of communication actions.

Ongoing:

- Preparation of materials for social media: 2-3 days before the participation to meetings.
- Regional/Local Radio, Meetings/debates: 2-3 days before the activities.
- Analysis of results and revision of Communication actions: In every November and June of each year of project implementation (2024, 2025, 2026, and 2027).

Updates at M24

Objectives/Targets Achieved So Far

Through posts on the project's Facebook page, press release, and updates published on the BWBA website, as well as the press articles generated by these communication channels and circulated online at both regional and national levels, the communication objectives 0, 1, 2, and 3 have been successfully achieved. The targeted audiences, including landowners in the floodplain area, the local community, and local administrative units, have been effectively informed and engaged. Objectives 4 and 5, which focus on disseminating information after the project's completion, will be addressed during the post-implementation phase.

Planned Activities for the End of the Project (M24 Onwards)

M23–M26 Press release – project progress

M23–M27 Monitoring/analysis of communication activities

M23-M27 Creation of comparative visual materials at key implementation milestones (photo/video before – after)

M24–M27 Social Media news posts

M26–M34 Participation in various events to promote environmental education, NBS , and to raise public awareness on natural disaster resilience.

M31–M33 Press release – project progress

M31–M39 Creation of comparative visual materials at key implementation milestones (photo/video before – after)

M31–M39 Social Media news posts

M34–M39 Monitoring/analysis of communication activities

M35–M34 Guided field visits

M37–M39 Press release – project progress

M38–M45 Participation in various events to promote environmental education, NBS , and to raise public awareness on natural disaster resilience.

M43–M48 Social Media news posts

M43–M47 Creation of comparative visual materials at key implementation milestones (photo/video before – after)

M44–M46 Guided field visits

M45–M47 Press release – project closure

M45–M47 Project closing press conference

M48 Monitoring/analysis of communication activities

Reflections and Lessons Learned

During the two years of the Land4Climate project, communication with stakeholders was a key element and the experience gained highlighted both strengths and needs for adjustment.

Early and consistent communication worked well, helping to build a trusting relationship with stakeholders and private land owners. Flexible and locally adapted formats (presentations, face-to-face meetings, digital channels) were used, facilitating direct engagement with private land owners and local authorities. In some cases, initial messages were perceived as too technical or ambiguous, so we realized that a constant simplification and contextualization of communication is needed. After the official completion of the project, the results and lessons learned can be supported by future initiatives, such as:

- Replication: expanding these NBS to other vulnerable areas, with exchange of experience and know-how transfer between the pilot region's team and the replication regions' community. It is important to provide know-how transfer from the pilot region, as well as information materials and support for the implementation of this knowledge.
- A network of practice creation: involvement of interested environmental NGOs that can support collective learning and scaling up nature-based solutions in land management. NGOs can play a central role in disseminating good practices, adapting to different regional contexts and, in time, even influencing policies. The network will function as a living framework for collaboration and mutual support.
- Monitoring of ecological impact: within the internships of students from universities specializing in biodiversity, this could be an important topic. They could use the specialized equipment of the universities, benefiting from the support of specialists from the project team and capitalizing on their increased interest in NBS. This creates a practical learning framework for students and ensures applied and efficient monitoring.

3.6 Roňava River Basin in Slovakia (SK)

3.6.1 Objectives

Objective 0: To raise awareness and understanding of NBS , highlighting their benefits for environmental sustainability, climate change adaptation, biodiversity conservation, social well-being and community resilience. (M 1-48)

Objective 1: Increase awareness of LAND4CLIMATE among local communities in Ronava River catchment (M1-11), and encourage knowledge of the region about benefits of long-term use of NBS.

Objective 2: Increase community engagement in climate action initiatives (M3-M14).

Objective 3: Raise awareness of NBS through direct implementation by stakeholders (volunteering and workshop), (M10-M26).

Objective 4: Inform our audience about the progress and the outputs of the project (M10-M26).

Objective 5: Inform local landowners about the benefits of NBS (M3-M42).

3.6.2 Target Audience

Primary Audience

Local farmers, forest managers, land owners, active citizens. They should learn about the direct and indirect, economic and environmental benefits of implementing NBS on their land. They must understand that by mismanaging the country, they are contributing to ongoing climate change and the degradation of the country.

Secondary Audience

Environmental civil organizations, watercourse managers, and representatives of local governments. They need to understand the significance of LAND4CLIMATE's work, and how it aligns with local policy goals. Moreover, they can also support and amplify the message. They must find out that by changing local policies and certain regulations, they can make a positive contribution to reduce the impacts of the ongoing climate change and that they have a responsibility for the proper management of the country.

3.6.3 Key Messages

EN: *“Each of us is responsible for the state of the country we live in and for extreme weather changes that negatively affect us all.”*

SK: *“Každý z nás je zodpovedný za stav krajiny, v ktorej žijeme a za extrémne zmeny počasia, ktoré nás všetkých negatívne ovplyvňujú”.*

EN: *“NBS bring not only environmental benefits but also economic opportunities. In fact, the implementation of NBS projects promotes income generation and the sustainable economic development of the region.”*

SK: *“Príroda blízke opatrenia prinášajú nielen environmentálne výhody, ale aj ekonomické príležitosti. Realizácia projektov NBS totiž podporuje tvorbu príjmov a trvalo udržateľný ekonomický rozvoj regiónu.”*

EN: *“NBS fosters greater interaction and acceptance among local populations. LAND4CLIMATE will also highlight how NBS positively affects communities, enhancing quality of life, and promoting social cohesion.”*

SK: "Prírode blízke opatrenia podporujú väčšiu interakciu a akceptáciu medzi miestnym obyvateľstvom. LAND4CLIMATE tiež poukáže na to, ako NBS pozitívne ovplyvňuje komunity, zvyšuje kvalitu života a podporuje sociálnu súdržnosť."

EN: "NBS make communities more resilient to climate change and natural disasters. Green infrastructure such as urban green spaces, green roofs and natural flood management systems not only mitigate risks, but also reduce vulnerability and increase adaptive capacity."

SK: "Prírode blízke opatrenia zvyšujú odolnosť komunit voči klimatickým zmenám a prírodným katastrofám. Zelená infraštruktúra, ako sú mestské zelené plochy, zelené strechy a prirodzené systémy protipovodňového manažmentu, nielenže zmierňujú riziká, ale tiež znižujú zraniteľnosť a zvyšujú adaptačnú kapacitu."

For Landowners

EN: "NBS can make your land more resilient to floods and droughts. Join the Land4 Climate project and find out how these measures can protect your property."

SK: "Prírode blízke opatrenia môžu urobiť vašu pôdu odolnejšou voči povodniám a suchám. Zapojte sa do projektu Land4 Climate a zistíte, ako môžu tieto opatrenia ochrániť váš majetok."

EN: "The Ronava Basin deserves effective solutions to the problems caused by droughts and frequent flooding."

SK: "Povodie Roňava si zaslúži efektívne riešenia problémov spôsobených suchom a častými záplavami."

For Local Municipalities

EN: "The LAND4CLIMATE project offers sustainable solutions that can improve your communities' resilience to climate change. Work with us to implement the NBS."

SK: "Projekt LAND4CLIMATE ponúka udržateľné riešenia, ktoré môžu zlepšiť odolnosť vašich komunit voči klimatickým zmenám. Spolupracujte s nami na implementácii NBS (Prírode blízke opatrenia)."

For the General Public

EN: "Natural solutions are the key to adapting to climate change. Support under the LAND4CLIMATE project will contribute to a safer and more resilient environment."

SK: "Prírodné riešenia sú kľúčom k prispôsobeniu sa klimatickým zmenám. Podpora v rámci projektu LAND4CLIMATE prispeje k bezpečnejšiemu a odolnejšiemu prostrediu."

EN: "The LAND4CLIMATE project brings solutions that will directly impact the quality of life in our community. NBS help us create a healthier and safer environment for all."

SK: "Projekt LAND4CLIMATE prináša riešenia, ktoré priamo ovplyvnia kvalitu života v našej komunite. Prírode blízke opatrenia nám pomáhajú vytvárať zdravšie a bezpečnejšie prostredie pre všetkých."

For Local Government Support

EN: "The LAND4CLIMATE project provides local governments with the tools and knowledge needed for NBS implementation on private and public land."

SK: "Projekt LAND4CLIMATE poskytuje samosprávam nástroje a znalosti potrebné na implementáciu NBS na súkromných a verejných pozemkoch."

EN: "Collaboration with local governments is key to the success of the project. Thanks to you, we can better plan and implement measures that will benefit the whole community."

SK: "Pre úspech projektu je kľúčová spolupráca so samosprávami. Vďaka vám môžeme lepšie plánovať a realizovať opatrenia, ktoré budú prínosom pre celú komunitu."

Strategic Relevance and Long-Term Planning

EN: "NBS are not only effective in solving current problems, but are also strategic for long-term planning and development of the region."

SK: "NBS sú nielen efektívne pri riešení aktuálnych problémov, ale aj strategické pre dlhodobé plánovanie a rozvoj regiónu."

EN: "By investing in NBS, we can achieve sustainable development that will benefit all generations."

SK: "Investíciou do prírody blízkyh opatrení môžeme dosiahnuť udržateľný rozvoj, ktorý bude prínosom pre všetky generácie."

3.6.4 Communication Channels and Tactics

Social Media Platforms are used for engaging with a younger audience, publishing one post every two months.

- Facebook: [Michal Kravčík](#), [Agentúra na podporu regionálneho rozvoja Košice, n.o., obnovujeme.sk](#), [spojuje sa pre vodu](#), [People and Water \(PaW\)](#), [Tvoríme nové Slovensko](#), [My sme alternative](#).
- LinkedIn: [Michal Kravčík](#), [Agency for the Support of Regional Development Košice //ASRD](#).
- Instagram: [ARR Košice](#).

Direct emails are used for communicating with specific stakeholders. At least 4 times a year email communication with each stakeholder.

Joint events will be organised once a year, with local environmental organizations for capitalising on resources and sharing knowledge.

Press releases and articles in local newspapers. At least one article per year is produced.

Final Conference, Press Conference (M42). All interested parties will be invited to the final conference, as well as mayors and citizens of municipalities where NBS will be implemented. At the final conference, the idea and purpose of the project, the procedures for implementing the project and the results will be presented. Landowners will share their experience with the implementation of NBS on their land.

3.6.5 Resources and Responsibilities

Chief communications officer (ARR). Responsible for overall communication plan, and coordination with partners.

Public relations officer (PaW). Responsible for creating engaging content, and interacts with the local media.

Chief communications officer and public relations officer. Responsible for organizing events, liaises with local organizations, and sister projects.

3.6.6 Measurement and Evaluation

Tool	KPI	Expected Results
Email, meetings	Number of landowners reached: how many landowners were reached through communication channels	> 10
Events: Public presentation of selected locations Workshop Conference with public presentations on the result of NBS Final Conference	Number of participants at events (i.e. how many people attended organised workshops and meetings)	> 120
Events	Feedback from participants: Number of positive and negative responses received through questionnaires or post-event surveys Number of new contacts or partnerships	> 10 20
Articles in newspapers	Number of articles published: How many articles were published in local newspapers	> 3
Social Media	Number of posts published: how many posts on social media Social media engagement rate: Number of likes, shares, comments and reach of posts on platforms such as Facebook, X and Instagram	> 25 > 100
Website	Number of visits to the website: How many people visited the project website, and how long they stayed	15 per month, 3 min
Brochure	Number of municipalities that will receive the brochure electronically	100

3.6.7 Timeline

M1 – Start communication on LAND4CLIMATE (done)

- Start using communication Tools: social media channels and website as well as conferences, video calls, along with word-of-mouth recommendations of meetings and events.

M2 – M3 Development of the overall communication strategy (done)

- Defining communication goals and relevant stakeholders.
- Allocating and reconciling responsibilities for different communication activities.

M3 – M4 Preparation of LAND4CLIMATE Websites (done)

- Helping with writing content for the LAND4CLIMATE website.

M4 – M6 Organisation of event with farmers (done)

- Discussing the goals and purpose of the event.
- Drafting the agenda, including an interactive workshop to discuss potential NBS in agriculture.
- Requesting keynote speakers.
- Finding a suitable location.
- Organizing the catering.
- Harmonizing the agenda with the keynote speakers.
- Preparing the presentations and information materials.
- Drafting and reconciling the save the date email and the invitations to the farmers.
- Sending out a save the date and the invitations with the agenda.
- Sending personal invitation to key players.
- Preparing the reporting documentation of the event.

M5 - M11 Public presentations at open forums: presentation of the results of processed plans to a wide interested public and obtaining feedback, creation of a press release.

M3 - M14 – Organisation of individual consultations and communication with stakeholders on NBS planning and concretization.

- Communication with interested parties with the selection of suitable locations for the implementation of NBS with the processing of plans in selected specific locations in the Roňava river basin.
- Organisation of a public presentation of selected locations with public open opposition of the proposed solutions, press conference (Minimum 20 participants).

M10 - M26 Communication actions regarding the NBS implementation and monitoring at specific locations monitoring and regular provision of outputs from NBS implementation to the media and publication on social networks.

- Organisation of a workshop on restoration of the damaged landscape with practical implementation (Minimum 10 participants).
- Organisation of a conference with public presentation on the results of NBS implementation (Minimum 30 participants).

M20 - M35 Dissemination of experiences and lessons learnt to other partners in the Roňava basin and the Košice region including to replicating regions.

- Creation of a brochure with recommendations for public policies shared electronically with at least 100 municipalities.

M42 – Organisation of a final conference with an expected of minimum 60 participants.

Updates at M24

Objectives/Targets Achieved So Far

The objectives outlined in the plan have been pursued after M24 through various communication and dissemination channels. The progress achieved so far includes the following:

- **Emails and Meetings:** Continuous coordination and knowledge exchange have taken place through regular emails and meetings
- **Workshops and Public Events:** Workshops were organized during the activity “Evidence-base for climate-resilient NBS” - WP1 to engage key stakeholders. During May and June 2025 workshops with members of the water councils of the Kosice region as stakeholders and replicators of the LAND4CLIMATE project, took place.
- **Social Media Activity:** Social media platforms have been actively used to share updates, news, and results, supporting the outreach objectives of informing and increasing awareness, in particular among younger audience.
- **Website Engagement:** On the project website had been published 4 articles.

Planned Activities for the End of the Project (M24 Onwards)

- **Interim Comms.**

Regular coordination meetings and email updates among partners will continue on a monthly or bi-monthly basis to maintain alignment with the communication strategy and to support the effective dissemination of project progress and results locally.

- **Events**

M24 - M48 –Dissemination activities will be carried out, including workshops with stakeholders, replication partners, and the general public.

M24 - M26 – Stakeholder workshop focused on best practices in NBS implementation and the presentation of interim project results.

M30 - M35 – International workshop / conference aimed at presenting interim results, sharing experiences from NBS implementation, and fostering multi-stakeholder engagement. This will address project partners, municipalities, landowners, researchers, and EU-level stakeholders.

M36 - Opening event of implemented NBS to showcase the completed NBS to the public, stakeholders, and media. The event will include guided site tours, presentations, and interviews with landowners and project team members.

M43 - M47 – Final international conference to consolidate project results, discussing long-term sustainability, exploring policy uptake, and presenting outcomes at the European level. Activities will include keynote speeches, panel discussions, and the dissemination of final results.

- **Surveys and Questionnaires**

M36 - M45 – A survey with landowners, stakeholders and public will be conducted

- **Articles and Media Outputs**

M24 - M26 – Article on local or national environmental platforms highlighting the implementation of NBS and reporting early project outcomes.

M36 - Media coverage of the NBS opening event, featuring interviews with landowners, local mayors, and project representatives to raise public awareness and visibility.

M24 - M45 – Online publications of at least 5–6 articles on the ARR "LAND4CLIMATE" webpage

M45 - Feature Article in Regional Newspaper summarizing overall project achievements, sharing stories from involved landowners, and showcasing the results of the implemented measures.

- **Online and Social Media Presence**

Regular content shared on social media (monthly basis), including photos, stories, key milestones, video snippets, and event promotions to maintain engagement and visibility, and website updates to the project website featuring progress reports, event summaries, and downloadable materials.

Production of short videos or reels after events to be shared across platforms such as YouTube, Facebook, and Instagram.

- **Printed & Digital Materials**

M40 - M45 Creation of a project brochure to distributed at conferences and events; as well as downloadable on the FRR website page. The document will feature implemented NBS, partner stories, and contact information for replication.

Reflections and Lessons Learned

Over the past two years, several key lessons emerged from both implementation and continuous dialogue with stakeholders:

- **Co-Creation Builds Ownership:** Early and ongoing engagement of local stakeholders ensured relevance, stronger commitment, and smoother implementation of NBS. A bottom-up approach—particularly with private landowners—proved essential for long-term success.
- **Tailoring is Essential:** Adapting NBS to the specific socio-environmental and economic context was a prerequisite for effectiveness. Flexibility in design and planning helped accommodate diverse needs and constraints.
- **Monitoring Drives Credibility:** Stakeholders emphasized the importance of data on NBS effectiveness. Establishing monitoring systems not only supports internal learning but also builds credibility with policymakers and replication partners.
- **Policy-Practice Gap Remains:** Bridging national policies and local needs remains challenging. The project highlighted opportunities for aligning implementation practices with policy development, especially in the areas of permitting and financing.
- **Communication: Room for Improvement and Lessons Learned:** Stakeholder meetings revealed several gaps in communication and outreach:
 - There is a **strong demand for expert-led technical workshops** showcasing real-life NBS examples (e.g., windbreaks, dry retention basins, dead-arm revitalization).
 - Stakeholders requested **model project documentation** and **methodological materials** that could serve as templates for municipalities and replication regions.
 - **Communication on legislative processes** needs simplification. A "legislative compass" was proposed to map out permitting and implementation steps.
 - Participants called for better **data sharing**—especially around water retention, maintenance, and environmental impacts.

These insights showed that while the project made significant strides, more structured, clear, and proactive communication mechanisms are needed to support NBS uptake and replication.

Actions Taken and Planned: Communication and Replication

To address these needs and improve outreach to replication regions, we have initiated or plan to implement the following actions:

- **Development of replicable communication materials:** Including infographics, brief case studies, and project summaries in local languages.
- **Peer-learning formats:** Organizing joint online or hybrid events with replication regions, where practitioners can exchange experiences directly with original pilot actors.
- **Dissemination of a "Replication Starter Pack":** A practical bundle of model documentation, permitting checklists, and funding tips tailored to local government needs.
- **Replicant-specific newsletter or updates:** Sharing progress, monitoring data, and lessons learned on a regular basis.
- **Mapping synergies with ongoing projects** in replication areas to co-host communication events or thematic exchanges (e.g., around agriculture, water management, or forestry).

Future Initiatives After the Project Ends

- **Replication and Maintenance:** Partners plan to seek new funding to support replication of successful NBS models and ensure their long-term maintenance.
- **Policy Uptake:** Local authorities in some regions are considering integrating NBS into formal development and spatial planning documents (it is long bureaucratic process).
- **Community of Practice:** A peer-learning network or community of practice is being considered to sustain exchange and learning beyond the project lifecycle.
- **Legacy and Upscaling:** Lessons, methods, and tools developed during the project will inform future EU-funded initiatives and contribute to regional and national green infrastructure strategies.

Conclusions

This document presents the updated version of the local communication plans of the LAND4CLIMATE FRRs as demonstration sites. It aimed to outline the improvements based on experiences and lessons learned of each FRR and defines new actions planned for the next months of the project, to further promote the perspective of the importance of NBS implementation in the context of climate change mitigation and adaptation.

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Annex 1 - Template Demonstration sites Communication Plan

This document is to be used as a template for your Communication Plan (D6.5 – Demonstration sites communication plans). Remember that the scope of the Communication Plan is to effectively outline the strategies and actions that your region will implement to disseminate information, engage stakeholders, and ensure clear and consistent communication of your activities throughout the duration of the project. When drafting this document please think carefully about who you are communicating to about your project, the target audiences of the communication activities might be different to stakeholders you plan to engage with to help you deliver your project.

All text in italics should be deleted before submission. The bullet points are there for guidance as to what should be included in that subsection, while the example text are illustrative examples of the type of things you should include in your plan. These plans do not have to be too long but they need to have enough details that if for whatever reason you are no longer involved in the project your successor can come along and continue from where you left off.

Objectives – What do you want to achieve by communicating?

- *Clearly define and list short-term and long-term objectives,*
- *Ensure they are specific, measurable, achievable, relevant, and time-bound (SMART)*
- *Consider including objectives related to raising awareness, audience engagement, behavioral change, etc.*

EXAMPLE:

Objective 1: Increase awareness of LAND4CLIMATE among local communities within the next XY months.

Objective 2: Increase community engagement in climate action initiatives over the next XY years.

Objective 3: Inform our audience about the progress and the outputs of the project

Target Audience – Who do you want to reach with the communication?

- *Identify the primary and secondary target audience segments*
- *Consider demographics, psychographics, communication preferences, and any other relevant information*
- *Try creating audience personas to better understand their needs and preferences*
- *Try to be as specific as possible. List the specific names of the organisation or local planning department, for example, don't simply say farmers, but local farmers owning/managing land in the specific areas of xy*

EXAMPLE:

Primary Audience: Farmers aged XY, with an interest in sustainable living and environmental conservation. They need to know about LAND4CLIMATE's initiatives, how they can participate in the activities, and the benefits to their community.

Secondary Audience: Local government officials and policymakers, aged 30-60, interested in climate change and NBS strategies. They need to understand the significance of LAND4CLIMATE's work and how it aligns with local policy goals. Moreover, they can also support and amplify the message.

Key Messages – What information should be provided?

- *Articulate the key messages to be communicated.*
- *Ensure messages are aligned with the objectives and resonate with the target audience.*

- *Highlight the unique value proposition of LAND4CLIMATE project in the region.*

EXAMPLE:

NBS bring not only environmental benefits but also economic opportunities. In fact, the implementation of NBS projects promotes income generation and sustainable economic development of the region.

NBS fosters greater interaction and acceptance among local populations. LAND4CLIMATE will also highlight how NBS positively affects communities, enhancing quality of life, and promoting social cohesion.

NBS make communities more resilient to climate change and natural disasters. Green infrastructure such as urban green spaces, green roofs and natural flood management systems not only mitigate risks, but also reduce vulnerability and increase adaptive capacity.

Communication Channels and Tactics – Which channels work best for you to communicate with your audience and to achieve your objectives?

- *Provide an overview of existing communication channels and their effectiveness.*
- *Explore potential new channels that may better reach the target audience.*
- *Consider the suitability of each channel based on audience preferences and behaviour.*

EXAMPLE:

Social media platforms for engaging with a younger audience – 1 post every 2 weeks

Community newsletters for reaching local residents – 1 per year

Direct email for communicating with specific stakeholders – each time

Local radio stations for broader awareness – at specific milestones

Joint events with local environmental organizations for capitalising on resources and sharing knowledge – 1 per year

Resources and Responsibilities – Who is responsible for creating and delivering the communications?

- *Define roles and responsibilities for each aspect of the communication plan.*
- *Specify the resources allocated for communication activities, including personnel, tools, and eventually budget.*
- *Try to be as specific as possible here too by giving the role of the person in charge for delivering different activities.*

EXAMPLE:

XY: Responsible for overall communication plan, and coordination with partners.

XY: Responsible for creating engaging content, and interacts with the local media.

XY: Responsible for organizing events, liaises with local organisations and sister projects.

Measurement and Evaluation – How will you evaluate your communication to ensure it has the desired effect?

- *Identify key performance indicators (KPIs) and metrics for evaluating the success of the communication actions.*
- *Establish methods for collecting data and analyzing results.*
- *Include provisions for making adjustments based on evaluation findings.*

EXAMPLE:

KPIs: 10 likes, 3 comments per social media posts; 30 participants to events; 100 pageviews on website; 3 articles in local newspapers.

Metrics: Monthly reports tracking KPI against set targets; quarterly reviews to assess overall effectiveness.

Timeline and Implementation Plan – When are your communication activities taking place?

- *Develop a timeline outlining when each communication activity will take place.*
- *Include key milestones and tasks involved in the implementation process.*
- *Ensure tasks are assigned to responsible team members and deadlines are clearly defined.*

EXAMPLE:

Month 1: Develop the overall strategy and a content calendar.

Month 2-3: Organize and promote community event on NBS.

Month 4-6: Connect with sister project to organize joint events.

Month

Ongoing: Regularly monitor and adjust communication efforts based on performance metrics.



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