KADI

Communications, Dissemination and Exploitation Strategy

Deliverable 6.1.

kadi-project.eu

KADI

PROJECT NUMBER	OFFICIAL NAME	EXTERNAL COMMUNICATIONS NAME
HORIZON-INFRA-2021-DEV-01-02	KADI Knowledge and climate services from an African observation and Data research Infrastructure	KADI
DUE DATE OF DELIVERABLE	**REFERENCE WP AND TASK**	**BENEFICIARY IN CHARGE**
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Executive Summary

This Communications, dissemination and exploitation strategy version 1 includes all planned and existing communication and dissemination activities in the KADI (Knowledge and Climate Services from an African and Observation Data Research Infrastructure) project. This strategy was developed within work package (WP) 6 entitled 'Coordination, Communication, Dissemination and Exploitation'. The role of the communications is to support the research in KADI and also lay a good foundation for dissemination and exploitation of the results.

This document is a plan for the communication and dissemination of the project results and how the key messages will reach the widest possible audience. The document relates to deliverable 6.1 in the KADI project. The overall purpose of this document is to outline the scope, vision and means of the KADI's communication and dissemination to its target audiences. It also outlines the means to achieve this especially within the constraints of the differences in contexts and modes of communication. It is worth mentioning that the current version is a living document which will be continuously updated during the project based on information and feedback from the project partners and other stakeholders.

KADI will use the existing communications tools, practices and networks (including those of the African partners, ICOS RI and the European Environmental Research Infrastructure community) to reach the audiences and also develop new means specifically adapted to the needs of this project and its stakeholders. The strategy will outline the objectives and the planned actions for the: scientific community to take and use the research infrastructure; users of the climate services and; stakeholders at national and international level to provide resources for the observational capacity.

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CONTENTS

Introduction

Knowledge and climate services from an African observation and Data research Infrastructure (KADI) aims to provide concepts for developing the best available science and science-based services in Africa. These are needed to sharpen a common action on climate change as outlined in the Paris Agreement and the UN Sustainable Development Goals (SDGs), in particular SDG 13, to enable urgent action to combat climate change and its impacts. The KADI Coordination and Support Action is a Horizon Europe project to advance the foundations for a pan-African research infrastructure for atmospheric and climate services. KADI is coordinated by ICOS and builds - inter alia - on the results of an earlier project, SEACRIFOG. The project KADI aims at improving the knowledge base on climate change in Africa and developing the tools to address the negative impacts of climate change. This objective will be achieved by a consortium of partners from Africa and Europe as well as diverse experiences, backgrounds and viewpoints. The aim is to provide a comprehensive concept and pave the way for its implementation. This way, the envisaged infrastructure can support the important societal role of climate research.

Current Earth System Models and the measurement principles have been mainly developed on the basis of data collected in extra-tropical regions. A clear need exists to adjust both for specific properties of African environment. The carbon cycle in African cities and coasts is especially not well understood. The importance of this is growing with the urbanisation of the continent. SEACRIFOG developed documents and concepts for a research infrastructure in Africa. Next steps need to be taken towards implementation, and to also include observations of additional short-lived atmospheric species. The recurring issues in stakeholder meetings were data availability, accessibility, and accuracy. The SEACRIFOG consortium developed a blueprint for an African environmental research infrastructure that could provide the foundation for establishing standardised environmental observations across the continent. This is a necessary step towards achieving national, regional and global objectives with respect to development within the constraints of a worldwide climate crisis. The blueprint is feasible and implementation of it would be a substantial advance over the current situation.

Project objectives

The KADI project will conceptualise climate change observation in an inter-disciplinary African-European cooperation. The specific objectives of the project are:

- A comprehensive design for a pan-African climate observation system developed on the basis of climate services as guiding design principle. This shall be rooted in a comprehensive documentation of past and existing observing capability, contrasted with scientifically justified requirements to identify the gaps, as facilitated by the WMO WIGOS OSCAR tool and the SEACRIFOG collaborative tool.

- A broad information exchange network as basis for a successful and sustainable cooperation that connects infrastructure operators, scientists, data and knowledge users, a community of practice in climate services, agencies and funding bodies. This will be achieved by a dense networking and knowledge exchange approach connecting to all important players on the global (e.g., UNFCCC, WMO, GCOS, UNESCO-IOP, GEO, GGGW), continental (AU/EU, AfriGEO), national (e.g., national weather services, governmental agencies) and local level (universities, local authorities).

- A solid strategy for the implementation and operation of the climate observation system in close connection with future actors and users. Our ambition is to provide more than a simple design study but rather a comprehensive concept that will be ready to apply as soon as resources become available. Key players to carry the research infrastructure will be identified. Moreover, the project aims to delve deeply into the political sphere in search of sustainable funding.

Communications objectives

This Communications, Dissemination and Exploitation plan outlines the scope and goals of KADI outreach and communication. It defines the key objectives, identifies target audiences, elaborates on the tools and channels that best suit the needs of these communities, and defines the approximate key messages, timelines, and responsibilities for the planned actions. Besides the strategic part describing the main target groups and how to reach them (see page 7), the document also provides an action plan (see page 13) and outlines Key Performance Indicators (KPIs) (page 15) to assess the impact and success of the strategy and planned actions. The visual guidelines for the project are presented as an attachment to the plan.

The communications and dissemination of KADI have the following objectives:

- Support the realisation of the overall goals of the KADI project;

- Increase the awareness of KADI and the proposed pan-African RI, and the activities, outcomes and relevance across a range of target groups and stakeholders;

- Engage with stakeholders to ensure the services and solutions developed by KADI continue to be relevant and applicable;

- Provide the project partners with tools and information for their dissemination and communication activities

Equality, diversity and inclusivity

The communications activities will also support the project team in creating opportunities to enhance the plurality of differences, ideas and the gender dimension in the project participant communities.

The Communications, Dissemination and Exploitation strategy promotes equality, diversity and inclusivity by:

- ensuring the use of appropriate language and vocabulary

- avoiding stereotypes in the visual material, for example in videos, photos and illustrations

- ensuring a portrayal and storytelling that is promoting equality, diversity and inclusivity in all channels and materials

- ensuring accessibility particularly in online communications for all user groups

Target groups and key messages

Overview

Different target audiences have varying characteristics and needs. To be effective, it is important to know precisely whom we need to address, and develop tailored messages for each group. For this reason, a communications strategy workshop was held in April 2023. The following groups of stakeholders were identified as the target audiences for the KADI dissemination and communication activities:

- KADI partners

- Scientific community

- Policy makers and funders

- Society and knowledge users

The target groups and key messages will be specified during the project as needed.

KADI partners

KADI project partners are an important internal stakeholder group for the project. This group includes all the KADI partner organisations, in total 16 organisations. The internal communication of the project is paramount and will be supported through regular internal meetings and coordination. Importantly, communication across the different WPs is guaranteed by many of the partners participating in multiple tasks and WPs, for example WP1 and WP5.

KADI dissemination activities will exploit the project partners' existing networks. Due to limited resources for communications specific tasks, all partners are requested to participate in dissemination activities, for example, by making presentations at conferences and seminars, publishing articles in scientific journals, using local communication channels, e.g., organisational websites or social media channels, to promote the project and its outcomes. WP6 supports this by providing ready materials such as templates and ready social media posts for the partners. Partners are also strongly encouraged to propose new dissemination activities and highlight potential opportunities to promote the KADI project.

Scientific community

KADI will build on the results of the earlier design study 'Supporting EU-African Cooperation on Research Infrastructures for Food Security and Greenhouse Gas Observations' (SEACRIFOG) and will go beyond it by broadening the general scope and improving the approach through the strong link between climate services, science and observations. The networks and connections that were established during SEACRIFOG will be an important basis for further developing institutional and personal networks.

KADI will support the pan-African integration as well as the integration of the envisaged research infrastructure into global observation systems. A guiding example for this ambition is the integration of the ESFRI Landmark research infrastructures IAGOS and ICOS as contributing networks to Global Atmosphere Watch. A similar contribution by the envisaged pan-African climate observation RI is an ultimate goal of the project.

The global scientific community is an important audience, since project aims at developing capabilities for better observation of the African greenhouse gas exchanges and the carbon cycle as well as air quality. To be successful in this goal, the both the African and European and even global scientific communities need to be aware of the project, and support its aim.

Policy makers and funders

Furthermore, KADI aims to provide information to support the strategic dialogue between African Union and European Union on climate action in general and more specifically on research infrastructures supporting climate data, climate science and climate services. To be able to establish and operate an infrastructure carrying out continuous, long-term observations, stable and continuous funding is critically important. Thus, policy-makers and funders are an important audience to promote the project. The policy cooperation will support the financial aspects of the envisaged RI.

Knowledge users and society

In many ways all KADI project participants and developers are also the end-users of the data and services that will be the outcomes of this project – that is the benefit of co-designing the research infrastructure with its broad spectrum of climate services and observations. Our proposed approach is more circular and places the definition of societal requirements (in this case: climate services) at the very beginning of a (co-)designing process. Using scientific analysis, the societal requirements are translated into observational requirements

that define the observational infrastructure. This co-design ensures that the impact is within the area of control of the RI and the generated data are adequately feeding the scientific activities that finally create the expected impact for the society.

Additionally, a pan-African research infrastructure will have positive impact on the society beyond the partner organisations and the national institutes they represent. Many African countries are hampered by a lack of access to context-relevant climate information which should be ideally provided by science-driven observations in dedicated research infrastructures that can rely on national institutional monitoring activities and infrastructures. KADI and the strong connection with and guidance by required climate services will bring solutions through observations that are fine-tuned to societal challenges. By boosting the scientific and technical capacities within the community to provide the necessary services, KADI will form future scientific observational system approaches and with that strengthen the capacity of RIs to provide societal impact.

Key messages

The key messages will be used in a varied way for each target group and more detailed key messages can be developed for specific target groups if needed. The key messages will be regularly evaluated based on their effectiveness and can be further developed if needed.

The key messages are designed to arouse the interest of the targeted audience or stakeholder and to meet the goals for the communications objectives. Overall, the key messages will ease and support the dissemination and outreach of the KADI project's key plans, achievements, activities and content. Below the key messages from KADI project are listed with their main target groups.

Message	Target Groups
1. An African GHG observation system can inform climate change mitigation, adaptation and economic development decisions.	• National, regional and international organisations in and out of Africa focusing on Africa-related climate action and policies. • Scientific community
2. Africa, whose agriculture and food security and air quality are vulnerable to global warming, changing precipitation patterns needs data, human and institutional capacity development and systemic governance for mitigation and adaptation. Openly available and replicable data and research results will increase the potential to solve the effects of climate change in Africa.	• Policy makers and funders • Civil society in Africa • Scientific community
3. The societal benefits of a comprehensive environmental observation system spanning the African continent would outweigh the investments of building and maintaining it. A functional RI requires the development of both human and technical capacities, in terms of skilled scientific and	• Policy makers and funding organizations in Africa and beyond. • Development cooperation organisations • Civil society and communities • Universities

	technical personnel as well as state-of-the-art data centres, calibration laboratories, and efficient local instrument support.	• Regional and Continental Organisations
4.	Considerable investment is needed to lift the existing observations to the desired coverage and enable African scientists to generate the knowledge their societies need to mitigate and adapt to climate change.	• Policy makers and funders in Africa and beyond. • Development cooperation organisations
5.	There are currently no continental policies and supporting agreements in place to guide African states in developing a joint continental observational strategy and to regulate data exchange, data hosting and tax-free movement of equipment.	• Policy makers and Funders • Researchers
6.	The limited observation network in and around Africa means that it is one of the weakest links in understanding the global carbon cycle. To better understand the spatial and temporal dimensions of the global carbon cycle for prediction and management of future atmospheric CO_2 concentrations, the need for continent-wide observations that support both bottom-up and top-down methods of estimating carbon sources and sinks is of primary importance.	• Scientific Community • Policy makers • Funding organizations
7.	Africa exhibits among the highest aerosol atmospheric loads in the word that are expected to evolve with the economic development of African countries, but also due to climate and land-use change. The scarcity of surface observations prevents any evaluation of these aerosols and air quality, as well as the possibility to establish relevant strategies of reduction of the emissions.	• Scientific Community • Policy makers • Funding organizations

Channels and Tools

How to reach the audience

All target audiences have different needs and they are mainly interested in different issues. This is why the methods used for dissemination and communication by the KADI project will depend on the target audience

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being addressed. The appropriate tools and channels will be selected for each dissemination activity individually depending on the information being conveyed, the target audiences and their perceived capabilities. To support the KADI dissemination and communications activities, the project has created a visual project identity. This identity includes a logo, colours and fonts and a standard template for example for documents and presentations. The identity is to be used in any communications material of the project. The role of the identity is to build a KADI brand that is easily recognised.

Events and organizing side-events in connection with key policy events (e.g., UN COP) will be used when appropriate to reach out for certain audiences. To reach wider audience, the project will also leverage the partners' online presence and networks.

We will also leverage on the work and results of the other tasks in the project and work particularly close together with WP5, Policy Cooperation. The task also provides communications support for other WPs.

In all of our communications channels, we will use British English, according to EU language guidelines.

Channels

The following channels will be used for communication and dissemination for KADI, as appropriate:

- Project partner's channels (e.g., institution websites, existing social media accounts, more informal channels like academic WhatsApp groups)

- KADI website: www.kadi-project.eu

- KADI social media channels: LinkedIn, YouTube, ResearchGate

- Project newsletter

- Events, scientific conferences etc.

- Other channels as needed

The project partners' channels are important for reaching the relevant audience, particularly at the beginning of the project, when KADI's own social media accounts have not been established. Active communication through the partners' channels helps to bring more followers to KADI's channels and increases its awareness among the key stakeholders.

Of the social media channels, LinkedIn is the most important, as it offers many opportunities for reaching relevant stakeholders from the scientific community, funding agencies and policy-makers. LinkedIn is also a useful channel for reaching regional stakeholders such as NGOs and climate action groups who likely use the channel to share their activities. YouTube's role is to provide a platform for publishing any video content and it will not most likely be used for follower recruitment or any other engagement. ResearchGate, in addition to being an academic network for European researchers, is a channel widely used by the African scientific community to share their research papers and projects that they are working on. However, you have to be an active researcher to join ResearchGate, therefore we rely on partners with existing profiles to raise awareness about KADI to their network.

The communication channels will be assessed continuously and more channels can be added as needed.

Tools

The tools that the project will use to communicate include

- Visual tools and templates

o KADI's visual identity, including logo, branding, visual guidelines, templates for documents, ppt slides etc.

- Printed and digital materials
    - o Printed materials (flyers, posters, brochures, leaflets, etc.)
    - o Digital and printed materials promoting the pilot studies, stakeholder mapping and other outcomes from the different work packages (WPs)
    - o General KADI presentation (to be used by project partners for their communications activities)
    - o Set of figures and illustrations (to be used throughout different channels)
- PR and media
    - o Press releases
    - o Pitching stories to media
- Events and workshops
    - o Community meetings
    - o Face to face, hybrid or fully online activities
    - o Side events or sessions during major events (COP, AfriGEO, GEO Week, etc)
    - o Participation in relevant regional events and scientific conferences
    - o Support to events organised by other WPs
- Networking
    - o Exploit networks and collaboration opportunities of project partners
    - o Joint activities with other projects and initiatives in Europe and Africa
    - o Open workshops to share the results of the project
    - o Policy briefs

Visual identity guidelines

To support the KADI dissemination and communications activities, the project has a visual project identity. This identity includes a logo, colours and fonts and a standard template for e.g., documents, deliverables and presentations. The identity is to be used in any communications material of the project. See separate Visual identity guidelines document in the Appendix.

Logo

PowerPoint template

Click to add title

KADI

Click to edit Master subtitle style

The PowerPoint template comes with a very short guide on how to use it to make better, bolder, brighter presentations.

Logo versions: main

Deliverable template

KADI

Name of the deliverable

The PowerPoint template comes with a very short guide on how to use it to make better, bolder, brighter presentations.

Logo versions: full text

KADI

Knowledge and climate services from an African observation and Data research Infrastructure

This full text version of the main logo can be used on institutional documents, such as stationary. The same rules apply for this institutional logo as the ones for the main logo.

Primary colors

Deep Sky Blue	Electric Lime	Blue
#00C3FF	#12EF00	#0619FF
RGB (0,195,255)	RGB (18,239,0)	RGB (6,25,255)
CMYK (65,0,0,0)	CMYK (70,0,100,0)	CMYK (100,100,0,20)

White	Black
#FFFFFF	#000000
RGB (255,255,255)	RGB (0,0,0)
CMYK (0,0,0,0)	CMYK (0,0,0,100)

The primary colors can be used for anything but graphs, charts and diagrams.

Secondary colors

Light Cyan	Pale Azure	Blue Green
#CCF3FF	#7FE1FF	#009CCC
RGB (204,243,255)	RGB (127,255,255)	RGB (0,156,204)
CMYK (18,0,0,0)	CMYK (41,0,0,0)	CMYK (77,22,8,0)

Pack 1

Tea Green	Screamin' Green	Kelly Green
#CFFBCC	#88F77F	#0EBF00
RGB (207,251,204)	RGB (136,247,127)	RGB (14,191,0)
CMYK (18,0,27,0)	CMYK (43,0,72,0)	CMYK (77,0,100,0)

Pack 2

Periwinkle	Tropical Indigo	Electric Indigo
#CDD1FF	#828CFF	#572DFD
RGB (205,209,255)	RGB (130,140,255)	RGB (87,45,253)
CMYK (17,15,0,0)	CMYK (53,45,0,0)	CMYK (77,76,0,0)

Pack 3

The secondary colors should be used as support for the primary colors. These colors should be used in graphs, charts and diagrams. These colors cannot be used as gradients.

The arrangement of the secondary colors matters. When used in graphs, charts and diagrams, the secondary colors should be used by packs of similar colors. If a graph needs five colors, it will use the three colors of the pack 1 plus the first two colors of the pack 2. If a diagram need eight colors, it will use all the colors of pack 1 and 2, plus the first two colors of pack 3.

Fonts

Main font
Graphie (Thin, Book, ExtraBold)

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
ÀáPpQqRrSsTtUuWwXxYyÀáÂáOó
1234567890+?!"#€%&/(=,.-;:¡"¥¢@¶\

For PowerPoint/Word
Arial (Regular, Bold)

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
ÀáPpQqRrSsTtUuWwXxYyÀáÂáOó
1234567890+?!"#€%&/(=,.-;:¡"¥¢@¶\

Action plan: deliverables, tasks and timeline

Here we present an action plan table where the communications deliverables are listed together with overall communications tasks, target audiences, an approximate timetable and responsibilities.

Deliverables and milestones	Description of communications task	Target group	Deadline (project month)	Responsible WP
Deliverables				
D6.1 communications,	Create a communications,	Internal community	M6	WP6

dissemination and exploitation strategy	dissemination and exploitation plan			
D6.2 updated communications, dissemination and exploitation strategy	Update the communications, dissemination and exploitation plan	Internal document	M20	WP6
D1.1 Report compiling potential climate services	Promote the climate services identified in the report	All target groups	M18 M26	WP1, with support from WP6
D1.2 Engagement plan mapping acting organisations and stakeholders	Promote the results from stakeholder engagement mapping	All target groups	M24	WP1, with support from WP6
D2.2 Report describing importance of riverine, oceanic and atmospheric processes in coastal carbon dynamics	Describe the importance of the different processes in coastal carbon dynamics.	All target groups	M27	WP2, with support from WP6
D2.4 Report on outcomes of pilots and lessons learned from the pilots that can be applied for supporting the development of integrated climate services for urban areas	Describe the results of the city pilots and the lessons learned.	All target groups	M30	WP2, with support from WP6
D2.5. Integrated (meta) data set from Kenyan observations	Promote the release of the data set	All target groups	M30	WP2, with support from WP6
D5.2 Report on activities towards the global observation system	Promote the activities organised towards a global observation system	All target groups	M36	WP5, with support from WP6
D5.3 First policy documents to inform the AU-EU cooperation	Promote and highlight policies aimed at the AU-EU cooperation	Especially policy makers and funders, but also all target groups	M18	WP5, with support from WP6

D5.4 Recommendations for innovative funding	Promote the innovative funding recommendations described in the report	Policy makers and funders, Knowledge users and Society	M24	WP5, with support from WP6
Milestones				
MS6.5 Website and visual guidelines	Create the project website and its graphical and visual guidelines (logo, colours, templates)	Website – all target groups, Visual guidelines – internal document	M7	WP6
MS5.2 First presentation of the project and preliminary achievements at AfriGEO	Assist in making the presentation. Promote the presentation and key messages on communications channels	All target groups	M16	WP5, with support from WP6
MS5.3. First contribution to Africa-EU cooperation event (policy paper, oral or poster presentation)	Communicate about the cooperation event and the KADI contribution in it	All target groups	M18	WP5, with support from WP6

Content plan

The content will be determined by the needs and interests of the specific target audiences. The KADI project consists of three major parts. During part 1 of the project, (i.e., during the co-design of the observational system and the development of the pilot climate services) before the outcomes of the project are delivered, the focus will primarily be on enhancing the visibility of KADI and its mission (recognition, branding, visibility). Content will be timely, user-oriented, tailored to the needs of different audiences and balanced in terms of resources, specific themes and domains. During this phase of the project, the content will largely focus on highlighting the mission and the concept of the project, promotion of the website and relevant events and the latest development of materials available.

During part 2 of the project, where extensive knowledge and training exchange will commence, the communications efforts will focus on knowledge sharing between Europe and Africa (in both directions). In this phase of the project, training and exchange activities and workshops will be organised by WP4, therefore the communications activities will increasingly focus on promoting these events, their specific topics and outcomes.

Part 3 of KADI focuses on policy support and pan-African integration and is led by WP5. The communications content will be targeted at policy makers to support the dialogue between African and European Unions and identify potential funders.

Active input will be required from all WPs to enable the delivery of timely and engaging content. The results (e.g., deliverables) of the project will form an important base on which the communications will be built.

Monitoring and performance measures

In this chapter, the measurement indicators and tools are presented. The indicators are both qualitative (in terms of feedback received and perception from the targets concerning the various activities) and quantitative (KPI, Key Performance Indicators, in terms of achieved numbers and timeline).

The adherence to the plan and the achievement of its expected indicators will allow a constant monitoring of the progress of the Communications Plan. Additionally, it will allow to evaluate the effectiveness of the actions and of the channels selected to reach each specific target audience.

The impact of the communication and marketing activities will be monitored and evaluated through Key Performance Indicators. The KPI's and targets will be monitored and adjusted in the updated Communications, Exploitation and Dissemination Strategy.

The assessment of the success of the dissemination and communication activities will be based on:

- *Website* - website traffic, number of page views, document downloads, comments received, page shared on social media, feedback
- *Newsletter* – number of subscribers, number of opens and clicks
- *Social media* - engagement measures (number of posts, likes, comments, number of followers, most popular posts, biggest influencers of the followers)
- *Videos* – number of views
- *Printed material* (number of brochures, flyers and posters distributed, number of events where they were presented)
- *Journal articles and other publications* – number of articles published, number of downloads
- *Press releases* – number of press releases sent out
- *Events organised by KADI* - number of events organised, number of participants, range of target groups
- *Events attended by KADI partners* or where KADI project was presented – number of events attended
- *Stakeholder feedback*

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KPI	TARGET M18	TARGET M36	MONITORING TOOL
Website engagement	100 page views/month 50 unique visitors/month	400 page views / month 200 unique visitors /month	Website analytics tool
Newsletters	3/year	3/year	Published newsletters
Newsletter subscriptions	50 (per duration M18)	150 (per duration M36)	Mailer Lite subscription tool
Media coverage	2 media articles per year	2 per year (average)	Meltwater media analysis tool
Social Media	200 followers (across channels) 15 new followers/month 500 impressions 3 posts per month (av.) 4 mentions/retweets per month	500 followers (across channels) 10 new followers /month 1000 impressions/month 4 posts per month(average) 8 mentions or retweets per month	Social media analytics tools/meltwater media analysis tools
Number of participants in online and onsite events organised by KADI	30 participants/online event 30 participants/on site event	50 per online event 30 per onsite event	Online events: website analytics tools. Onsite events: internal registration lists
Events participated in and presentation given	5 / year	10 / year	Internal register

Exploitation Plan

This chapter will be added at a later stage (M20) based on the results of the project and the feedback given by target groups. The exploitation plan will outline how the results of the project will be utilised.