Updated Communications, Dissemination and Exploitation Strategy

Deliverable 6.2

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 updated communications, dissemination and exploitation strategy 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 titled 'Coordination, Communication, Dissemination and Exploitation'. The role of the communications strategy is to support the research in KADI and 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 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.

This strategy defines the key objectives and expands the target groups identified in the first Communications, Dissemination and Exploitation Plan (D6.1, published July 2023). This document further elaborates on the key messages, while also including a practical engagement plan, responsibilities, and a timeline.

CONTENTS

About KADI

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 (AUEU, 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 mission and 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 20) 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

Identifying stakeholder groups

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

These were described in more detail in the first Communications, Dissemination and Exploitation plan, submitted in July 2023 (Read it here).

Since then, the KADI consortium has organised numerous internal and external workshops for stakeholder engagement planning which has resulted in various stakeholder groupings. For example, an internal meeting for the project consortium was held during the Annual Project meeting in Kigali, Rwanda in October 2023. The interactive workshop aimed to identify the target groups (Figure 1) and identify example engagement activities for said target groups (Figure 2).

Figure 1. Example stakeholder grouping as presented during a consortium meeting in Kigali, Rwanda in October 2023.

Figure 2. Example slide of suggested engagement activities for one target group as identified during the consortium workshop in Kigali, Rwanda in October 2023.

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Since then, a more detailed target group classification has developed through the work in WP1 identifying climate services and the co-creation of research infrastructure. These are listed in the table below (Table 1.).

Each stakeholder group is further categorised by industry sector (for example Economy, Energy, Biodiversity & Conservation, Agriculture, etc). The resulting categories are the main target groups for external communications and engagement activities.

Table 1: Main external stakeholder groups in KADI project

Stakeholder Group	Scale (individual, local, national, international)
Government	National
Municipality	Local community
Research and Technical	Across all scales
NGO	Across all scales
Corporate Business	Across all scales
Small Business	Local community
Industry	Across all scales
Citizens	Individual to local community

Key messages

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 based on the new stakeholder groups

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.

Message	Target Groups
1. An African GHG observation system can inform climate change mitigation, adaptation and economic development decisions.	• Governments • Municipalities • Research and Technical organisations • NGOs • Businesses (international corporations) • Industry
2. African agriculture, food security and air quality are vulnerable to global warming and changing precipitation patterns. It	• Governments • Municipalities

needs data, human and institutional capacity development and systemic governance for mitigation and adaptation.	• Research and Technical organisations • Industry • Citizens
3. The societal benefits of a comprehensive environmental observation system spanning the African continent would outweigh the investments of building and maintaining it.	• Governments • Municipalities • Research and Technical organisations • NGOs • Businesses (international corporations) • Industry • Citizens
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.	• Governments • Municipalities • Research and Technical organisations • Businesses (international corporations) • Industry
5. The scarcity of capacity across most parts of Africa constitutes the major obstacle towards the establishment and operation of a continentally owned and coordinated RI and related research. A functional RI requires the development of both human and technical capacities, in terms of skilled scientific and technical personnel as well as state-of-the-art data centres, calibration laboratories, and efficient local instrument support.	• Governments • Municipalities • Research and Technical organisations • Businesses (international corporations)
6. 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.	• Governments • Municipalities • Research and Technical organisations
7. Openly available and replicable data and research results will increase the potential to solve the effects of climate change in Africa.	• Research and Technical organisations
8. 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	• Governments • Municipalities • Research and Technical organisations

spatial and temporal dimensions of the global carbon cycle for prediction and management of future atmospheric CO2 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.	• NGOs
9. Africa exhibits among the highest aerosol atmospheric loads in the word that are expected to evolve with the economic development of the 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.	• Governments • Municipalities • Research and Technical organisations • NGOs

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 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

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- KADI social media channel ([LinkedIn](#))

- Project newsletter (latest issue [here](#))

- Events, scientific conferences etc.

- Other platforms and 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.

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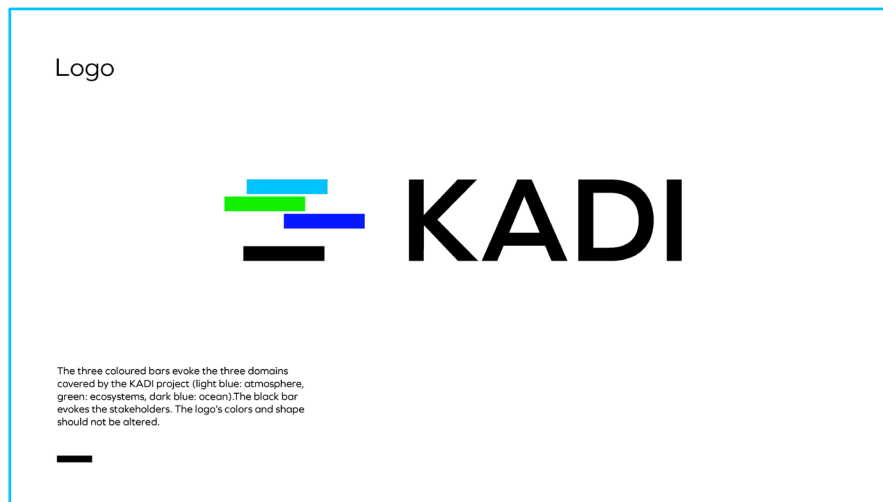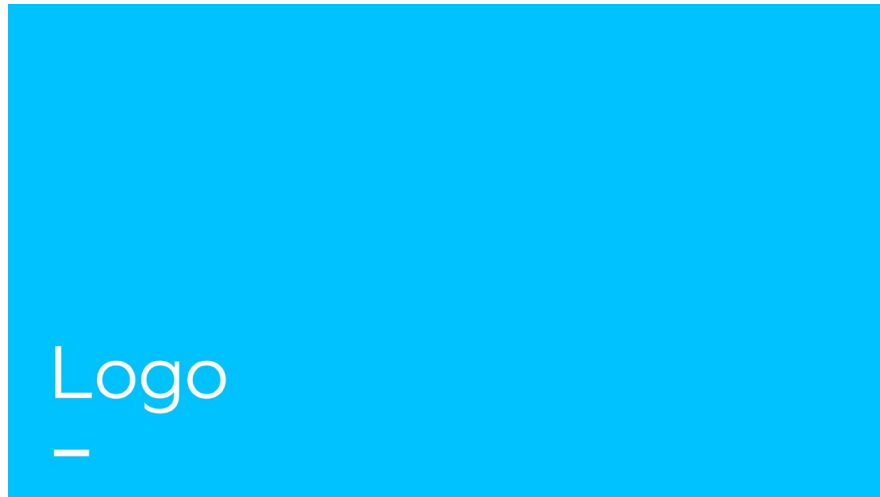
Tools

The tools that the project uses to communicate include

- Visual tools and templates
  - KADI's visual identity, including logo, branding, visual guidelines, templates for documents, ppt slides etc.

- Printed and digital materials
  - Printed materials (flyers, posters, brochures, leaflets, etc.)
  - General KADI presentation (to be used by project partners for their communications activities)

- Events and workshops
  - Community and stakeholder engagement meetings
  - Face to face, hybrid or fully online activities
  - Side events or sessions during major events (COP, AfriGEO, GEO Week, etc)
  - Participation in relevant regional events and scientific conferences
  - Support to events organised by other WPs

- Networking
  - Exploit networks and collaboration opportunities of project partners
  - Joint activities with other projects and initiatives in Europe and Africa
  - Open workshops to share the results of the project
  - Policy briefs

- PR and media
  - Press releases
  - Pitching stories to media

Visual Identity and Guidelines

To support KADI dissemination and communications activities, the project has a visual identity. The identity includes a logo, colours and fonts and a standard template for deliverables and presentations. The identity is to be used in any communications material of the project.

Logo

The three coloured bars evoke the three domains covered by the KADI project (light blue: atmosphere, green: ecosystems, dark blue: ocean).The black bar evokes the stakeholders. The logo's colors and shape should not be altered.

KADI

Logo versions: main

When used on
a white background   **KADI**

When used on
a light background   **KADI**

When used on
a dark background   **KADI**

When used on
a light photograph   **KADI**

When used on
a dark photograph   **KADI**

The main KADI logo exists only in the three versions
featured on this page. The logo, its shape, attributes
and colors should not be altered. The logo can be used
on any background.

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.

Colors
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KADI

Primary colors

Deep Sky Blue
#00C3FF
RGB (0,195,255)
CMYK (65,0,0,0)

Electric Lime
#12EF00
RGB (18,239,0)
CMYK (70,0,100,0)

Blue
#0619FF
RGB (6,25,255)
CMYK (100,100,0,20)

White
#FFFFFF
RGB (255,255,255)
CMYK (0,0,0,0)

Black
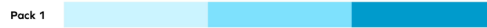#000000
RGB (0,0,0)
CMYK (0,0,0,100)

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

Secondary colors

Light Cyan
#CCF3FF
RGB (204,243,255)
CMYK (18,0,0,0)

Pale Azure
#7FE1FF
RGB (127,255,255)
CMYK (41,0,0,0)

Blue Green
#009CCC
RGB (0,156,204)
CMYK (77,22,8,0)

Pack 1

Tea Green
#CFFBCC
RGB (207,251,204)
CMYK (18,0,27,0)

Screamin' Green
#88F77F
RGB (136,247,127)
CMYK (43,0,72,0)

Kelly Green
#0EBF00
RGB (14,191,0)
CMYK (77,0,100,0)

Pack 2

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.

Periwinkle
#CDD1FF
RGB (205,209,255)
CMYK (17,15,0,0)

Tropical Indigo
#828CFF
RGB (130,140,255)
CMYK (53,45,0,0)

Electric Indigo
#572DFD
RGB (87,45,253)
CMYK (77,76,0,0)

Pack 3

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.

Gradients

The gradients are the wild children of this brand book. They can come in all shapes, sizes, and combinations.

Gradients should use at least one of the KADI primary colours and can only use the KADI primary colours.

Fonts
& attribute
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Fonts

Main font
Graphie (Thin, Book, ExtraBold)

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

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

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

For PowerPoint/Word
Arial (Regular, Bold)

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

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

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Attribute

The attribute is a visual cue part of the KADI visual identity. It's a free-roaming element that can be used for multiple purposes with few restrictions. The attribute can help shape a layout or discreetly support a title. The attribute can take any of the brand colours, including the gradients.

While its proportions, indicated on the left, should not be changed, the size of the attribute can vary freely.

The attribute is an aid, a support, a gentle cue. The attribute should avoid text blocs, but it can mingle with images. There should be at most one attribute per page in a document to prevent too much heaviness.

5,5 x u

u

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KADI

Engagement plan: deliverables, tasks and timeline

The communications activities will gather the main results of all work packages and publicise them in a way that is understandable for key stakeholder groups. Broadly, the KADI project communications activities can be divided into three phases with specific deliverables and outcomes related to each phase. The results (e.g., deliverables) of the project will form an important base on which the communications will be built. Active input will be required from all project partners to enable the delivery of timely and engaging content.

Phase 1: Awareness and Visibility (M1- M18)

During the first period of the project, the communications focus has been primarily be on enhancing the visibility of KADI project and our goals. During this phase of the project, the communications activities have focused on creating a brand visibility. The content has largely focused on highlighting the mission and the concept of the project, promotion of the website and relevant events. During this phase promotional materials such as the KADI Brochure were created.

Below is an Action plan table where the main deliverables and milestones from phase 1 are listed together with overall communications tasks and target audiences.

Deliverables and milestones	Description of communications task	Target group
D 6.1: Communications, dissemination and exploitation strategy	Create a communications, dissemination and exploitation plan	Internal community
M15: 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: 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
M8: First contribution to Africa-EU cooperation event (policy paper, oral or poster presentation)	Communicate about the cooperation event and KADI contribution in it	All target groups

Phase 2: Stakeholder Engagement and Knowledge Exchange (M12-M30)

During phase 2 of the project, extensive knowledge and training exchange between various stakeholder groups has commenced. In this phase of the project, numerous training and exchange activities and workshops have been organised by various WPs, therefore the communications activities focused on promoting these events, their specific topics and outcomes on the KADI events page and social media.

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Phase 2 action plan table with relevant deliverables, communications tasks and target audiences is listed below:

Deliverables and milestones	Description of communications task	Target group
D6.2 updated communications, dissemination and exploitation strategy	Update the communications, dissemination and exploitation plan	Internal document
D1.1 Report compiling potential climate services	Promote the climate services identified in the report	All target groups
D1.2 Engagement plan mapping acting organisations and stakeholders	Promote the results from stakeholder engagement mapping	All target groups
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
D5.3 First policy documents to inform the AU-EU cooperation	Promote and highlight policies aimed at the AU-EU cooperation	All target groups
D5.4 Recommendations for innovative funding	Promote the innovative funding recommendations described in the report	All target groups

Phase 3: Dissemination and Exploitation of Results (M24-M36)

Phase 3 of the KADI project focuses on sharing the outcomes from the stakeholder engagement activities in the previous phase, as well as policy support. The communications content will be targeted at showcasing the results from the project pilots and the proposed research infrastructure design.

The main channels for the exploitation of project results will be in person networking events (organised by KADI and external collaborators) and conferences, and the suggested tools are brochures and other visual materials showcasing the project outcomes. A particular focus will be on engaging with governmental organisations, municipalities and other policy makers to support the dialogue between African and European Unions and identify potential funders.

Phase 3 action plan table with relevant deliverables, communications tasks and target audiences is listed below:

Deliverables and milestones	Description of communications task	Target group
D1.1 Updated Report compiling potential climate services	Promote the climate services identified in the report	All target groups
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. Produce visual materials for clearer dissemination of said results.	All target groups
D2.5. Integrated (meta) data set from Kenyan observations	Promote the release of the data set	All target groups
D5.2 Report on activities towards the global observation system	Promote the activities organised towards a global observation system	All target groups

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 is monitored and evaluated through Key Performance Indicators.

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*

The table below shows the forecast and reported KPIs for M18. Based on the performance so far, the targets for end of the project (M36) have been updated.

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KPI	TARGET M18	RECORDED M18	UPDATED TARGET M36	MONITORING TOOL
Website engagement	100 page views/month	370 page views/month	400 page views / month	Website analytics tool
	50 unique visitors/month	142 unique views/month	200 unique visitors /month	
Newsletters	3/year	2 newsletters	3/year	Published newsletters
Newsletter subscriptions	50 subscribers	91 subscribers	150 subscribers	Mailer Lite subscription tool
Media coverage	2 media articles per year	-	2 / year	Meltwater media analysis tool
Social Media	200 followers (across channels)	246 followers (LinkedIn)	500 followers (LinkedIn)	Social media analytics tools/meltwater media analysis tools
	15 new followers/month	15 new followers/month	15 new followers /month	
	500 impressions/month	700 impressions /month	1000 impressions/month	
	3 posts per month (average)	2 posts / month (average)	4 posts /month (average)	
	4 mentions/ reposts per month	2 reposts / month (average)	8 mentions / reposts per month	
Number of participants in online and onsite events organised by KADI	30 participants/online event	34	50 per online event	Online events: website analytics tools.
	30 participants/onsite event	35	30 per on-site event	On-site events: internal registration lists
Events participated in (with presentation given)	5 / year	10 / year	10 / year	Events page on the KADI website