



TransformAr

Accelerating and upscaling transformational adaptation in
Europe: demonstration of water-related innovation
packages

Communication and Dissemination plan Deliverable 7.2



This project has received funding from the European Union's Horizon H2020 innovation action programme under grant agreement 101036683.

Deliverable Number and Name	D7.2 - Building and implementation of a communication strategy
Work Package	WP7 – WP Communication and Dissemination plan
Dissemination Level	Public
Author(s)	Maria Mirachtsi, Water Europe
Primary Contact and Email	Maria.mirachtsi@watereurope.eu
Date Due	31/03/2022
Date Submitted	31/03/2022
File Name	D7.2 – Building and implementation of a communication strategy
Status	Final version
Reviewed by (if applicable)	Euroquality
Suggested citation	(2022) Building and implementation of a communication strategy. TransformAR Deliverable 7.2, H2020 grant no. 101036683

© TransformAR Consortium, 2021

This deliverable contains original unpublished work except when indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation, or both. Reproduction is authorised if the source is acknowledged.

This document has been prepared in the framework of the European project TransformAR. This project has received funding from the European Union’s Horizon 2020 innovation action programme under grant agreement no. 101036683.

The sole responsibility for the content of this publication lies with the authors. It does not necessarily represent the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	5
1.0 FRAMEWORK OF ACTIONS	6
1.1 Introduction	6
1.2 TransformAr framework of action	6
1.3 Communication goals.....	7
1.4 Communication objectives	7
1.5 Stakeholders and target audiences	8
2.0 COMMUNICATION TOOLS	9
2.1 Online communication.....	9
2.2 Non-electronic communication	9
2.3 Physical interactive dissemination.....	9
3.0 COMMUNICATION TOOLS & STAKEHOLDERS MATRIX	11
4.0 DIVISION OF RESPONSIBILITIES	12
5.0 COMMUNICATION TIMELINE	16
6.0 PRACTICAL GUIDELINES FOR COMMUNICATIONS	19
7.0 ASSESSMENT STRATEGY & KPI	20
ANNEX: SOCIAL MEDIA GUIDE	22

ABBREVIATIONS/ACRONYMS

CDP	Communication and Dissemination plan
TA	Transformational Adaptation
IPs	Innovation Packages
TABs	Transformational Adaptive Blocks
RSPs	Region-Specific Portfolios of solutions
CoP	Community of Practise
SAB	Stakeholders' Advisory Board

EXECUTIVE SUMMARY

The deliverable 7.2 ‘Building and implementation of a communication strategy’ has been developed in the context of the TransformAr Work Package 7 which is to structure an EU transformational adaptation community of practice by connecting and informing the scientific, institutions, policymakers and general public about the innovative solutions concerning transformational adaptation in relation to the smart use of natural resources in water, agriculture, fisheries, tourism, energy use and biodiversity.

The purpose of this document is to present the strategy that will be followed for all the communications activities of the project and suggest a concrete plan for their implementation throughout the project’s four-year duration.

In particular, this strategy includes six main chapters addressing the different aspects that are important to focus on, starting with general information on the TransformAr project, its objectives, its communications goals and key target audiences. All the communications tools and actions that will be used to support the communications efforts of the project are also presented, while a matrix of how the communications tools correspond to each target audience intended to be reached is also featured in the document.

The document also provides details on the appropriate timing for the implementation of the communications strategy, together with the responsibilities and contributions expected by the TransformAr partners. Lastly, reference is made to the monitoring and assessment aspects of the communications activities, featuring the KPIs and targets set.

The deliverable 7.2 is a living document that evolves during the lifespan of the project; in fact, it functions as a dynamic document of agreements among the partners to be reviewed and updated periodically.

1.0 FRAMEWORK OF ACTIONS

1.1 Introduction

The TransformAr project aims to demonstrate solutions and pathways, deemed essential for climate and social resilience to achieve rapid and far-reaching transformational adaptation (TA).

To do so, TransformAr will develop an adaptive process based on open innovation, user-friendly and accessible climate data services, actionable solutions and large-scale experimentation. This will be supported by the implementation of Innovation Packages (Ips) built to increase communities' social and climate resilience.

As the project will make sure that the Innovation Packages (Ips) will be replicable and sustainable, the CDP will build a genuine community engagement and adoption, use of stakeholder knowledge and bottom-up approaches. Like that, demonstrators will benefit from a complete TA process that will have results during the project and most importantly deliver long-term impacts in terms of reduced vulnerability and exposure to climate change impacts.

It is, therefore, of major importance to plan for the communication and dissemination of the project's results for the maximisation of the impacts during the 4 years of the project, but also to plan for such activities after its lifespan.

To ensure an efficient strategy, partners will identify the main results of TransformAr, and will target the right audience through the appropriate channels.

The Communication & Dissemination plan is outlined in detail in the following seven chapters:

Chapter 2: Why we communicate: Goals, objectives, and target audiences.

Chapter 3: What are the tools and channels to reach TransformAr communication objectives.

Chapter 4: How the tools correspond to each phase of the project and reach the appropriate target audiences.

Chapter 5: The suggested timeline of TransformAr dissemination & communications activities.

Chapter 6: How we monitor and evaluate TransformAr outreach.

1.2 TransformAr framework of action

"Climate change impacts are here and now. The impacts on people, prosperity and planet are already pervasive but unevenly distributed." The latter is stated in the new Blueprint for a new, more ambitious EU strategy on climate change adaptation (European Commission, 2019).

The 1.5°C Assessment report (IPCC, 2018) demonstrates that even in a best-case scenario of sustained emissions reductions there will be large stress on agri-food systems, infrastructure, ecosystems, and human health.

To reduce climate-related risks, the TransformAr project will work to develop and demonstrate products and services to launch and accelerate large-scale and disruptive adaptive process for transformational adaptation in vulnerable regions and communities across Europe.

In order to achieve this goal, TransformAr will connect with local communities composed of regional authorities, business, consumers, etc. which need to be addressed in their local languages.



TransformAr's strategy for reaching TA will create 4 different types of results, to be widely disseminated and exploited properly to have the largest possible impact:

1. Transformational Adaptive Blocks (TABs)
2. Region-Specific Portfolios of solutions (RSPs)
3. Reusable Innovation Packages (IPs)
4. European CoP

To achieve these objectives, the project will:

- communicate the TABs across any regions or community in Europe wanting to tackle TA
- allow demonstrators to use RSPs
- test and demonstrate the Reusable Innovation Packages (IPs)
- enhance networking and exchanges between international and European adaptation experts.

1.3 Communication goals

The main goals of the TransformAr CDP are to:

- enable a rapid and far-reaching change through the development of IPs
- ensure a long-term impact utilisation of the project's results.

1.4 Communication objectives

The TransformAr CDP is designed to promote the project's initiative itself and its results to society as a whole, and thus to multitude of audiences, including public, in a strategic and effective manner.

The cornerstone of the TransformAr success is based on how the goals of the CDP are translated into specific objectives that are then successfully integrated into the daily activities of the project. The overall project's objectives are:

- ✓ to structure an EU transformational adaptation community of practice
- ✓ connect and inform the scientific, institutions, policymakers and general public

1.5 Stakeholders and target audiences

The TransformAr project targets a large panel of stakeholders for dissemination. The CDP will make sure that a specific type of dissemination will be addressed to each target group. A detailed list of dissemination goals and target groups is illustrated below:

Table 1 List of dissemination goals & target groups

Target group	Dissemination goal
Change-agents, defined as organizations or individuals having the ability to tackle barriers to adaptation and/or mobilize relevant stakeholders.	<ul style="list-style-type: none"> Encourage them to act, by implementing all TABs developed in TransformAr and providing them with tangible products and services to follow suit.
KCS stakeholders	<ul style="list-style-type: none"> Show that their systems can transform to adapt to CC and increase their climate, economic and social resilience. Push them to act by showing all potential benefits through adaptive blocks and specific solutions.
Citizens (and citizen organisations)	<ul style="list-style-type: none"> Allow them for more participatory approaches and co creation processes.
Private sector	<ul style="list-style-type: none"> Push on the market TA innovations and to meet the market expectations. Local companies should also be involved in providing TA solutions to regions/communities.
Investors	<ul style="list-style-type: none"> Encourage investments in the TA of EU regions, by raising awareness on the outcomes of the project and demonstrating that TA leads to benefits in terms of investment return, profitability and avoided costs.
Scientific community (including all GD projects and those funded under the same topic)	<ul style="list-style-type: none"> Show the relevance of the solutions and to have a peer-reviewing validating the project solutions. Encourage participation in online knowledge sharing.
Policymakers at regional, national, and EU levels	<ul style="list-style-type: none"> Provide them with concrete examples, tools and learning stories on TA. Make them aware of the limitations and barriers that can be taken down to reach TA and with policy measures that can be used to overcome these barriers.

2.0 COMMUNICATION TOOLS

TransformAr will produce a variety of content materials to maximise and maintain the project's expected impacts. For reaching out to these stakeholders, TransformAr will use relevant tools to communicate the messages such as following:

2.1 Online communication

- **Website:** a dedicated website will be created to communicate the project updates and disseminate its findings. It will enable effective communication between the project and external stakeholders, the press and the wider EU public. The website will also provide the consortium members with a dedicated information exchange space to ease the smooth work completion.
- **Social media:** News will be distributed on relevant social media channels such as Twitter, Facebook and LinkedIn. This will offer a tool to report unfolding developments during the course of the project. News will contain amongst others: project press releases, announcements of progress, reports on conferences and meetings, news of milestone achievements, information about forthcoming events, news on research and developments in process-related issues from all over the world. Particular attention will be paid to relay communication from REGILIENCE, IMPETUS and ARSINOE to maximise visibility of the initiatives in a common effort.
- **Video:** video coverage will document all the visits during the “open days” on the different demonstration sites, to be used on social media, for media relations and external communication purposes.
- **Project brochure:** the project brochure will be available in different languages (for follower territories) in hard copy and can be downloaded from the project website as a PDF document.
- **Press releases:** partners will prepare press releases and dedicated publications to raise awareness, stimulate discussion, and inform on important results.
- **Adaptive pathway Transformation Playbook:** the playbook will include the discovery of opportunities, essential tools for designing solutions, tools to evaluate progress and inspiring content to drive TA projects including learnings stories. Mentors, coaches, science, and industrial partners will be able to make use of it.
- **CSA web platform:** the project will extensively use this channel implemented by the REGILIENCE project, to present results in an open-access way.

2.2 Non-electronic communication

- **Dedicated publications:** publications will be tailored to specific target groups and presented in relevant newspapers or/and social media and will be on the project website.

2.3 Physical interactive dissemination

- **Workshops and round-table events:** during the project a variety of workshops and round-table events will be organised, partly concerning the Stakeholders' Advisory Board (SAB), and partly aimed at a broader audience. These events will first focus on obtaining information on stakeholders' needs, the focus will shift towards dissemination of project results.



-
- **Open days:** these field trips will bring together all kinds of stakeholders and media, to learn about the opportunities of the diversity of solutions of the project. The field visits will show the realities, challenges, and opportunities of the demonstrators.
 - **Exchange of experience and practices between demonstrators:** in various stages of the project, demonstrator-communities face similar challenges. The intercommunity exchange of best practices can not only help to compensate for ongoing issues, but also proactively avoid implementation hurdles. Throughout the project, demonstrators' interactions will be organised at a steady pace. In total at least 6 facilitated interactions will be organised, resulting in at least 6 thematic best practice reports (incl. inspirational tips & tricks). These reports will be incorporated in the dissemination plan report.
 - **International events:** the following international events will be held/participated in events where the project will be explained and to raise awareness, preferable during big knowledge valorisation-related events, several existing events, organise own events or rather add days or sessions to existing events, final project event, showcasing, awareness, etc.

3.0 COMMUNICATION TOOLS & STAKEHOLDERS MATRIX

Identifying what results/output and message from the project are critical to be channeled towards project target communities to guarantee the success of any communication effort.

To properly reach out to the right target audiences, the following table 2 suggests which communication tools (presented in Chapter 2) will be used for informing and connecting with the target audience (identified and presented in the section 1.5 'Stakeholders & target audiences').

Table 2 Communication tools & stakeholders matrix

Communication Tools	Change-agents	KCS stakeholders	Citizens	Private sectors	Investors	Scientific community	Policymakers at regional, national, and EU levels
Website	✓	✓	✓	✓	✓	✓	✓
Social Media		✓	✓			✓	
Video	✓		✓				
Brochure				✓	✓		✓
Press release		✓				✓	✓
Transformation Playbook	✓						
CSA Web platform		✓					
Publications			✓	✓			
Workshops & round-table events	✓	✓			✓		✓
Open days		✓	✓				✓
International events	✓						✓

4.0 DIVISION OF RESPONSIBILITIES

An effective Communication and Dissemination plan can only be ensured if it is based on a joint effort across the whole consortium. All partners are, therefore, expected to be actively involved in realising the aforementioned CDP. The table below aims to show the deliverables of the Work Package 7, together with the related activities that need to be implemented and the partners' role in them.

Table 3 Partners' role for the WP7 activities

WP7 Activities	UA	CMCC	ACTERRA	E3M	PIK	VERHAERT	FEUGA	NCSR	CZU	LUT	NTNU	UVIGO	EPSILON	ADEME	WRT	IMESEA	CETMAR	LAPP	MOE	WE	EQY	MOG	
Communication Strategy																							
Develop communication strategy and update for periodic reports about the communication activities																					✓		
Review the communication strategy and offer inputs																					✓		

Public materials																					
Creation of a poster, flyer and factsheets revolving on use cases developments																					✓
Creation of a video																					✓
Newsletter																					
Create the newsletter template																					✓
Propose news agenda and assign news pieces to partners																					
Contribute with content for the development of the newsletter	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Review the final version of the newsletter and offer feedback.																					
Propose news agenda and assign news pieces to partners																					
Press release																					
Create content for the press releases																					

Develop the press releases																						
Disseminate the press releases to their networks.																						
Events																						
Participation to events	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Monitoring the partners' events participation																						
Final Communications Activities report																						
Collect data and develop the report																						
Review the report before final submission																						

5.0 COMMUNICATION TIMELINE

The table below aims to give an overview of the timeline that will be followed for the execution of the communication activities indicated in table 3 (chapter 4.0).

Table 4 Timeline overview

	Year 1									Year 2									Year 3									Year 4																				
WP7 Activities	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
Communication Strategy																																																
Development of the communication plan	█																																															
Creation of visual identity																																																
Development of project templates	█																																															
Website																																																

Press releases	
Develop the press releases and disseminate them	
Events	
Participate to events for the project's visibility	
Final Communications Activities report	
Development of the report and final submission	

6.0 PRACTICAL GUIDELINES FOR COMMUNICATIONS

Based on the above communication timeline, all partners can follow practical guidelines when contributing for content on the website, social media and newsletter, as indicated in the table below:

Table 5 Practical guidelines for communications

What do you need to do	How can you do it?
Website	
Generate content and contribute with it for the website updates on a periodic basis	When there are relevant for the project conferences and events, or when there are developments that could be important communication opportunities for the project, partners need to liaise directly with the website task leader (Water Europe: Ana de León ana.deleon@watereurope.eu - Maria Mirachtsi Maria.Mirachtsi@watereurope.eu - Serena Amico comm@watereurope.eu) to propose the news for publication on the website.
Social Media	
Contribute with news, updates, pictures and visuals on a periodic basis	For any occasions that can be considered as good communication opportunities, partners can communicate about them through their social media by tagging @TransformarEU on Twitter and TransformAr (on LinkedIn) together with as many as possible partner organisations involved in the project for maximum impact. In case partners have news that are to be disseminated through the TransformAr's official channel, they will need to connect directly with the social media task leader (Euroquality: charlotte.francois@euroquality.fr - jerome.oudart@euroquality.fr) to propose the news for social media updates.
Newsletter	
Contribute with content for the development of the newsletter	Partners who are contacted by the newsletter's task leader (Water Europe: Ana de León ana.deleon@watereurope.eu – Maria Mirachtsi Maria.Mirachtsi@watereurope.eu - Serena Amico comm@watereurope.eu) to contribute with content for the newsletters, will be required to generate news articles and provide the relevant updates as materials to be included in the newsletter.

7.0 ASSESSMENT STRATEGY & KPI

Communication activities throughout the project will be closely monitored and assessed based on a set of key performance indicators (KPIs) indicatively specified for each channel and phase of the project. Table 6 below presents the main communication and dissemination tools and the KPIs set. The WP7 leader, together with the coordinator will monitor the execution of the following activities through updating, every 6 months, the respective KPI.

Table 6 Main communication and dissemination tools & the KPIs set

KPIs	Phase 1 - (1-12 months)	Phase 2 - (13-36)	Phase 3 - (37-48)	Overall
Website views	1,500	3,000	1,700	6,200
Number of tweets	100	340	160	600
Posts on LinkedIn	60	140	100	300
Posts or press releases	25	40	35	100
Recipients of E-newsletters	750	1,500	1,750	4,000
Printed material distributed	1,000	2,000	1,000	4,000
Video views	-	1,200	1,000	2,200
Recipients of policy briefs	-	1,000	1,200	2,200
People informed via conferences	2,000	3,300	2,100	7,400
Participants in co-creation workshops	220	450	180	850
Participants in dissemination events	-	340	300	640

Clustering: # of participants reached	50	200	50	300
Clustering: # of projects reached	5	15	10	30
Number of networks, clusters and Living Labs reached	10	25	15	50
Number of scientific publications	0	10	15	25
Citations of scientific publications	0	160	240	400
Facilitating interactions and practise between demonstrators	2	2	2	6

ANNEX: SOCIAL MEDIA GUIDE

The TransformAr Communication and Dissemination plan also produced a social media guide at the beginning of the project to coordinate the accounts and the contents that will be communicated over the project's lifetime.

Social media accounts

Two accounts were created at the beginning of the project on two targeted social media: LinkedIn and Twitter. These social media play a key role in day-to-day communication and, more widely, to support the dissemination of the project and other related activities. They also enable to follow and communicate commonly with TransformAr's sister projects IMPETUS, ARSINOE and REGILIENCE that are also active on these channels.

- [LinkedIn](#) account

LinkedIn will be basically the main account to deliver complete and regular communication. With a basis of **2-3 posts per week** maximum, different types of posting are foreseen as described in 0. It will focus on the presentation of the project partners and main results but also relaying dissemination events or relevant activities external to the project.

- [Twitter @TransformarEU](#)

The Twitter account will be used to relay at least the **same information as on LinkedIn** given that targeted audiences could differ from one social media to another. Thus, it seems essential to keep a basic content between the two. More posts or simply retweets of other external publications related to the project topics would also complete the activities.

Social media plan

Types of posts and content

Three types of posts are foreseen:

- **Project presentation:** every information related to the project content, the partners and main results.
 - Partners' presentation
 - Transformational adaptative blocks (TABs) and other explanatory content
 - Relaying website publication of main results
 - Consortium meetings and other workshops (e.g., workshop hosted by WRT in next February)
- **Events and related communication:** external events useful for the dissemination or more widely relevant to the project.
 - Forum, conferences where partners are invited useful for the dissemination (e.g., workshop on the mission Adaptation with the EC)

- Official publications and reports from the European Commission for example that are linked to TransformAr activities
- Events and workshops organised by other actors such as TransformAr’s sister projects

Other posts:

- Thanks for followers
- Direct share of other projects
- Teasing of events
- ...

Visuals

Figure 1 Visual used for social media posts (partners’ presentations)



Schedule

The communication on the next 10 weeks will be focused on the partner’s presentation and the TABs. Partners will be presented by small groups while one demonstrator will be presented each week. Then, a series of publications will concern TABs, gathered by type of TABs so that 5 posts are foreseen on this subject.

Planning for first months

The first months of the project will essentially focus on the Project presentation. First of all, the partners will be presented regularly with one demonstrator and two more technical partners per week. After these first seven weeks, 5 weeks will be dedicated to presenting the Transformational Adaptive Blocks (TABs).

Figure 2 Routine planning for first months

Transformar <i>Communication and dissemination activities</i>	2021 December					2022 January								February			
	W48	W49	W50	W51	W52	W1	W2	W3	W4	W5	W6	W7	W8				
	29/11/21	6/12/21	13/12/21	20/12/21	27/12/21	3/1/22	10/1/22	17/1/22	24/1/22	31/1/22	7/2/22	14/2/22	21/2/22				
	3/12/21	10/12/21	17/12/21	24/12/21	31/12/21	7/1/22	14/1/22	21/1/22	28/1/22	4/2/22	11/2/22	18/2/22	25/2/22				
Project presentation	1 or 2 partner(s) and 1 demonstrator presented per week										15 posts in total using same format						
Presentation of TABs											5 posts, one for each type of TAB						

The detailed foreseen planning of the presentations is given in Table 6.

Table 7 Detailed planning of post content

Content	W48	W49	W50	W51	W52	W1	W2	W3	W4	W5	W6	W7	W8	W9
Partners	UA	WE, EQY	CMCC, E3M	UVIGO, CZU		VERHAERT, EPSILON	PIK, NCSR	ACTERRA, FEUGA	LUT, NTN					
Demonstrator		WRT	MEDSEA	CETMAR		LAPP	EGALEO	ADEME	MOG					
Group TAB(s)										1	2	3	4	5

Table 8 Groups of TABs to be presented

TABs	Groups of TABs to be presented
TAB 1: co-innovation process	1. Setting up of the innovation ecosystem
TAB 2: Prioritization of regions, sectors or communities	2. Risk assessment
TAB 3: Systemic risk assessment	
TAB 4: Adaptive pathway co-construction	3. TA pathway selection and RSP definition
TAB 5: Adaptation planning	
TAB 6: Solution combination in region-specific portfolios (RSP)	
TAB 7: Solutions implementation	4. Demonstration of RSPs
TAB 8: Monitoring and evaluation	5. Acceleration of Transformational adaptation
TAB 9: Acceleration	

Content of posts

Partners’ presentations

On the visual: name, logo and quote;

In the description: Country and type of organisation, main expertise and activity in general, main activity in the project, hashtags.

Demonstrators’ presentations

On the visual, as a series of slides:

- Name logo and quote;
- Climate risks and foreseen solutions to be provided in the project;
- Expectations/quote.

In the description:

- Same catch phrase for all demonstrators (except Gjovik which is a replicator);
- Country and type of organisation, main expertise and activity in general, the main activity in the project, hashtags;
- Specific sentence to be adapted for each demo.



Example of post text for partner's presentation

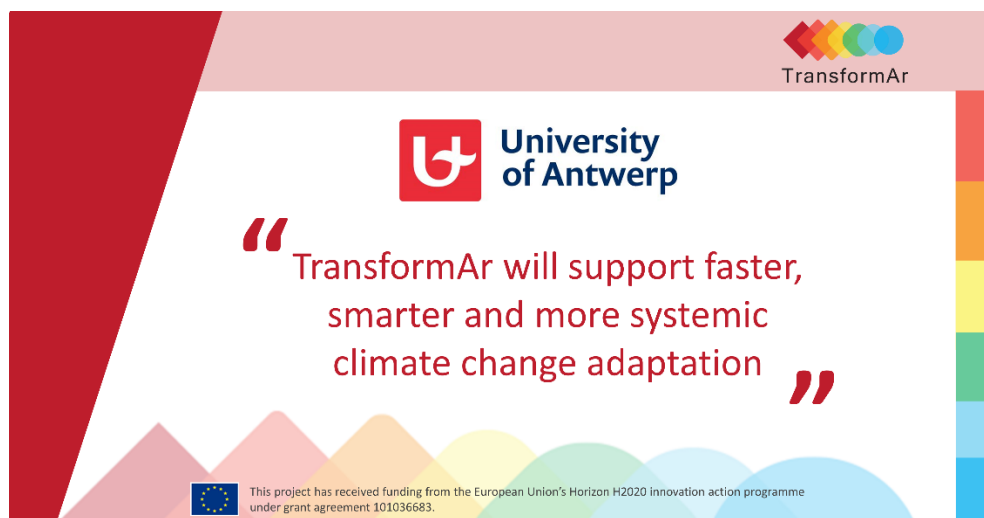
★ Discover our partners every week 📅

The University of Antwerp (UAntwerp) is a young and dynamic Belgian university. UAntwerp develops and disseminates scientific knowledge through research and teaching, with the firm ambition to contribute positively to society.

Within UAntwerp, three groups are involved: the Institute for Environment and Sustainable Development (IMDO) and the research groups on Environmental Economics and Urban Planning and Design. Specific domains of excellence consist of integrated natural resources management and climate change adaptation, including river basin and landscape management. Often, projects within IMDO aim at integrating natural/engineering sciences with governance and social/economic sciences as in TransformAr.

In the TransformAr project, UAntwerp will play the role of project coordinator but also bring its expertise for adaptation planning and econometric analysis. This will be key for the project's exploitation and helping to reach the expected impacts.

#ClimateChange #Adaptation #UAntwerp #Transformation



List of partners to tag:


WP leader :

[Universiteit Antwerpen](#) | [ACTERRA](#) | [Westcountry Rivers Trust](#) | [FEUGA. Fundación Universidad Empresa Gallega](#) | [Water Europe](#) | [CMCC Foundation - Centro Euro Mediterraneo sui Cambiamenti Climatici](#) | [ADEME](#)

All :

[FEUGA. Fundación Universidad-Empresa Gallega](#) | [CMCC Foundation - Centro Euro Mediterraneo sui Cambiamenti Climatici](#) | [ACTERRA](#) | [ADEME](#) | [Westcountry Rivers Trust](#) | [Water Europe](#) | [E3-Modelling Energy-Economy-Environment](#) | [PIK - Potsdam Institute for Climate Impact Research](#) | [Verhaert Masters in Innovation](#) | [NCSR "DEMOKRITOS"](#) | [LUT University](#) | [Česká zemědělská univerzita v Praze - Fakulta životního prostředí](#) | [Norwegian University of Science and Technology \(NTNU\)](#) | [Universidade de Vigo](#) |





Climate change impacts are here and now. The impacts on people, prosperity and planet are already pervasive but unevenly distributed, as stated in the new EU Blueprint strategy (European Commission-EC, 2019). To reduce climate-related risks, the EC and the IPCC agree that transformational adaptation is essential. The TransformAr project aims to develop and demonstrate products and services to launch and accelerate large-scale and disruptive adaptive process for transformational adaptation in vulnerable regions and communities across Europe.

The 6 TransformAr lighthouse demonstrators face a common challenge: water-related risks and impacts of climate change. Based on existing successful initiatives, the project will develop, test and demonstrate solutions and pathways, integrated in Innovation Packages, in 6 territories.

Transformational pathways, including an integrated risk assessment approach are co-developed by means of 9 Transformational Adaptive Blocks. A set of 22 tested actionable adaptive solutions are tested and demonstrated, ranging from nature-based solutions, innovative technologies, financing, insurance and governance models, awareness and behavioral change solutions.



TransformAr



This project has received funding from the European Union's Horizon H2020 innovation action programme under grant agreement 101036683.

