



MAGICA

***Maximizing the synergy of European
research Governance and Innovation
for Climate Action***

Deliverable 5.3

Update of the Communication, Dissemination and Exploitation (CDE) Strategy and Plan

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Summary

The report is an update of the communication, dissemination, and exploitation (CDE) strategy and plan and outlines important revisions to the communication approach of the MAGICA project. MAGICA is a four-year initiative funded by Horizon Europe, aimed at supporting JPI Climate's strategy priority of accelerating the development and transfer of knowledge from science to policy and practice while enhancing the European Research Area (ERA). MAGICA aims to achieve this synergy by enhancing the visibility, accessibility and uptake of knowledge from climate research and innovation projects within the ERA in a way that the knowledge becomes more actionable by developing, providing, and exchanging the knowledge to accelerate decision making and actions by policymakers, the private sector and society.

Since the launch of MAGICA in 2022, the communication landscape has evolved significantly, prompting updates to the project's CDE strategy. One of the major changes is the increase in EU-funded initiatives focused on climate action, requiring MAGICA to collaborate more closely with similar projects. Another key shift is the growing nationalisation of climate research, with individual countries launching their own programs. The report also highlights the broader societal involvement in climate action. Private companies, NGOs, and citizens are increasingly being recognised as key stakeholders, with a growing need to facilitate their participation in climate discussions. However, some challenges remain, particularly in reaching certain groups, including remote populations, those with little interest in climate issues, and non-English speakers. In addition, changes in social media, such as the transformation of Twitter into X, have impacted the platforms through which climate-related content is shared, prompting MAGICA to adjust its social media strategy.

MAGICA has already achieved some success in raising awareness and engaging stakeholders through flagship events and social media campaigns. These efforts have brought in a diverse array of participants, but challenges persist. In response to these challenges, MAGICA has repositioned its CDE activities under BELSPO, one of its consortium partners. BELSPO is part of every work package and is well-aware of communication ambitions and needs for all the activities. This change therefore aims to increase the project's efficiency in coordinating communication efforts and ensure that these efforts are aligned with the broader goals of the project and JPI Climate. Additionally, the updated strategy emphasises the importance of growing the MAGICA community by using social media more effectively and engaging stakeholders through existing networks.

To ensure that the updated strategy remains effective, MAGICA has also introduced a more structured monitoring process. This approach will measure the CDE's progress in raising awareness, broadening interest, deepening knowledge, and maximising stakeholder involvement. These adjustments are designed to make MAGICA's communication efforts more adaptive to the rapidly evolving climate communication landscape and more impactful in driving climate action. In conclusion, the updated CDE strategy aims to improve the efficiency and reach of MAGICA's communication efforts.



List of abbreviations

BELSPO	Belgian Science Policy
CDE	Communications, dissemination and engagement plan
CSA	Coordination and Support Action
ECCA	European Climate Change Adaptation Conference
ERA	European Research Area
EU	European Union
FP	Framework Programme
HEU	Horizon European
JPI	Joint Programming Initiative
NGO	Non-governmental Organisation
SRIA	Strategic Research and Innovation Agenda
URead	University of Reading
WP	Work package
WR	Wageningen Environmental Research



1 Introduction

1.1 Mission and objectives of MAGICA

MAGICA is the third Coordination and Support Action (CSA) project that aims to support the Joint Programming Initiative Climate (JPI Climate) in its further development since its establishment. MAGICA (2022-2026), funded by the European Commission via Horizon Europe, has the aim of ‘Maximising the synergy of European Research Governance and Innovation for Climate Action’. This 4-year project brings together 24 leading climate change research and boundary organisations from 13 European countries. By close collaboration and support to JPI Climate, MAGICA can count on the cooperation of all its country members.

Maximising synergy means that MAGICA’s contributes to JPI Climate’s strategy priority of accelerating the development and transfer of knowledge from science to policy and practice while enhancing the European Research Area (ERA). The MAGICA project aims to achieve this synergy by enhancing the visibility, accessibility and the uptake of knowledge from climate research and innovation projects within the ERA in a way that the knowledge becomes more actionable by developing, providing and exchanging the knowledge to accelerate decision making and actions by policymakers, the private sector and society.

Consequently, MAGICA’s Work packages are focused on guiding the development and uptake of climate research by convening science, policy and society in:

- The development of an Equinox partnership that strengthens the science-policy interface in Europe, led by WP2
- The development of the Joint Strategic Research and Innovation Agenda (2025-2034), led by WP3
- The engagement of climate scientists and research organisations to spread the open science approach, led by WP3
- A series of dialogues and flagship events on key topics like climate neutrality, climate resilience and societal transformation, led by WP4. Flagship events are:
 - The Equinox summits: launch of Equinox process at COP27; first Equinox summit on 21-22 March 2023; second Equinox summit on 26 March 2024.
 - European Climate Change Adaptation Conferences (ECCA) – June 2023 and June 2025
 - Carbon Neutrality Forum 28-30 October 2024 (first one was in Sept 2021, before MAGICA project started) with a subsequent edition planned for 2026
 - Knowledge Hub Conference on Sea Level Rise, established in 2022 and a first conference in Venice 17-18 October 2022. A subsequent edition of the Sea Level Rise conference is foreseen for 2025

1.2 Objectives of the Communication, Dissemination and Exploitation Strategy (CDE)

The communication, dissemination, and exploitation (CDE) strategy of MAGICA is central to the work of WP5. It is designed to enhance the project's impact by *raising awareness, deepening knowledge, broadening interest, and maximising involvement* in the activities, which are mainly led by other WPs, as outlined earlier. WP5, in other words, is supporting the other WPs in their activities to enhance the overall impact. The interdependency and collaboration across WPs largely determine the impact and success of the CDE strategy, and consequently the impact of MAGICA as a whole.

These activities are primarily supported by:

- Signposting to trusted climate science to help overcome barriers to effective climate action



Update of the CDE strategy

- Supporting the identification and collection of research, science, and innovation needs
- Supporting the facilitation of science-society-policy exchange on climate change while growing the MAGICA community
- Supporting the co-development of science communication strategies to engage science, policy and society, focusing on knowledge uptake and hard-to-reach groups
- Sharing MAGICA project outcomes

We recognise that the landscape of communication platforms is changing rapidly. In particular, within the context of European Missions such as Adaptation to Climate Change and Climate-Neutral and Smart Cities. We also recognize that the information and knowledge needs of the audiences will evolve during the four-year lifetime of MAGICA. That is why we have included regular reviews of this CDE strategy to adapt our approaches and methods along the course of the project. This document is the first update of the CDE strategy since the beginning of the MAGICA project in June 2022.

1.3 Update of CDE strategy and plan: changes in the current landscape

In 2022, at the onset of the MAGICA project, we developed our first Communication, Dissemination, and Engagement (CDE) strategy. However, we have observed and experienced first-hand that the landscape of projects, initiatives, organisations, and communication platforms in Europe is rapidly evolving, requiring continuous adaptation, collaboration, and innovation to keep pace with emerging challenges and opportunities.

1.3.1 Increase in EU-funded initiatives that aim to engage

This dynamic environment is influenced by several recent developments, including the expansion of funding for climate change research, driven by initiatives such as the European Missions on Adaptation to Climate Change and Climate-neutral and Smart Cities. These missions aim to foster systems change at all levels of governance, supported by large-scale projects funded by the European Commission through the Horizon Europe programme, like Pathways2Resilience, CLIMAAX, TransformAr, REGILIENCE, the Regions4Climate amongst others. Each of these projects have the aim to bring knowledge and tools to regions, to support them in their journey to resilience. We observe that all of them have setup communication channels and are strengthening synergies by close collaboration and joint communication activities.

1.3.2 Nationalisation of climate change research

Additionally, several EU member states have established large national research programmes and climate centres to provide decision-makers with relevant data and information, and to facilitate national-level knowledge exchange. Two examples are the Belgian Climate Centre and the Dutch Climate Research Initiative. These examples illustrate the observed trends to nationalize climate change research within member states. This is a trend that has been ongoing for some time for example, the Nordic countries have joined forces to collaborate on climate change research for more than a decade.

1.3.3 Broader societal research needs, multiple research funders and request for operationalisation of science results

Climate actions are evolving from traditional science-policy collaborations into quadruple helix activities where policymakers, the private sector, society and the scientific community collaborate to advance climate mitigation and adaptation. Consequently, there is a growing demand for climate research coming



from the private sector, NGOs, and citizens. This shift means that there is a need to support a broader range of organisations in the uptake of knowledge and to help them apply the knowledge in their own context. Additionally, we are witnessing increased investment in climate change research from the private sector, with organisations like the AXA Research Fund, the Ikea Foundation, and many others leading the way.

1.3.4 No HEU Partnership

JPI Climate with the support of MAGICA had prepared the Horizon Europe (HEU) Partnership proposal on climate change science. The proposal 'Climate Knowledge for transitioning to a climate neutral and resilient society' aimed to address fragmented climate knowledge in Europe, aligning with Horizon Europe objectives to contribute to Global and EU climate goals and objectives. By providing an integrated climate change knowledge base, the partnership proposal aimed to deepen the understanding and predictability of extreme climate events and their cascading impacts at local levels and facilitate informed decision-making and transformative action. Ultimately, it was not progressed under HEU.

The scientific and political challenges outlined in the HEU Partnership proposal, which seeks greater coordination across different HEU clusters, missions, and national efforts, remain critical for achieving climate-neutral and resilient societies. This importance has been recognized by the European Commission in its response. In light of this, MAGICA is actively exploring the further development of JPI Climate Action Groups, novel funding approaches, and innovative collaboration methods while closely coordinating with the European Commission to ensure sustained success.

Engagement with the European Commission, existing and emerging HEU Partnerships, other JPIs, and relevant entities has resulted in has led to ongoing exchanges, which may lead to future collaboration opportunities. Additionally, these exchanges have been valuable for advancing other relevant MAGICA activities, such as ECCA, and maintaining the necessary connections to consider a proposal for the next Framework Programme (FP10).

1.3.5 Still investigating how to engage difficult-to-reach groups

However, despite the growth in funding for climate change research and increasing exchange of its results, several groups struggle to adopt knowledge. Engagement of social groups across all societal levels remains a critical challenge. This challenge was highlighted during the MAGICA online workshop 'Science communication strategies for climate change research: sharing best practices', held on March 30, 2023. These groups include:

- People in rural and remote areas who face economic disadvantages and have difficulties in connecting with climate knowledge networks and EU policymakers
- Citizens who display disinterest in climate issues or adhere to climate denial perspectives, showing insensitivity towards the topic
- Local policy and decision-makers, including politicians, who may not receive sufficient attention in current science communication efforts
- Young people, who present challenges in terms of appropriate channels, timing, and skills for effective engagement
- Individuals who are not proficient in English or the local language, along with older generations, face difficulties in reaching them through modern communication channels.

1.3.6 Changes in the social media landscape

Furthermore, due to structural changes in the social media landscape, like the change from Twitter to X, some MAGICA target groups have moved to other social media channels.



1.3.7 What this means for the update of the MAGICA CDE strategy

As a result of these developments, we observe several challenges that the update of the CDE strategy should address:

- Expanding engagement among scientists and local policymakers: An increasing number of scientists and local policymakers are actively engaging with the topic of climate change. Many of them are new to the climate change network and need to familiarise themselves with ongoing research and policymaking, including the role of JPI Climate in this space. **This indicates that the strategic aims of JPI Climate and, consequently, also MAGICA, must be clearly communicated to the influx of new participants in the field.**
- Fragmentation of the communication landscape: The proliferation of projects and initiatives has led to a more fragmented communication landscape. Almost every project is establishing its own X (formerly Twitter) account and LinkedIn page, contributing to the growing number of social media channels oriented toward sharing climate change research results and actions. **To stand out, MAGICA must clearly articulate its unique value proposition and differentiate itself within this crowded space. At the same time, it should leverage this value proposition to identify and foster opportunities for collaboration across the sector.**
- Increasing workshop and webinar fatigue: With the increased focus on applying climate change research, there is a growing number of webinars and in-person workshops. Early signs of "workshop fatigue" are evident in the community, as demonstrated by the low attendance - only 33 participants- at the recent Mission on Adaptation forum online via YouTube, and feedback from many of our partners regarding the overwhelming number of event invitations they receive. To ensure that the necessary stakeholders engage with MAGICA activities, **MAGICA must build strong relationships with relevant networks and organisations, ensure that our activities meet their needs, and, where possible, extend personalised invitations.**

Given these developments, it is essential that our CDE strategy is both closely monitored and adaptive. To achieve this, we have included regular reviews of our strategy to ensure that our approaches and methods remain relevant and effective. Based on the monitoring results (D5.4) of past communication activities and the evolving, increasingly crowded arena of climate science communication in Europe, we are now reassessing the CDE strategy to align it more closely with MAGICA's objectives to enhance its added value and desired impact. This ongoing review process will allow us to continually refine our strategy, ensuring it remains responsive to changes and challenges over time.

2 Summary of the monitoring results August 2024

The monitoring results are outlined in Deliverable D5.5, *Monitoring and Evaluating the Impact of Communication*, which is scheduled for completion in December 2024. These results demonstrate that MAGICA has made significant progress in raising awareness, deepening knowledge, broadening interest, and maximising involvement in its activities, as evidenced by the following objectives:

1. Raising awareness and broadening interest:

MAGICA CDE has successfully increased the interest and engagement of a diverse range of stakeholders, including groups that are not typically involved. These stakeholders have been encouraged to learn about the project's outcomes and participate in events. Changes observed to date include:

- Engagement of a wide range of stakeholders at flagship events, such as ECCA 2023.
- Consistent participation, with attendees returning to subsequent events.
- Attendance of high-level representatives at various events.



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- Steady growth of the online community, comparable to the growth of communities in similar projects.
- Significant exposure of key social media messages, particularly around the Equinox 2024 event.
- Gradual increase in website traffic, with spikes during flagship events like the H-Farm Summer School 2023, Equinox 2024, and the JPI Oceans Strategic Navigation Forum 2024.
- Wide outreach achieved through newsletters and multiple ECCA news releases, including coverage by media outlets.

2. Deepening knowledge:

MAGICA supports JPI Climate, which is recognised as an open, respected, and trusted platform for the development, funding, and uptake of climate science knowledge and climate services among its identified stakeholders. Notable achievements include:

- An increased number of countries expressing willingness to participate in the EQUINOX process.
- Continued activities of the Action Groups.
- Policy briefs on Just Transitions and Societal Transformation, developed in collaboration with SHIFT.
- (Pending) Report on sea-level rise.

However, no HEU partnership was achieved, which shows that significant improvement must be made to become a trusted platform. A more in-depth analysis will be carried out to assess whether this goal of deepening knowledge has been achieved throughout the project.

3. Maximising involvement:

MAGICA aims to enhance stakeholder awareness and foster behavioural change by promoting cooperation, stronger engagement, and dialogue. Key outcomes include:

- Increased attention and willingness to contribute to the Strategic Research and Innovation Agenda (SRIA) 2025–2035.
- An expanding group of individuals willing to participate in the MAGICA Summer School.

In the remaining period of the MAGICA project, we must intensify efforts to enhance our overall impact by focusing on the following objectives:

- Further expand the MAGICA community: prioritise engaging more participants from the private sector, NGOs, and groups that are difficult to reach or have been previously overlooked.
- Achieve a balanced participant mix: ensure that future events encompass a diverse representation of science, policy, and society sectors.
- Strengthen engagement: foster improved interactions between knowledge demand and supply within the fields of science, policy, and society, specifically targeting issues such as climate neutrality, climate resilience, and societal transformation.

Additionally, we will apply a more structured monitoring approach to measure progress towards our key objectives: raising awareness, broadening interest, deepening knowledge, and maximising involvement. A new task, Task 5.4 on Monitoring and Evaluation, has been added to Work Package 5 (WP5) to support this initiative and ensure systematic evaluation.



3 Risks related to the implementation of the updated CDE strategy and plan

The impact of MAGICA's communication, dissemination, and exploitation (CDE) activities depends on several key factors:

- A clear understanding of JPI Climate's future development strategy to align our efforts effectively.
- Efficient and regular collection and management of information from other MAGICA WPs, ensuring that relevant data can be shared and utilised.
- A strong grasp of the information needs of our target audience and the ability to meet these needs, thereby providing clear added value.
- Close collaboration of WP5 with the other WPs to manage the tight schedule over MAGICA's timeline, which includes supporting and maximising CDE opportunities within the busy events program
- Regular monitoring and evaluation of impact, in order to make further improvements

WP5 will further aim to anticipate these challenges and maintain flexibility within the constraints of our budget and resources.

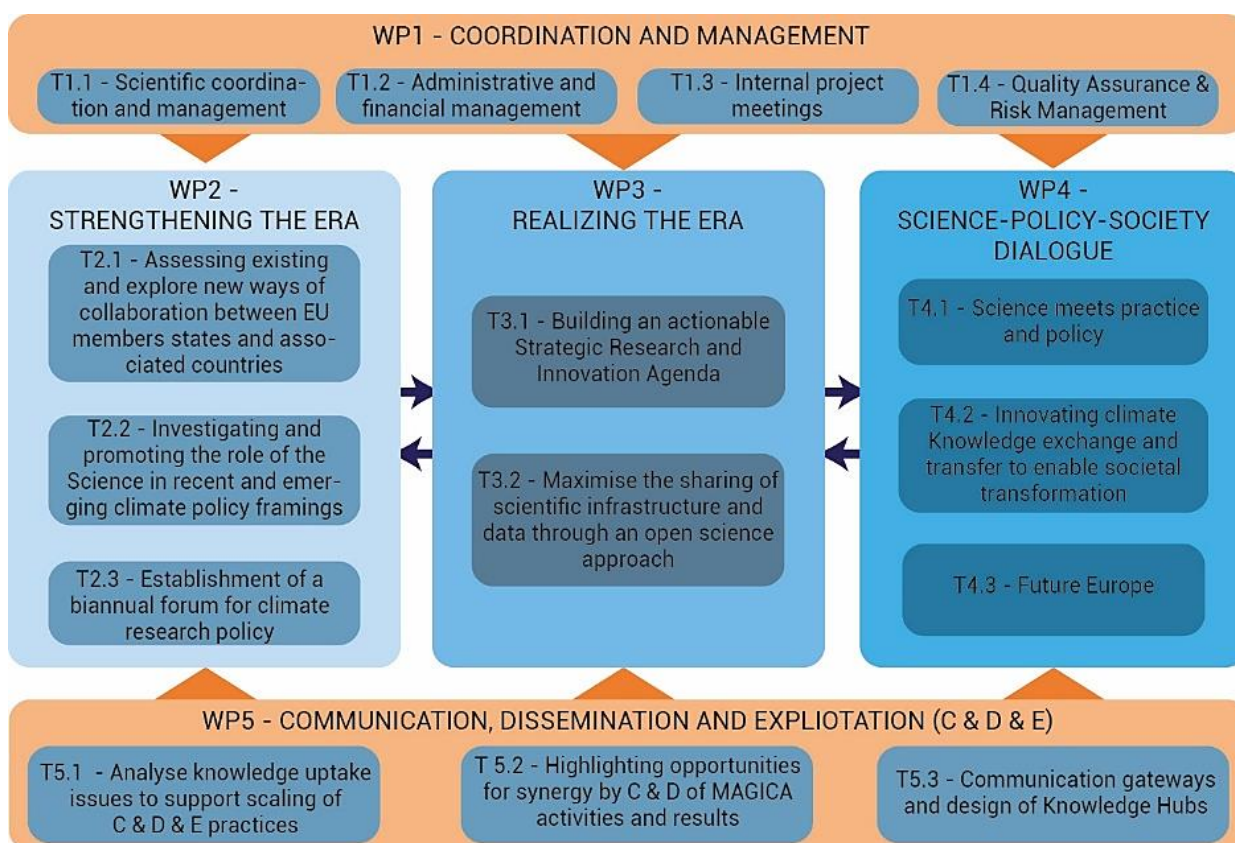
4 Updated CDE strategy and plan

4.1 Increased efficiency by re-positioning CDE activities in the MAGICA project: WP5 lead change: BELSPO

The CDE work was positioned as part of WP5 which has acted as a communication and dissemination gateway to the outside world in support of the other WPs, and as a link to the projects stemming from Topic A of the same CSA call (MAIA project) to jointly maximise the impact of research and innovation in Europe. It was proposed that WP5 would act as an internal 'CDE consultancy service' to the other WPs, exploiting the expertise within WP5. See figure beneath.

WP5 is specifically aimed at supporting WP2, WP3 and WP4 in their activities to maximise impacts. As the communications, dissemination, and exploitation (CDE) provider for all other MAGICA work packages, WP5 required strong collaboration and ongoing communication with WP leaders, JPI Climate, and the MAGICA coordinator. This collaboration was crucial to ensure that communication strategies effectively supported the activities of the other WPs and amplified their impact. Steering Committee meetings were intended to serve as opportunities to identify communication activities early on. However, the project's structure, and the fact that WP5 members did not hold roles in other WPs, made it difficult to establish a continuous flow of communication. Coordination between event organisers from other WPs and the WP5 team often took too long. The busy schedules of event coordinators, JPI Climate, and the MAGICA coordination teams further delayed the timely engagement of WP5.

To improve efficiency, the best solution is to transfer WP5's CDE activities (Task 5.2) to the central consortium partner, BELSPO, beginning in July 2024. BELSPO, already involved in all other work packages and influential in shaping the impact of events and communications, is well-positioned to lead these activities. Furthermore, as they manage the network that MAGICA is expanding, BELSPO can integrate communication efforts directly into the organisation of flagship events, reducing delays and enhancing coordination.



4.2 Strategic engagement with target audience and stakeholders

MAGICA shares its target groups with JPI Climate. In an increasingly crowded landscape where many climate initiatives compete for attention, **MAGICA's value lies in the development of a European-wide climate research agenda, and its underlying funding mechanisms for new science projects and analysis, clearly focusing on climate neutrality, climate resilience, and societal transformation.**

Our strategy emphasises collaboration and mutual amplification, not competition. By showcasing how MAGICA's work advances these three key themes, the project ensures its outreach is meaningful, acting as a facilitator for broader engagement and supporting the work of other climate initiatives. MAGICA further aligns its outreach strategy explicitly with the themes of climate neutrality, resilience, and societal transformation.

To maximise our impact, **the strategy is to engage target groups through existing networks and platforms with a multiplier effect. This involves identifying and building strong relationships with key players in the climate change landscape, including organisations and projects that can amplify MAGICA's work.** A balanced representation from science, policy, and societal organisations will be a priority in identifying these stakeholders. This engagement will be supported by the involvement of climate experts from our partners, including the Transdisciplinary Advisory Board (TAB) of JPI Climate.

Project members will be tasked with identifying their existing contacts to rapidly build, and expand over the project's four years, a network to disseminate resources, events, and news. MAGICA's outputs will cascade down from engaged contacts through their own networks, both geographically and structurally. We will also seek opportunities to collaborate with educational and training organisations to engage future audiences and further extend MAGICA's reach. **The next step involves listing potential key players for collaboration, depending on the specific theme—whether climate neutrality, climate resilience, or societal transformation. Task 5.2, in coordination with event organisers from other work packages**



(WPs), will identify the most relevant stakeholders to connect with and establish meaningful relationships. The start of such a list can be found in the next sections.

4.2.1.1 Potential amplifying platforms to reach out to external target groups

- **Policymakers:**
 - Local policymakers can be reached via **C40, Covenant of Mayors, ICLEI**. Local policymakers are expected to be an important group to participate in ECCA 2025.
 - Regional policymakers can be reached via **ERRIN, Mission on Adaptation projects and charter signatories**.
 - National and transnational policymakers can be reached via **DG Clima, EIONET, the permanent representatives of member states in Brussels, MEPs, European Council, UNISDR Europe, Alpine and Carpathian Convention**.
 - **International organisations like** Bellona and the Negative Emissions Platform.
- **Businesses:** some private sectors are more advanced in the development and use of climate change science than others as for instance:
 - **Finance and insurance sector:** These industries play a critical role in promoting climate neutrality and resilience by aligning their portfolios and investment strategies with sustainable practices and low-carbon initiatives. They also play an important role in fostering resilience in other sectors and regions.
 - **Agrifood and forestry sector:** As essential sectors in achieving climate neutrality and resilience, MAGICA seeks to collaborate with businesses (e.g., **Danone, Nestlé, Unilever**) and through initiatives like the **Farm to Fork Strategy** and the **Sustainable Agriculture Initiative (SAI) Platform** to support sustainable, climate-resilient practices in food production and forestry.
 - **Water companies:** MAGICA aims to connect with entities like the **European Water Partnership (EWP)** to promote water resilience and adaptation strategies that contribute to a climate-neutral future.
- **Intermediaries, knowledge brokering organisations, and climate services providers:** These organisations, such as the **European Environment Agency (EEA), Climate-KIC, European Climate Foundation (ECF), Copernicus Climate Change Service, the Global Carbon Project, Institute for European Environmental Policy (IEEP), European Policy Centre (EPC) and WeAdapt from Stockholm Environment Institute (SEI)**, are essential in translating project outcomes into actionable policies.
- **Science:** The European research community, particularly those connected with **IPCC Working Groups, EEA**, and national climate research agencies, are vital. For climate neutrality, engaged science organisations are amongst others Oxford Net Zero, Potsdam Institute for Climate Impact Research, CO2RE, Joint Research Centre. Also, annual science conferences like EGU in Austria are key to connect with scientists.
- **Climate advisory bodies:** Both the European Scientific Advisory Board on Climate Change and comparable national bodies which exist in European countries, play a key role in ensuring that climate neutrality and resilience are integrated into European, national and sub-national policy frameworks, guiding societal transformation.
- **NGOs and Third Sector:** Networks such as the **European Environmental Bureau (EEB) and Climate Action Network (CAN)** are instrumental for MAGICA.
- **Local Audiences:** Reaching out to youth, educators, community action groups, **EU Climate PACT Ambassadors**, and local climate champions promotes climate resilience at the grassroots level.
- **Media:** to reach via publishing on the Conversation or via channels like EURONEWS, ARTE. It would be advised to set-up partnership with relevant media outlet to extend outreach and feature articles.



4.2.1.2 Reaching out to MAGICA's internal target groups

- **MAGICA's project members, JPI Climate Programme members, observers, and partners:** Internal stakeholders play a crucial role in ensuring that the themes of **climate neutrality, climate resilience, and societal transformation** are central to the project's activities. Their involvement in communications ensures that the project's outreach remains focused and impactful.
- **MAGICA contributor organisations, climate science & early career researcher members, and institutions' communications officers:** Engaging these groups helps spread MAGICA's messages on advancing climate-neutral research, resilience-building strategies, and promoting societal transformation. Their role in scientific dissemination is critical for ensuring that the project's outcomes reach a broad audience and drive real-world impacts.

4.2.1.3 Communication messages

The effectiveness of communication depends on factors such as age, attitude, culture, and education. Additionally, individuals have varied preferences when it comes to media—some favour visual formats like videos and infographics, while others prefer written content such as articles and reports. **To effectively reach and engage a diverse audience, it is crucial to offer a mix of communication formats that cater to these preferences.** This approach will help ensure that the project's key messages resonate with all audiences, regardless of how they prefer to receive information.

MAGICA is committed to making communications clear, meaningful, and accessible to each target audience. The language for implementing the MAGICA Communications, Dissemination, and Engagement (CDE) strategy, including the website, will be English. However, partner countries are encouraged to translate key information products (e.g., press releases, flyers) into national languages to ensure accessibility for certain groups, such as local citizens and communities.

The format, content, and tone of communications will be tailored to the interests and needs of different target audiences. **In order to do this, Task 5.2 team will touch base with the target audiences to identify their commonly used communication channels and approaches for knowledge uptake and take an enhance effort to align with these in further communication within MAGICA.** MAGICA will develop and utilise the most effective language and media to communicate the added value of climate research to various communities and segments of society.

4.3 Campaign approach around flagship events and workshops

To maximise impact, a campaign-based approach is adopted to gain attention and add value for target groups. This approach is focusing on enhancing outreach and engagement around flagship events and workshops such as:

- The Equinox Summit 2023 and 2024.
- Two European Climate Change Adaptation (ECCA) Conferences in 2023 and 2025.
- The Climate Neutrality Forums in 2024 and 2026.
- The European Sea Level Rise Conferences in 2022 and 2025

In the updated plan, these events will be further supported by measurable outreach activities aimed at

1. Raising awareness and deepening knowledge
2. Broadening interest
3. Maximising involvement

via the following activities.

During the preparation of the flagship event:



- Identify potential co-organisers or (high level) key players in the climate research and policy fields that can take up a special role in the event programme to broaden outreach and strengthen the MAGICA network.
- Personalised invitations to key stakeholders to encourage their active participation and commitment to attend and take part in the discussions.
- Analysing target audience needs to tailor event programs, ensuring that participants find clear added value, broadened interest, and maximised involvement.
- Create in the programme opportunities for in-depth discussions (knowledge exchange) on core topics such as climate neutrality, resilience, and societal transformation, and dedicated time to identify research needs to add to the Strategic Research and Innovation Agenda. Surveys will be conducted to assess the utility of the knowledge shared and the knowledge exchange during events.

Enhanced communication and dissemination activities before, during, and after events to attract a larger but balanced mix of practitioners, policymakers, and researchers, contributing to the growth of the MAGICA community.

- **Pre-events and workshops communication:**
 - Facilitate the uptake of related knowledge in advance of the event, making scientific information accessible to non-specialists via, amongst others:
 - Publication of relevant reports on the MAGICA website
 - Policy briefs, briefing notes
 - Informative social media posts with key insights
 - Press release on the high-level aim of the event
 - Promotional activities to attract event participants: announcement of event, speaker profiles and teasers via different communication channels like
 - MAGICA newsletter and website
 - External mailshots
 - MAGICA social media
 - Event calendars on sectoral platforms like Climate-ADAPT.
 - Positioning the flagships within the European climate change community by elevating the event's profile through:
 - Inviting press and journalists to attend.
 - Ensuring the participation of high-level figures in key roles, and positioning them prominently in media coverage
- **During the flagship events and workshops:**
 - We aim to have all events broadcasted via live streaming, in particular the keynote speeches and panel sessions
 - A limited but focused number of social media messages will be sent during the event with key findings and highlights.
 - Partner with some key platforms to ensure they repost messages during or straight after the events/workshops
 - Hashtags will be shared with the participants to encourage them to communicate on social media as well.
 - To encourage engagement of participants, we will make more use of interactive polls and Q&A, via Slido, mentimeter to gather audience input and encourage exchange.
 - We organise an opportunity for journalists to interview some key people during the event
 - Professional photographer will attend each event to capture moments for use in post-event communication and documentation. If possible, also a videographer will attend.
 - Allow for sufficient networking opportunities, both online as offline.



- **After the flagship events and workshops:**

- Key findings will be summarised in event reports, news articles, or blog posts and shared via the MAGICA newsletter, website, and social media. These can also be reposted by our amplifying platforms (mentioned above).
- Recorded sessions, if permitted, will be shared online, potentially via YouTube (to be confirmed).
- Follow-up emails will be sent to participants, thanking them for their involvement and providing links to relevant resources, presentations, and event feedback forms.
- For major flagship events (e.g., ECCA), where press is invited, we anticipate holding a press conference to provide journalists with the opportunity to ask questions.

4.4 Updated social media strategy

The MAGICA online community refers to users engaging with our various communication platforms. These currently include:

- A shared X (formerly Twitter) account with JPI Climate
- A dedicated LinkedIn account
- Instagram and Mastodon (used during ECCA events)

Since our target audience is primarily active on LinkedIn and X, we have decided not to use Instagram and Mastodon as regular communication tools. However, Instagram may be a valuable platform to engage with youth during ECCA 2025. TikTok should also be considered.

In November 2023, MAGICA was asked by the European Commission and MAGICA coordination to re-establish a dedicated LinkedIn page, separate from the JPI Climate community. This was a challenge as the JPI Climate LinkedIn community had been well-established for years with a steady follower base. Building a new LinkedIn community during the middle of the project required significant effort. A new MAGICA LinkedIn page was launched in November 2023, and by September 2024, it had 405 followers.

The LinkedIn page remains integral to promoting and sharing cutting-edge climate science and fostering effective climate action. To drive engagement, it now focuses on three key themes:

1. Climate neutrality
2. Climate resilience,
3. Societal transformation

Main action to increase impact is to re-validate MAGICA's unique value proposition in comparison to other ongoing projects and specifying what stakeholders can expect from our online communication channels.

4.4.1.1 Posting strategy and key events

To maintain momentum, we aim to post at least weekly, with increased activity around key events, such as:

- Equinox Summits, and related events on the Equinox Process in subsequent presidencies of the Council of the European Union
- European Climate Change Adaptation (ECCA) Conference (June 2025)
- Climate Neutrality Forum (October 2024)



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- Activities of the Knowledge Hub on Sea Level Rise: publication event for the assessment report (November 2024), SeaLevel Rise Conference
- Workshops and events aimed at informing the Strategic Research and Innovation Agenda (SRIA)

Content can include:

- General MAGICA updates
- Promotion of MAGICA and partner events
- Items from the MAGICA newsletter
- Videos about our MAGICA activities
- Calls to action to subscribe to the newsletter
- Highlights of relevant news from climate research and policy
- Post-event summaries and short reports with specific focus on topics and questions for the Strategic Research and Innovation Agenda.
- Engagement campaigns around flagship events
- Polls and questions to foster online engagement and exchange
- Explainers, infographics, briefs, blogs, stories about scientific findings on the three themes: climate neutrality, climate resilience and societal transformation.
- Reposting of scientific findings from other projects on these three themes of climate neutrality, climate resilience and societal transformation

To ensure consistent engagement:

- Each Work Package (WP) will contribute one short post per month.
- WP5 will provide a training session or social media tips to other WPs to enhance messaging.
- WP5 will also reach out to aligned projects, reposting their content and creating synergies in communication.
- Request JPI Climate to highlight MAGICA's new page to its followers.

Types of posts. We will diversify the types of content shared:

- Short, clear posts of around 25 words
- Longer thought leadership articles from WP leaders
- Press releases attached as PDFs
- Event promotions with calls to action
- News updates from MAGICA or external sources
- Video content, as short videos tend to gain more engagement

Content creation tips:

- Craft a strong hook in the first two lines to encourage users to click and read more.
- Identify optimal times and days for posting based on audience activity.
- Balance original content with reposts, ensuring reposts provide additional value.
- Always include a clear call to action.
- Tailor messaging for different platforms (i.e., different content for X and LinkedIn).
- Regularly review follower demographics and analyse which posts perform best.

Focus on core themes and hashtags:

- Posts should clearly identify which of the three core themes they relate to (many will cross over between themes).
- Use relevant hashtags to amplify reach.



- Use engaging images and always look for opportunities to tie content back to the three themes when reposting.

4.4.1.2 Strategies for growing the community

To accelerate growth on both LinkedIn and X, we will employ the following strategies, based on successful past experiences:

1. **Leverage the MAGICA Coordination and Steering Committee's online network**
 - MAGICA partners will join the LinkedIn page and actively invite relevant contacts from their own online networks. This proven strategy has successfully grown the community in the past.
2. **Increase engagement with core themes**
 - Regularly share engaging, easy-to-understand content related to the three key themes to attract attention from private sector actors, policymakers, and societal stakeholders.
3. **Event-based community building**
 - Encourage participants at events to join the online community by sharing their research needs and feedback on MAGICA's flagship events.

These strategies will also be applied to X to grow a balanced and active community across both platforms.

While MAGICA's LinkedIn community is growing, it has been outpaced by projects such as:

- **MAIA** (480 followers)
- **AGORA** (736 followers)
- **CLIMAAAX** (1,000 followers)
- **REGILIENCE** (2,000 followers)
- **Pathways2Resilience** (3,000 followers)
- **MIP4ADAPT** (3,000 followers)

These projects have benefited from aligned communication strategies, reposting each other's content, and targeting common audiences, including policymakers, scientists, and practitioners at local and regional levels. We will explore collaboration with these projects as well, and cross-promotion to accelerate MAGICA's growth. Our aim is to cultivate relationships with key communication platforms in the climate change sector to amplify our online content through reposts and shares, thereby achieving wider exposure.

4.5 Communication material to ease knowledge uptake

To achieve our objectives, we must improve how we facilitate knowledge uptake around the themes of climate neutrality, climate resilience, and societal transformation. Past experiences in MAGICA have shown that 'content-focused' communication has been successful in attracting new participants to the community.

The Knowledge Hub will play a critical role in this effort. JPI Climate Knowledge Hub aim to build on the work of the IPCC by establishing a European assessment and communication mechanism that dynamically links science, policy, and practice. The hub will provide rapid, transparent, robust, and authoritative analyses. One hub is already in place - on Sea Level Rise—as part of the Climate Resilience theme. It serves as central platforms for disseminating climate change information to a broad audience, ensuring continued engagement with MAGICA's outputs. The hub will also feature open science, peer-reviewed publications, and stories from the MAIA project.



While JPI Climate oversees mobilising and managing the team behind the knowledge hub, MAGICA WP5 (Task 5.3, in collaboration with Task 3.2) will support the development of the corresponding Knowledge Hub website. This website will encourage the open-access publication of research results, ensuring that findings are freely accessible to both the scientific community and the public. It will also showcase key achievements and resources.

WP5 Task 5.2 will focus on developing communication materials and formats to facilitate knowledge uptake among various target audiences, such as:

- Factsheets/Explainers and infographics: Concise, audience-tailored content for sharing on social media.
- Policy briefs, event notes, and briefing notes: Designed to communicate actionable knowledge to policymakers, using non-specialist language while linking to more detailed scientific information.
- Stories: Co-developed with the Topic A consortium (MAIA project) to contextualise research results for new and existing audiences.
- Blogs and news articles on the MAGICA Website: Referencing peer-reviewed science and summarising state-of-the-art knowledge across the three themes. The MAGICA website will become a trusted source of climate resources, with regular updates and high-quality content ensuring its continued relevance.

Table 1: Updated communication tools, target groups, expected impacts and indicators to be measured

The strategy is that for each of the impacts that MAGICA aims to pursue, that relevant organisations to collaborate are identified, while jointly assessing co-benefits in terms of collaboration for communication. For instance, the national climate centres may want to collaborate with MAGICA and JPI Climate to increase the exposure of the science results to European policymakers. While MAGICA relies on the national climate centres to mobilise national scientists for engagement in the Equinox process. To achieve this, they jointly may decide to make use of explainers or factsheets to increase both their outreach.

Communication tools	Description of dissemination	Target Audiences	Expected impacts	Performance indicator and response	Delivery / Desired date
Update of Communication dissemination & engagement strategy and plan	Outlining the dissemination and outreach activities and potential emerging opportunities targeting defined audiences Spotlighting any potential risks and barriers to MAGICA CDE tasks	MAGICA WP5 team members WP leaders	Efficient and effective delivery of MAGICA outreach activities & actions Improved engagement of WPs 1-4 in MAGICA CDE Maximisation of any additional CDE opportunities within existing MAGICA resource Reducing impact of potential risks and enabling any barriers to be overcome	Outreach calendar Evaluation of involvement of other WPs Number and quality of engagement of organisations, networks and platforms in MAGICA CDE activities	October 2024
MAGICA website	The public website presents all MAGICA-related information and outputs, including news, blogs, policy briefs, explainers, event information, promoting flagship events (ECCA2025, CNF, Equinox), publications etc.	Public and private climate services providers, knowledge purveyors and end-users. Policymakers, including town/city level, regional, national, transnational leaderships & EC EU funders and EU funded projects Business, including both large, small & medium enterprises whose services and activities are affected by climate change, weather and climate services. Science - the research community. Other audiences such as NGOs and the Media	Raising awareness, deepening knowledge, broadening interest, and maximising involvement in MAGICA community	Number and location of visitors Number of document downloads – most popular content Referrals Evaluation of knowledge uptake and use by users	January 2023
Knowledge hub websites	Websites that are integrated in the JPI Climate webspace, highlighting key resources on the topics of climate neutrality, sea level rise (climate resilience) and societal transformation, and creating more engagement with a multiplier effect.	Public and private climate services providers, knowledge purveyors and end-users. Policymakers, including town/city level, regional, national, transnational leaderships & EC Business, including both large, small & medium enterprises whose services and	Increased use of these key resources in policymaking and other decision-making	Number and location of visitors Number of document downloads – most Popular content Referrals, citations	January 2025 – set up/mock up ready

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		activities are affected by climate change, weather and climate services. Science - the research community. EGU, IPCC and COP audiences Other audiences such as NGOs and the Media			
Social media channels (Type of channels evolving rapidly)	Separate MAGICA channels: X account and LinkedIn page. Added with Instagram and Mastodon for specific flagship events. MAGICA to post on average at least 2 items a week. Aim is to attract attention of new participants in the online community and to encourage to take part in flagship events in a campaign approach.	Policy makers, scientists, societal partners, business, and difficult-to reach groups	Engagement of new participants to the MAGICA community Converting them into followers that are actively engaging and exchanging on the three MAGICA themes Contributing to the reputation of MAGICA as trusted platform to ease knowledge uptake	Number of posts and shared posts, Traction statistics Steady growth of followers Mix of users Evaluation of use of the information by different users	November 2022 for x-account Linked in page newly established on November 2023
Visual Branding and Templates	Developing a professional-looking visual branding and set of templates to share shared across MAGICA	MAGICA members	Take-up by all WPs for MAGICA activities and outputs Creating a recognisable, trusted brand Meeting the expectations of key audiences including policy, business, NGOs and climate professionals as well as the science community	Usage on materials and at events	October 2022 onwards
Factsheets / explainers/ infographics	High quality, professional-looking content (digital and printed where identified as necessary to reach audience) with MAGICA branding Project information and factsheets/explainers will be produced to disseminate specific information, results and resources, on clearly labelled topics Information can be in different European languages where identified as necessary to reach specific audiences It will signpost to additional / more in-depth trusted, reliable climate science sources & resources	All MAGICA audiences with content adapted for targeting specific audiences where identified as necessary As much content as possible will be digital to support sustainability of the project overall	Enabling open access to climate science Reaching the widest possible audiences that benefit from uptake of the knowledge – growing the MAGICA community and its reputation as trusted platform Overcoming barriers to access to trusted, reliable and actionable information on climate science, climate services, adaptation and mitigation information Enabling the sharing of information by MAGICA audiences to their own networks	Number of views Evaluation of the use of the knowledge	December 2022 & ongoing
e-Newsletters	e-Newsletters to share information about past and upcoming MAGICA events and to disseminate key resources on the themes of climate neutrality, climate resilience and societal transformation	External - MAGICA's growing community of audiences and stakeholders: policy makers, business, scientists, EU funders and societal partners	Ensuring that the large number of diverse MAGICA and stakeholder organisations across a wide geographic area are kept informed.	Number of readers Number of clicks on articles	Q1, 2023 & ongoing

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Press releases and press conferences	<p>Press releases will be issued around flagship events and MAGICA key results, in a way that differentiates MAGICA from similar projects.</p> <p>They will form part of communication campaigns around these events and results, also around external events and topics e.g., COP, IPCC report publications, breaking news on climate change e.g., heatwaves.</p> <p>Information can be issued in different European languages where identified as necessary</p>	Media – mainstream, national, regional and trade press, thereby reaching those not yet engaged with climate activity	Delivering MAGICA news and outputs into the hands of audiences who can make use of the resources, who should be attending MAGICA events and be keep abreast of trusted and reliable climate science news, adaptation and mitigation stories – awareness, deepening knowledge and increasing involvement	Cuttings showing where MAGICA news has been published on external platforms	Q1, 2023 & ongoing
Flagship events and workshops, including webinars	Presentations, demonstrations, knowledge exchange and sharing, networking	<p>Policymakers from all levels</p> <p>Business</p> <p>Society</p> <p>Scientists</p> <p>EU funded projects</p>	<p>Increased awareness on state of the art and pending research needs</p> <p>Deepening and use of knowledge in decision-making</p> <p>Increased involvement in MAGICA community</p> <p>Growing MAGICA community</p>	<p>Number and variety of participants</p> <p>Identified or validated research needs</p> <p>Insights gained from exchanged knowledge</p> <p>Other commitments for collaboration as the result of the event</p> <p>Increased views of key resources on MAGICA website</p> <p>Evaluation of access and use of knowledge</p>	June 2023 and ongoing
Policy brief/Briefing Notes	Key insights from science and flagships events translated into easy to access brief	<p>Policy and decision-makers at all levels</p> <p>Media, stakeholders, businesses</p>	<p>Informing effective policy, decisions, climate action and strategic planning and could help in facilitate national-level knowledge exchange, when tailored on regional and national level</p> <p>Building trust in MAGICA as a source of trusted, reliable climate science information for climate action</p>	<p>Number of downloads</p> <p>Referrals</p> <p>Evaluation of access and use</p>	Summer 2023 and ongoing
Storytelling	Clear case studies - including in plain language – articulating MAGICA unique value proposition, sharing success, best practice, encouraging take-up of climate change knowledge, in close collaboration with the MAIA project	<p>Climate youth ambassadors, community youth groups, community action groups, students, difficult-to reach groups</p> <p>Business</p> <p>NGOs</p> <p>Third Sector</p> <p>Educators</p>	<p>Increased involvement/engagement of less technical audiences in the access and use of climate science</p> <p>Increased awareness on inspiring climate actions</p>	Number of stories provided via MAGICA website and other communication channels	October 2024 and ongoing

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	At the end of the project this will be able to form a library of climate adaptation and mitigation success stories as a legacy resource.	Climate influencers Policymakers at all levels Media may be able to be granted use of certain case studies where permission is given (human interest angles on climate)	Deepening knowledge of non-technical audiences	Number of views/visitors Referrals to stories on other platforms Evaluation of use of stories by different target audiences	
Arts	Climate-related activities in arts expositions, as part of Task 5.3	Broader public and non-English speakers	Increased awareness on climate change issues and solutions	Number of art activities held	January 2025 and ongoing

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