

REPORT

ON IMPLEMENTATION OF THE PROJECT

DEMONSTRATION OF CLIMATE CHANGE MITIGATION MEASURES IN NUTRIENTS RICH DRAINED ORGANIC SOILS IN BALTIC STATES AND FINLAND

WORK PACKAGE

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1. GENERAL INFORMATION ON THE LIFE PROGRAM

The LIFE programme was created in 1992 as the EU's funding instrument for the environment and climate action. The current funding period from 1 January 2014 to 31 December 2020 has been established by the Regulation (EU) No 1293/2013 of the European Parliament and of the Council of the European Union. The financial envelope for the implementation of the LIFE Programme for this period is set at EUR 3 456 655 000 and is divided among two subprograms as follows:

- (a) EUR 2 592 491 250 allocated to the sub-programme for Environment;
- (b) EUR 864 163 750 allocated to the sub-programme for Climate Action.

The sub-programme for Environment has the following three priority areas: Environment and Resource Efficiency; Nature and Biodiversity; Environmental Governance and Information. The priority areas for the sub-programme for Climate Action instead are: Climate Change Mitigation; Climate Change Adaptation; Climate Governance and Information.

The LIFE OrgBalt project is implemented under the sub-programme for Climate Action and in particular under the priority area Climate Change Mitigation whose main goal is to contribute to the reduction of greenhouse gas emissions through the following four specific objectives:

- a) "to contribute to the implementation and development of Union policy and legislation on climate change mitigation, including mainstreaming across policy areas, in particular by developing, testing and demonstrating policy or management approaches, best practices and solutions for climate change mitigation;
- b) to improve the knowledge base for the development, assessment, monitoring, evaluation and implementation of effective climate change mitigation actions and measures and to enhance the capacity to apply that knowledge in practice;
- c) to facilitate the development and implementation of integrated approaches, such as for climate change mitigation strategies and action plans, at local, regional or national level;
- d) to contribute to the development and demonstration of innovative climate change mitigation technologies, systems, methods and instruments that are suitable for being replicated, transferred or mainstreamed".¹

¹ Regulation (EU) no 1293/2013 of the European Parliament and of the Council of 11 December 2013 on the establishment of a programme for the environment and climate action (life) and repealing regulation (EC) no 614/2007

2 GENERAL PROJECT INFORMATION

2.1 Abbreviations and terms used in the project

CCM Climate Change Mitigation

EU European Union

FAO Food and Agriculture Organization of the United Nations

GHG Greenhouse gas

HEIs Higher education institutions

IPCC Intergovernmental Panel on Climate Change

LULUCF Land use, land-use change and forestry

NGO Non-governmental organization

OECD Organisation for Economic Co-operation and Development

PPC public private cooperation

TCM Temperate cool and moist

UN United Nations

UNFCCC United Nations Framework Convention on Climate Change

CARBON SEQUESTRATION: the process of storing carbon in a carbon pool (IPCC, 2019).

LAND USE, LAND-USE CHANGE, AND FORESTRY (LULUCF): a greenhouse gas inventory sector that covers emissions and removals of greenhouse gases resulting from direct human-induced land use, land-use change and forestry activities (UNFCCC, 2017).

ORGANIC SOILS: soils that are naturally rich in organic matter

SOIL: soil is the thin layer of material (organic and inorganic) on the Earth's surface. It is formed over long periods. It is made up of differing proportions of weathered rock, decayed plant and animal matter and a diversity of living plants, animals and microbes including fungi and bacteria. Due to differences in local geology, topography, climate, vegetation and human management, often over thousands of years, soils are highly variable, both across landscapes and in depth.

SOIL ORGANIC MATTER: any material produced originally by living organisms (plant or animal) that is returned to the soil and goes through the decomposition process (FAO, 2017).

TEMPERATE COOL AND MOIST (TCM) CLIMATE: temperate, cool and moist climate areas where mean annual temperature (MAT) is between 0 – 10 °C, and the ratio of mean annual precipitation to potential evapotranspiration is greater than 1 (IPCC, 2019).

TIER: a tier represents a level of methodological complexity. Usually three tiers are provided. Tier 1 is the basic method, Tier 2 intermediate and Tier 3 most demanding in terms of complexity and data requirements. Tiers 2 and 3 are sometimes referred to as higher tier methods and are generally considered to be more accurate (IPCC, 2019).

2.2 Description of the topical aspects of the project

Although managed nutrient-rich organic soils are one of the largest key sources of GHG emissions in boreal and TCM climate regions in Europe, scientifically based accounting methods and activity data for GHG emissions are available mainly for organic soils in the boreal climate region. According to the 2013 Supplement to the 2006 IPCC Guidelines for National Greenhouse Gas Inventories², for the boreal zone data have been collected from 62 sites, compared to only 8 sites for temperate zone that moreover lack a division between nutrient-rich and poor soils.³ The lack of sufficient and precise data risks to bring inconsistency to GHG inventories and complicates the implementation of mitigation measures in national and consequently EU climate policies.

According to the United Nations Framework Convention on Climate Change land-use can contribute significantly to mitigation of climate change. Land-use activities indeed have a two-way relation with climate change, contributing both to emissions and removals of GHG in the atmosphere. Climate change mitigation policies play therefore a great role in this context⁴.

As stated in the project proposal the project will contribute to the reduction of GHG emissions and to the integration of climate objectives both in the public and private sector, by improving GHG inventory and accounting methods, by implementing CCM measures and by evaluating their impact on nutrient rich organic soils.

Furthermore the project answers to the main objectives of the LIFE sub-programme Climate Change priority area Climate Change Mitigation by:

² https://www.ipcc-nggip.iges.or.jp/public/wetlands/pdf/Wetlands_Supplement_Entire_Report.pdf

³ http://www2.ltu.lv/research_conf/proceedings2018_vol_1/docs/LatviaResRuralDev_24th_2018_vol1-27-33.pdf

⁴ <https://unfccc.int/topics/land-use/the-big-picture/introduction-to-land-use>

- supporting national and regional authorities in the implementation of CCM measures in national and regional strategies so to meet EU and national targets;
- improving GHG accounting methods and data availability and the knowledge base for the quantitative assessment, monitoring, projections and implementation of the most effective CCM measures in the management of nutrient-rich organic soils;
- facilitating the development and implementation of integrated and cross-sectoral approaches within the LULUCF and agricultural sector;
- providing replicability tools to national and local authorities to apply the verified measures in nutrient rich organic soils in the TCM climate zone.

2.3 Project expected results

According to area of nutrient rich organic soils and land management data the total theoretical implementation potential of the measures, which will be validated by the project is 19 822 Gg CO₂-eq annually. The actual implementation potential will be evaluated through the project actions.

The main expected results of the project actions are:

- to increase organic soils areas under sustainable forest management (10 ha);
- to increase the area of sustainably managed forest land (18 ha) and agricultural land (17 ha) on organic soils
- to improve National LULUCF action plans, reports and/or related documents (20 documents)
- to improve GHG inventories and accounting methods in the Baltic States, Germany and Finland
- to develop a replicable and transferable simulation models to support local and regional stakeholders in making projections of GHG emissions and socio-economic consequences given a set of initial conditions and selected management options.
- to implement tools to make projections on GHG emissions from soil (1)
- to raise stakeholder awareness on climate change, on GHG emissions impact, on climate change mitigation measures potential, and on the socio-economic benefits deriving from them.

3 PROJECT COMMUNICATION STRATEGY

3.1 Description of the communication strategy

The overall objective of this communication strategy is to provide a qualitative analysis of the communication actions to be taken to contribute to the achievement of the Project objectives.

The communication strategy is addressed to all the stakeholder groups involved in order to raise awareness on GHG emissions and CO₂ removals, climate change and the relationship between the two, and to promote and demonstrate the efficacy of climate-smart management approaches as an effective measure to contribute to the fulfilment of EU and national 2030 and post-2030 climate goals.

3.2 Communication objectives

The overall objective of the communication activities planned within the project is to provide the identified stakeholders with qualitative information about the project in order to keep them updated and provide them with useful communication tools to follow and understand the objectives, the activities and the expected and obtained results of the Project. Informative goals include the promotion of behavioural changes and a positive attitude toward the theme of the project, especially of **GHG emissions impact on climate change, magnitude of GHG emissions from traditional land management practices, and benefits of climate-smart land management**. Furthermore the project puts great emphasis on training and educational activities to promote knowledge transfer and active participation. Finally significant attention is given to networking activities to provide stakeholders with the opportunity to build up from other projects' previously obtained results, share the gained expertise and exchange best practices so to guarantee the involvement of the interested stakeholder groups during the different phases of the project implementation. Wider networking events have also been planned to implement the results outside of the demo sites directly involved in the project, guaranteeing a long-term, sustainable and multiple use of project experiences.

Below a more detailed list of the specific objectives of the communication strategy:

Information and dissemination objectives

The information and dissemination activities planned under action E.1. aim to:

- Provide information on the importance of soil quality and sustainable growth.
- Provide information on the different existing land-use types (Cropland, Grassland, Forestland) and on the best land management measures to be implemented in each context.
- Supply updated and consistent data on GHG emissions for the preparation of annual inventories and forecast reports by competent authorities.

- Improve the knowledge base on climate change mitigation measures and their contribution to GHG emissions reduction and sustainable development, with an additional focus on their socio-economic benefits.
- Bring about behavioural changes such as an increasing respect for the environment from local inhabitants (sustainable land use, environmental awareness, etc.).
- Raise land users' awareness on the negative impacts of unsustainable land management practices in the long term, with environmental but also socio-economics effects.
- Raise awareness on the responsibility of society in preserving nutrient-rich organic soils and the role that these soils play in a changing climate (being both carbon sink and store but also source of GHG emissions). Keen attention will be given to the different types of organic soils in order to describe their characteristics, and the actors involved in their management.

Training and education objectives

Training and education activities have been also planned under action E.2 in order to:

- Promote a constructive and fruitful exchange of knowledge among the involved stakeholders recognizing their respective roles and responsibilities, and paving the way to new beneficial partnerships and networking opportunities.
- Provide research and advisory centres with more data and research findings on GHG emissions from and on CCM measures implementation impact in nutrient-rich organic soils.
- Align the knowledge and human skills with the development pace of the LULUCF sector and the related sectors and the demand for a more sustainable land management.
- Allow entrepreneurs to increase their professional skills and recognition by promoting the implementation of CCM measures in further sites other the ones identified by the project.
- Involve students in educational events to explain the importance of a carbon neutral society and the risks related to climate change and GHG emissions.

Networking objectives

- Build up on results and collected data from other projects' obtained results and collected data on GHG emission factors giving a further boost to the projects' scientific, economic and social value
- Ensure the active inclusion of all interested stakeholder groups during the different phases of the project, including entrepreneurs as well as administrative officers with management and/or implementation responsibilities in the field of LULUCF and agricultural policies.
- Enhance networking opportunities both at national and European level by providing exchange and cooperation opportunities

- Discuss the project’s results and finding and the development of GHG inventories at ministerial level among the countries involved in the project

The above listed three objectives pursued under the activities planned within action E.1., E.2., E.3, are expected to contribute to the following action objectives.

Action objectives

- Ensure the integration of the project results into decision-making processes and policy planning
- Develop sustainable entrepreneurial practices within the LULUCF and agricultural sector considering the environmental impact, but also the socio-economic factors affecting all actors involved in order to make them attractive for the business sector
- Promote the cooperation between stakeholders in facing climate change and climate neutrality goals and in applying climate-smart land management practices from a common perspective given the global scale of the phenomena
- Increase the international reputation and recognition of the scientific and academic communities involved in the project

Table 1, shows the main elements that have been identified to outline the communication strategy structure.

Table 1. Communication strategy elements

	Name	Description
GENERAL INFORMATION ON THE LIFE PROGRAM	General information on the LIFE program	General information on the LIFE program objectives.
GENERAL PROJECT INFORMATION	Abbreviations and terms used in the project	Contains information about the abbreviations and terms used in the project.
	Description of the project topicality and expected results	Contains information about the project topicality and expected results. The project activities and overall deliverables are not included in this strategy since already analysed in the project work plan.
PROJECT COMMUNICATION STRATEGY	Description of the communication strategy	Description of the structure and basic elements of the communication strategy.
	Communication specific objectives	The objectives of the communication strategy and the tasks to be accomplished during the project.
	LIFE programs communication requirements	EC LIFE Program dissemination guidelines to be followed in the LIFE OrgBalt project implementation.
	Situation analysis (SWOT)	An analysis of the project's communication strengths and weaknesses, opportunities and threats.
	Communication risks and crisis management	Project communication risks analysis and evaluation based on probability with a highlight on the impact on the project objective achievement.
COMMUNICATION ACTIVITY STRATEGY / EVALUATION	Target groups, communication messages, communication channels, specific objectives per target group, activity plan, timetable and implementation of the communication strategy	A detailed plan with information on communication messages, communication channels, activities, goals and deadline defined according to the target audience. Methods to evaluate the efficacy of the communication strategy over the time are also analysed.

3.3 LIFE Program Communication Requirements

Being under the framework of the LIFE EU-funded projects, LIFE-OrgBalt has to fulfil the following communication requirements.⁵

Website: all LIFE projects are required to publish the project’s objectives, actions, progress and results online (either on a dedicated website, or as part of an existing website). The LIFE logo should be featured as well. The project data should be published online within 6 months from the start of the project and should be updated regularly. Moreover the webpage needs to be kept online for a period of five years after the end of the project.

Noticeboards: a series of noticeboards should be displayed in places accessible to the public and should show the LIFE logo. When possible, the text “The [project name] project has received funding from the LIFE Programme of the European Union.¹ or an equivalent translation”, should be included too.

⁵ <https://ec.europa.eu/easme/en/section/life/life-communication>

Networking: projects are also obliged to network with other LIFE and/or non-LIFE projects. This may be done in different forms, as for example through visits, meetings and information exchange.

Social media: participants are also encouraged to share news and stories about their LIFE project with the LIFE programme social networks in Twitter, Facebook and LinkedIn. It's also possible in addition to send an e-mail to EASME-LIFE-COMMUNICATION@ec.europa.eu to provide information and/or materials.

Layman's report: after the end of the project, beneficiaries have to prepare a Layman's report to present the project's results and provide details on how they will be communicated after the end of the project in the After-LIFE plan.

Data protection: collected individual personal data of any type should be treated following the May 2018 General Data Protection Regulation (GDPR).

3.4 Situation analysis (SWOT)

The purpose of this SWOT analysis is to identify the factors that can have a significant impact on the LIFE OrgBalt project by enhancing or inhibiting the fulfilment of its communication objectives. The latter have been divided into internal factors, strengths and weaknesses, and external factors, opportunities and threats as showed in the table below.

	Strength	Weaknesses
Internal	Internal expertise, resources and characteristics that can advantage the project (e.g expertise, resources, skills, reputation).	Internal characteristics, problems that could hamper the achievement of the project objectives (e.g. lack or gaps in knowledge and expertise, deadlines, funding).
	Opportunities	Threats
External	External conditions, advantages that could be exploited for the success of the project (e.g. replicability, networking opportunities).	External conditions that could damage the project (e.g. social parties oppositions, conflicts, environmental and socio-economic factors, political influences).
	Positive	Negative

Below is a description of the main elements identified under each category.

3.4.1 Strengths

The project will improve the knowledge base to implement CCM measures in nutrient-rich organic soils by providing new important data at national and international level, thanks to the involvement of international partners.

The variety of the available sites and management conditions, together with the amount of data collected will allow to make estimations of the impact of different climate change scenarios on GHG emissions from nutrient-rich organic soils.

The dimension and importance of the project together with the communication activities planned will significantly increase public awareness on climate change and environmental issues.

In the long-term the climate-smart land management measures identified and tested will provide alternative options for using existing properties for different purposes and will bring to alternative / supplementary income opportunities.

Cross-sectoral cooperation as well as private / public partnership will be involved.

The co-financing of the LIFE Program guarantees the sustainability of the project and the continuity of its activities.

3.4.2 Opportunities

The project involves different stakeholder groups and its results will serve different sectors though creating opportunities for a diverse and wide publicity.

The project includes the implementation of climate change mitigation measures in selected demo sites within the partner countries (mostly in Latvia). This will create an opportunity to develop positive publicity for the project in the media. Visits to the demo sites will also be planned within training and education activities.

The experience gained through the project, the obtained data and evidences, will support decision-makers, in planning new climate-smart land management measures.

The popularity and successful results of other LIFE projects provide data on which the OrgBalt project can build up, and play in addition an important role in enhancing the high reputation of the project and in promoting a general positive attitude among the public opinion.

Through the communication strategy the reputation of the organizations involved will be enhanced by promoting the international dimension and visibility of the project.

Through the planned disseminating actions, it will be possible to increase the level of awareness on climate change policies and research findings at European level.

The project will enhance the cooperation opportunities among the different municipalities involved in the project demo sites management or in other areas where the project activities are planned.

The raising topicality of the climate change issue and the attention on environmental protection measures from activists, NGOs but also from an increasing number of citizens can be an effective resource for communication activities.

3.4.3 Weaknesses

The high number of stakeholders involved in the project and the different interests they represent, might inhibit communication flow hampering communication planning and activities.

The complexity of the project, which covers scientific, financial, regulatory and socio-economics aspects and requires therefore different languages and communication tools to convey its objectives might represent a challenge, also due to the different background of the stakeholder groups involved.

The project promoters represent different organizations whose structure, culture and operating principles are different and there is no uniform quality control system. Moreover not all partners have dedicated PR experts that can exclusively follow the project communication activities.

The risk of delays might alter the success of monitoring and inventory activities that need to be carried out when planned and sometimes simultaneously in all partner countries.

Planning and implementation of communication activities is significantly influenced by implementation of other project activities according to time schedule and deadlines

It is hard to involve students and graduates in agriculture, forestry and climate-related studies and research activities as their interests often focus on other scientific fields. Consequently a further challenge is the one of attracting new experts, in particular juniors, within public institutions working within the aforementioned fields.

3.4.4 Threats

Representative bodies such as interest groups, associations and unions might put governmental institutions and organisations under pressure to contrast climate change mitigation measures perceived as a potential damage to the workers they represent.

Organic soils are an important income source for national economies and the introduction of climate-smart land management approaches might be seen by local producers as a threat to their economic activity. Moreover their lack of decision-making power and in some cases their lack of representability, might prevent their involvement and strengthen their opposition.

The potential lack of interest and unwillingness of the target audiences defined in the project to participate in the organized public events might bring about low responsiveness affecting the efficacy of the communication activities planned.

There's a lack of trust from the public opinion on the efficient and effective use of EU funding and a lack of understanding of the added value of some management activities as for example the participation to international meetings and events and to international exchanges.

Lack of direct information from the institutions, organisations and businesses involved, might leave space to fake news and misinformation which might distort the objectives of the project consequently resulting in loss of entrepreneurs' support. At the same time to involve the media might be challenging given the growing number of EU financed and other projects.

Climate change awareness is increasing, but many still believe that there's neither need, nor chance to contribute to climate change mitigation actions. This may result in a lack of participation in the organized events and activities.

3.5 Communication risks and risk prevention measures

A project communication risk analysis has been laid out based on the weaknesses and threats outlined in the SWOT analysis in order to evaluate the potential issues that could inhibit the fulfilment of the project's objectives.

Table 2. Communication risks and risks prevention measures

RISKS	PREVENTIVE MEASURES
Insufficient and/or ineffective communication and cooperation among the project managers and professionals involved due to their recent cooperation.	Involvement of all the interested staff members in the different project meetings. Exchange of feedbacks and doubts both through online tools (emails, skype, work chat, etc.) and through face to face team building meetings if possible. Constant exchange of resources and information to ensure that all the staff members involved have access to updated data.
High workload of the professionals involved which prevents them from participating in extra events and taking care of extra tasks (in particular when the project does not include a dedicated PR officer).	Involvement of the staff in the project communication strategy preparation when possible to collect their feedbacks and to highlight its interrelation with the whole project structure and actions. Involvement of the staff in the different planned communication activities (e.g. participating in the organized events) also to provide feedbacks on their efficacy and on stakeholders' attitude toward them
Prolongation of the Project due to unforeseen circumstances	In this case, the necessary actions will be taken in close cooperation with all parties involved to ensure timely completion of the activities, thus contributing to the Project timeline. At this time, we assume that all activities will be completed according to the

RISKS	PREVENTIVE MEASURES
	<p>schedule. If a risk of prolongation of separate activities or overall Project will be identified, communication on necessary actions will be organised immediately.</p>
<p>Project's activities risk of being delayed due to Covid-19</p>	<p>This risk has already occurred in the implementation phase of the project. All necessary measures for an effective further implementation of the project have been taken, such as running all scheduled and future meetings virtually (through Skype). The most serious problems related to this risk impact sites visits within Actions C1, C3 and D1. The sites may be visited by the measuring personnel in principle, but we may not be able to organize the training events, which will mean that field work cannot be started in time. The periodical project management team meetings will be used to share updates on external facts and on any change to the work plan due to Covid-19 impact on project management and project activities. Partners will be informed about any change occurred. Changes will be evaluated and decision will be taken on how to adapt to them. Moreover predictions will be made on possible future impact on the project activities in order to adopt preventive measures rather than being overwhelmed by events. Moreover the situation will be constantly reported to the EC through the Progress report and further communication if necessary.</p>
<p>The different background of the stakeholder groups involved requires different languages and different communication tools in line with their specific needs and interests.</p>	<p>Planning of regular information exchange activities using different tools and tailoring messages to the concerning target audience.</p>
<p>The project has a complex and specific terminology and covers a variety of scientific, financial, regulatory and socio-economic aspects.</p>	<p>Qualitative information and selection of the topics of main interest for each stakeholder group and sub-group. Delivering of simple, relevant and tailored information. Monitoring actions of the communication activities results to understand which channels and tools are working and which should be revised (the evaluation of the efficacy of the communication tools will be made through forms, website and social network statistics and through the collection of feedback from the target audience addressed).</p>
<p>Lack of interest from the identified stakeholders and lack of participation in the organized events.</p>	<p>Tailored organization of each event based on the target audience's interests and needs. Selection of appropriate communication channels to convey the project's objectives and results. Attention to logistic matters (easy reachable and appropriate venue, schedule, staff, event's organization, etc.). Promotion of the events way in advance and use of reminders when the date is approaching.</p>

RISKS	PREVENTIVE MEASURES
	<p>Involvement of all interested stakeholders in capacity building and knowledge transfer opportunities to understand the importance of the proposed measures and acquire the necessary expertise to implement them.</p> <p>Involvement of the local community to explain the importance of a zero-emission society and the risks related to climate change and GHG emissions.</p> <p>Organisation of workshops and initiatives for the general public (e.g. adopt a tree / plant your tree, educational visits to the sites involved in the project, etc.)</p> <p>Evaluation tools to measure the success of each closed event and analysis of feedbacks to adjust the organisation of the coming ones. Participants will be sent presentation and/or events' materials including links to the project website and social networks and a small survey. Focus groups could be organized if necessary.</p>
<p>Opposition and negative publicity on the media from one or more project's stakeholders.</p>	<p>Analysis of the stakeholder interest and influence level to identify potential opponents.</p> <p>Involvement of the target audience in the main events according to their interests and needs.</p> <p>Monitoring stakeholder engagement and attitude toward the project's actions and achieved results.</p> <p>Prompt management of negative feedbacks and attitudes.</p> <p>Provision of conflict resolutions measures.</p>
<p>Insufficient, unclear or inadequate information flow which could damage the reputation of the project bringing concerns and / or lack of trust from the stakeholders and the public opinion on the project's activities and on the management of funds.</p>	<p>Dissemination of information using the main media channels available such as the project's webpage and social media.</p> <p>Involvement of national media to deliver qualitative, updated information on the project's objectives and results, and on the status of its ongoing activities.</p> <p>Events will be organized in collaboration with the project's stakeholders (state owned enterprises, entrepreneurs, local administrations, NGOs)</p> <p>Coordination of all the communication channels and delivered messages, which should be managed when possible by a main identified public relations contact.</p> <p>Funds and their allocation should be transparently communicated and the information accessible to all interested actors.</p>
<p>Failure in correctly communicating other LIFE projects or projects on related issues reflects its negative consequences on the LIFE-Org.Balt communication activities.</p>	<p>Evaluation of communication activities and of the public opinion attitude on similar projects with which a networking has been established by analysing their report and by directly addressing the topic with their communication experts if necessary. The collected information could be used to anticipate potential concerns, to</p>

RISKS	PREVENTIVE MEASURES
	identify further potential opponents and to adjust the LIFE-Org.Balt communication strategy accordingly.

4 COMMUNICATION ACTIVITY STRATEGY

4.1 Target groups

Stakeholders, such as policy makers, business representatives, advisory, educational and research associations and NGOs, will play an important intermediary role in assuring the dissemination of information. Furthermore they are expected to play an important role in transferring and replicating the project results outside of the demo sites directly included in the project activities, also through networking and cooperative initiatives.

In order to understand stakeholders' expectations and possible level of contribution, the latter have been analysed in the "Plan for awareness rising and stakeholder engagement plan" and grouped according to their status, their level of participation, their interests and their influence in the project. This classification is essential to determine how to best involve stakeholders and, more precisely, which are the best ways to deliver information and the most effective communication channels to be used throughout the different phases of the project.

As a result stakeholders have been classified as follows:

Primary stakeholders

Primary stakeholders, within the project mainly represented by governmental institutions and their departments and by governmental agencies and organisations, have the highest level of participation with a control and partnership role, and consequently the responsibility to offer consultancy services and to disseminate information. They have a direct stake in the project together with a high level of influence on the planning process and on the implementation of project-related policies. The communication actions to be taken at governmental/institutional level therefore are wide-ranging including scientific, promotional and informative events, but also capacity building and networking initiatives. A detailed list with the relative specific communication objectives is available under paragraph [4.5.1](#).

Secondary stakeholders

Secondary stakeholders, within the project mainly represented by state-owned enterprises, research organisations, higher education institutions, advisory organisations, regional and local administrations and EU competent authorities, have a high level of influence given by their consultancy and/or partnership role, and

contribute to the project overall reputation. However, they don't have a direct stake in the project, being not the final receivers of the project actions. The communication actions to be taken at this level include scientific training and informative events as well as capacity building and networking initiatives, and therefore overlaps in some cases with the deliverables addressed to primary stakeholders. Given the peculiarity of each group included under this level specific communication activities have been identified for specific groups. A detailed list with the relative specific communication objectives is available under paragraph [4.5.2](#).

Third parties

Within the project third parties are mainly represented by business representatives, non-governmental organisations, landowners, farmers, foresters, students and local inhabitants. They are actively involved in the project, also due to their high interests, but have a low influence on its outcomes. This group includes also third parties that are neither involved in nor impacted by the project, but that it's very important to keep informed in order to increase awareness as for example students or local inhabitants.

The communication actions to be taken at this level include educational and informative events, but also knowledge transfer, trainings and networking initiatives. The active inclusion of this target group is indeed strategic to increase its level of participation and know-how. The intervention of third parties should also be considered within events targeted to primary and secondary stakeholders such as national workshops and conferences to share field experiences and real cases. Also in this case specific communication activities have been identified for specific groups. A detailed list with the relative specific communication objectives is available under the paragraph [4.5.3](#).

Table 3. Stakeholders groups

Stakeholders	Target foreseen in the project / "Plan for awareness rising and stakeholder engagement plan"
Governmental institutions / organisations	10 – in the plan "Plan for awareness rising and stakeholder engagement" 18 governmental institutions / organisations have been identified.
State-owned enterprises / services	n/a - in the plan "Plan for awareness rising and stakeholder engagement" 6 State-owned enterprises / services have been identified.
Research / Education / Advisory organisations	10 - in the plan "Plan for awareness rising and stakeholder engagement" 14 Research / Education / Advisory organisations have been identified.
Regional and local administrations	n/a - in the plan "Plan for awareness rising and stakeholder engagement" 3 Regional and local administrations have been identified.
EU competent authorities	2 - in the plan "Plan for awareness rising and stakeholder engagement" EU competent authorities have been identified.

Stakeholders	Target foreseen in the project / “Plan for awareness rising and stakeholder engagement plan”
Business representatives	10 (2 per country) - in the plan “Plan for awareness rising and stakeholder engagement” 14 Business representatives have been identified.
Non-governmental organisations	15 (3 per country) - in the plan “Plan for awareness rising and stakeholder engagement” 5 Non-governmental organisations have been identified. However more NGOs will be added and invited to the organized events. Information will also be sent to the main potentially interested NGOs.
Students	110
Landowners, farmers, foresters / Local inhabitants	500

4.2 Communication messages

Table 4. Communication messages

Stakeholders	Communication messages
Governmental institutions / organisations	Governmental institutions will be able to include the implemented CCM measures in national and regional strategies and action plans to contribute to EU and national climate targets in LULUCF and agriculture sectors.
	The project LIFE OrgBalt will improve the GHG emissions accounting methods and will contribute to develop consistent and complete inventories of GHG emissions from nutrient-rich organic soils in the countries involved.
	The project LIFE OrgBalt will provide institutions with a science-based evaluation of the environmental and socio-economic impact of CCM measures in the management of nutrient-rich organic soils.
State-owned enterprises / services	The cooperation between the different business sectors involved is of great importance to establish the bases for a transversal understanding of climate-smart management in order to identify those measures that can advantage all targets in a sustainable way.
	In the long-term the climate-smart land management measures will provide alternative options for using existing properties for different purposes and will bring to alternative / supplementary income opportunities.
	Replicability tools have a key role in the LIFE OrgBalt project to implement CCM measures outside of the sites directly involved in the project.
Research / Education Advisory organisations	There’s a need of new data on GHG emissions from nutrient-rich organic soils in order to recalculate the GHG net emissions/reductions within the LULUCF and agricultural sector.

	<p>The project LIFE OrgBalt will allow to make projections on GHG emissions from nutrient rich organic soils and to integrate them with climate change scenarios.</p>
	<p>The role of net sink vs net source of nutrient-rich organic soils needs to be further explored to fully exploit their key role in reducing GHG emissions.</p>
	<p>The LIFE OrgBalt project will enhance universities' and research institutes' national and international network and will allow them to strengthen their visibility within the scientific community and within the business and public sectors.</p>
Regional and local administrations	<p>The collaborative approach of the LIFE OrgBalt project will enhance the participation level and foster cooperation between entrepreneurs, local administrations and national institutions to promote sustainable land management at local and regional level.</p>
EU competent authorities	<p>The LIFE OrgBalt project will increase EU competent authorities' set of data and contribute to raise awareness on climate change related policies and research findings throughout Europe.</p>
Business representatives	<p>The LIFE OrgBalt project will contribute to help current and future entrepreneurs to increase their expertise and develop competitive, sustainable and innovative economic activities within the LULUCF and agricultural sector.</p>
	<p>Climate-smart land management measures will bring about alternative / supplementary income opportunities guaranteeing not only the sustainability, but also the competitiveness of the rural areas involved.</p>
	<p>The implementation of innovative technologies and the diversification of management and production systems is likely to reduce the impact of natural disasters and catastrophic events.</p>
	<p>The LIFE OrgBalt project will monitor socio-economic effects along with GHG emissions reduction goals.</p>
Non-governmental organisations	<p>The role of Cropland, Grassland and Forest land, the actors involved in these sectors and the implemented successful sustainable management practices should be highlighted and find more space in national and local information channels.</p>
	<p>The dimension and importance of the LIFE OrgBalt project together with the communication activities planned will significantly increase public awareness on climate change and environmental issues.</p>
	<p>The implementation of CCM measures is necessary to contrast climate change and the losses deriving from traditional land management practices which will have an increasingly negative impact on agriculture and land management related economic activities with a consequent decrease in food supply and increasing managing costs.</p>

	There's an increasing need for expertise and engagement on climate change and climate change related risks and possible solutions.
Students	Science plays a great role in guaranteeing a safe, clean and healthy environment.
	Understanding the environment and the consequences of unsustainable land management practices is fundamental for today's and future society.
	Soils are of great importance in ensuring food production, but also in preventing climate change effects, and climate mitigation measures play an important role in this framework.
Landowners, farmers, foresters, local inhabitants	The implementation of CCM measures is necessary to mitigate climate change and the losses deriving from traditional land management which will have an increasingly negative impact on agriculture and land management related economic activities with a consequent decrease in food supply and increasing managing costs.
	Extensive extraction practices will have to be abandoned in favour of sustainable management solutions.
	Climate-smart land management measures will provide alternative options for using existing properties for different purposes, bringing about the production of new varieties of crops which will bring to alternative / supplementary income opportunities.
	Nutrient-rich organic soils play a great role in reducing GHG emissions but have a two-way relationship with climate change being a net sink but also a net source of GHG emissions.
	Climate change mitigation is everybody's responsibility and each member of the society can play a role in mitigation.
	Cropland, Grassland and Forest land play a great role in a changing climate and we need to increasingly implement climate-smart management solutions to reduce GHG emissions and to improve their productivity.

4.3 Communication channels

In order to deliver the communication messages provided in paragraph 4.2, and to fulfil the communication objectives of the Project activities, with a particular focus on its information and dissemination objectives, a variety of communication channels will be used ranging from digital media (including websites, social media, newsletters of the project, but also of the project stakeholders and of other involved actors) to news agencies, newspapers, journals, TV channels and radio. An important attention will be given to media relations putting them on the periodical project management team meetings' agenda in order to track the regular presence of

the project on media and evaluate which information are disseminated during the whole project duration and how. The goal of the communication activities is to keep the public informed and interested in the project's objectives and results in order to share knowledge, raise awareness, change attitudes, mobilize support and impact policies.

Below is a list of the communication channels that have been identified and will be used to promote the project's objectives and results. At the moment only Latvian media have been identified. Partners media will be added within the further document "Guidelines for the dissemination of information and organization of networking and training events" where the specific communication tasks of each partner will be outlined:

- News agencies and publishing house – Latvian Information Agency LETA, Baltic News Service BNS, Latvijas Mediji (Latvian Media)
- Internet news portals - Delfi.lv, in particular the thematic session "Dabas aizsardzības pārvaldes" (Nature Conservation Agency), Latvijas Sabiedriskie Mediji LSM.LV, in particular the session "Vide un dzīvnieki" (Environment and animals), TVNET, the LETA business portal "nozare.lv"
- National newspapers and nature related supplements [e.g. Diena and the supplement "Dabas Diena" (Nature – Diena), Neatkarīgā Rīta Avīze NRA (Independent Morning Newspaper), Latvijas Avīze (under the group Latvian Media) and the supplement "Laukos" (Countryside) and "Daba"(Nature), Latvijas Vēstnesis (Latvian Journal), The Baltic Times and the supplement "Estonia", "Lithuania", "Latvia", "Business"]
- Regional newspapers (according to the locations of the Project activities and in particular of the project demo sites)
- Periodicals – focusing on environmental, land management, forestry, farming, climate change, business opportunities within the LULUCF and agricultural sector [e.g. "Vides Vēstis" (Environmental News) and the several environment related periodicals under the group Latvijas Mediji such as "Agro Tops", "Praktiskais Latvietis" and "Saimnieks"]
- TV news and programmes - LTV in particular the programmes "Zemes stāsti" (Land stories) and "Vides Fakti" (Environmental Facts); ReTV and in particular the programme Es varu būt zaļš ("I Can Be Green"), Rīga TV24
- Regional television (according to the locations of the Project activities and in particular of the project demo-sites)
- Radio - Latvijas Radio 1 (LR1) in particular the programmes "Zaļais vilnis" (Green Wave) and Zināmais nezināmajā (Unknown in the Unknown); Latvijas Radio 2 (LR2); Latvijas Radio 5 (LR5); Latvijas Radio 6 (LR6 - NABA Radio); Regional Radios (according to the locations of the Project activities and in particular of the project demo-sites)

- Digital Media – Websites, social media (Facebook, Twitter, Instagram, YouTube, Vimeo), project E-newsletter, managed by the project partners, but also by the project stakeholders and others involved actors
- Outdoor advertising - Notice boards and information signs
- Events – including all the events planned within the projects (informative, educational, networking) and other project-related events organized by the involved stakeholders
- Information intermediaries [e.g. Libraries, NGOs, regional and local institutions, Higher Education Institutions, Research and Advisory centres, Institutional agencies/services such as the Latvia's State Forest service "MammaDaba" (Mother nature), the "Dabas aizsardzības pārvaldes" (Nature Conservation Agency) and its implemented environment education services such as the "Dabas izglītības centri" (Nature education centres)]. For a detailed list of all the stakeholders that could be involved in this framework see the project plan "Plan for awareness rising and stakeholder engagement"
- Direct contacts - individual meetings and discussions upon requests to provide further information about the project
- Peer-reviewed scientific journals – focusing on environmental sciences, agriculture, LULULCF sector, GHG emissions, Climate Change and Climate Change Mitigation measures

4.4 Communication activities and timetable

Following the stakeholder analysis a set of deliverables have been identified and have been divided according to the communication and dissemination actions of the project (E.1, E.2, E.3).

4.4.1 E.1 Information and dissemination

The main objective of this set of activities is to provide data on the project findings and results at different levels.

Website: a website of the project will be created to provide to all the actors involved and to the general public, clear information about the project's goals and objectives and periodical updates about ongoing actions and main findings. Partners will be able to add and edit information autonomously.

Social media: social media accounts will be created in all the main platforms (Facebook, Twitter, Instagram, LinkedIn) to connect the project team with the whole society and keep all stakeholders connected and advised of progress.

Peer-reviewed journals (8): Eight scientific publications are planned to be produced to provide the scientific base for the outcomes of the project such as, e.g., GHG emissions from nutrient-rich organic soils under different types of land management in boreal and TCM climate regions in Europe, potential GHG inventories methodological improvements, and the impact of climate change on GHG emissions

from organic soils. All scientifically valuable information will be published in peer-reviewed journals including 2 planned publications in journals having citation index above 50% of the sectoral average. Moreover the presentations of the final conference may be published in the 2023 edition of the peer reviewed journal “Research for Rural Development”.

Publications: publications will include 1000 brochures provided in all participating countries' language containing information about the project goals, tasks, actions, partnership, funding, locations and expected results. An electronic version will also be available within the project website from which in addition it will be possible to subscribe/unsubscribe to the project e-newsletter (8 issues are planned). Finally 10 press-releases have been planned to promote specific events and/or give space to some important project related news. Press-releases will be distributed to media thus developing strong relations with the media and regularly informing about the results of the project.

Policy briefs (5): five country specific policy briefs will be produced to summarise the main aspects of the project, the actions taken and the results obtained and to focus on specific issues so to provide decision-makers with a background of the main problems. Policy briefs should also provide evidences about possible solutions in order to solicit actions / decisions at governmental level.

Popular articles (10): ten popular articles will be published to provide a simplified description of the methodological approach, illustrate the project's main goal, the benefits of climate-smart management of nutrient-rich organic soils based on CCM measures and both environmental and socio-economic effects on the whole society.

Technical articles (6): technical articles will be published on relevant national and international publications to describe the methodological approach and the main results achieved within the project and keep stakeholders updated on the main findings and on the next steps to be taken.

Articles for the general public (10): These articles will focus on a more practical approach, including good practice examples and experts interviews, covering all the different land use scenarios included in the project.

Layman’s report (1): the Layman's report presents the Project background, objectives, actions and results in a simple and comprehensible way to provide interested actors with some simple, first general information. It's also important to highlight the EU contribution to CCM goals in the partner countries and to obtain financial support for the project continuation after the end of the funding period.

Short films (4): four short films (about 7-8 minutes long) will be made available on web sources (Youtube, Vimeo) and broadcasted on environmental TV programmes with a plan to reach target of up to 10,000 viewers. The aim is to promote the project objectives and results to the civil society. The

films will be also showed in internal and external events and distributed to international channels in other countries (with subtitles in English).

Notice boards and information signs: Information signs will be set up at each partner organisation to promote awareness and inform the society about the project progresses. Notice boards will be installed in each demonstration site to promote awareness and give some general main information about the project.

4.4.2 E.2 Dissemination and training events

National workshops (10 – 2 per country): national workshops will be organized to discuss the benefits of CCM measures. Two workshops per country, with about 25 participants each are planned. The main target will be sectoral decision and policy makers in charge of planning and implementing policies at regional and national level in the field of forestry, agriculture and other related fields, as well as farmers' and foresters' organisations.

Training workshops (10 – 2 per country): training workshops will be organized toward the end of the project. Two training workshops will be organized in each project country in order to transfer the project's developed tools and methodologies. Training courses are planned as one day event, accompanied by one or several complementary online sessions. The total number of training sessions to be held amounts to 10. The first 5 (1 per country) will be held during the first phase and the second 5 (1 per country) during the second. Training materials will be developed in English and then translated into the five official languages of the participating countries, i.e. Latvian, Estonian, Lithuanian, Finnish and German.

Final international conference (1): a final international conference “Innovative solutions for reduction of GHG emissions from organic soils” will be held in Latvia, for presenting, promoting and reporting on the project and discuss its results. The conference, which will have no participation fee, will last 1 day and a half and will include a field excursion to demonstrate applied CCM cases.

External events (7): seven external events, such as conferences and/or seminars, have been planned to present the project results so to increase its visibility and network/ future partnerships opportunities.

Educational events (6): educational events for university-level students will be organized to promote CCM targeted measures. Six events have been planned to sensitize young generations on climate change challenges and on the importance of tacking actions to tackle them. Education events will be organized by the project partners Latvia University of Life Sciences and Technologies (LLU) and the University of Tartu (UT), but also by the Higher Education Institutions involved in the project as

stakeholders such as the University of Latvia (UL) and so on. For a complete list see the project plan “Plan for awareness rising and stakeholder engagement”

4.4.3 E.3 Networking

Thematic Workgroup: a Thematic Workgroup will be established. The aim is to organise common meetings once every four months to discuss the project progress and results and in particular the advance in the development of GHG inventories. Moreover the findings and latest data at international level in line with the project topics will be discussed and reports will be redacted to present the outcomes of each meeting;

Experience exchange visits (2): two three-days visits of a selected internal group with three participants from each organisation have been planned to enhance the partnership level within the project. During the visits it will be possible to focus on best practice examples and discuss in details their applied methodologies.

Networking with similar international projects and participation to international conferences: the cooperation at international level by setting up networking events and activities with similar projects will help build-up on already obtained results toward a common understanding of climate-smart management practices in nutrient-rich organic soils in forest land, cropland and grassland, and help in finding long-term solutions. International conferences attendance will also be a valid knowledge and experience transfer tool and will give the opportunity to build new partnerships.

Initiatives directly targeting EC authorities⁶: several activities will be targeting directly EC authorities to provide them with information on the ongoing activities and obtained results (e-newsletters and specific presentations in English to present the outcomes of the projects in other EU countries as well as additional clarifying and in-depth analysis meetings), to encourage their active participation and direct presence in some of the organized events (participation to international conferences and other events of interest), to solicit policies implementation and concrete actions on some specific, urgent issues (policy briefs).

Elaboration of a Joint Action Program (1): a Joint Baltic, German, Finnish Climate Change Mitigation Actions Program will be established at the end of the project to transfer results in the participating countries and through the whole temperate climate zone. The aim is to provide future research

⁶ Action E3.2 “Initiatives directly targeting EC authorities” has not been included in table 1 and 2 since it replicates the activities listed for Action E1-E3. The responsible partner for this action is the Ministry of Agriculture of the Republic of Latvia. However a list can be found at paragraph [4.4.2](#) where activities are further analysed basing on targets specific communication objectives.

roadmap for scientists, roadmap for further improvements of National GHG inventories and policy development in the whole Temperate Cool Moist climate zone.

A schematic summary of all communications actions, deliverables, targets and timetable is available in Table 5. Communications actions timetable, in attachment (see [annex n. 1](#)).

Listed communication channels will be used to reach the communication objectives of the Project. They include transversal information tools such as the project website, social networks, general informative materials (brochures, short-films, notice boards and information signs), but also communication channels which will serve different information needs and/or will be addressed in different ways and to different stakeholders, given the variety of backgrounds and interests that characterize the project. Therefore, specific communication objectives have been identified and divided basing on the addressed stakeholder group.

4.5 Specific Communication objectives

4.5.1 Primary stakeholders (Governmental institutions / organisations)

Information and dissemination

It's important to ensure that primary stakeholders have the full vision and understanding of the project and are involved and periodically informed about the ongoing activities and obtained results. Moreover primary stakeholders need to have full access to the project findings and developed tools, to support national and regional authorities in the implementation of CCM measures and climate target in the National Climate Change Adaptation Plan and in other Climate related documents and in Latvia planning regions' development planning and other regional climate related documents (through the cooperation with the Planning Region Administrations of Latvia and the Latvian association of local and regional governments (LALRG) , to fulfil European and national climate 2030 and post-2030 targets in the LULUCF and agricultural sector.

Training and education

Training and education activities will be targeted to primary stakeholders in order to increase the expertise of the institutional staff and to facilitate the exchange of best practices. Particularly important is the involvement of governmental organisations representing the LULUCF and agricultural sector which have stronger connections with territorial realities and can provide concrete working cases.

Networking

To ensure the success of the project, the cooperation with other institutions and governmental organisations and the creation of networking opportunities will be promoted to share expertise and face climate change mitigation and carbon neutrality goals from a common perspective given the global scale of the phenomena.

Table 6. Governmental institutions / organisations specific communication objectives

ACTION	TASK	DELIVERABLE	Specific communication objective
E.1 Information and dissemination	2. Scientific publications	Peer-reviewed journals	To provide data and scientific information on the project findings to be used for decision-making and policy planning.
	3. Information and education materials	Policy briefs	To summarise the main aspects of the project, the actions taken and the results obtained and to focus on specific issues so to provide decision-makers at national and EU level with a background of the main problems.
		Press-releases	To promote specific events and/or give space to some important project related news.
		E-Newsletter	To provide institutions with a periodical update of the project activities to be shared at institutional level and / or during project-related institutional events.
E.1 Information and dissemination		Technical articles	To provide information about the data collected and the methodologies followed to be shared at institutional level and / or during project-related institutional events.
E.1 Information and dissemination	4. Layman's report	Layman Report	To present the Project background, objectives, actions and results in a simple and comprehensible way, to provide interested actors with some simple, first general information. It's also important to highlight the EU contribution to CCM goals in the partner countries and to obtain financial support for the project continuation after the end of the funding period.
E.2 Dissemination and training events	1. Planning and organization of national workshops	National workshops	To provide a scientific and technical discussion to decision and policy makers in charge of planning and implementing policies at national level in the field of forestry, agriculture and other related fields.
	2. Organisation of a Final international conference	Final international conference	To present, promote and report on the project and discuss its results within an international context. To give international visibility to the national institutions involved, building the bases for future cooperation opportunities. To increase the expertise of the institutional realities involved.
	3. Planning and organisation of the information and dissemination events	External events	To present the project results and the policy implementation process in external context seminars and conferences in order to increase its visibility. To give international visibility to the national institutions involved, building the bases for future cooperation opportunities.
E.3 Networking	1. Identification of relevant projects and	Thematic Workgroup	To discuss the project progress and results and in particular the advance in the development of GHG inventories. To align policy planning with the findings and latest data at international level.

ACTION	TASK	DELIVERABLE	Specific communication objective
	networks, exchange of experience	Experience exchange visits	To focus on best practice examples and discuss in details the applied methodologies within different contexts and institutional realities. To confront with other institutions on climate change mitigation policies and the role of states in contributing to GHG emissions reduction goals.
		Networking with similar international projects	To improve existing monitoring mechanisms, to make use of data acquired in previous CCM related projects, to avoid already encountered problems and previous mistakes at policy implementation level, to build up on already obtained results, so to enhance the scientific, economic and social value of the project.
	3. Elaboration of a Joint Action Program	Joint Baltic and Finnish Action Program	To identify and assess a set of policies to reduce climate change risks, based on CCM measures. To guarantee results transferability in the participating countries and throughout the whole temperate climate zone.

4.5.2 Secondary stakeholders

Information and dissemination

Information and awareness activities are particularly important for secondary stakeholders in order to ensure their active involvement and give them the opportunity to fully take part in the project. Research, education and advisory institutions are an important target within this objective having important consultancy responsibilities given by their research, educational or advisory mission. Local authorities should be actively involved too having a deeper knowledge of territorial realities and being therefore able to fruitfully contribute to the debate and to the dissemination of information.

Training and education

Local governments and institutions, as well as advisory, research and educational centres should be fully involved in the activities falling under this objective. Their engagement in the project and their involvement in training initiatives is very important to fulfil their educational, research, advisory and representative roles. Therefore their presence at national workshops should be guaranteed.

Networking

Networking workshops at national level will be planned during the whole project to exchange experience and know-how and create stronger connections among the different secondary stakeholders. Stakeholder active participation is fundamental to achieve this goal.

State-owned enterprises / services

Table 7. State-owned enterprises / services specific communication objectives

ACTION	TASK	DELIVERABLE	Specific communication objective
E.1 Information and dissemination	2. Scientific publications	Peer-reviewed journals	To provide data and scientific information on CCM measures and new land management solutions including environmental but also socio-economic impact data.
	3. Information and education materials	Popular articles	To summarise the main aspects of the project, the actions taken and the results obtained and to focus on specific issues so to provide state-owned enterprises with practical data on CCM measures implementation results and soil degradation consequences.
		Press-releases	To promote specific events and/or give space to some important project related news. To promote events organized by state-owned enterprises / services to raise awareness on land sustainable management economic and social value.
		E-Newsletter	To provide state-owned enterprises with a periodical update of the project activities to be shared at national and / or international level with other initiatives partner institutions.
		Technical articles	To provide information about the data collected and the methodologies followed to evaluate the potential implementation of CCM measures in further areas.
	4. Layman's report	Layman Report	To present the Project backgrounds, objectives, actions and results in a simple and comprehensible way, to provide interested actors with some simple, first general information and to promote the project at national and international level.
E.2 Dissemination and training events	1. Planning and organization of national workshops	National workshops	To present data on GHG emissions and CCM implementation practical cases at national level in the LULUCF and agricultural sector. To increase cooperation opportunities and exchange best practices.
		Training workshops	To be trained on how to use the project's developed tools and methodologies as end-users. (Second phase training)
	2. Organisation of a Final international conference	Final international conference	To contribute to the discussion (through dedicated workshops for example) with practical cases and concrete data. To give international visibility to the state-owned enterprises / services involved, building the bases for future cooperation opportunities. To increase the expertise of the participating staff.
	3. Planning and organisation of the information and dissemination events	External events	To present the project results and the policy implementation process in external context seminars and conferences in order to increase its visibility. To give international visibility to the state-owned enterprises / services involved, building the bases for future cooperation opportunities.
E.3 Networking	1. Identification of relevant projects and networks, exchange of experience	Thematic Workgroup	To participate to the discussion of the project's progress and results and in particular the advancement in the development of GHG inventories.
		Experience exchange visits	To exchange experience and know-how and create stronger connections among different state-owned enterprises / services beyond the national context. To share positive aspects as well as concerns on the implemented CCM measures' environmental and socio-economic impact.

		Networking with similar international projects	To improve existing monitoring mechanisms, to make use of data acquired in previous CCM related projects, to avoid already encountered problems and previous mistakes, to build up on already obtained results, so to enhance the scientific, economic and social value of the project.
	3. Elaboration of a Joint Action Program	Joint Baltic and Finnish Action Program	To participate to the identification and assessment process of a set of policies to reduce climate change risks, based on CCM measures.

Research / Education / Advisory organisations

Table 8. Research / Education / Advisory organisations specific communication objectives

ACTION	TASK	DELIVERABLE	Specific communication objective
E.1 Information and dissemination E.1 Information and dissemination	2. Scientific publications	Peer-reviewed journals	To provide data and scientific information on the project findings which could be used to continue on-going research or to activate new research fields within research centres and Higher Education Institutions. To provide advisory centres technical staff with updated information on ongoing research.
	3. Information and education materials	Popular articles	To provide research, education and advisory organisation with a simplified set of data to promote the project and/or its research fields. To organize divulgation events to raise awareness on climate mitigation measures and/or to attract new students. Advisory centres will be provided with divulgation data to provide information on CCM measures and related socio-economic benefits, soil degradation related problems, GHG emissions reduction goals, to a wider audience providing data and materials developed with a simplified approach.
		Press-releases	To promote specific events and/or give space to some important project related news. To promote events organized by research, education and advisory organisation within the context of the project or on related topics. To increase their visibility and reputation given their involvement in the project.
		E-Newsletter	To provide partner research centres, universities and advisory centres with a periodical light overview of the project progress, activities and obtained results to be shared at national and / or international level with other partner institutions.
E.1 Information and dissemination E.1 Information and dissemination		Technical articles	To provide information about the data collected and the methodologies followed on which to build up for further research / analyses.
	4. Layman's report	Layman Report	To present the Project backgrounds, objectives, actions and results in a simple and comprehensible way, to provide interested actors with some simple, first general information and to promote the project at national and international conferences / meetings.

ACTION	TASK	DELIVERABLE	Specific communication objective
E.2 Dissemination and training events	1. Planning and organization of national workshops	National workshops	To present research data on GHG emissions and CCM implementation measured impact in the LULUCF and agricultural sector, at national level. To increase cooperation opportunities and exchange best practices.
		Training workshops	To be trained on how to use the project's developed tools and methodologies as future trainers (First phase training). Advisory organisation will then act as trainers for individual stakeholders. (Second phase training)
	2. Organisation of a Final international conference	Final international conference	To present research data on GHG emissions and CCM implementation measured impact in the LULUCF and agricultural sector within an international context. To give international visibility to the research, education and advisory organisations involved, building the bases for future cooperation opportunities.
	3. Planning and organisation of the information and dissemination events	External events	To present the project results in external seminars and conferences in order to increase its visibility. To give international visibility to the research, education and advisory organisations involved, building the bases for future cooperation opportunities.
E.3 Networking	1. Identification of relevant projects and networks, exchange of experience	Thematic Workgroup	To participate to the discussion of the project's progress and results and in particular the advancement in the development of GHG inventories.
		Experience exchange visits	To exchange experience and know-how and create stronger connections with different research, education and advisory organisations beyond the national context.
		Networking with similar international projects	To improve existing monitoring mechanisms, to make use of data acquired in previous CCM related projects, to avoid already encountered problems and previous mistakes, to build up on already obtained results, so to enhance the scientific, economic and social value of the project.
	3. Elaboration of a Joint Action Program	Joint Baltic and Finnish Action Program	To participate to the identification and assessment process of a set of policies to reduce climate change risks, based on CCM measures.

Regional and local administrations

Table 9. Regional and local administrations specific communication objectives

ACTION	TASK	DELIVERABLE	Specific communication objective
	2. Scientific publications	Peer-reviewed journals	To provide regional and local administrations technical staff with updated information on ongoing research on CCM

ACTION	TASK	DELIVERABLE	Specific communication objective
E.1 Information and dissemination E.1 Information and dissemination	3. Information and education materials		measures, GHG emissions from nutrient-rich organic soils and other project related topics.
		Popular articles	To provide regional and local administrations with a simplified set of data to promote the project and its activities. To be provided with divulgation data in order to spread information on CCM measures and related socio-economic benefits, soil degradation related problems, GHG emissions reduction goals, at regional and local level providing data and materials using a simplified approach.
		Press-releases	To promote specific events and/or give space to some important project related news. To promote events organized by regional and local administrations within the context of the project or on related topics. To increase their visibility and reputation given their involvement in the project.
		E-Newsletter	To provide regional and local administrations with a periodical light overview of the project progress, activities and obtained results to be shared at national and / or international level with other partner institutions.
E.1 Information and dissemination E.1 Information and dissemination		Technical articles	To provide information about the data collected and the methodologies followed on which to build up for further research / analyses.
E.1 Information and dissemination E.1 Information and dissemination	4. Layman's report	Layman Report	To present the Project backgrounds, objectives, actions and results in a simple and comprehensible way, to provide interested actors with some simple, first general information and to promote the project at national and international conferences / meetings.
E.2 Dissemination and training events	1. Planning and organization of national workshops	National workshops	To represent the realities involved in the project (demo sites) providing data on the environmental but also socio-economic impact at regional and local level. To present practical cases of the implemented measures with a focus on administrative issues. To increase cooperation opportunities and exchange best practices.
	2. Organisation of a Final international conference	Final international conference	To represent the realities involved in the project (e.g. presenting demo sites study cases through presentation and/or dedicated workshops) providing data on the environmental, but also socio-economic impact at regional and local level, within an international context. To present practical cases of the implemented measures with a focus on policy / administrative issues. To increase cooperation opportunities and exchange best practices.

EU COMPETENT AUTHORITIES

Disseminating actions targeting EU competent authorities are aimed to increment their set of data and to increase the level of awareness on climate change policies and research findings throughout Europe.

EU representatives such as the CION / JRC will be invited to take part to the Final International conference to directly participate to the presentation of results and provide further information if willing on the LIFE programme current/future financial framework.

The EC Directorate-General for Climate Action (DG CLIMA) and Directorate-General for Agriculture and Rural Development (DG AGRI) will also be informed on the project's results with a focus on the potential of climate change mitigation measures in contributing to sustainable land use and GHG emissions reduction within the LULUCF and agricultural sector. In this respect a collaboration with the European Commission is foreseen.

Finally the Latvia Ministry of Agriculture and the Latvian State Forest Research Institute "Silava" will present the project's results in the context of the European working groups of which are part such as the annual LULUCF sector experts meeting organized by the Joint Research Centre (JRC) and the European Commission Working Group 5 "Implementation of the LULUCF Decision and policy development of the land use, land use change and forestry sector" under the Climate Change Committee. The results will be presented in particular toward the end of the project when more consistent data and empirical evidences will be available.

4.5.3 Third parties

Information and dissemination

Several information and awareness raising activities have been planned for third parties. Awareness campaign on climate change challenges are of particular importance within the public opinion and in particular should be addressed to young generations using tailored, effective, catchy channels and tools. A communication tool specifically targeted to third parties is the realization of 4 short films (about 7-8 minutes long) which will be broadcasted and also made available on web sources (Youtube, Vimeo). Articles for the general public will also be published and will focus on a more practical approach, including good practice examples and experts interviews. In addition notice boards will be set up at each partner organisation to promote awareness and inform the society about the project progresses. Information signs will also be installed in each demonstration site to promote awareness, give visibility to the project's sites and provide some general information. Educational events on GHG emissions and climate mitigation measures will be organized for universities students. Finally local business representatives and entrepreneurs should have easy access to the data of their interest and should be included in the technical articles' target.

Training and education

Third parties should also be actively involved in the planned training events to present and explain the project development and results to farmers, landowners, foresters and their representatives. These initiatives are very important also to collect feedbacks and concerns. Finally the involvement of third parties, in particular of

business representatives and entrepreneurs, in capacity building and knowledge transfer initiatives is of particular importance to align the knowledge and human skills with the development pace of the LULUCF industry and the related sectors and the demand for a more sustainable land management. Moreover training and knowledge transfer activities will also allow entrepreneurs to increase their professional skills and recognition.

Networking

Third parties will be invited to participate to national networking workshops and other knowledge exchange opportunities. Their involvement is indeed particularly important given their lack of sufficient representative role or decision power and the consequent risk of being excluded with a resulting decreasing awareness and interest in environmental issues and sustainable land management practices.

Business representatives

Table 10. Business representative’s specific communication objectives

ACTION	TASK	DELIVERABLE	Specific communication objective
E.1 Information and dissemination	3. Information and education materials	Press releases	To remain updated on the project activities and events, to learn about best practices and follow the CCM measures implementation process. To raise awareness on CCM measures implementation among the businesses they represent and contrast potential scepticism.
		Popular articles	To provide businesses representatives with a simplified set of data to promote the project and its activities among entrepreneurs and/or their partners.
		Technical articles	To provide technical data (information about the data collected and the methodologies followed) to technicians and interested entrepreneurs.
		Articles for general public	To provide a wider audience with information based on a more practical approach, including good practice examples and experts interviews, covering all the different land use scenarios included in the project.
		4 short films (up to 7-8 min.)	To provide visual information to a wider audience showing the concrete demo sites identified by the project, what CCM measures are and which are they concrete effects on GHG reductions and land management.
	E-Newsletter	To provide business representatives with a periodical update of the project activities to be shared during their internal or external meetings.	
	4. Layman's report	Layman's report	To present the Project backgrounds, objectives, actions and results in a simple and comprehensible way, to provide interested actors (e.g. entrepreneurs that are not familiar with CCM measures) with some simple, first general information.
E.2 Dissemination and training events	1. Planning and organization of national workshops	National workshops	To represent the realities involved in the project (demo sites) providing data on the environmental but also socio-economic impact at regional and local level. To present practical cases of the implemented measures with a focus on socio-economic impacts. To increase cooperation opportunities and exchange best practices.

	2. Organisation of a Final international conference	Final international conference	To represent the realities involved in the project (e.g. presenting demo sites study cases through presentation and/or dedicated workshops) providing data on the environmental, but also socio-economic impacts at regional and local level, within an international context. To increase cooperation opportunities and exchange best practices.
	3. Planning and organisation of the information and dissemination events	External events	To present the project results in external seminars and conferences in order to increase its visibility with a focus on socio-economic impact. To give international visibility to the business sector realities involved, building the bases for future cooperation opportunities.
E.3 Networking	1. Identification of relevant projects and networks, exchange of experience	Experience exchange visits	To exchange experience and know-how (presenting the implemented CCM measures from a socio-economic perspectives) and create stronger connections with different business representatives beyond the national context. To increase their knowledge on CCM implementation by hearing about other stakeholders experience.

Non-governmental organisations

Table 11. Non-governmental organisations specific communication objectives

ACTION	TASK	DELIVERABLE	Specific communication objective
E.1 Information and dissemination	3. Information and education materials	Press releases	To remain updated on the project activities and events, to learn about best practices and follow the CCM measures implementation process. To raise awareness on CCM measures implementation among the society and contrast potential scepticism.
		Popular articles	To have a deeper but simplified insight of the Project objectives, activities and results.
		Articles for general public	To provide a wider audience with information based on a more practical approach, including good practice examples and experts interviews, covering all the different land use scenarios included in the project.
		4 short films (up to 7-8 min.)	To provide NGOs with visual information to be used in informative events or on their websites to show the concrete demo sites identified by the project, what CCM measures are and which are they concrete effects on GHG reductions and land management.
	E-Newsletter	To have and provide interest actors with a periodical update of the project activities. To support the dissemination activities.	
	4. Layman's report	Layman's report	To present the Project backgrounds, objectives, actions and results in a simple and comprehensible way
E.2 Dissemination and training events	1. Planning and organization of national workshops	National workshops	To have a wider and clearer understanding of the thematic of the project and intervene on specific expertise (sustainable land management, awareness raising on climate change related issues, etc.). To increase cooperation opportunities and exchange best practices.

ACTION	TASK	DELIVERABLE	Specific communication objective
	2. Organisation of a Final international conference	Final international conference	To have a wider and clearer understanding of the thematic of the project and share opinions according to their specific expertise (sustainable land management, awareness raising on climate change related issues, etc.) within an international context . To increase cooperation opportunities and exchange best practices.

Landowners, farmers, foresters, local inhabitants

Table 12. Landowners, farmers, foresters, local inhabitants' specific communication objectives

ACTION	TASK	DELIVERABLE	Specific communication objective
E.1 Information and dissemination	3. Information and education materials	Press releases	To remain updated on the project activities and events, to learn about best practices and follow the CCM measures implementation process.
		Popular articles	To have a deeper but simplified insight of the Project objectives, activities and results. To learn more about CCM measures potentials and GHG emissions reduction goals.
		Articles for general public	To have access to information based on a more practical approach, including good practice examples and experts interviews, covering all the different land use scenarios included in the project.
		4 short films (up to 7-8 min.)	To have access to visual information showing the concrete demo sites identified by the project, what CCM measures are and which are their concrete effects on GHG reductions and land management.
	E-Newsletter	To have a periodical update of the project activities.	
	4. Layman's report	Layman's report	To present the Project backgrounds, objectives, actions and results in a simple and comprehensible way
E.2 Dissemination and training events	1. Planning and organization of national workshops	National workshops	To feel directly involved in the project, increase their understanding of CCM measures and enhance their professional expertise. To have a chance to increase cooperation opportunities and exchange best practices with other entrepreneurs.
		Training workshops	To be trained on how to use the project's developed tools and methodologies as end-users. (Second phase training)

Students

Table 13. Students' specific communication objectives

ACTION	TASK	DELIVERABLE	Specific communication objective
E.1 Information and dissemination	3. Information and education materials	Press releases	To remain updated on the project activities and events, to learn about best practices and follow the CCM measures implementation process.
		Popular articles	To have a deeper but simplified insight of the Project objectives, activities and results. To learn more about CCM measures potentials and GHG emissions reduction goals.
		Articles for general public	To have access to information based on a more practical approach, including good practice examples and experts interviews, covering all the different land use scenarios included in the project.

ACTION	TASK	DELIVERABLE	Specific communication objective
		4 short films (up to 7-8 min.)	To have access to visual information showing the concrete demo sites identified by the project, what CCM measures are and which are their concrete effects on GHG reductions and land management.
		E-Newsletter	To have a periodical update of the project activities.
	4. Layman's report	Layman's report	To present the Project backgrounds, objectives, actions and results in a simple and comprehensible way
E.2 Dissemination and training events	3. Planning and organisation of the information and dissemination events	Educational events	To explain the impact of GHG emissions and promote CCM targeted measures. Six events have been planned to sensitize young generations on climate change challenges and on the importance of tacking actions to tackle them.

5 COMMUNICATION STRATEGY IMPLEMENTATION EVALUATION

Several evaluation tools have been outlined in order to evaluate the efficacy of the communication strategy in reaching the identified stakeholders and in delivering the identified specific communication messages, but also to detect on time those communication activities which showed to be less efficient and therefore require to be improved.

The analysis will take into consideration all the activities planned, the fulfilment of the communication requirements (including the LIFE program ones) and the given deadlines.

Different evaluation methods will be used for different activities including website and social networks analytics, mailigen services statistics, media monitoring tools and questionnaires. Voluntary feedbacks from the target audience will also be taken into account.

Questionnaires will include two templates. A first template will be created, in line with the monitoring plan requirements, to test the general efficacy of the communication strategy as a whole and the capacity of the project to raise awareness on the addressed topics (GHG emissions reduction, CCM measures environmental and socio-economic impact, etc.). The questionnaire will be periodically sent through newsletters, social networks and / or the project website to understand the accurateness of information both in quality and quantity terms, the capacity for information to match the target interest and to reach it through the most suitable channel. Periodicity of questionnaire distribution will be linked with project report periods that has been already identified in the “Project work plan including monitoring guidelines”.

A second template will be designed to be sent to participants after each organized events to monitor their efficacy, to understand if the information provided were relevant and matched the audience interests and to evaluate the format of the event and participants’ overall satisfaction including logistics aspects (logistic support before and during the event, quality of the event’s venue, if the venue is easy reachable, etc.)

The efficacy of the communication strategy will be monitored throughout the whole project Activity plan as well as communication action timetable will be reviewed and updated by the responsible beneficiary Baltic Coasts and approved by project management team every six months after collecting feedbacks from partners.

Below a schematic summary of the evaluation tools and methods planned. It will be updated toward the taking place of each communication activity should slightly changes be needed.

The table reports only the responsible partner for each task. However all partners involved in the project will have to contribute to each single activity (by providing information and data, organizing events, writing articles and policy briefs and all other necessary actions to ensure the successful realisation of all planned activities. The participation of the stakeholders identified under the activity A2.1 “Plan for awareness rising and

stakeholder engagement plan” should also be stimulated by each partner. The single specific tasks of each partner will be defined in the further document “Guidelines for the dissemination of information and organization of networking and training events”.

Table 14. Evaluation tools and methods

ACTION	TASK	Responsible partner per task	DELIVERABLE	Communication KPI	Implementation	Evaluation	DEADLINE
E.1 Information and dissemination	1. Project website and social media accounts	SILAVA	Website	10,000 hits (page views)	http://baltijaskrasti.lv/blog/projekti/life-orgbalt/	Google analytics	31/12/2019
		SILAVA	Social media accounts	Facebook: 200 followers Twitter: 200 followers	https://www.facebook.com/orgbalt/ https://twitter.com/orgbalt https://www.instagram.com/orgbalt/	Facebook, Instagram and Twitter statistics	31/12/2019
	2. Scientific publications	LUKE	Peer-reviewed journals	8 scientific publications	Title of the publication, journal, date	H-index	30/09/2022 (For first three publication) 31/08/2023 (E1 Action deadline)
	3. Information and education materials	BALTCOASTS	Informative materials (brochures)	1,000 coloured copies	printing date	Include in the events' questionnaire a question on where did participants find information about the project	30/09/2022
		BALTCOASTS	Press releases	10 press releases	Title of the article, communication channel (for each article the most suitable channels among those identified in par. 4.3 will be chosen), date	Statistics will be prepared to keep track of media coverage through media monitoring data (date, media, title, author, page, length, content, if quoted by some experts, audience, link.) Include in the events' questionnaire a question on where participants found information about the Project.	31/08/2023

ACTION	TASK	Responsible partner per task	DELIVERABLE	Communication KPI	Implementation	Evaluation	DEADLINE
		BALTCOASTS	Policy briefs	5 country specific releases	Title of the article, communication channel, date		31/08/2023
		BALTCOASTS	Popular articles	10 articles	Title of the article, communication channel (for each article the most suitable channels among those identified in par. 4.3 will be chosen), date	Statistics will be prepared to keep track of media coverage through media monitoring data (date, media, title, author, page, length, content, if quoted by some experts, audience, link.) Include in the events' questionnaire a question on where participants found information about the Project.	31/08/2023
		BALTCOASTS	Technical articles	6 articles	Title of the article, communication channel (for each article the most suitable channels among those identified in par. 4.3 will be chosen), date	Statistics will be prepared to keep track of media coverage through media monitoring data (date, media, title, author, page, length, content, if quoted by some experts, audience, link.) Include in the events' questionnaire a question on where participants found information about the Project.	31/08/2023
		BALTCOASTS	Articles for general public	10 articles / interviews	Title of the article, communication channel (for each article the most suitable channels among those identified in par. 4.3 will be chosen), date	Statistics will be prepared to keep track of media coverage through media monitoring data (date, media, title,	31/08/2023

ACTION	TASK	Responsible partner per task	DELIVERABLE	Communication KPI	Implementation	Evaluation	DEADLINE
						author, page, length, content, if quoted by some experts, audience, link.) Include in the events' questionnaire a question on where participants found information about the Project.	
		BALTCOASTS	4 short films (up to 7-8 min.)	Audience: up to 10,000	Title of the film, communication channel (the most suitable channels among those identified in par. 4.3 will be chosen), date	YouTube statistics; Include in the events' questionnaire a question on where participants found information about the project + audience reach statistics from the identified channel.	01/07/2021 (need to get approval from EU for prolongation)
		BALTCOASTS	E-Newsletter	8 newsletters	Title / topic of the newsletter, date	Mailingen newsletter statistics	31/08/2023
	4. Layman's report	BALTCOASTS	Layman's report	1 to be widely disseminated	Title, date	Include in the events' questionnaire a question on where did participants find information about the project	31/05/2023
	5. Notice boards and information signs	BALTCOASTS	Notice boards, Information signs	undefined, 17 information signs	Location, date (picture)	Include in the events' questionnaire a question on where did participants find information about the project	31/12/2019
E.2 Dissemination and training events	1. Planning and organization of national workshops	MA	National workshops	2 events per country	Title, Location, date, participants list (with signatures), pictures, presentations published on the website and / or final report	Evaluation questionnaires will be sent to participants after the event with a link events page on the	31/03/2023

ACTION	TASK	Responsible partner per task	DELIVERABLE	Communication KPI	Implementation	Evaluation	DEADLINE
			Training workshops	2 (1 in the first phase – 2 in the second phase)	Title, Location, date, participants list (with signatures), pictures, presentations published on the website and / or final report	project website Final report	30/06/2023
						Evaluation questionnaires will be sent to participants after the event with a link events page on the project website Final report	
	2. Organisation of a Final international conference	BALTCOASTS	Final international conference	1 conference	Title, Location, date, participants list (with signatures), pictures, presentations published on the website and / or final report	Evaluation questionnaires will be sent to participants after the event with a link events page on the project website Final report	31/05/2023
	3. Planning and organisation of the information and dissemination events	BALTCOASTS	External events	7 events	Title, Location, date, participants list (with signatures), pictures, presentations published on the website and / or final report	Evaluation questionnaires will be sent to participants after the event with a link events page on the project website Final report	31/08/2022
		BALTCOASTS	Educational events	6 events	Title, Location, date, participants list (with signatures), pictures, presentations published on the website and / or final report	Evaluation questionnaires will be sent to participants after the event with a link events page on the project website Final report	31/05/2023
E.3 Networking	1. Identification of relevant projects and networks, exchange of experience	LUKE	Thematic Workgroup	12	Title, Location, date, participants list (with signatures), pictures, presentations published on the website and / or final report	Evaluation questionnaires will be sent to participants after the event with a link events page on the project website Final report	31/08/2023

ACTION	TASK	Responsible partner per task	DELIVERABLE	Communication KPI	Implementation	Evaluation	DEADLINE
		LUKE	Networking with similar international projects	3 already identified , other to be added	Exchange of information via email, conference calls, meetings when necessary	Number of international projects (with an established networking)	ongoing
		LUKE	Experience exchange visits	two three-days visits (a selected internal group of three project's implementers)	Title, Location, date, participants list (with signatures), pictures, presentations published on the website and / or final report	Evaluation questionnaires will be sent to participants after the event with a link events page on the project website Final report	31/01/2023
	3. Elaboration of a Joint Action Program	LUKE	Joint Baltic and Finnish Action Program	n/a	Title, Location, date, participants list (with signatures), pictures, presentations published on the website and / or final report	Evaluation questionnaires will be sent to participants after the event with a link events page on the project website Final report	31/08/2023

6 ANNEXES

Annex 1: Communications actions timetable