BRIGAID

BRIDGING THE GAP FOR INNOVATIONS
IN DISASTER RESILIENCE

Dissemination and Communication Plan

D7.1.

Grant Agreement No.	700699
Project Start Date	01-05-2016
Duration of the project	48 months
Deliverable Number	D7.1.
Deliverable Leader	I-CATALIST
Dissemination Level (PU, CO, CI)	PU
Status	1.0
Submission Date	31/08/2016
Authors	Elena Lopez-Gunn, Manuel Bea and Maria Pascual
Institution	ICATALIST & L'Orangerie Studio
Email	elopezgunn@icatalist.eu

PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

Modification Control

VERSION	DATE	DESCRIPTION AND COMMENTS	AUTHOR
0.1	17-07-2016	First Draft	Elena López-Gunn and Manuel Bea (ICA)
0.2	28-07-2016	Second Draft	Maria Pascual and Laia Palau (LOR)
0.3	08-08-2016	Third Draft	Elena López-Gunn and Manuel Bea (ICA). Inbrands comments from DUT and HKV
0.4	16-08-2016	Fourth Draft (reviewed by WP leaders and WP partners)	
0.5	25-08-2016	Final Draft (reviewed by Coordinator partner)	

List of contributors

- Roelof Moll, Dunja Swierstra and Sacha van der Verg (TU Delft)
- María Pascual and Laia Palau (L'Orangerie Studio)
- Teun Terpstra (HKV)
- Gerardo Anzaldúa (Ecologic)

Table of contents

ANNEX I. List of abbreviations

ANNEX II. Good practice for a D&C strategy applied on BRIGAID

ANNEX III. Obligations of partnes in relation to D&C activities as stated by BRIGAID Grant Agreement

ANNEX IV. Letters of commitment

ANNEX V. BRIGAID Visual Identity

ANNEX VI. Templates for BRIGAID partners

ANNEX VII. Wireframes of BRIGAID's web version beta

ANNEX VIII. Quick guide of CoIs

ANNEX IX. Quick guide of ISP

ANNEX X. Periodic reporting to EC of dissemination and communication activities

Executive summary

This strategy is a plan to guide our efforts to appropriately disseminate and communicate[1] BRIGAID messages and results. This implies targeting specific audiences with clear messages as well as having structured methods to collect information for effective communication. The strategic objective of this D&C (+e)[2] Plan is "to create the necessary conditions and establish the means to put BRIGAID research results to economic and societal use and make available scientific evidence in support of policy making and innovation"[3].

The overall BRIGAID dissemination and communication objectives are:

1. To foster contact between innovators, paying customers and end users to promote the uptake of the innovation action;

2. To increase knowledge on the available innovations that aim to mitigate the impact of climate change on our society; and

3. To raise awareness on BRIGAID´s capability to attract innovators to use our network, methods and facilities.

In the case of BRIGAID there are 7 steps that help define the Dissemination and Communication Plan, with a specific gradual sequence and crescendo in D&C and E. These 7 Steps define specific planned activities that form the path to deliver innovations to the market:

1. Network of validation centres;

2. Strong involvement of innovators (as shown by support letters);

3. Testing & independent evaluation of innovations (TIF);

4. Business development (MAF+);

5. Additional funding, if needed, based on the business case (PPIF);

6. Intensive marketing and dissemination (demonstration periods, conferences, pitches); and

7. Strong involvement of end users (as shown by support letters).

---

1 The definitions for the concepts of dissemination, communication and exploitation are provided in section 1.1

[2] D&C (+e) stands for "Dissemination and Communication (+ Exploitation)". The parentheses are used because the Plan is a D&C Plan, which will consider exploitation at the later stages as the project unfolds

[3] As outlined by the Commission (2016) a D&E Plan needs to incorporate detailed exploitation and dissemination strategies, clearly defining how research results will be implemented and how these will impact on the market, on future developments and policy making (Source: "Dissemination and Exploitation of Horizon 2020 research results RTD.J5 - Common Support Service for H2020 Information and Data", 27 June 2016)

This document sets out the overarching dissemination and communication (and some exploitation) structure for BRIGAID, aiming to:

1. Plan the overall dissemination strategy and intended main activities for dissemination and communication and the roles of different partners

2. Support the definition of the internal communication and information sharing within the consortium, in particular in terms of working rules, common practices and description of tools made available to BRIGAID partners

3. Provide the key messages and target audiences to ensure BRIGAID reaches its objectives and delivers its expected impact

4. Outline the evolving progress of the plan and the assessment of overall objectives to both monitor and adjust as necessary the D&C activities in order to maximize the uptake of BRIGAID outcomes (see Annex II for a Good Practice Guide on D&C applied to BRIGAID).

The sections 1-5 cover the first three objectives outlined above, which provide the overall D&C (+e) frame, and the sections 6 and 7 outline the fourth objective, the evolving progress of the plan to be updated annually on Month 13 (May 2017), Month 25 (May 2017) and M37 (May 2018) to check and update progress.

This plan also outlines the co-responsibilities of partners, as well as providing a schedule for dissemination, communication (and if possible exploitation) activities. The Strategic Plan includes some generic D&C tools based on good practice, as well as D&C Activities and Tools that are tailor-made for BRIGAID. These are: (1) demonstration events where end users, paying customers and the innovators come together at a demonstration site, to show the innovations and discuss opportunities in an inspiring environment, (2) conferences during the implementation period, (3) an Information Sharing Platform, in which innovations and user experiences are presented and (4) policy briefs, brochures and leaflets and pitch decks for innovators.

The strategic Dissemination and Communication Plan includes specific details on how to monitor and assess the dissemination and communication goals as indicators of D&C impact. Since BRIGAID is an Innovation Action, we will include a small section in the next review on Exploitation of Results.

1. The D&C (+e) strategic plan

1.1. Defining key terms in the D&C (+e) Plan

To have an effective D&C (+e) strategy, we start from a working definition of the dissemination, communication and exploitation concepts in BRIGAID. These definitions are based on the recommended practices under H2020 and other sources of reference.

Thus for the purpose of the D&C BRIGAID strategy we define these according to the EU[4]:

- **Dissemination** *is the public disclosure of the results of the project in any medium. […]. It is a process of promotion and awareness-raising right from the beginning of a project.* ***It makes research results known to various stakeholder groups*** *(like research peers, industry and other commercial actors, professional organisations, policymakers) in a* ***targeted way,*** *to enable them to use the results in their own work*.

- **Communication** *means taking* ***strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange****. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.*

- **Exploitation** *is the* ***use of the results during and after the project's implementation****. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems.*

Within BRIGAID emphasis is put on the concept of MARKET OUTREACH[5], which is directly linked to BRIGAID communication activities supported by the dissemination activities. One of the core aims of BRIGAID is to accelerate the improvement of innovations and increase their chances to reach the market. Therefore, the communication activities shall pivot around the engagement with specific target groups, e.g. through the participation in BRIGAID Communities of Innovation, to facilitate market outreach and the uptake of innovative and operational products and solutions.

We consider BRIGAID's market outreach activities as communication (and even dissemination) activities directly aimed to gain understanding from potential end users and paying customers on

---

[4] source: https://ec.europa.eu/research/participants/portal/desktop/en/support/faqs/faq-933.html

[5] The definition and strategy for MARKET OUTREACH will be defined in the Marketing Plan to be develop in the auttum 2016. This will also include how the different concepts and activities (communication, dissemination, exploitation, market outreach) will fit into BRIGAID's marketing plan (including a graphical interpretation).

the innovations, thus paving the path for exploitation activities. A part of the next annual reviews of this plan will be developing a MARKETING PLAN more geared specifically to the Market Outreach of BRIGAID innovations.

We consider exploitation as the result of our Market Outreach activities, e.g. direct users who implement our solutions, and end beneficiaries (society in general or certain sectors) who benefit from reduced risks. Also when the Technology and Implementation Framework (TIF), the methods and tools for bussiness development (MAF+) and the Public-Private Investment and Financing framework (PPIF) find their way to policy or the market to help "improve policies, and for tackling economic and societal problems".

1.2. An evolving and adaptable D&C (+e) Plan

The difference between dissemination and communication is an important element in the strategy development during the lifetime of the project. The dissemination activities will take place in the initial phase of BRIGAID, developing specific materials and tools for identified target audiences. These materials and tools, together with the BRIGAID visual identity, provide the basis to build on for the communication activities that will be developed at a later stage.

The rationale for this approach in BRIGAID is that in the beginning of the project, the main aim is to raise awareness on BRIGAID itself, and to engage with our specific targeted audiences of innovators (particularly so called frontrunners), policy makers and some end users (already identified early adopters in particular paying customers) and the general public. In the later part of the project - when the innovation cycles are advancing - the focus will shift towards communicating results and impact (including exploitation).

BRIGAID dissemination activities will continue throughout the project´s lifetime, the difference is that communication will increase pace as BRIGAID evolves. This is because the achievement of BRIGAID´s objectives and thus BRIGAID´s impact relies strongly on good communication e.g. a well-planned and wide engagement of key targeted stakeholders (see Figure 1).

M1   M12   M24   M36   M48

DISSEMINATION (one way "targeted" public disclosure)

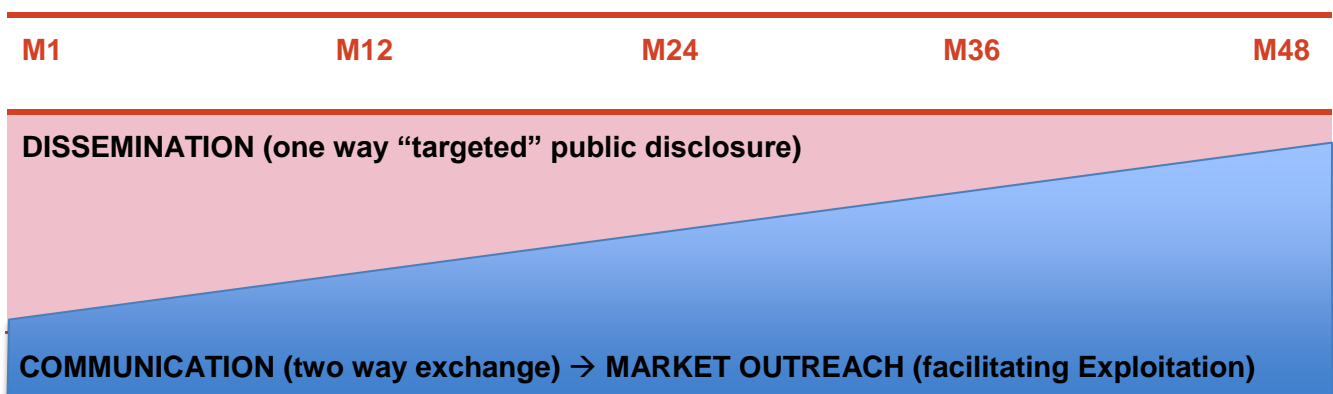**COMMUNICATION (two way exchange) → MARKET OUTREACH (facilitating Exploitation)**

Figure 1. **Gradual evolution to place greater emphasis on communication in the D&C (+E) Strategy**

In the aims of dissemination, we can differentiate between[6]:

- **Dissemination for awareness** - this is targeted to peers, users and the public at large. This is to raise general awareness on the BRIGAID project though activities like the web, newsletters, magazine articles, etc.. Here in line with the EU Communication Guide the key aim is to "enhance BRIGAID´s reputation and visibility at local, national and international level". We will also explore the use of ICT methodologies and visualisation of information and data, if feasible.

- **Dissemination for understanding** - here the target can also be citizens but there can also be more targeted actions for e.g. policy makers and stakeholders can be achieved with more targeted products like policy briefs, publications, research data, public service information, workshops, publishable summaries, feedback into policy making like, e.g. regulatory barriers or innovative public procurement, etc[7].

- **Dissemination for action** - here we will in the first instance target commercial operators and direct beneficiaries/clients. This can be achieved with activities like brokering, pitching, bilateral meetings, trade fairs, etc. since BRIGAID is an innovation action, one of the key criteria for success will be the uptake of innovation by the end users. Here in line with the EU Communication Plan Guide we will focus on "Help the search for financial backers, licensees or industrial implementers to exploit your results " and "to generate market demand for the products or services developed" .

Exploitation activities is not the main objective of this plan. However these are linked to both dissemination and communication. For example as the H2020 Manual outlines "*Dissemination (sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers) - looks at exploitation as using results for commercial purposes or in public policymaking* (added emphasis)" Since BRIGAID is an Innovation Action, focused on bridging the gap in adaptation innovation, **the successful uptake of BRIGAID´s innovations** is a good indicator of exploitation.

1.3. Use of EC Guidelines for communicating research and innovation

BRIGAID is an Innovation Action (IA), defined as *"activities directly aiming at producing plans and arrangements or designs for new, altered or improved products, processes or services. For this*

---

[6] Source: Exploitation of Horizon 2020 research results 27 June 2016 RTD.J5 - Common Support Service for H2020 Information and Data

[7] H2020 Guide "Making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up"

purpose they may include prototyping, testing, demonstrating, piloting, large-scale product validation and market replication".

The focus of BRIGAID is on activities that are close to the market, aiming to accelerate the improvement of the innovations and facilitate the uptake by end-users of our products and solutions[8]. The main issues covered by this document build around the general D&C principles described in the EC guidelines and detailed within Table 1, tailored for the case of BRIGAID.

GENERAL D&C PRINCIPLES	BRIGAID D&C STRATEGY
Ensure good management (including a specific Work Package for communication, awareness that communication is a continuous process throughout the project lifetime, involve the consortium).	A specific WP7 is in charge of D&C. We have adopted the following strategy on good management: 1. The D&C strategy will be regularly revised with indicators to check progress. 2. At the kick off meeting is was confirmed that D&C was a shared responsibility of all partners. 3. We have developed concrete and specific ways in which all partners can easily contribute (e.g. templates for news, blogs, tweeter, etc.).
Define your goals: specify final and intermediate communication aims of the project, intended impact, reaction or change expected from the target audience.	BRIGAID will outline the final and intermediate communication aims in a backcasting exercise that will be conducted in the 2nd BRIGAID meeting at KU LeuvenNov 2016).
Pick your audience: for each audience, work on a distinct strategy using targeted messages, means and language. Make sure	BRIGAID has identified for the first phase the main target audiences as innovators (frontrunners), end users (early adopters),

---

[8] Taking this into consideration, the framework for the Dissemination and Communication Strategic Plan of BRIGAID follows the guidelines published by the European Commission on "Communicating EU Research & Innovation" http://bookshop.europa.eu/es/communicating-eu-research-innovation-pbKI3212366/

you identify those target groups (at different scales) which can help you reach your objectives and analyse the use of intermediaries as a tool to reach more people.

policy makers and the public. These target audiences will be segmented further, as the project evolves into the second and the third phase to coincide with the innovation cycles.

Choose your message: focus on producing real news as well as on connecting to what your audience wants to know. In addition, do not forget to connect to your own communication objectives.

BRIGAID run an exercise in the Kick-Off meeting on the main message central to BRIGAID, so called "one statements" for BRIGAID. The plan has outlined the initial targeted messages, means and language.

Use the right mediums and means: make sure you are answering some key questions:

- Are you working at the right level (local, regional, national, European)?

- Are you using dissemination partners and multipliers?

- If input or contributions are needed, are there mechanisms in place to make communication interactive so as to obtain responses?

- Are you taking into account the different ways to communicate? (Interpersonal communication vs. mass media communication?)

BRIGAID will work at different levels (local, regional, national and European). Thus we have developed:

a. A matrix which crosses the levels and target audiences to map the ideal medium and means of communication (see Table 6).

b. A strategy on how to use partners as multipliers (see Section 2.2).

c. Different means to communicate like the Information Sharing Platform (ISP), CoIs, bilateral contacts (see Section 4.3).

Evaluate your efforts: go back to your goals and objectives and assess whether these have been achieved and which lessons have been learned.

BRIGAID has developed specific metrics to measure progress on D&C objectives and also on lessons learned (see Section 6).

Table 1. **Dissemination and Communication Principles (Source: EU Guidelines on "Communicating EU Research & Innovation")**

1.4. D&C issues to be taken into consideration at all times

In addition there are some formal requirements that should to be taken into account in all BRIGAID communication and dissemination activities by all consortium members, as included into the deliverable 'D1.1 – Project Handbook' (see sections 5.2 and 5.3, pp.14-15).

I. In relation to the Grant Agreement

The activities for dissemination and communication of BRIGAID consortium abide by the Grant Agreement of the project. As a reminder of the obligations subscribed by the partners, Annex III of this document reproduces the articles of the Grant Agreement, which makes specific mention to activities linked to BRIGAID dissemination and communication strategy.

The key commitment is to provide clear and visible acknowledgement on the EU funding for any publication or dissemination action performed in BRIGAID. Thus all partners have to commit to include the text shown in the box below and EU emblem in any activity related to BRIGAID (Note: The EU emblem is available for download into the BRIGAID Sharepoint under 'logos').

As stated within the Grant Agreement:

> "Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:
>
> a. display the EU emblem and
>
> b. include the following text:
>
>   "This project (BRIGAID) has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 700699".
>
>   When displayed together with another logo, the EU emblem must have appropriate prominence."

II. In relation to BRIGAID visual identity

All documents to be disseminated have to be coherent with BRIGAID's brand identity in order to assure a consistent visual identity brand. The project visual identity brand is ensured in two ways:

1. **A BRIGAID visual identity brand manual:** this consists of a booklet which specifies the logotype, its possible uses, the colors and typographies of BRIGAID visual identity, etc. to ensure consistency in any document and communication.

2. **BRIGAID Templates for reporting, presenting or dissemination to external audiences:** each template will be tailored with the specific information and context by different BRIGAID partners. Their use will be compulsory for all partners.

These templates include:

*   Deliverable template

- Powerpoint presentation template
- Web news template
- Innovation template to publish an innovation in the website
- Newsletter templates:
    a. General newsletter
    b. Innovation newsletter
    c. Event type A: Conference newsletter
    d. Event type B: Demonstration newsletter
    e. Community of Innovation newsletter

A uniform visual identity ensures that BRIGAID can be recognized and remembered by its target audiences, as well as providing a professional brand image to increase trustworthiness. Thus the importance that all partners use these templates.

The brand identity (BRIGAID logo), its guidelines as well as all templates will be available at the BRIGAID Sharepoint to provide easy access and use for all partners. The logo and the brand identity guildelines will be also available on the website, available for external agents involved with the project, like for example external innovators or early adopters.

III.   In relation to legal issues

Data sharing is part of the BRIGAID Consortium Agreement, which oversees this issue. A statement of originality shall be included when appropriate in all documentation produced with BRIGAID project.

"The contents of this document have been produced by BRIGAID consortium and shall not be copied in whole, in part, or otherwise reproduced and thereof shall not be divulged to any other person or organization without prior written permission."

Also, a disclaimer and a copyright statement will be included in reports or documents to be disseminated using the following text:

"The opinions expressed in this document reflect only the author's view and reflects in no way the European Commission's opinions. The European Commission is not responsible for any use that may be made of the information it contains."

IV.   What should <u>not</u> be communicated

It is important to have 'unity of voice' in order to prevent contradictory messages. The messages to be communicated in external forums should reflect the project outcomes and be well aligned with the key BRIGAID's messages defined in this document.

It is also important to ensure compliance in BRIGAID with ethical issues when communicating project results. No data subject to data protection policies should be disseminated and made public. In addition, the dissemination and communication activities will respect all ethical protocols and practices part of WP8. This practice must prevent inadvertent disclosure of vulnerable sources and violation of privacy issues. *NOTE: In case of ethical queries or doubts please contact WP8 Leader.*

2. Key messages, target audiences and channels

In order to achieve a significant impact, BRIGAID has developed -and will regularly update - tailored dissemination and communication messages for specific audiences, focused on building awareness and fostering - when possible - a two way information exchange.

This section details the principles, which will lead BRIGAID dissemination and communication activities. These principles structured in a sequence constitute the basic plan for our strategy:

• Identification of key messages and products to be disseminated/communicated

• Definition of target audiences and adaptation of BRIGAID messages and products to each audience

• Inventory of tools and channels effective to disseminate and communicate the "audience-adapted" messages and outcomes

2.1. BRIGAID key messages

2.1.1. BRIGAID "one statements"

The key BRIGAID messages are based on the core concepts that underpin the BRIGAID approach. These are considered as 'only statements' that are particularly valuable as entry points to disseminate to all external audiences what BRIGAID is about, and what makes our joint effort different and innovative.

Box 1. Joint Exercise at Kick Off meeting – identification of BRIGAID "only statements"

1. BRIGAID = meeting place for Innovation + Investment + Implementation for Impact (3 i's for impact) (to achieve outcome)

2. It is an opportunity for investors

3. It is an opportunity to test innovations.

4. BRIGAID is based on the competitiveness of European SME's

5. We work for real people: We have the instruments in place to do the innovations, test them and bring them to the market. It does not matter which problem the innovator faces or if he is stuck at testing or at market outreach, BRIGAID has the tools/solution for all stages. All the necessary ingredients for innovations are meeting in the project. (innovation/testing/investment/research prospect clients/market outreach)

6. BRIGAID = bridge from prototype to market.

---

7. Unique collaboration from the full innovation spectrum. Innovation cycle concept (to consider for information graphics).

8. BRIGAID helps innovators to select and decide because we give them reliable info to assess their decision (impact/testing/investment info, etc.)

9. BRIGAID quantifies how big the problem is, where it is, etc. so innovators can target their innovations to the proper market, know how necessary the innovation may be, etc. and thereby how well end users may accept it.

10. Asset: many European projects involved.

11. Climate change adaption = the world is adapting

12. We have to get impact on resilience

13. We give trust to the market

14. We quantify the disaster/the problems

2.1.2. BRIGAID "core communicative elements"

Below we summarise the essence of BRIGAID as core elements that all partners have identified and can use for dissemination and communication to provide coherent messages.

1. BRIGAID aims to provide a unique and structural approach to Bridge the Gap for Innovations in Disaster resilience. It has the ambition to develop an innovative mix of methods and tools that should become the standard for climate adaptation innovations.

2. BRIGAID will facilitate progression through the innovation cycle.

3. BRIGAID offers three important tools: 1) a framework to evaluate the effectiveness of innovations and the organizational and governance requirements, 2) a business development and financing model for climate adaptation innovations and 3) an online interactive platform to present innovations and connect them to end users, qualified investors, grants and fiscal incentives advisors throughout Europe.

4. BRIGAID's integrated approach assesses three types of readiness: 1) Technical readiness, i.e. the performance and effectiveness of innovations to reduce climate-related risks, 2) Social readiness, i.e. the extent to which innovations comply with public and private end users' priorities and needs, including organizational and governance requirements and 3) Investment readiness, i.e. the potential of innovations to develop a solid business case to attract investors.

5. BRIGAID clusters innovations in three major hazard categories: 1) floods, 2) droughts and 3) extreme weather, which includes heatwaves, wildfires, storms and heavy precipitation.

These core elements of BRIGAID have to be turned into more easily communicated "elements" as the project progresses into further stages. By then BRIGAID will be able to exemplify these different elements with clear real life examples. This will also involve the customisation of our

messages to relevant target groups, whilst taking into account the level (local, regional, national, EU) at which are going to be disseminated.

2.2. BRIGAID target audiences

In BRIGAID we understand 'audience' as all external parties to be reached by our dissemination and communication activities. This group of stakeholders and potential beneficiaries will be involved at different levels and stages in BRIGAID through its planned activities. Therefore the dissemination and communication actions need to be designed based on the segmentation of our potential audiences, to develop the key messages to be disseminated and the most suitable channels.

Box 2.   Defining target audiences (excerpt from EC guidelines on communicating research and innovation)

A prerequisite of communication is to acquire a good understanding of the ways your target audience will respond to your message. Dealing with key issues right at the start of presentations helps to ensure a positive response. […] It is very important to know who you want to reach. Focus efforts on a clear target audience to maximise investment, e.g. considerable amount of time and money on attending one large European exhibition gave wide exposure but people mostly from academia vs places where one can find potential customers, e.g. trade fairs.

The EU for the purpose of reporting in H2020 projects has identified the following target audiences: the scientific community (higher education, research), industry, civil society, the general public, policy makers, media, investors, customers and other. In the Table 2 we present the target audiences based on H2020 D&C generic groups and BRIGAID identified target groups and the different type of partners in BRIGAID, since these have access to different target audiences. These target audiences will be revised and further segmented in the Review of the D&C Plan due in M13 (May 2017).
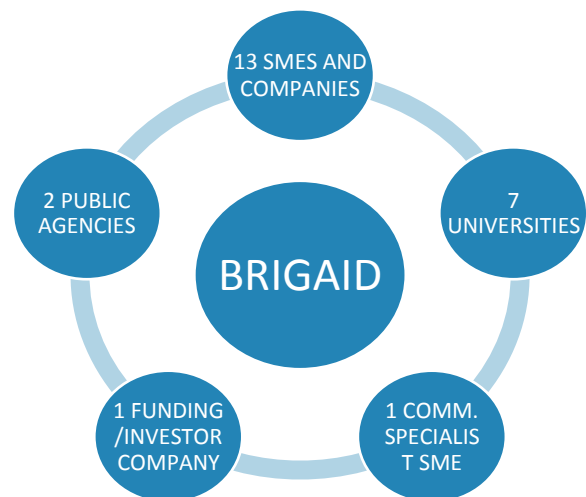

Figure 2.   **Constellation of BRIGAID Partners**

In the BRIGAID proposal it was anticipated that BRIGAID will perform a segment analysis to pinpoint these target groups regionally and setup local Communities of Innovation (CoI). This will

BRIGAID
BRIDGING THE GAP FOR INNOVATIONS
IN DISASTER RESILIENCE

facilitate the interaction with target groups with specific thematic and geographical areas supported by the Innovation Sharing Platform (ISP) devoted to individual CoI's. Task 6.1 on market segmentation will help identify our key audiences into more specific groups.

PARTNER (COUNTRY)	TYPE	H2020 TARGET AUDIENCE	BRIGAID TARGET AUDIENCE
DUT (NL); KUL, UCL (BE); (; UNIBO (IT); ISA (PT); UOXF (UK); UTCB (RO)	UNI	Scientific Community (Higher Education, Research), Industry, Civil Society, General Public, Policy Makers	• Innovators • Lead Users • Citizens and general public
HKV (NL); FW, ICA (SP); ECO[9] GE); DAPP, THETIS, GRED (IT); MIGAL (IL); AQUA, SPEC (RO); GIFF (PT); CCE (PO); ICRE8 (EL)	SME	Investors, Customers Industry	• Innovators • End Users • Lead Users • Citizens
LOR (SP)	SME	Civil Society, Media	
NTPA (AL); NAAR (RO)	GOV	Policy makers, Customers, investors	• Innovators • Citizens
TFC (NL)	SME	Investors Customers and Other	• Innovators • End Users

Table 2.   **BRIGAID partners and expected target audiences**

Defining the target audiences is important to get the message of BRIGAID across. At this stage BRIGAID distinguishes between **innovators**, **end users** (including paying customers, policy and decision makers), **leading sectorial users**, **public and private investors**, **society in general**

---

[9] Ecologic is categorized as a SME, however it shares target audiences with the UNIV group.

and so-called **dissemination multipliers** (i.e., other initiatives such as other EU (H2020) projects or sectoral and business platforms).

TARGET GROUP	SUBGROUPS
Innovators The owners of the solutions	• start-ups / SMEs • universities / knowledge institutes
End users Direct beneficiaries of the project	• decision-makers / policy-makers • risk / crisis managers • citizens (separate target group)
Lead (sectorial) users Stakeholders that potentially benefit from the adoption of innovations	• representatives of sectors, e.g., insurance industry, utilities, health and agriculture
Public and private investors	• EU funds (ESIF) and other financial policy instruments of the EU, the Member States • private funds, grants and fiscal incentives advisors
Society in general Public/private initiatives on climate adaptation and mitigation. Citizens	• general public • citizens at risk • public/private initiatives
Dissemination multipliers Cooperation with other initiatives and (EU) projects that can help to increase BRIGAID's impact	• other FP7 / H2020 projects • EBN congress, EEN annual conference, SME week… • Business Europe, Eurochambre, European business Network…

Table 3.   **BRIGAID initial target audience**

2.2.1. Innovators

Rationale: Innovators are a key audience for both dissemination and communication, and particularly for exploitation, since innovators provide the solutions that will be supported by BRIGAID through the innovation cycle to avoid the valley of death through useful feedback and relevant support. BRIGAID will develop a strategy to contact innovators as part of the stocktaking process. An important element for dissemination and communciation is BRIGAID attractiveness. The innovators should easily recognise that BRIGAID is attractive for them and may bring them added value, through its network function or content offered.

Means of dissemination and communication: In the first of the planned three cycles within BRIGAID, the target will be innovations BRIGAID is already in contact with, as these reside with one of the consortium partners. At the same time additional contacts will be developed to select the most promising innovations for inclusion in our stocktaking process in the next two project cycles. For identification of new innovations, amongst others, the EU-channels will be used.

BRIGAID has already identified a series of innovation platforms as key targets, in order to:

a. Make BRIGAID existing innovations visible within the innovation platforms
b. Make new potential innovators aware of BRIGAID´s opportunities for innovators to join BRIGAID (i.e. to make up the 12 innovative SMEs and 8 universities, some of them with products and services as spin off from research activities. Some still have to be identified during the stocktaking phase in each of the innovation cycles)

The project has already secured the interest and support of 12 platforms to help both identify but also disseminate existing innovations as part of BRIGAID's innovation cycles (see Annex IV). Our aim is to expand the number of engaged innovation platforms by the first D&C review.

Key messages: BRIGAID aspires to attract a relevant number of promising innovations through awareness on three "key messages":

1. the potential to use high quality test facilities,
2. the knowledge exchange available through the participation in BRIGAID Communities of Innovation
3. the benefits of adopting the BRIGAID methods for assessing and shaping innovations to minimise not reaching the target market due to technological, social or economic barriers.

2.2.2. End users / Lead sectorial users

Rationale: end users are the indirect beneficiaries of the project. The ambition of BRIGAID in relation to end-users is twofold: on the one hand, we intend to further expand the number of engaged organisations, and on the other hand, to involve them in our Communities of

Innovation[10], as co-supporters in the process of guiding innovators. BRIGAID will develop a strategy to further explore and enhance the contacts with end-users. This is essential in bridging the gap between innovators and end-users. BRIGAID needs end-user inputs to develop TIF, MAF+ and PPIF successfully.

The end users include: national ministries, local authorities, research institutes, research agencies, some members from the private sector, regional development agencies and river basin agencies.

The lead (sectorial) users are defined as stakeholders that potentially benefit from the adoption of innovations. The aim of BRIGAID is to approach to representatives of several sectors, e.g., insurance industry, utilities, health and agriculture.

Means of dissemination/communication: In the proposal phase we made a first step and collected support from end-users in different countries. (see Annex IV). Developing these contacts further will require a country-by-country approach. A promising approach is to offer a BRIGAID presentation to external thematic meetings where a number of end-users are expected. Also the EU-channels will be used to develop these contacts. The involvement of end users will take place in WP's 2, 3 and 4, will be supported by WP5 task 5.2, and will be led by WP7.These are the counterpart to the innovation platforms which are targeting innovators. These lead sectorial uses are platforms which represent lead sectorial users.

Key messages: indicate a clear commitment to these end users to potentially participate in stocktaking, testing and dissemination activities. Also their willingness to consider implementing, or acting as launching customer for BRIGAID innovations when these are ready.

2.2.3. Public and private investors

Rationale: this refers to EU funds (ESIF) and other financial policy instruments of the EU and the Member States, and to private funds, grants and fiscal incentives advisors that can act as funders and supporters for BRIGAID innovators.

Means of Dissemination/Communication: solutions brought to the attention of the appropriate bodies at international, Union, national and regional level through both on-line and offline means.

Key messages: identify key results for commercialisation and also policy-relevant results for tackling economic and societal problems

---

[10] A network of organizations combining business, policy and management sectors, focused on bringing new products, new processes and new forms of organization into climatic events structures around adaptation solutions. A form of Communities of Practice-involving innovators, managers, practitioners, researchers and decision-makers in search of solutions for vulnerability reduction on specific conditions and hazards . BRIGAID aims to involve citizens in the local CoI. (see Annex VIII)

2.2.4. Society in general and citizens

Rationale: society and citizens are considered as a separate target group, the final beneficiaries[11] of BRIGAID activities. One of the main ways anticipated in BRIGAID to engage with citizens is via so-called Communities of Innovation (CoI).

Means of dissemination/communication: As the project progresses we further segment groups of interested citizens into clearer segments beyond Society in general. For example, to consider public/private initiatives on climate adaptation and mitigation, citizens and public, citizens at risk and public/private initiatives such as "Urgenda" in the Netherlands (www.urgenda.nl).

Key messages: BRIGAID solutions for specific themes (droughts, floods and extreme weather) in geographical areas to reduce vulneability to climate change impacts.

2.2.5. Multipliers (Adaptation networks)

Rationale: We have created a separate category of target audience based on networks of innovation, where different actors can participate which can be used as clear dissemination multipliers. For example relates to the cooperation with other initiatives and (EU) projects that can help to increase BRIGAID's impact.

Means of dissemination/communication: BRIGAID will collaborate with other FP7 / H2020 projects. The project has already been twinned with PLACARD but other projects have already been identified and contact made with the respective coordinators.

The D&C strategy here will work on four ways:

- First, BRIGAID attendance to e.g. conferences and events, i.e. EBN congress, EEN annual conference, SME week, EIP Water, and to engage with existing networks of relevant actors, i.e. Business Europe, Eurochambre, European business Network, etc. with respective publicity material. Different means such as calendar apps have already been overviewed in order to communicate to the partners about theses events. The final strategy will be determined in the next D&C plan review.

- Second, preparation of an BRIGAID Adaptation calendar of events to be visible in the BRIGAID website, and where partners can distribute material downloadable from the web.

- Third, by linking BRIGAID's website with other EU projects.

- Fourth, consider the possibility of producing or generating some joint products and events with other sister projects.

---

[11] As the project progresses and in the Marketing plan a more detailed analysis will be made on the difference between direct, indirect and final beneficiaries with a figure showing their relationship to the project and the innovations.

Key messages: Joined up thinking, a more efficient use fo resources and higher impact due to synergies established.

2.3. BRIGAID Channels for Dissemination and communication tools

In order to be effective BRIGAID has identified and specified as far as possible the intended channels that a) will be used to disseminate information and b) for which audiences.

BRIGAID will consider online and offline channels, as listed in Table 4.

CHANNELS AND TOOLS	ONLINE	OFFLINE
Demonstration events: during the test phase end users are invited to see the innovations in action		
BRIGAID Conferences: three conferences, one after each innovation cycle		
Bilateral Contacts: with investors and leading sectoral stakeholders		
External conferences and scientific journals: attendance to different events and the publication of papers		
Marketing material: such as brochures or banners to promote innovations		
Policy briefs: to increase awareness of BRIGAID's assets		
Public website: to inform all target groups about BRIGAID's objectives, methods, results and events		
Videos: providing complementary audio-visual information to the project website and made available in other dissemination platforms		
Project Newsletters: to regularly inform on BRIGAID progress to all our audiences		

Innovation Sharing Platform: an online platform dedicated to the innovations, containing descriptions, test results, and dedicated information for end users and investors

Online / social media: to inform all target groups including the general public

Table 4.   **BRIGAID online and offline channels and tools**

The main online channels are the **BRIGAID web page** and the **Innovation Sharing Platform**. Both tools will target all the different BRIGAID audiences to provide the means for dissemination of the project´s main progress and outcomes, as well as a frame for communication and dialogue among the different participants.

Social media will adopt a preponderant role in BRIGAID dissemination activities, complemented through a 6- monthly external Newsletters distributed through a distribution list that will be generated through the collaboration of all of BRIGAID´s partners (target of 500 people). The marketing material and the policy briefs describing the key methods of BRIGAID, e.g. TIF, MAF+, PPIF, will be available both as printed and digital material, supporting the dissemination activity of BRIGAID.
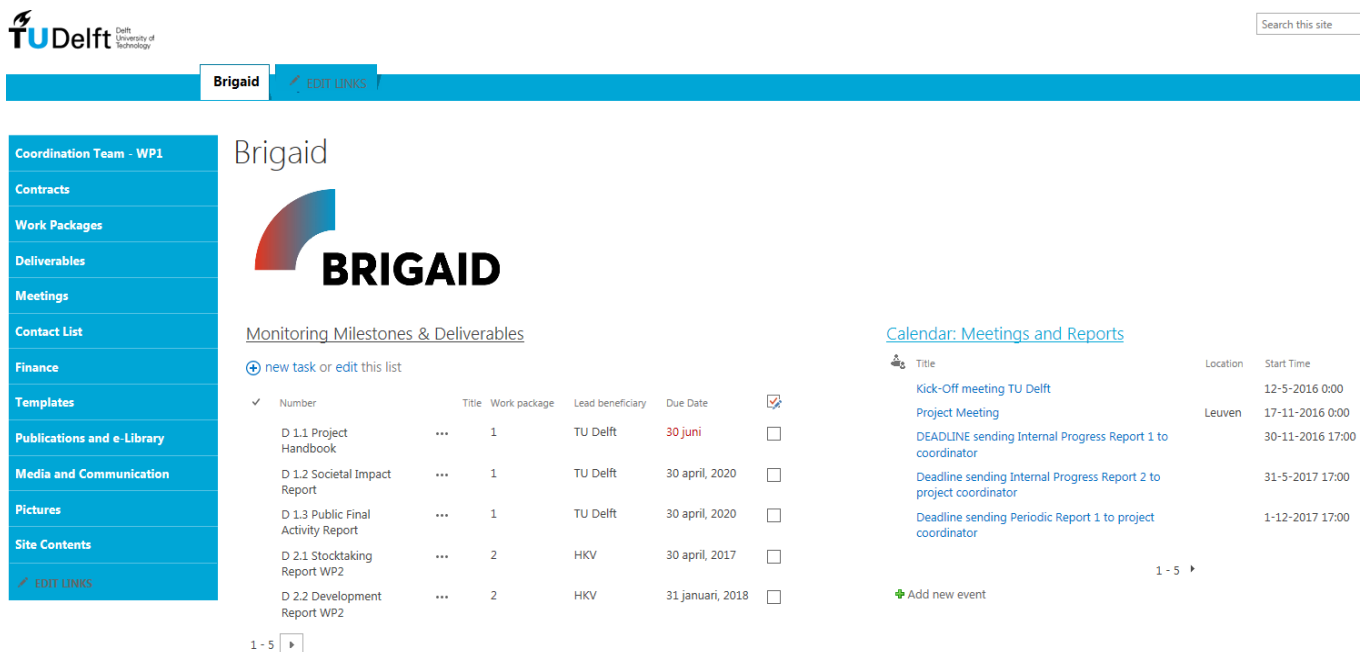
The so-called offline channels include the organisation of demonstration events and workshops, the organisation of BRIGAID conferences, attendance and participation in innovation congresses and events and finally, bilateral contacts with representatives of key organisations, ongoing initiatives and groups of stakeholders. These offline channels put a higher emphasis on communication activities. The aim of BRIGAID is to promote interpersonal communication activities for our main target audiences, in particular for innovators and potential end-users, since the involvement of these groups is a key condition to deliver the expected impacts from the project.

3. Internal communication

Internal communication refers to the communication within the consortium. An adequate internal communication facilitates good coordination of activities to be undertaken within BRIGAID. It also benefits those activities linked to networking, external communication and dissemination.

The basic rules and available tools for internal communication are described in deliverable D1.1 – Project Handbook (see chapter 5, p.14). A BRIGAID Sharepoint has been created, hosted by TU Delft for security and data protection issues. This acts as repository of all information for the project and enables data sharing and consultation by all partners. It is password protected with different profiles for the registered users, linked to specified permission criteria for data uploading and consultation. The collection of resources is structured by categories into folders: work package, support documents, contact data, deliverables, etc.

An internal platform for storage and exchange of BRIGAID documents has been established: https://teams.connect.tudelft.nl/projects/vc/brigaid (see Figure 1).

Figure 3. **Screenshot of BRIGAID's Sharepoint**

In addition to the BRIGAID SharePoint, a series of specific group mailing lists have been created Specific rules for email communication are also provided in D1.1. This ensures agile communication between all partners and also between the different management bodies:

- All consortium members: BRIGAIDall-EWI@tudelft.nl
- Executive Board members: BRIGAIDexecutiveboard-EWI@lists.tudelft.nl

- Advisory Board members: BRIGAIDadvisoryboard-EWI@tudelft.nl

4. External dissemination and communication

The main goal of this section is to outline the key elements in the Dissemiantion and Communication. The description of activities separates dissemination from communication, although we acknowledge that some activities fall under both type of actions[12].

Here we have divided the dissemination and communication tools into three groups:

a. first, the overall visual identity of BRIGAID

b. second, those that provide dissemination tools which generic to most projects (social media, newsletters and policy briefs) and therefore are more targeted to general dissemination (and with some elements of future exploitation as discussed)

c. third, those that are more geared to a two way communication and which are much more BRIGAID specific like the Innovation Sharing Platform or the BRIGAID Workshops.

4.1. BRIGAID visual identity

This visual identity has been defined as part of WP7 Tasks, as BRIGAID's **'Brand identity'**. As a result, the BRIGAID logo, the web page design and specific templates for reporting and presenting information to external audiences have been developed.

4.1.1. Brand identity

A brand identity is crucial to communicate a unified image and message for BRIGAID because it ensures the recognition of the project and its materials. Furthermore, following the project's brand identity in every communication and marketing material will also improve the project's image in the eyes of the target audiences and the project partners.

The creation of this brand identity (see Annex V) was supported by previous analysis on how climate change adaptation and related products are positioned in the market, and which messages and visual language are used. Moreover, the brand also considers the evolution of the project, i.e. it is a brand for an innovations incubator initially (years 1-2 of the project) and subsequently a brand to launch innovations into the market (years 3-4 of the project).

---

[12] In these cases, the description of activities can be found under both sections with a clear emphasis on how it is expected to contribute to the corresponding type of action.

4.1.2. Temporary and final BRIGAID logo

A brand identity requires time to be created and developed. However since the project needed a logo for all communications and documents created from the preparation and launch, a temporary visual identity was created.

This temporary brand identity was a starting point, part of a comprehensive graphic communication strategy for BRIGAID. In July 2016 the final brand identify of BRIGAID was presented and accepted by the executive board

Figure 4.   **Temporary logo and Temporary logo with tagline**

Figure 5.   **Final logo**

The temporary logo represents the spectrum of the different elements involved in climate disasters. These are represented by colors (blue for water, warm grey for wind, red colors for fire and earth). The purpose of the color gradient is to emphasize the fact that these elements are usually mixed in this kind of disasters. To ensure continuity between this initial temporary brand identity and the final one, some elements have been kept: the colors and the color gradation.

4.1.3. BRIGAID templates

A template for the drafting of deliverables and documents to be disseminated has been created and made avilable to all partners through the Sharepoint (see Annex VI).

Also, a PowerPoint presentation template will be created with the final project's identity and added to this plan in the next D&C Plan Review (M13). The aim of this presentation template is to ensure a common identity for any presentation that partners undertake for internal or external communications related to BRIGAID to ensure visual brand consistency (see Annex VI).

4.2. Dissemination tools

Dissemination activities have a key role on raising understanding and awareness of society and specific beneficiaries, which will help the project validate the most effective solutions as these go through the innovation cycle. This will have a positive socioeconomic impact from better adaptation to climate change and the reduction of associated risks[13]. At a later stage the broad dissemination of project outcomes will help not only to showcase the 'technical/social/investment – ready' innovations to end-users and potential investors, but also for the exploitation of BRIGAID results.

4.2.1. Website

In order to guarantee good project dissemination from its beginning, a beta version of the website was designed and implemented by month 3 (www.brigaid.eu). This will be further developed into a full version by month 6 (deliverable 7.2).

This first version has been designed with the temporary brand identity. The initial purpose of the web is to present BRIGAID, its goals, strategies and partners, and to provide contact details in case that external innovators, researchers and end users wished to collaborate or ask for more

---

[13] This is in line with the H2020 Guide under its section on D&C which stresses the importance of "Account for public spending by providing tangible proof that collaborative research adds value by showing how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges and showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways"

information. The initial contents in the beta version of the web will provide the prototype and base for the final version.

In order to ensure a clear and well structured website, a wireframe has been created (see Annex VII) which contains the detail for each page.

4.2.2. Web banners

BRIGAID will produce a number of 5 to 10 web banners over the whole duration of the project. The plan is to generate around 1-3 per year. In the table below we have listed those planned to be developed within the first year of the project. This list will be reviewed and updated in the next review of the D&C Plan (M13).

A number of other web banners types will be explored and used, as the project progresses. For example, banners for Facebook, styles (medium Rectangle, large Rectangle, leaderboard, wide Skyscraper), Twitter Header, Photo banners, Youtube Channel, Email Header, etc.

4.2.3. Social media

Creating a social media presence for BRIGAID is crucial to increased the project visibility, and thereby a strategy in different social networks, e.g. Twitter, LinkedIn and Facebook, has been developed to:

- Provide information about BRIGAID

- Disseminate results, materials and information.

- Share and advertise BRIGAID's events, such as demonstrations and conferences.

- Share and advertise news and events that can be interesting for the different communities involved in BRIGAID (innovators, investors, Communities of Innovation, etc).

In addition to this, the social media will help BRIGAID to maintain an up-to-date image.

Herein, BRIGAID has already set up its **Twitter, LinkedIn and Facebook** accounts. Twitter and Facebook will be enable to create a two-way communication with the final web.

A review plan on the use of social media will be included in the first D&C Plan review (M13) based on the feedback received from partners and the target audiences (number of followers, retweets and comments) in order to improve our the social media impact.

At later stages we envisage a "news section", a "Programme Blog" in the web where to programme specific Facebook and tweeter groups/hashtags and a dedicated SSRN platform.

The social media includes **LinkedIn** due to it is an important channel for reaching stakeholders from industry academics and academics. We will also aim to engage with **ResearchGate** for the academic audiences. For this reason, members of the consortium must keep in mind that the information and topics shared in this channel should be specifically tailored to the target

audience. Thereby, the project results should be published here too. In addition to this purpose, this platform will be used to share information about BRIGAID's events as well.

BRIGAID's LinkedIn page will be set up to target professionals interested in BRIGAID and topics covered by its innovations. This platform will be used as a forum where climate change and disaster experts and researchers can share and discuss information on the topic.

Facebook can easily become and informal and faster paced addition of BRIGAID's website and is a quite versatile network for sharing different kind of content (text, links, images, videos, etc.).

4.2.4. Newsletters and Consortium News Flash

An external newsletter will be produced every 6 months, which adds to 8 Newsletters within the life span of BRIGAID. In addition internal Consortium Newsflash will also be produced. Each newsletter will provide regular updates on the major steps of the project, main achievements and progress made in BRIGAID. It will include a range of elements like e.g. interviews with project partners and innovators, opinions on news media events (e.g. floods), etc,, profiles of our innovators, calls for additional innovators. Interviews with representatives of our target audiences will be added to help engage with our stakeholders. Similarly, the role of CoI's will be also covered in the newsletters with aim of fostering their activity. Equally the core elements of BRIGAID will also be gradually explained aligned with the evolution of the project.

Below, Box 3 includes a tentative content list for the Newsletters (subject to change).

Box 3.   General Newsletter Structure and content section:

1. General including Events (i.e. BRIGAID meetings and specific activities, participation in conferences and events,…)
2. Interview with
3. Meet our innovators
4. Zooming into BRIGAID (e.g. innovation cycles, BRIGAID methods,…)
5. In the News
6. Activity of BRIGAID sister projects
7. Other…

4.3. Communication activities

The communication activities will gain increasing importance as the project evolves (see Figure 1). In particular, communication will become more active once the Communities of Innovation get started after M18. The communication activities and tools will target the CoI's as a specific Network Actor within BRIGAID seen as dissemination multipliers. Indeed, we can consider a loop relationship between communication activities and CoI's, since the former will support and

promote the activity within the CoI's while the own CoI's will be the main actors participating in the communication activities.

4.3.1. BRIGAID Marketing Plan

A series of BRIGAID marketing material will be generated throughout the project. It is planned that a specific Marketing Plan will be generated in the autumn 2016 to help target Market Outreach. In particular, BRIGAID has planned for four types of marketing material:

- Brochures and leaflets (5 to 10 over three years)
- Videos (objectives, etc based on 2D graphics; between 3 and 5 over three years)
- Visualizations (potential clients explaining the impact from products; from 5 to 10 over three years)
- Pitch Decks (for sessions with potential clients; 50 over three years)

4.3.2. BRIGAID Communities of Innovation

Because adaptation is place- and context-specific, BRIGAID will continue to segment these target groups regionally with the aim to set-up local Communities of Innovation (CoI) to help organise the interaction with these target groups. These CoI are based on the premise that innovation requires involvement from many actors. For interaction amongst these to be effective, this has to be supported through a system of innovation brokerage, which will underpin the whole CoI. This innovation brokerage implies to move beyond dissemination of information but actively forge multi-actors partnerships for innovation to achieve market outreach[14].

The CoIs space will allow BRIGAID to have a better insight into the drivers and barriers to innovation, in relation to the institutions and policies that affect the way different agents interact, access, exchange and use knowledge and in short, bring these innovations into action.

Participation of end users in the stocktaking process, demonstration events, in the Communities of Innovation and in the Advisory Board of the project will allow high level discussions on how to apply these innovations in end users practice.

More detailed information on the formation and activity of CoIs will be provided in the reviews of this plan, and in the reports on Communities of Innovation (also see Annex VIII).

4.3.3. Innovation Sharing Platform

BRIGAID aspires to position the Innovation Sharing Platform (ISP) as the EU reference portal for innovations on climate change adaptation, making it accessible to several types of stakeholders

---

[14] The market outreach to understand how *innovation brokerage* will support this will be covered in the marketing plan.

(innovators, risk managers, policy and decision makers, industry, investors). At the ISP all these stakeholders will be able to view innovations, test results and performance according to the TIF, and (to add new) user experiences. The platform will be designed as an interactive medium that functions as an online community. BRIGAID is aware that several projects have made inventories / platforms of innovations for various hazards both at the European and national level. Thus the ISP will aim to provide links to these platforms, e.g. the OPPLA platform for dissemination, Climate KIC with innovations database, European Innovation platform.

BRIGAID will develop a plan over the coming year to be included in the D&C Review on how to make use of / link to these platforms to support bo the ISP but also the CoIs.

Beyond BRIGAID lifetime, it is intended to be linked with other important climate platforms such as the European Climate Adaptation Platform (Climate ADAPT) and EIP-Water, and to become the EU main innovation adaptation platform.

The ISP will be linked to the public website, although designed as a separate platform in order to focus more on specific topics and related target audiences (see Annex IX). Some of the materials to be showcased are interactive factsheets/brochures descriptive of each innovation, together with demonstrations and assessment results, measure of effectiveness (obtained by using the TIF) and recommendations for final improvement and final qualification (status). The market outreach will be supported through the production of marketing material also to be made available through the platform such as pitch decks for prospective clients (around 50) and brochures and leaflets (5 to 8).

Box 4. ISP related Communication Material to be developed for BRIGAID Innovators

- Interactive factsheets/brochures descriptive of each innovation, together with demonstrations and assessment results, measure of effectiveness (obtained by using the TIF) and recommendations for final improvement and final qualification (status).

- Production of marketing material such as pitch decks for prospective clients (around 50) and brochures and leaflets (5 to 8).

The ISP is expected to grow as a relevant tool for communication where innovators, researchers and end users can seek for information and exchange knowledge and ideas. A relevant role shall be given to discussion forums to facilitate interaction amongst innovators, end users, investors and stakeholders (supporting the activity of the local and regional CoIs).Our aim is to have BRIGAID partners and/or establish links with exiting forums to act as champions/leads to help activate these discussion forums for the CoIs.

Pitch decks for the 30 most promising innovations will be created for market introduction to prospective clients. The innovator together with WP6 partners will be responsible of creating the contents (text, schemes, images) and provide it to WP7. LOR will be responsible of creating then the pitch deck with these contents in order to ensure the respect of BRIGAID visual identity and clarity.

4.3.4. BRIGAID Demonstration events

These events are organised within the frame of WPs 2-4 and are thus linked to solutions and innovations related to floods, droughts and extreme weather. Apart from testing and demonstrating innovations, these events aim to strengthen the cooperation between innovators and end users.

Innovators are given the opportunity to showcase and pitch their innovative products to an invited audience, as part of the local BRIGAID CoI's. A number of demonstration events are planned, which will be framed by a demonstration strategy beyond "demo events" that will be prepared.

4.3.5. BRIGAID showcase conferences

Three conferences will be organised, one at the end of each the 3 innovation cycles, to share BRIGAID's results and innovative aspects between innovators, end users, leading sectoral and other climate adaptation initiatives (e.g., other H2020 projects). This help both to promote the innovations but also to receive useful feedback and input as a two way communication process. The three conferences will be organized in North-Central Europe (The Netherlands), Southern Europe (Italy) and Eastern Europe (Romania) .

BRIGAID CONFERENCE	ESTIMATED DATE	ORGANISER
Southern Europe (Italy)	Month 22	THETIS
Eastern Europe (Romania)	Month 32	UTCB
North and Central Europe (The Netherlands)	Month 46	DUT / HKV

Table 5.   **Planned BRIGAID showcase conferences**

4.3.6. BRIGAID TIF thematic workshops

The BRIGAID Workshops are linked to the development of the TIF methodology. This methodology will be fine-tuned based on two workshops with relevant policy and decision makers. The first workshop takes place around month 12 (before the test phase in cycle 1) while the second workshop will be organized around month 42 (after the last test phase in cycle 3); both workshops are under responsibility of UOXF.

Although being an integral part of task 5.3, these workshops are also considered as a communication activity, which will possibly produce valuable and useful information for other tasks within BRIGAID. For example, a policy layer will be added into the design of the two thematic workshops with aim of discussing key results with high-level policy and decision makers as culmination of a bottom-up approach for creating a science-policy interface.

4.3.7. BRIGAID external conferences and events

Some BRIGAID partners plan to participate in scientific conferences and thematic exhibitions in order to liaise with key actors in the sector of innovation for disaster risk reduction and climate adaptation. Some of the initially identified reference events are the EBN congress, EEN annual conference or the SME week.

4.3.8. Bilateral contacts

This activity focus on establishing contacts with key end users, potential dissemination multipliers (such as Business Europe, Eurochambre, European business Network, etc.) and lead sectorial users who will be approached with tailored messages and materials.

In addition, BRIGAID will look for partnering with relevant ongoing initiatives such as existing European climate adaptation platform (http://climate-adapt.eea.europa.eu), their respective equivalents in European countries and relevant EIP Water Action groups and partners EIP-Water (www.eipwater.eu). A link will be included in our platform to the web pages of these initiatives and we will aim to publish news, and BRIGAID activities and results through their Communications channels, with the aim to reach a wider range of potential users for BRIGAID's platform.

These bilateral contacts are a prime responsibility of the coordinator partner. Other partners will inform and require specific permission from the coordinator before undertaking a specific bilateral contact in representation of BRIGAID consortium. DUT will manage a database linked to these bilateral contacts, which may feed the dissemination contact list, always in compliance with ethics and personal data protection requirements.

4.3.9. Collaboration with other ongoing research projects

One key element will be how to link and collaborate with other EU (H2020) projects. BRIGAID is aware that exchange and collaboration with other projects is considered very important by EC. Links have already been established with the projects listed in Section 5.2.9. Equally Nature Based Solutions (NBS) are considered important by the EC and will play a significant place in the innovations considered and elaborated within BRIGAID. Other programmes and instruments include: SME-instrument, LIFE, EIB, FP7-Nature Based Solutions (NBS), EIP-Water and OPPLA.

In particular, BRIGAID and PLACARD share the same target groups and has been identified before the signature of the Grant Agreement as a sister project which may strongly cooperate in setting up the Communities of Innovation. PLACARD is "a Horizon 2020 Coordination and Support Action that seeks to support the coordination of Climate Change Adaptation (CCA) and Disaster Risk Reduction (DRR) for coherent, mutually reinforcing and pragmatic planning and action".

4.4. Linking target audiences with dissemination and communication channels and tools

The overview on which channels and tools are planned to disseminate information and communicate with those groups initially identified as BRIGAID target audiences is provided in Table 6.

CHANNELS AND TOOLS	TARGET AUDIENCES					
	Innovators	End users	Lead users	Investors	Society	Multipliers
BRIGAID website	X	X	X	X	X	X
Innovation Sharing Platform	X	X	X	X	X	
Social Media	X	X	X	X	X	X
Newsletters	X	X	X	X	X	X
Policy briefs		X				
Marketing material	X	X	X	X	X	X
Videos	X	X	X	X	X	
Publications	X				X	
Demonstration events	X	X	X			
BRIGAID conferences	X	X	X			
BRIGAID workshops	X	X	X			
Conferences and exhibitions	X			X	X	X
Bilateral contacts		X	X	X		

**Collaboration with
other projects**

Table 6.   **BRIGAID online and offline channels and tools**

5. Roles and responsabilities

This section outlines the roles and responsibilities in relation to communication and dissemination (and eventually exploitation[15]) for BRIGAID for the different partners. The D&C plan will be successful, only as far as the different BRIGAID partners fully engage with the shared collective responsibility for D&C. Therefore WP7 is responsible for communication and dissemination, however these tasks will only be successfully fulfilled with the support from all partners to:

   a.   regularly communicate to WP7 BRIGAID activities that are taking place

   b.   Act as multipliers of information to the different target audiences, e.g. partners will be strategically key to create the Communities of Innovation anticipated in BRIGAID.

5.1. Overall responsabilities of all partners

In order to carry out dissemination and communication following best practice criteria, the input from all partners is needed. This is of particular importance within BRIGAID, where the partners are either often part of, or very closely connected, to some of the target audiences (innovators and end users), as well as to language and context awareness issues.

The full input, contributions, and regular dissemination by BRIGAID Partners is essential to ensure that dissemination activities realise their full potential. BRIGAID partners need to provide the dissemination WP7 Lead partner (ICA) and D&C Expert (LOR) with information for the website and news. Partners are expected to notify the coordinator and ICA of completed deliverables, publications, and any promotional events. Partners also actively disseminate the information prepared by LOR through their communication channels (contact databases, Twitter, LinkedIn, Facebook, national press, and local stakeholders) in order to ensure that existing resources, relationships, and networks are taken advantage of, and that the contact to the target groups is strengthened. Finally, BRIGAID partners act as mediators (and multipliers) between the consortium and other innovators and end users.

Specific target groups play a particularly important role in the project: the adoption of BRIGAID solutions for climate change adaptation. In the first review and after the first innovation cycle information will be gathered on the needs and obstacles experienced during implementation to help the project better direct its products to the market and thus contribute to the exploitation goals of BRIGAID.

---

[15] BRIGAID will benefit from the EU offers support in the exploitation of results:
   -   The European IPR Helpdesk (www.iprhelpdesk.eu)
   -   Common Exploitation Booster (http://exploitation.meta-group.com/SitePages/default.aspx)
   -   Innovation deals (https://ec.europa.eu/research/innovation-deals/index.fcm).
   There is also a common "exploitation booster" initiative by the EU (https://ec.europa.eu/eusurvey/files/e80dfc35-a496-48eb-abd7-2e944c5af891)

ROLE	RESPONSABILITY	MATERIAL TO BE PRODUCED
WP7 Leader (ICA)	Define the overall D&C strategy and monitor its implementation Help to define and formulate the messages according to target group needs (shared with LOR) Responsible for disseminating directly to the target groups through networks and conferences (together with partners) Oversee the development of the Communities of Innovation as the project evolves Oversee the technical content when necessary	• Dissemination and Communication Plan (supported by LOR) • Policy briefs (3)
The D&C Expert partner (LOR)	Provides the templates, dissemination tools, material, and timing laid out in the dissemination strategy Help to define and formulate the messages according to target group needs (shared with ICA) Responsible for disseminating directly to the target groups through the website and manage the Information Sharing Platform Checks and information received from partners via templates	• Project website, regularly updated throughout the project. • Newsletter templates (8) • Web news templates • Presentation template in PPT format and deliverable template • Dissemination and communication materials: Infographics (5-10) / Videos based on motion graphics - 2D (3-5) / Web banners (5-10) / Project brochure/leaflet / Leaflets and brochures for demonstrations and conferences (5-7) • Pitch decks for innovations (50)
Coordinator	Validate and if necessary make suggestions on the key messages from BRIGAID to ensure	• Overall vision and mission and BRIGAID

(TU Delft)	these are in alignment with the overall project	• Expected impact and alignment with key target audiences • Overall liason with other EU projects
Partners	Dissemination through all partners via communication channels (contact databases, social networks, national press, local stakeholders) Provide regular information for website & news on developments/progress linked to BRIGAID Notification of completed deliverables, publications, etc. Use of templates and brand visual identity Ensure formal acknowledgement of EU funding (and logos) in all communication and dissemination (see Section 1.4. ii) Act as multipliers with end users and innovators	• Contents for dissemination and communication materials, i.e. texts and images for newsletters, pich desks, infographics, videos, web banners, leaflets and brochures. • Being active in Social Media • Active collaboration and engagement with CoIs

Table 7. **BRIGAID overview of D&C roles, responsibilities and materials**

5.2. Specific D&C responsabilities for partners

5.2.1. Website

The implementation of BRIGAID's website involves a division of labour and responsabilities between partners. ICA as WP7 Leader will provide overall supervision. LOR, as web developer is responsible for:

1. Setting up the basic structure of the website
2. Strategic planning of the website, in consultation with all other partners, in particular WP6
3. Managing the insertion of website elements (tabs, text, list of links, etc.).

BRIGAID partners will contribute to the creation of web contents, under the guidance of LOR and the support of the WP7 leader. TUD arranges for hosting of the web site.

5.2.2. Social Media

LOR will act as social media manager throughout BRIGAID lifetime. All partners are required to show activity in the media using the three available channels.

Twitter

- the WP7 leader and the BRIGAID project coordinator will tweet from the BRIGAID account about events, milestones of the project and to announce next steps.

- consortium members will tweet from their existing individual Twitter accounts with the hastag **#brigaid.**

- BRIGAID's events may eventually have their own Twitter hashtags, which should be used together with #brigaid hashtag. The strategy to keep our account active is that partners tweet at least twice per month.

LinkedIn

- Partners involved in WPs 1-4 must create 1 post per month and start or participate in 1 discussion.

- Partners involved in WPs 5-7 to post news related to the WPs content (1 post per month) and 1 discussion per term

Facebook:

- Consortium members involved in WPs 1-4 shall create a new post per month. It is recommended that partners from WP5 to 7 do it as well.

5.2.3. Newsletters

ICA is responsible for the planned newsletter content outline, LOR is responsible to collect the content of the Newsletters from the respective partners, with the support of ICA to validate technical content and message.

A dissemination contact list will be generated with the support of BRIGAID partners, with an initial list of around 200 contacts (i.e. each partner providing around 10 contacts). The list will be complemented with the support of the Advisory Board, and made larger through our dissemination and communication activity, e.g. with a "subscribe" form as part of the BRIGAID website. The ultimate goal is to reach a number of 500 contacts. The management of the dissemination contact list will respect data protection European and national laws. If possible, we intend to also circulate our newsletter via some of the platforms that have subscribed BRIGAID.

In addition DUT will regularly issue Consortium News Flash for Internal Dissemination and Communication within the consortium after the Executive Board meetings and as needed.

5.2.4. Policy Briefs

Three policy briefs will be produced and made available for download for dissemination, targeting end-users at policy and management level and relevant agencies in the fields covered by BRIGAID.

The first policy brief deals with the description and assessment of the Technology and Implementation framework (TIF) produced within WP5, to be delivered in month 24. The second policy brief deals with the MAF+ and the third policy brief with the PPIF (Public-Private Investment and Financing) both due in M36.

ICA is responsible for the layout of these policy briefs, based on the content supplied by the respective WP leaders, which are the deliverable D7.5 of BRIGAID.

POLICY BRIEF	RESPONSIBLE FOR CONTENT	DUE DATE
1. TIF	WP5 leader	M24
2. MAF+	WP6 leader	M36
3. PPIF	WP6 leader	M36

Table 8.   **Planned Policy Briefs**

5.2.5. Innovation Sharing Platform and Communities of Innovation

In terms of responsibilities, LOR is in charge of the graphical design of the ISP and shares its knowledge with partners on the presentation of their innovations in the ISP. ICRE8 develops the conceptual design and builds the ISP, supported by LOR and ICA. Innovators deliver content about their innovations (descriptions, performance in tests, business case) in predefined formats to the content manager. LOR produces all the marketing material; content is delivered by the innovators. The ISP is the deliverable D7.3 of BRIGAID.

BRIGAID is addressing several issues that are also been done and considered in other EU projects. BRIGAID use this information when preparing the ISP. In particular several projects have made inventories/ platforms of innovations for various hazards both at the European and national level. The aim agreed in the Executive Board will be to provide links to these platforms, e.g. the OPPLA platform for dissemination, Climate KIC with innovations database, the European Innovation platform. In the Marketing Plan it will be outlined how BRIGAID how to make use of / link to these platforms and in relation to the ISP.

5.2.6. Innovators Pitch Decks

The process for the creation of the pitch desk will follow these steps:

1. The innovator downloads the template for Pitch Decks from the website. This template will be created after the selection of the first innovations, in order to use real innovations and

increase the template's usefulness. The final template will be included in the next D&C Plan review (M13).

2. The innovator fills in the template and WP6 checks the content. It is a collaborative review which involves LOR in their role of D&C expert partner. WP6 can lead the process as well as review the content. In case WP6 identifies that the pitch desk lacks key information or it is explained in a non-easily to undersstand way for the target audiences, they must inform the innovator and advice him/her about how to modify it.

3. Once the content is approved by WP6, the innovator must sent a zip file with the template filled in and all the images that have been considered important to explain the innovation and, thereby, must be in the pitch deck.

4. LOR creates the pitch deck with the information and materials received and upload it to the sharepoint. LOR may modify or create again any of the schemes, diagrams or images sent by the innovator in case that it can improve the impact on the prospective clients.

5.2.7. BRIGAID TIF thematic workshops

The organisation of these workshops is responsibility of UOXF under WP5. WP7 will support dissemination and communication of results from these workshops based on material generated (and templates).

5.2.8. BRIGAID external conferences and events

All partners participating in these events under funding of the project will provide a report to inform the consortium on the key learnings and contacts, to be included in the reviews of the D&C Plan.

5.2.9. Bilateral contacts and Collaboration with other ongoing research projects

These bilateral contacts are a prime responsibility of the coordinator partner. Other partners will inform and require specific permission from the coordinator before undertaking a specific bilateral contact in representation of BRIGAID consortium. DUT will manage a database linked to these bilateral contacts, which may feed the dissemination contact list, always in compliance with ethics and personal data protection requirements.

DUT will organise the collaboration and sharing lessons learned with other EU (H2020) projects. ICA will assist DUT in this role if requested. In addition, e.g. establishing a calendar with relevant meetings of other H2020 projects (for the stocktaking process) and attending a conference for city networks. And to develop contacts with the DRS-9 family of projects, in particular RESCCUE, which is planning for a joint meeting in November/December 2016, and RESIN.

EU PROJECT	FOCUS	OVERALL COORDINATION	SUPPORT PARTNER	ACTION PLANNED/TAKEN

PLACARD	Disasters and Adaptation frames	DUT	ECOLOGIC	Attendance to kick off by ECO 29th June
EU-Circle		DUT		Participation of DAPP
RESCCUE		DUT	t.b.d.	
ECLIPSE		DUT		
IMPREX		HKV	FutureWater	Meeting in Greece
BINGO	Innovations for adaptations to climate change	DUT	t.b.d.	
SUPERBIO	Specific for solutions for the European Bioeconomy			
ANYWHERE	Extreme events	HKV	ICA	SICN Meeting in Genoa

Table 9. **BRIGAID- links with thr EU projects**[16]

In the next update of the D&C Review a more detailed plan defining a structure for partners to feed into this process bilateral and collaboration process will be produced to ensure a "single face" to external entities and avoid redundancies.

---

[16] Other projects identified at BRIGAID Kick off meeting to consider linkages are: EDUCEN, DOMINO, MISS TO W, DRIVER, RAINGAIN, CLIMATE ADAPT, TRUST, RISC-KIT, EU Cost Action, ENHANCE, SWITCH-ON.

5.3. Specific responsabilities on reporting D&C activities

In compliance with the Grant Agreement, BRIGAID will keep track of the communication and dissemination activities, which will be regularly updated into the H2020 participant portal and be part of the Periodic Reports to the EC.

The information to be provided to the EC can be found at the H2020 Periodic Report template[17] (see Annex X) and can be summarised as:

1. Specification of the total funding amount used for Dissemination and Communication activities linked to the project: …

2. Specification of the number of Dissemination and Communication activities linked to the project for each activity:

After each project meeting a template will be sent to all partners in order for partners to fill it in and return it to DUT. The project coordinator will update the information in the portal and use it to prepare the Peridic Reports to the EC.

---

[17] http://ec.europa.eu/research/participants/data/ref/h2020/gm/reporting/h2020-tmpl-periodic-rep_en.pdf

6. Assessment of D&C actions

The pivotal criteria for the assessment of the impact of our dissemination and communication actions is the number of final end-users and paying customers which are involved and active in testing/validating and even adopting the solutions derived from BRIGAID implementation.

The communication and dissemination activities should help to achieve the expected impacts of BRIGAID providing increased awareness among end users of 1) test facilities and reliable test methods; 2) available innovations; and 3) increased exchange of knowledge. In terms of the number of innovations to be introduced to the market, the target is a number between 20 and 30 innovations adopted as an appropriate goal for a successful range as well as the development of active Communities of Innovation. This number of innovators and end users would guarantee a critical mass to support a further adoption of BRIGAID solutions -and consequently of BRIGAID network- once the project ends.

In relation to our post-project activity, our commitment is to maintain BRIGAID's website at least 3 years after expiration of the EC funding, also updating valuable information in the ISP.

Our next goal in terms of evaluating assessment will focus on measuring our dissemination impact in terms of the implementation of our dissemination and communication activities.

The qualitative feedback will be based on the collection of opinions after the different range of BRIGAID events. To this end, regular feedback (post-workshop surveys, email questions, etc.) will be prepared after each events. This feedback will be used to monitor, assess and improve our dissemination and communication activities and will be described in the EU Review Reports and also serve for the revision of the D&C (+e) Strategy.

The numeric feedback will cover issues where quantification is possible such as website visitor statistics on the (to be recorded using Google Analytics), number of downloads of documentation, or number of citations of BRIGAID publications.

The indicators which are planned to be used in order to measure the impact of BRIGAID communication and dissemination are reflected in Table 9.

ACTIVITIES	INDICATOR
BRIGAID Web page	Number of visits / Average time per visit
Social media	Number of interactions
Policy briefs	Number of downloads and visualizations / Direct feedback

Newsletters	Number of people reached / direct feedback
Information Sharing Platform	Number of visits / Number of feedbacks and information exchanges
Conferences and events	Number of participations
Publications	Number / Number of citations
Marketing material	Number of downloads and visualizations
BRIGAID workshops and conferences	Direct feedback from participants
Communities of Innovation	Number of CoIs / Number of agents involved / Activity

Table 10. **Indicators to monitor the dissemination and communication activities**

The indicators to be used to measure the impact of BRIGAID communication and dissemination for the first period will be filled in on an interim basis in M9 and then in M12 just before preparing the update of the D&C Plan.

7. Planned D&C actions for BRIGAID throughout year 1

This section outlines the plans for the first year of BRIGAID. It will be updated on a yearly basis to be able to monitor and evaluate progress.

This section includes two parts:

    a. the first part outlines the plan to develop a specific marketing plan for market outreach in the coming year

    b. the second part documents the specific outputs and products planned for the first year of the project (to be updated in M13).

7.1. Marketing material

The outline below includes the period covered by the first year and will be updated in the Review of the D&C plan due in M13. The first Newsletter will be due in October 2016 and the second at April 2017.

MARKETING MATERIAL	PLANNED NUMBER IN YEAR 1	CONTENT
Brochures and Leaflets	1-2 (4 to 8 remaining)	Information and presentation of conference and events
Videos	1-2 (2 to 3 remaining)	General overview for layman/laywoman. Expert video with high technical info
Visualizations (Infographies)	1-2 (4 to 8 remaining)	Overview of BRIGAID for general audience. Explanation of the innovation cycle process and innovation frontrunners in BRIGAID.
Pitch Decks	10 (remaining 15-20)	Frontrunners

Other possibilities such as posters, press releases are going to be explored.

Table 11. **Marketing material**

7.2. Specific D&C planned products and actions

	TARGET
BRIGAID website	Beta website running (M3); Final website (M6); 2 web banners developed
Innovation Sharing Platform	Beta version M6
Social Media	All accounts created (M3), use of accounts established between partners; monitor use
Newsletters	2 newsletters (M6) and M12
Marketing material	Marketing Plan developed (including 2 Visualisations, I-2 Leaflets, Pitchdecks for frontrunner innovators)
Videos	1 Video presentation of the project
Demonstration events	None Planned for first year
BRIGAID workshops	1 planned
Conferences and exhibitions	To be determined by partners
Bilateral contacts	Links established by coordinators, External webpage in website
Collaboration with other projects	External webpage in website

Table 12. **Specific planned activities**

7.2.1. Dissemination

i) Newsletters

The first newsletter will be due at October 2016 and the second at April 2017. Two internal Newsletters have already been produced and circulated to the whole consortium.

ii) Web site and web banners

At the moment the beta version website (www.brigaid.eu) is alive (see section 4.2.1) and the initial full version is under development.

The final sitemap, wireframes and screenshots will be included in the deliverable D7.2 (M6) and the D&C plan review (M13).

TYPE	CONTENT	RELEASE DATE
BRIGAID banner	Project presentation	M6
Inner banner 1	Highlight key content and advances	M9
Inner banner 2	Highlight key content and advances	M12

Table 13. **Planned web banners for Year 1**

7.2.2. Communication

i) Communities of Innovation

A prototype CoI has already been identified in The Netherlands[18], which will serve as pilot for generating dissemination materials mainly through exposure through the BRIGAID website:

- There will be a section in BRIGAID's website for this pilot and future Communities of Innovation. The details about this section will be included in the next D&C plan review (M13), after analysing the current Community of Innovation and its needs.

- A newsletter teamplate will be created for this and future Communities of Innovation. As in the website case, the details about this template will be included in the next D&C plan review (M13), after analysing the current Community of Innovation and its needs.

ii) Innovation sharing Platform

BRIGAID has already identified an existing platform that could provide a readymade ISP called Waterwindow (see https://waterwindow.org/)[19]. In addition Pitch Decks will be created to accompany and support the marketing of frontunner innovations within the CoIs and the ISP.

---

[18] https://www.rijksoverheid.nl/actueel/nieuws/2016/04/14/living-lab-helpt-overijssel-met-klimaatopgave

[19] The authors of Waterwindow will attend the next BRIGAID meeting at Leuven to discuss how to incorporate BRIGAID solutions and how to work closely together. The existing platform provides a very good opportunity since it would save time which can be dedicated instead to develop add-ons and information to the existing "hosting" platform

iii) TIF thematic workshops

The first workshop takes place around month 12 under responsibility of UOXF.

Annexes to the Dissemination and Communication Plan

D7.1.

Grant Agreement No.	700699
Project Start Date	01-05-2016
Duration of the project	48 months
Deliverable Number	D7.1
Deliverable Leader	I-CATALIST
Dissemination Level (PU, CO, CI)	PU
Status	1.0
Submission Date	[31/08/2016]
Author	Elena Lopez-Gunn, Manuel Bea and Maria Pascual
Institution	ICATALIST & L'Orangerie Studio
Email	elopezgunn@icatalist.eu

PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

Table of contents

ANNEX I. List of abbreviations

CCA: Climate Change Adaptation

CoI: Community of Innovation

D: Deliverable

D&C: Dissemination and Communication

DRR: Disaster Risk Reduction

E: Exploitation

EC: European Commission

EU: European Union

FP: Framework Programme

ISP: Innovation Sharing Platform

ICT: Information and Communication Technology

M: Month

MAF+: Market Analysis Framework, web-based

PPIF: Public-Private Investment and Financing

PU: Public

SME: Small/Medium Enterprise

TIF: Technology and Implementation Framework

WP: Work Package

ANNEX II. Good practice for a D&C strategy applied on BRIGAID

II.1 D&C good management

1. Resources allocated (time and money)
    a. Work package on communication
    b. Communication strategy and timeline
    c. Involvement all consortium partners (and their respective staff, including researchers)
    d. Communication as a continuous process
    e. Ready for the unexpected (e.g. publication in high-ranking journals or a sudden new event related to the project's theme)
2. Professional communicators involved
    - Resources allocated to professional assistance for drafting of press releases, graphic design, maintenance of the website and other communication tasks
    - Training in communication/including a communication expert in the team
3. Ensuring continuity
    - Arrangements to ensure that information will not be lost once the project comes to an end
    - Feedback loops back to the European Commission to amplify the message (for example by notifying an event, or before publishing a press release)

II.2 BRIGAID GOALS AND OBJECTIVES

1. **Outlining the final and intermediate communication aims of BRIGAID have been specified**
    - BRIGAID intended impact
    - Reaction or change expected from target audiences
    - BRIGAID: How to Receive feedback or engage in dialogue or Influence the attitudes of decision-makers
    - How to make people take a decision or take action
    - Plans to ensure that BRIGAID outcomes are taken into production

2. **BRIGAID goals and objectives neither too ambitious nor too weak**

- Deadlines by which the goals should be achieved, taking into account different stages of the research and possible intermediary outcomes
- BRIGAID specific objectives and ways to measure (ways of measuring its communication efforts and impact)
- For example:
  - Evidence of debates in the media o Evidence of new funders for your area
  - Evidence of transfer of research and innovation into practice (patents, prototypes, licenses)
  - Number and turnover of new products, practices or procedures developed, based on your research outcomes
  - Number of articles in the press or Number of people asking for feedback or more information
  - Number of references in scientific publications
  - Participation in project events and seminars
  - Speaker evaluations from conference presentations
  - Survey of end-users or Trends in website visits

3. **PICK YOUR AUDIENCE**
   a. BRIGAID target audiences are well defined
   - Each target audience is a relatively homogenous group of people (not: ʻthe public at largeʼ or ʻall stakeholdersʼ)?
   - Have we further specified our audiences? For example: from ʻthe general publicʼ to ʻfemale citizens commuting by train to work in one of the EU-10 countriesʼ or from ʻdecisionmakersʼ to ʻEuroparliamentarians involved in the design of the new transport policy 2013ʼ.
   b. Does BRIGAID include all relevant target groups?
   - Can your audience help you reach your objectives? (mapping)
     - Who has an interest in your research?
   - Who can contribute to your work?
   - Who would be interested in learning about the project's findings?
   - Who could or will be affected directly by the outcomes of the research?
   - Who are not directly involved, but could have influence elsewhere?
     - Does BRIGAID aim to address both a direct audience and intermediaries to reach more people?
     - What about the possibility of audiences at local, regional, national and European level?

- Is the audience external (not restricted to consortium partners)?

ANNEX III. Obligations of partners in relation to dissemination activities– as stated by grant agreement for BRIGAID

ARTICLE 29 — DISSEMINATION OF RESULTS — OPEN ACCESS — VISIBILITY OF EU FUNDING

29.1 Obligation to disseminate results

Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — '**disseminate**' its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply.

A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.

Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

If a beneficiary intends not to protect its results, it may — under certain conditions (see Article 26.4.1) — need to formally notify the *Agency* before dissemination takes place.

29.2 Open access to scientific publications

Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

In particular, it must:

(a) As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

(b) Ensure open access to the deposited publication — via the repository — at the latest:

(i) On publication, if an electronic version is available for free via the publisher, or

(ii) Within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.

(c) Ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- The terms "European Union (EU)" and "Horizon 2020";

- The name of the action, acronym and grant number;

- The publication date, and length of embargo period if applicable, and

- A persistent identifier.

29.4 Information on EU funding — Obligation and right to use the EU emblem

Unless the *Agency* requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

a. Display the EU emblem and
b. Include the following text:

"This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 653874".

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the *Agency*.

This does not however give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

29.5 Disclaimer excluding *Agency* responsibility

Any dissemination of results must indicate that it reflects only the author's view and that the *Agency* is not responsible for any use that may be made of the information it contains.

ARTICLE 38 — PROMOTING THE ACTION — VISIBILITY OF EU FUNDING

38.1 Communication activities by beneficiaries

38.1.1 Obligation to promote the action and its results

The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

This does not change the dissemination obligations in Article 29, the confidentiality obligations in Article 36 or the security obligations in Article 37, all of which still apply.

Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the *Agency* (see Article 52).

38.1.2 Information on EU funding — Obligation and right to use the EU emblem

Unless the *Agency* requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

a. Display the EU emblem and
b. Include the following text:

> For communication activities: "This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 653874".

For infrastructure, equipment and major results: "This *[infrastructure][equipment][insert type of result]* is part of a project that has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 653874".

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the *Agency*.

This does not, however, give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

38.1.3 Disclaimer excluding the *Agency* responsibility

Any communication activity related to the action must indicate that it reflects only the author's view and that the *Agency* is not responsible for any use that may be made of the information it contains.

38.2 Communication activities by the *Agency*

38.2.1 Right to use beneficiaries' materials, documents or information

The *Agency* may use, for its communication and publicising activities, information relating to the action, documents notably summaries for publication and public deliverables as well as any other material, such as pictures or audio-visual material that it receives from any beneficiary (including in electronic form).

This does not change the confidentiality obligations in Article 36 and the security obligations in Article 37, all of which still apply.

However, if the *Agency's* use of these materials, documents or information would risk compromising legitimate interests, the beneficiary concerned may request the *Agency* not to use it (see Article 52).

The right to use a beneficiary's materials, documents and information includes:

a. **Use for its own purposes** (in particular, making them available to persons working for the *Agency* or any other EU institution, body, office or agency or body or institutions in EU Member States; and copying or reproducing them in whole or in part, in unlimited numbers);

b. **Distribution to the public** (in particular, publication as hard copies and in electronic or digital format, publication on the internet, as a downloadable or non-downloadable file, broadcasting by any channel, public display or presentation, communicating through press information services, or inclusion in widely accessible databases or indexes);

c. **Editing or redrafting** for communication and publicising activities (including shortening, summarising, inserting other elements (such as meta-data, legends, other graphic, visual, audio or text elements), extracting parts (e.g. audio or video files), dividing into parts, use in a compilation);

d. Translation;

e. Giving **access in response to individual requests** under Regulation No 1049/2001[1], without the right to reproduce or exploit;

f. **Storage** in paper, electronic or other form;

---

[1] Regulation (EC) No 1049/2001 of the European Parliament and of the Council of 30 May 2001 regarding public access to European Parliament, Council and Commission documents, OJ L 145, 31.5.2001, p. 43.

g. **Archiving**, in line with applicable document-management rules, and

h. the right to authorise **third parties** to act on its behalf or sub-license the modes of use set out in Points (b),(c),(d) and (f) to third parties if needed for the communication and publicizing activities of the *Agency*.

If the right of use is subject to rights of a third party (including personnel of the beneficiary), the beneficiary must ensure that it complies with its obligations under this Agreement (in particular, by obtaining the necessary approval from the third parties concerned).

Where applicable (and if provided by the beneficiaries), the *Agency* will insert the following information:

"© – [year] – [name of the copyright owner]. All rights reserved. Licensed to the *Research Executive Agency* under conditions."

ANNEX IV. Letters of commitment

Table V.1. List of Innovation Platforms

Country	Innovation Platform	Signed by	Country	Innovation Platform	Signed by
Albania	Polytech Uni Tirana	T. Floqi	Netherlands	YESDelft	P. Guldemond
Estonia	Baltic Innovation Office	T. Tõnnisson	Spain	Fundación Nueva Cultura del Agua	J. Martínez
Hungary	Szent István University of Gödöllö	C. Fogarassy	Spain	EU Center for Innovation Murcia	E. Peñalver
France	VegetalID	J. Tapia	Spain	Cajamar Foundation	R.García Torrente
Italy	Environment Park	M. Da Via	Romania	Staiuea de Cercetare-Dezvoltare pentru Pomicultura	C. Ion
Italy	ComoNExT	S. Poretta	Romania	BND Cons	Director
Netherlands	Innovation Quarter	R. Zonneveld	Romania	Spectrum Construct	D. Soiman

Table V.2. List of End Users

Country	End User	Signed by	Country	End User	Signed by
Albania	Ministry of Environment	Alqi Bllako	Israel	Peleg Hagalil	E. Schossev
Albania	Ministry of Agriculture	V. Bregu	Netherlands	Ministry of Infra-structure & Environment: Department Climate Adaptation	W.J. Goossen
Albania	Directorate of Civil Emergencies	S. Prençi			
Albania	National Agency of Protected Areas	Z. Dedej	Netherlands	Netherlands Safety Institute	M. Luttik
Albania	Municipality of Lezha	F. Frokaj	Netherlands	RWS	R. Allewijn
Albania	Municipality of Shkodra	V. Ademi	Netherlands	Water board Rivierenland	R. Bleker
Albania	Municipality of Berat	Petrit Sinaj	Netherlands	City of Rotterdam	J. Jacobs
Albania	Inst. of Geosciences, Energy, Water and Environment	F. Hoxha	Netherlands	STOWA	J. Bunstma
			Netherlands	Safety Region ZHZ	C. Post
Belgium	VLARIO	W. Franken	Portugal	ICNF	J. Pinho

Belgium	City of Gent	R. Coene	Portugal	UNCCD NFP	L.P. do Rosário
Belgium	Infrax	R. Bellers			
Belgium	Farys	D. Verbeelen	Romania	Agrozootechnica	T. Ion
Belgium	City of Antwerp	F. Lenders	Serbia	Dutch Embassy Serbia	H. vd Dool
Curacao	Ministry of Economic Development	L. Girigorie			
Germany	StALUMM	K.Sommermeier	Spain	Duero River Basin Authority	J. P. Alonso
Italy	Venice Water Authority	F. Riva			
Italy	Consorzio Venezia Nouva	H. Redi	Spain	Segura River Basin	J.C. González Martínez
Italy	Comune Monterossa al mare	E. Raso	Spain	Murcia's Regional Development Agency	F. Martínez Ferández
EU	EIP-Water Action Group River-Res	C.M. Primo			
Global	World Bank	A. Simpson	UK	UKCIP	R. Street

ANNEX V. BRIGAID Visual Identity

This has been defined within the frame of WP7 as BRIGAID's **'Brand identity'**.
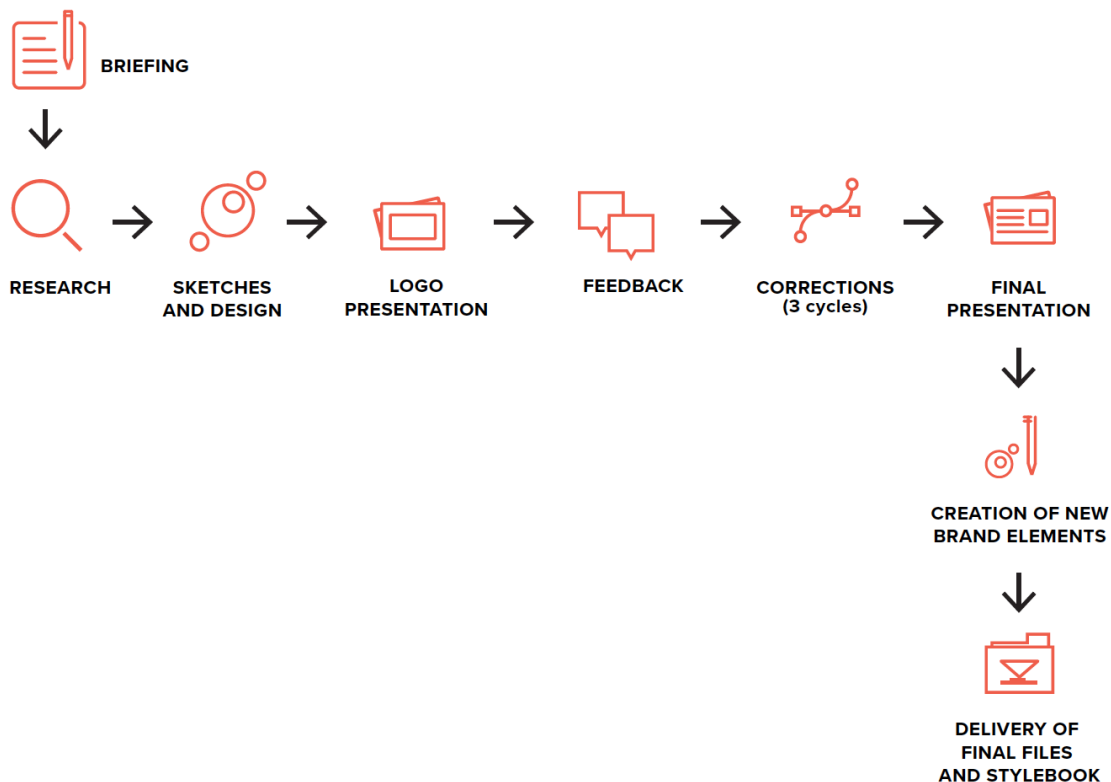
Figure 1.   **Workflow to develop BRIGAID's brand identity (Source: L'Orangerie)**

The workflow for the specification of the Brand Identity is shown in figure above. As a result, the BRIGAID logo, the web page design and specific templates for reporting and presenting information to external audiences have been developed.

A corporate identity is crucial to communicate a unified image and message of BRIGAID. It ensures the recognition of the project and its materials, events such as conferences, etc.

Furthermore, following the project's brand identity guidelines in every communication and marketing material will also improve the project's image in the eyes of the target audiences and the project partners.

In order to create this corporate identity, a research has been performed in order to analyze how climate change and products related to it are positioned in the market and the messages and

visual language they use. Moreover, the brand also considers the evolution of the project, i.e. it must be a brand for an innovations incubator initially (years 1-2 of the project) and subsequently a brand to launch innovations into the market (years 3-4 of the project).

Regarding to the message of the brand, the corporate identity is based on the concept of the natural elements behind each climate hazard and how they become uncontrolled elements when the balance among them is broken.

Figure 2.   **First concept of BRIGAID'S corporate identity**

Another important concept is the fact that Brigaid is not just a bridge between the innovations research and the market, but also a global strategy covering 4 different areas:

BRIGAID

**BRIDGING THE GAP FOR INNOVATIONS
IN DISASTER RESILIENCE**

BRIDGE
Between R+D and Market Outreach

Identify Solutions

Create Solutions

BRIGAID

Implement Solutions

Reduce Risk
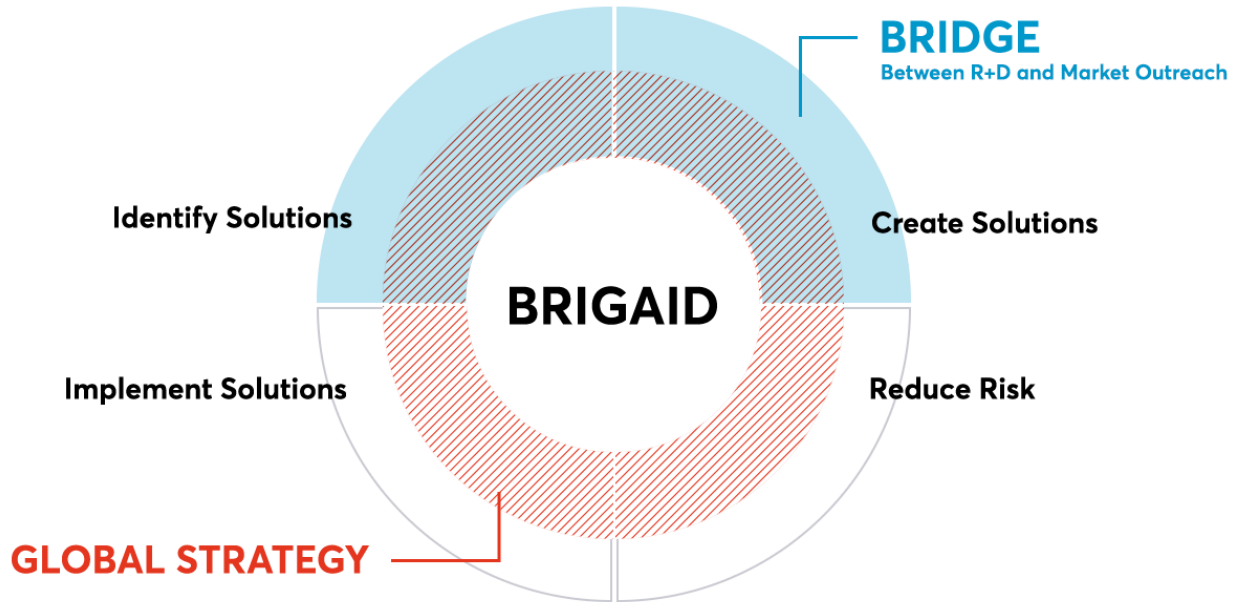
GLOBAL STRATEGY

Figure 3. **BRIGAID's double concept: Global strategy + Bridge**

BRIGAID'S PROPOSITIONS
Bridge the gap + Aid + Weather resilience + R+D

Brigaid embraces a range of concepts and actions and they must be reflected on its visual language and communications. It is crucial to ensure the success of the project and its market outreach.

The following moodboard collects them:

BUILD

AID

PROTECT

BRIDGE

ALTER

PROBLEMS
↓
SOLUTIONS
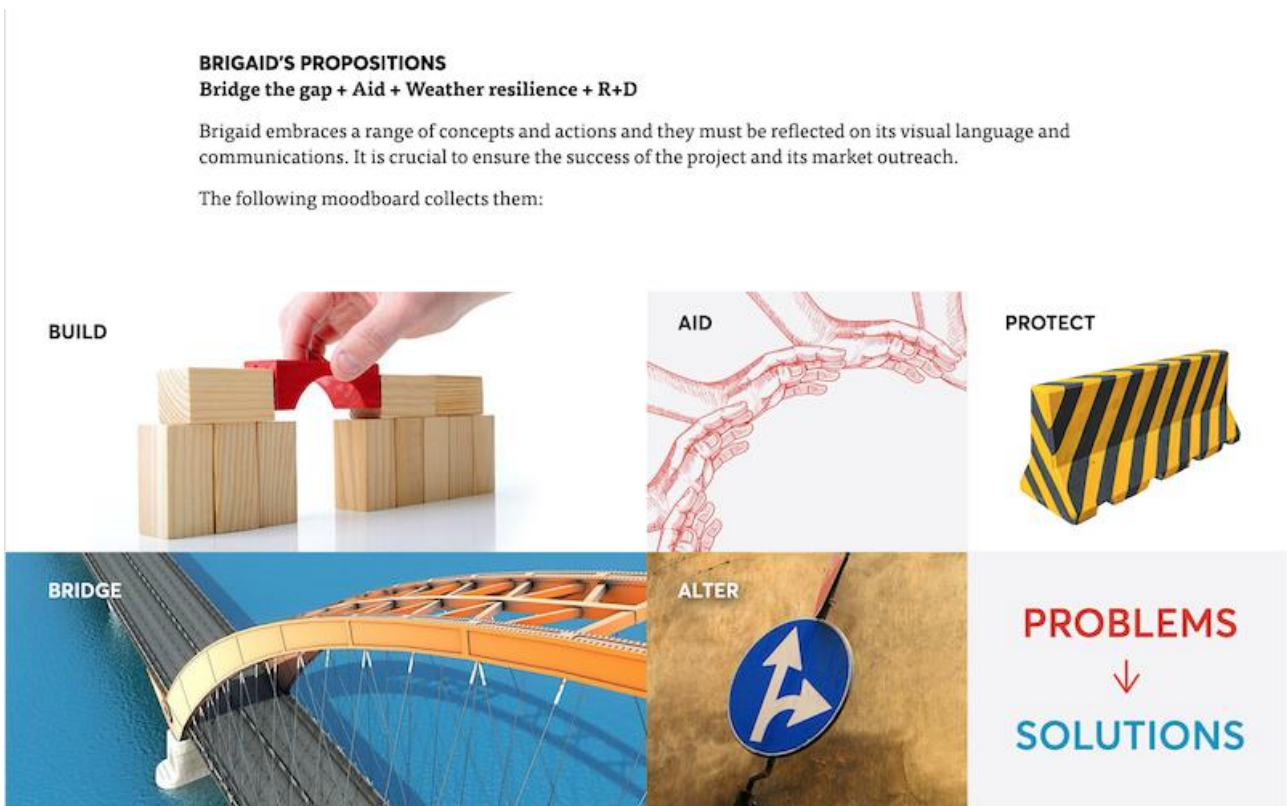
Figure 4. **Moodboard of actions related to BRIGAID and its innovations**

With all this information, concepts and ideas, the corporate identity of Brigaid has already been created and presented to the partners/executive board, so they can send their feedback and confirmation.

Figure 5. **BRIGAID's corporate identity: logo, logo with tagline, monochrome version, symbol and safety area**

Some corrections and modifications may be applied to it depending on the feedback received. Thereby, the final version will be included and confirmed in the Review Plan (M13).

Finally, some visual brand elements and strategies have already been created during the creation process of the corporate identity to prove its functionality, flexibility and communication effectiveness.

BRIGAID'S ELEMENTS
Representation of the elements that relate to the extreme weather

Figure 6.   **Corporate iconography created to represent the four basic elements that are involved in extreme weather**

Flood:
Wind (warm grey)
Water (blue)
Earth (red)

Drought:
Wind (warm grey)
Earth (red)

Storm:
Water (blue)
Wind (warm grey)

Wild Fire:
Wind (warm grey)
Fire (red)

Earthquake:
Earth (red)
Water (blue)

Figure 7.   **Corporate iconography created for natural disasters**
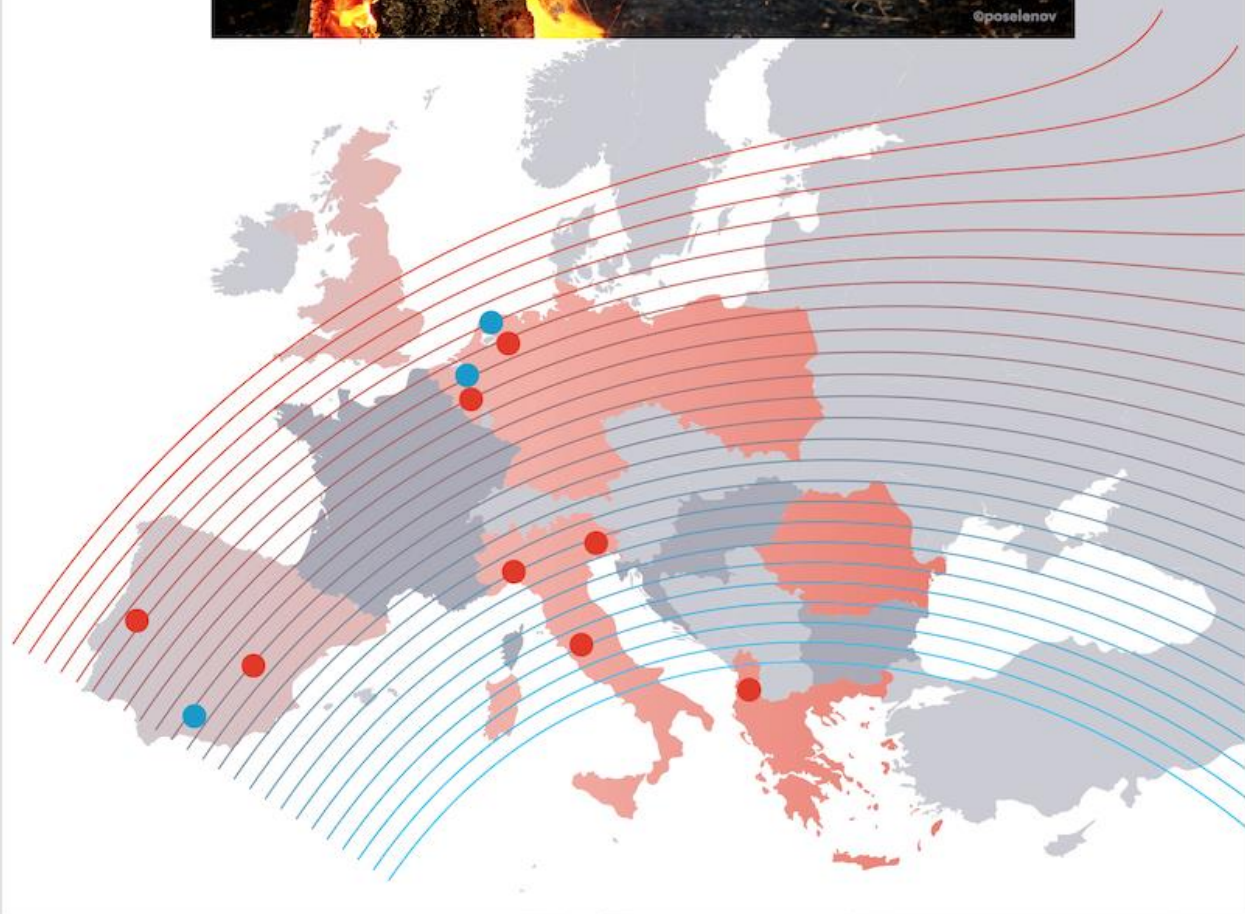
Figure 8. **Some of the visual strategies already developed**

ANNEX VI.Templates for BRIGAID partners

Deliverable template

BRIGAID
BRIDGING THE GAP FOR INNOVATIONS IN DISASTER RESILIENCE

BRIGAID
Bridging the Gap for Innovations in Disaster Resilience

700699
Document Title
Deliverable Number

Table of contents

DD/MM/YYYY
Version Number: 0.5

3

BRIGAID
Bridging the Gap for Innovations in Disaster Resilience

700699
Document Title
Deliverable Number

1. Introduction

1.1. Purpose of this document

This Project Handbook and quality manual has mainly two functions.

Firstly, it is a reference source for all consortium members covering many day-to-day activities. Secondly, it intends to standardise various elements of the project e.g. project reports, deliverables, etc. through the use of agreed procedures and templates where relevant.

It will be a dynamic document and will be updated as required throughout the project.

1.2. Precedence

The general principles for the project execution are defined in the EU Grant Agreement (GA), the Description of the action (DoA) and the Consortium Agreement (CA). The Project Handbook does not replace any of these established agreements, nor does it replace any of the EU guidelines for project implementation and documentation.

Where there are any inconsistencies between these documents, the following order of precedence should be applied:

1. EU Grant Agreement including Description of the action, also referred to as the Grant Agreement (EU GA) Annex 1;
2. Consortium Agreement (CA);
3. Project Handbook (present document).

DD/MM/YYYY
Version Number: 0.5

4

Subtítulo,Subtitle - First page

BRIGAID
Bridging the Gap for Innovations in Disaster Resilience

700699
Document Title
Deliverable Number

Section title

Section Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed commodo tempus blandit. Morbi et quam facilisis, maximus elit a, laoreet tellus. Maecenas sodales tortor quam, vulputate sagittis sapien cursus vel. Praesent sagittis, tortor ac eleifend mollis, ante massa mattis dui, a facilisis risus erat vel sem. Nulla facilisi. Quisque convallis imperdiet enim. Morbi sapien odio, imperdiet ut fermentum quis, cursus ornare leo.

VERSION	DATE	DESCRIPTION AND COMMENTS	AUTHOR
0.1	DD-MM-YYYY	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed commodo tempus blandit. Morbi et quam facilisis, maximus elit a, laoreet tellus.	First & Last Name Organization
0.2	DD-MM-YYYY	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed commodo tempus blandit. Morbi et quam facilisis, maximus elit a, laoreet tellus.	First & Last Name Organization
0.3	DD-MM-YYYY	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed commodo tempus blandit. Morbi et quam facilisis, maximus elit a, laoreet tellus.	First & Last Name Organization

List of Contributors – Numbered version

1. Mauris aliquam tincidunt orci, vitae semper urna rutrum quis. Morbi ultricies, ex at posuere feugiat, sem ligula ultrices neque, a elementum quam neque et mauris.
2. Aliquam e, ex at posuere feugiat, sem ligula ultrices neque, a lementum quam neque e , ex at posuere feugiat, sem ligula ultrices neque, a elementum quam neque e , ex at posuere feugiat, sem ligula ultrices neque, a elementum quam neque e.

Version Number:

DD/MM/YYYY

Powerpoint prentation template

It has to be developed with the final corporate identity. Therefore, it will be added to the D&C Plan Review (M13).

Web news template:

The following template is the draft for the web news, which will be completely defined and closed during the creation of the final web (M6). The file format and resolution of the images will be also determined then.

Box IV.1: Web news template:

1. Author/s:
2. Partner:
3. Date:
4. Title:
5. Subtitle:
6. Main picture:
7. Story (Detailed content: text and images):

A zip with all the photos and images must be sent together with the template.

Innovation / Innovator template:

This is an inner page of BRIGAID's website:

Box IV.2: Innovation / innovator template:

1. Author/s:
2. Partner (Entity name):
3. Date:
4. Innovation's name:
5. Subtitle:
6. Main highlighted text:
7. Main picture: (A zip with all the photos and images must be sent together with the template)
8. Story (inner content: text and images).

ANNEX VII.   Wireframes of BRIGAID's web version beta
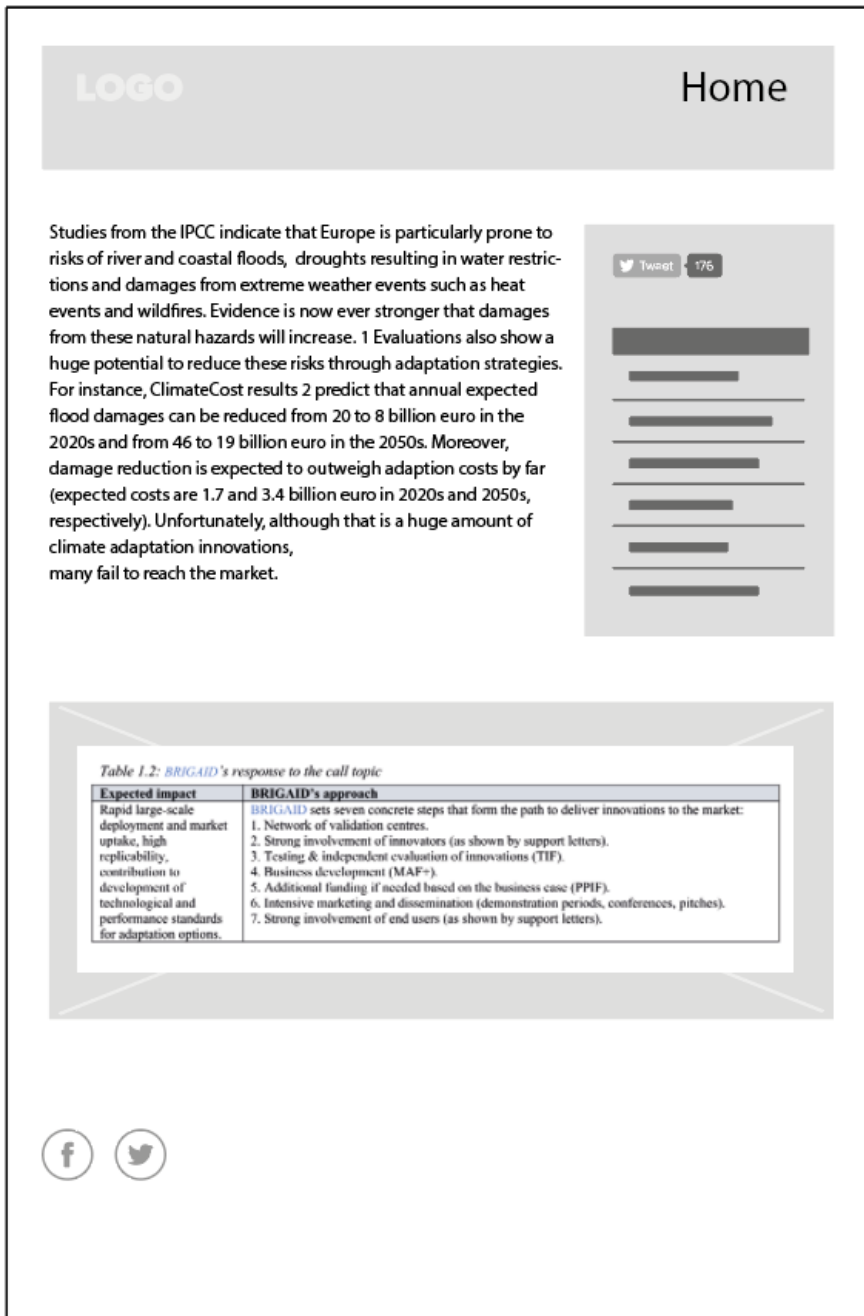
LOGO   Aim

BRIGAID´S AIM:

BRIGAID's ambition is to provide structural, ongoing support for innovation clusters: offering solutions for in climate adaptation by developing an innovative mix of methods and tools, to become a standard for climate adaptation innovations. To achieve this, BRIGAID follows a 2-layered approach.

1. First layer: BRIGAID's 3 elements: an evaluation framework on adaptation effectiveness, viable adaptation business models and connecting innovators to end users and investors.

> **BRIGAID provides three types of support elements for the development of innovations and long term risk reduction options:**
>
> 1.1. <u>Evaluation on the effectiveness of innovations and governance requirements,</u>
> Test and implementation support through the TIF by developing test protocols, performing field tests and improving them;
>
> 1.2. <u>Business development and financing for climate adaptation innovations</u>
> Business planning and financing support through the MAF+ and support in additional (EU) funding through the PPIF;
>
> 1.3. <u>An online platform to connect innovators, end users, and investors.</u>
> Market outreach and dissemination support by developing an interactive online platform to present innovations, marketing materials and organizing pitch decks and demonstrations with potential clients;

2. Second layer: BRIGAID´s ongoing support through innovation cycles (Hyperlink_2): to help bring the most promising innovations to market

LOGO

Innovation cycles

BRIGAID results in a strengthened knowledge base because it funnels the innovation process for 75-100 innovations, delivers the TIF, MAF+ and PPIF, clusters and prioritizes the most promising innovations, and connects innovators with end users in demonstrations and meetings, publishes results in open access journals.

INNOVATION CYCLES:

"BRIGAID will form the bridge that is needed for innovations to reach the market"

BRIGAID is designed to bridge the gap for innovations that reduce the impacts of climate related events in the EU, its associated countries and overseas territories.

This 'gap' refers to a combined lack of methodologies and support that are needed to turn already existing innovations into complete and market ready products.

BRIGAID Innovation cycle funnel The 3 Innovation cycle consists of:

1. to identify 75-100 already existing innovations (TRL4-8) on floods, droughts and extreme weather;

2. to select the most promising 35-50 innovations for further testing, validation and demonstration;

3. to select the 20-30 most promising innovations for market introduction, and identify the necessary resources in terms of business development and marketing to become commercially successful products;

The BRIGAID innovation cycle is conceived as an ongoing, structural activity beyond BRIGAID's life time.
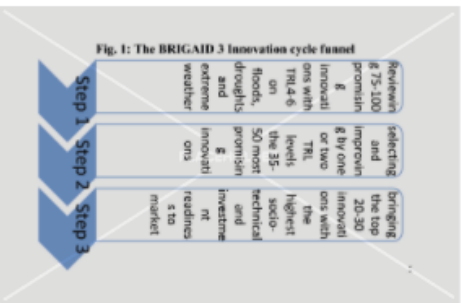
Fig. 1: The BRIGAID 3 Innovation cycle funnel

What happens during an innovation cycle?/Inside an innovation cycle:

- For a selection of 35-50 innovations plans will be designed to improve them, which may include validating (TRL5) and demonstrating (TRL6) (parts) of innovations in a relevant environment and/or demonstration in an operational environment (TRL7,8,9). These innovations will be further equipped with business plans and additional funding opportunities, if necessary. In this process end users will be involved to identify their priorities and needs,
and governance requirements. This will result in an indication of the social readiness of an innovation. Whether an innovation has reached a next level is evaluated according to the TIF.

BRIGAID

**BRIDGING THE GAP FOR INNOVATIONS
IN DISASTER RESILIENCE**

LOGO

Innovation Readiness

INNOVATION READINESS

**BRIGAID´S KEYS TO UNLOCKING INNOVATION READI-
NESS**

BRIGAID: uptake of climate adaptation innovations depends on three
types of readiness:

Technical readiness is the performance and effectiveness of an
innovation to reduce climate-related risks, as shown in field tests and
operational environments. Currently there is nointernationally
accepted method or framework to assess the effectiveness of inno-
vations thatreduce disaster impacts. Such a framework should
account for a complex mix of factors. First,the impacts of climate
related hazards are often geographically heterogeneous because
thereare regional and local differences in the intensity of hazards as
well as in the exposure andvulnerability of societies. 5 Second,
disaster damages are not solely driven by increasinghazards due to
climate change. Also the vulnerability of societies and economic
sectorsincreases.

☒ **Social** readiness is the extent to which the innovation complies
with public and private endusers' priorities and needs, as well as the
organizational and governance requirements. Theuptake of innovati-
ve solutions is often hampered due to a lack of attention in the
innovationcycle for the degree to which institutions (policy and
decision makers) and societies wouldwant to implement an innova-
tion. 7 Hence, social evaluation is best not left as a filter at theend of
the development of a technology, but should accompany and provi-
de input to thechoices made along the way, and be accounted for in
defining the organizational andinstitutional needs.

> **Innovation is about socio-technical systems**
> Although adaptation has traditionally focussed on technical
> solutions there has been an increasingrecognition of
> social-behavioural, economical, institutional and eco-based
> measures. In BRIGAID allmeasures have both technical and
> non-technical features.BRIGAID defines all innovations as
> 'socio-technicalinnovations',
>
> **Beyond technical Readiness towards social readiness**
> BRIGAID will assign TRL levels to innovations toexpress
> technical readiness of innovations. HoweverBRIGAID will add
> a separate dimension to evaluate theacceptance among end
> users (citizens, risk managers andpolicy makers) i.e. the
> 'social readiness' of an innovation.

Investment readiness is the potential of an innovation to develop a
solid business case andattract investors. Although there is no lack of
research institutes and entrepreneurs thatdevelop innovative solu-
tions, only 6% of the European companies are capable of testing
anddemonstrating their innovations. Many fail to complete the
innovation cycle due to a lack offinancial resources. As climate
adaptation is also a growing market, hiccups in the innovationcycle
mean that EU companies miss business opportunities in a global
market where thedemand for innovative solutions increases.

For instance, early
warning messages
through mobile phone
technology is
non-technical in a sense
that it aims to
influence citizens'
behaviour whereas
the system itself is
highly technological (a
mobile phone with
apps).

PARTNERS

Logo + Name + Brief description

BRIGAID

BRIDGING THE GAP FOR INNOVATIONS
IN DISASTER RESILIENCE

LOGO   Brigaid Glossary

BRIGAID GLOSSARY:

- Test and Implementation Framework (TIF): An independent, scientific judgment of the socio- technical effectiveness of innovations including organizational/governance needs.

> TIF- Test and implementation Frameworko A standardised methodology for an independent, scientific judgment of the socio-technical systems (Hyperlink_4) and theeffectiveness of innovations to be appliedthroughout Europe, in various economicsectors, taking into account the localuncertainties in climate change scenarios,organizational needs and policyimplementation requirements.

"The ambition is that TIF becomes the quality label in the EU to assess effectiveness of risk reducing measures"

- Market Analysis Framework (MAF+): a framework to assess market opportunities and desirability of innovations among end users,

> - MAF+- Market Analysis Frameworko support for the business development anddissemination of innovations, by theidentification of market opportunities and the selection business models

Online and offline marketing activities to showcase innovations to end users;

- Public-Private Investment and Financing (PPIF): model for securing future investments in innovations (including EU funding mechanisms such as ESIF). This results in a qualification of the investment readiness of an innovation;

> - PPIF- Public-Private Investment and Financingo Development of a model for securing ongoing investments in (clusters of) innovationsincluding utilization of other EU fundingmechanisms (e.g., European Structural andInvestment Funds).

- Innovation Sharing Platform (ISP): Platform to make information widely available and linked to other platforms

> - ISP- Innovation Sharing Platformo an online platform as the EU portal forinnovations, accessible to all stakeholders(innovators, risk managers, policy anddecision makers, industry, investors) to 1)view innovations, 2) test results andper
> formance according to the TIF, and 3) (to add new) user experiences.

BRIGAID

**BRIDGING THE GAP FOR INNOVATIONS
IN DISASTER RESILIENCE**

LOGO

Brigaid Community links

BRIGAID ONLINE COMMUNITY AND LINK

BRIGAID Community

- key institutes and SMEs in Europe BRIGAID ISP
- innovation networks and end users
- clusters of innovations in (regional) markets

Recent and ongoing European projects Thematic clusters- links (eventually organise as a drop down list?) based on a database?

- ASSET Drought
- BINGO Flood, drought
- DRIVER All crisis types
- DROUGHT R&SPI Drought, extreme weather
- emBRACE All hazards, climate change
- IMPREX Extreme Weather
- FIRE PARADOX Extreme weather
- MATRIX Multi-Hazard
- MedWildFireLab Extreme weather
- RAIN
- REDSIM Drought
- RISC-KIT Flood
- SWITCH-ON Drought (water resources)
- Water2Invest Drought (water allocation
- RESCCUE

National
- Flood Proof Holland

Other climate adaptation related platforms
- EC Climate Services (indicators, satellite images)
- ClimatAdapt platform

National Adaptation Strategies
- AdapTECA (Spain)

Innovation subject specific clusters:
- EIP-Water

FINISHED PROJECTS

Banners and slideshows for each page (only text)

Web Banners?: Key statements:

From BRIGAID Proposal:

- BRIGAID's unique approach will be essential for Bridging the Gap for Innovations in Disaster resilience
- "Even with the huge amount of climate adaptation innovations, many fail to reach the market"
- "BRIGAID aims to become *the* quality label for climate adaptation and reduction of climate-related disaster impacts in Europe and beyond"
- "BRIGAID's to provide ongoing support for innovations in climate adaptation"
- "To become a standard for climate adaptation innovations".
- "Connecting EU and National Adaptation Strategies"
- All support is fine-tuned to specific natural and socio-economic conditions across Europe.
- The TIF, the MAF+, the PPIF and marketing activities assess impacts and identify market opportunities in the EU, regional and local scale that are fine-tuned to economic sectors their sensitive resources, and green and technical infrastructure.
-

From WP7 Presentation at Kick-off:

- **Brigaid = meeting place for Innovation + Investment + Implementation for Impact (3 i's for impact) (to achieve outcome)**
- It is an opportunity for investors
- It is an opportunity to test innovations.
- Brigaid is based on the competitiveness of European SME's
- We work for real people: We have the instruments in place to do the innovations, test them and bring them to the market. It does not matter which problem the innovatior faces or if he is stack at testing or at market outreach, Brigaid has the tools/solution for all stages. All the necessary ingredients for innovations are meeting in the project. (innovation/testing/investment/research prospect clients/market outreach)
- Brigaid = bridge from prototype to market.
- Unique collaboration from the full innovation spectrum. Innovation cycle concept (to consider for information graphics).
- Brigaid helps innovators to select and decide because we give them relieable info to assess their decision (impact/testing/investment info, etc)
- Brigaid quantifies how big the problem is, where it is, etc. so innovators can target their innovations to the proper market, know how necessary the innovation may be, etc. and thereby how well it may be accepted by end users.
- Asset: many European projects involved.
- Climate change adapttion = the world is adapting
- We have to get impact on resilience
- We give trust to the market
- We quantify the disaster/the problems
- They have a qualification scheme/template of the .... across Europe

ANNEX VIII. Quick guide of CoI's

BRIGAID Communities of Innovation (CoI's) Quick Guide

<u>What are CoIs?</u> A network of organizations combining business, policy and management sectors, focused on bringing new products, new processes and new forms of organization into climatic events structures around adaptation solutions. A form of Communities of Practice-involving innovators, managers, practitioners, researchers and decision-makers in search of solutions for vulnerability reduction on specific conditions and hazards . BRIGAID aims to involve citizens in the local CoI.

<u>How are CoI's developed in BRIGAID?</u>

1)   Step 1: BRIGAID will perform a segment analysis to pinpoint target groups regionally and setup local CoI to organise the interaction with target groups.

2)   Step 2: implement specific thematic and geographical areas into the ISP devoted to individual CoPs, identified after segmentation of our key audience into more specific groups.

3)   Step 3: These CoI will emerge and gain traction from the onset of BRIGAID. The existing core of BRIGAID end users will be used as initial seed for different CoI, which we will grow through partners and collaborators networks and key existing networks (i.e., CIRCLE 2) around climate adaptation

4)   Step 4: Pilot/Prototype CoI starts running (pilot already identified)

<u>How do CoIs become active in BRIGAID?</u>

1.   The CoI will be strongly involved into the set of thematic workshops and demonstration events. Involved in both off-line (e.g., in demonstration events, conferences, workshops) and online (through the Innovation Sharing Platform and the BRIGAID website, policy briefs and newsletters) dissemination activities

2.   A policy layer will be added into the design of these workshops with aim of discussing key results with high-level policy and decision makers as culmination of a bottom-up approach for creating a science-policy interface

3.   To coordinate communication with local target groups throughout Europe, Communities of Innovation (CoI) will be set up and embedded in an online Innovation Sharing Platform

<u>What is their role?</u> Local Communities of Innovation (CoI) help organize the interaction with target groups. Development of a supportive system of innovation brokers which will underpin the whole CoI. This innovation brokerage implies to move beyond dissemination of information but actively forge multi-actors partnerships for innovation.
<u>Which areas do CoI's participate in?</u> Build upon end user involvement and risk reduction to different hazards in areas with common problems and environmental conditions.

ANNEX IX.Quick guide of ISP

Quick Guide to ISP

What is the ISP: an interactive platform to be used by developers and end users for presentation and discussion of innovations, performances, requirements, test reports of recent innovations and user experiences. The BRIGAID ISP platform will be the meeting place and "virtual" shopwindow for innovations and investors.

When: developed during Innovation cycle 1 -time for the development of the key deliverables TIF, MAF+, PPIF and the online Innovation Sharing Platform (ISP).

Aim of the ISP: to become the EU portal for innovations on climate change adaptation, that can be accessed by all stakeholders (innovators, risk managers, policy and decision makers, industry, investors) to:

- All information on innovations will be made widely available

- Test results and performance according to the TIF,

- Add new user experiences.

- Provide specific support and implement specific thematic and geographical areas into the Innovation Sharing Platform (ISP) devoted to individual CoI.

- Space provided to share drivers and barriers to innovation in relation to the institutions and policies that affect the way different agents interact, access, exchange and use knowledge

- Tips on how to turn innovations into action

Format: designed as an interactive medium that functions as an online community linked with other important climate platforms (e.g. European Climate Adaptation Platform (Climate ADAPT) and EIP-Water, EC Climate Services (indicators, satellite images).

Development of ISP:

Step 1: The ISP will be linked to the public website although designed as a separate platform in order to focus more on specific topics and related target audiences.

Step 2: Implement use as an interactive platform to be used by developers and end users for presentation and discussion of innovations, performances, requirements, test reports of recent innovations and user experiences.

- Materials showcased as interactive factsheets/brochures descriptive of each innovation together

- Add demonstrations and assessment results to measure their effectiveness (obtained by using the TIF)

- Recomendations for final improvement

- Final qualification (status) and information for investors that follows from the business case and funding opportunities

Step 3: Evaluate the opportunities to commercialize the Innovation Sharing Platform (ISP) (Task 7.3) as the EU portal for flood, drought and extreme weather innovations.

Step 4 (vision beyond projects lifetime): ISP becomes the "virtual" shop window for innovations and for investors. ISP = platform as the EU portal for Adaptation innovations.

ANNEX X. Periodic reporting to EC of dissemination and communication activities

The periodic reporting to EC must include specific information on dissemination and communication activities structured as specified in the available template:

http://ec.europa.eu/research/participants/data/ref/h2020/gm/reporting/h2020-tmpl-periodic-rep_en.pdf

The instructions provided by this template are shown in figure 9.

6.2 Dissemination and communication activities

List only activities directly linked to the project.

Type of dissemination and communication activities	Number
[Organisation of a Conference] [Organisation of a workshop] [Press release] [Non-scientific and non-peer reviewed publications (popularised publications)] [Exhibition] [Flyers training] [Social media] [Web-site] [Communication campaign (e.g radio, TV)] [Participation to a conference] [Participation to a workshop] [Participation to an event other than a conference or workshop] [Video/film] [Brokerage event] [Pitch event] [Trade fair] [Participation in activities organised jointly with other H2020 project(s)] [Other]	[insert number of activities]
Total funding amount	[insert amount in EUR]

(*) One row per type of activity selected from the drop-down menu in the IT tool.

Type of audience reached In the context of all dissemination & communication activities ('multiple choices' is possible)	Estimated Number of persons reached
[Scientific Community (higher education, Research)] [Industry] [Civil Society] [General Public] [Policy makers] [Medias] [Investors] [Customers] [Other]	[insert number]

(*) One row per type of activity selected from the drop-down menu in the IT tool.

Figure 9. **Description of dissemination and communication activities according to the periodic report template**