



SOlutions TESting for Regions through Insurance for Climate Adaptation

HORIZON-MISS-2022-CLIMA-01| Project Number 101112867

Deliverable 5.8

Dissemination and communication activities plan and reporting

Due date of deliverable: 29/02/2024

Actual date of submission: 21/02/2024

Start date of project: 1st September 2023

Duration: 30 months

Beneficiary responsible for the Deliverable: Daniela Quinos-El

Dissemination Level		
PU	Public	X
SEN	Sensitive — limited under the conditions of the Grant Agreement	
CI	EU classified, as referred to in Commission Decision 2001/844/EC	

* PU: Public — fully open. SEN: Sensitive — limited under the conditions of the Grant Agreement. EU classified — RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision 2015/444. For items classified under other rules (e.g. national or international organization), please select the equivalent EU classification level.

Disclaimer: Funded by the European Union. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor CINEA can be held responsible for them.



List of Contributors

Organisation	Name	Contribution
Empower Insight	Daniela Q. Lépiz Bonja Lopetegui Rebeca Madrigal	Elaboration of the document
BC3		Main revision of the document

Modification Control

Version	Date	Description & Comments	Responsible
0.1	1.2.2024	First draft	EI
0.2	06/02/2024	Reviewers review and comment the document	BC3, DEMO
0.3	20/02/2024	Project Coordination revision	Project Coordinator
Final	21/02/2024	Final Document	Coordinator

General Project Information

Title	SOLutions TEsting for Regions through Insurance for climate Adaptation
Acronym	SOTERIA
Project Number	101112867
Funding Programme	HORIZON EUROPE
Topic	HORIZON-MISS-2022-CLIMA-01-03
Type of action	HORIZON Research and Innovation Actions
Project Start Date	1st September 2023
Duration of the project	30 Months



List of SOTERIA Partners

Nº	ORGANISATION	Short name	Country	Role
1	Basque Centre for Climate Change	BC3	ES	Coordinator
2	I-Catalist SL	ICA	ES	Beneficiary
3	Climate Risk Advisory Ltd	CRA	NO	Beneficiary
4	Helmholtz Centre for Environmental Research	UFZ	DE	Beneficiary
5	SINTEF AS	SINTEF	NO	Beneficiary
6	Mitigate AS	MITI	NO	Beneficiary
7	AQUATEC	AQUA	ES	Beneficiary
8	Genillard & Co GmbH	G&Co	DE	Beneficiary
9	National Center for Scientific Research Demokritos	DEMO	GR	Beneficiary
10	Hochschule Weihenstephan-Triesdorf	HSWT	DE	Beneficiary
11	Association for the Development of West Athens	ASDA	GR	Beneficiary
12	Behavior SMART OOD	BES	BG	Beneficiary
	Generalitat Valenciana	GVA-A	ES	Beneficiary
14	Municipality of Gabrovo	MoG	BG	Beneficiary
15	Empower Insight	EI	FR	Beneficiary
16	Stiftung Global Infrastructure Basel	GIB	CH	Associated Partner
17	Verbraucherzentrale Sachsen e.V.	VZS	DE	Associated Partner
18	Landesamt für Umweltschutz (Regional Env. Protection Agency)	LAU	DE	Associated Partner
32	KLP Skadeforsikring AS (insurance)	KLP-S	NO	Associated Partner
20	Gjensidige Forsikring ASA (insurance)	GJE	NO	Associated Partner
21	Allianz Agnør (insurance)	AZA	DE	Associated Partner
22	Croatia Osiguranje (insurance)	CO	HR	Associated Partner
23	German Insurance Association	GDV	DE	Associated Partner
24	DIMOS EGALEO (insurance)	EGL	GR	Associated Partner
25	Bavarian Farmers Association	BBV	DE	Associated Partner
26	Zadar County, Croatia	ZDC	HR	Associated Partner
27	The County Governor in Trøndelag	CGT	NO	Associated Partner
28	DZI at KBC Group (insurance)	DZI	BG	Associated Partner
29	Caisse de Reassurance (insurance)	COR	FR	Associated Partner
30	Ethniki AEEGA (insurance)	Ethniki	GR	Associated Partner



Index

Abbreviations.....	5
Chapter I: Context	7
1.1 The Project	7
1.2 About this guide.....	8
1.3 Privacy.....	8
1.4 Accessibility	9
Chapter II: Visual Identity	9
2.1 Concept.....	9
2.2 Material.....	9
Chapter III: Communication Strategy.....	16
3.1 Strategic approach.....	17
3.2 Guiding principles	17
3.3 Situation analysis.....	18
3.4 Overarching goal	19
3.5 Strategic objectives.....	19
3.6 Strategic interventions	19
3.6 Activities	20
3.7 Target audiences.....	21
3.8 Key messages	23
3.8.1 External Audiences and Key Messages.....	24
Chapter IV: Channels and tools	26
3.8 PRESS	26
3.8.1 Audiences and potential channels.....	36
Chapter V: Channels and tools	37
Chapter VI: Implementation matrix	37



Abbreviations

AS	Associated Partner
CA	Consortium Agreement
CINEA	European Climate, Infrastructure and Environment Executive Agency
CL	Case Leader
CoP	Communities of Practises
CT	Coordination Team
DoA	Document of the Action
EC	European Commission
EU	European Union
GA	Grant Agreement
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
NBS	Nature-Based solutions
NGO	Non-Governmental Organisation
PC	Project Coordinator
PM	Project Manager
SRL	Societal Readiness Level
TL	Task Leader
TRL	Technical Readiness Level
WP	Work Package
WPL	Work Package Leader



EXECUTIVE SUMMARY

Over the past two decades, the world has witnessed a surge in extreme weather events, resulting in substantial economical and societal losses. A recent study estimated these costs globally at an average of \$143 billion per year from 2000 to 2019, equivalent to a staggering \$16.3 million per hour¹.

As climate events intensify, causing greater damage to infrastructure, property, agriculture, and human health, the associated costs are expected to rise, and so will the insurance protection gap -the level of uninsured losses in any given country-, leaving thousands of people in vulnerable situations.

In response to these challenges SOTERIA partners came together to create an innovative and pioneering project rooted on the pillar of collaboration and co-design. Supported by scientific evidence, the project aims to design, test and implement affordable and data-based insurance solutions at European level. Notably, SOTERIA places a special emphasis on solutions rewarding proactive prevention measures.

Timely and strategic dissemination of SOTERIA project results is thus critical to ensure that the project's findings reach policymakers, industry specialists, and the general public, thereby benefiting society at large in such critical moments in time.

This document serves as a summary of SOTERIA's external communication strategy and the Consortium's commitment to providing high visibility to the project, demonstrating how this innovative approach can create insurance opportunities for the world we live in now.

The plan contains clear communication objectives, target audiences, and messaging strategies. It provides a roadmap for managing external communication, facilitating effective collaboration among Consortium partners and engaging stakeholders.

By incorporating realistic metrics for both internal and external communication, SOTERIA aims to provide a holistic evaluation framework. It is essential to note that this document complements the internal communication guide presented to the Consortium on month 3.

The Dissemination and Communication strategy will undergo regular evaluation and updates to align with the project's developments and adapt to evolving external factors.

¹ Newman, R., Noy, I. The global costs of extreme weather that are attributable to climate change. Nat Commun 14, 6103 (2023). <https://doi.org/10.1038/s41467-023-41888-1>



Introduction

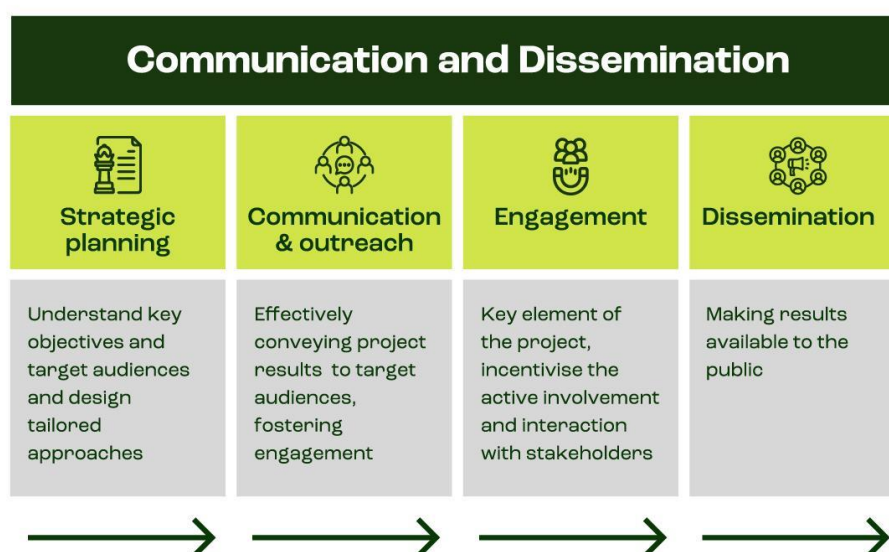
The "Dissemination and communication activities plan and reporting" aims to provide visibility to SOTERIA project results and developments and is designed as a dynamic and evolving document that adapts to the project's continuous development.

Regular review meetings with the Coordination team and within the Consortium Members are scheduled to discuss the progress, challenges, and potential enhancements in both internal and external communication strategies.

The SOTERIA project comprises **five working packages**, each entrusted with specific responsibilities for engaging stakeholders and contributing to community building. The communication strategy acts as a backbone of these engagements and provides partners with essential materials and visibility for their engagement activities.

1.1 Communication Process

The Communication and Dissemination process comprises four phases. In SOTERIA, direct stakeholder engagement is a collaborative effort involving multiple partners and reflecting the synergy at the core of the project. The following procedure operates in a non-linear fashion, with all three main steps following continuous feedback loops that contribute to its ongoing improvement.



The present deliverable is targeting the stages of Planning, Communication and Engagement, while **Dissemination will be further developed in the subsequent updates on month 18 and 30, which will potentially involve identification of new KPIs.**

1.2 Privacy

As a groundbreaking initiative, SOTERIA involves handling sensitive data and deriving insights from



information provided by the insurance sector and companies. It is imperative that all communication and publications prioritise the protection of any sensitive information (further detail in D5.2-5.3 Data Management Plan (1) (2)).

Furthermore, partners retain the option to withhold consent for the dissemination of their proprietary knowledge, including background information or results, particularly when such sharing may pose a risk to their interests (further details in SOTERIA IP Management Plan and in D3.6 Exploitation Plan and SOTERIA strategy of market watch).

1. The Project

The **SOTERIA** project, officially named "SOLutions TEsting for Regions through Insurance for Climate Adaptation" **aims to advance innovative insurance solutions for climate change adaptation in different European regions and communities** by i) documenting best practices in relation to data, new insurance and robust enabling frameworks; ii) testing of some of these solutions; and iii) the creation of communities of practice for regions and insurance as legacy.

The project will be developed over 30 months, from September 2023 to February 2026 and the pilots will be developed across Europe in the cities of Leipzig (DE), Saxony (DE), Bavaria (DE), Zadar (HR), Gabrovo (BG), Trondelag (NO), Valencia (ES), and West Athens (EL). These geographic regions are characterised by different environmental realities and threats related to climate change such as drought, heat waves, spring frost, heavy rain/hail, floods, landslides, and wildfires.

The project aims to help reduce the protection gap by documenting best practices and the testing of insurance products and services that reward proactive prevention measures while seeking to increase coverage through co-designed solutions. The project will also consider the enabling framework that analyses the role of public sector modernisation and how to develop affordable insurance schemes that leave no one behind, through our Communities of Practice engaged in Climate Resilience society-insurance dialogues. SOTERIA will take these solutions from the levels of research to demonstration and testing with some at the level of pre-commercial procurement.

SOTERIA will contribute to the wider goal of the Mission Adaptation to increase Europe's resilience and preparedness to face unavoidable consequences of climate change by filling the gaps on insurance coverage for climate adaptation.

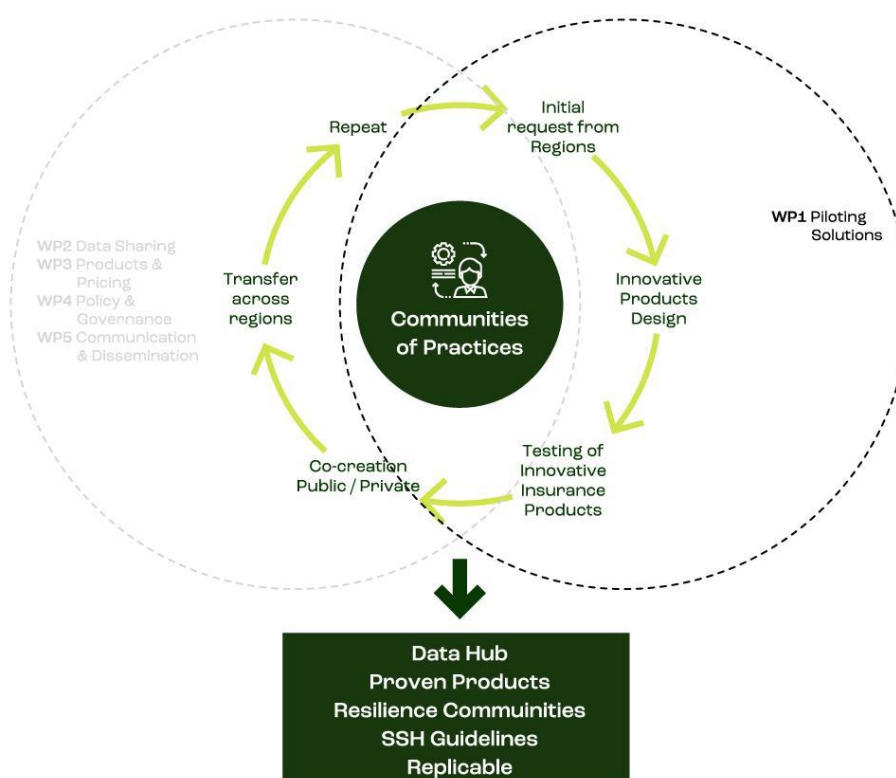


Illustration I: SOTERIA workflow

Communication Strategy

3.1 Strategic approach

Effective communication is the outcome of meticulous planning and thoughtful considerations of the project's communication objectives, expectations, and target audiences.

Empower Insight, SOTERIA's communication partner, designed and distributed to the rest of partners a survey comprising 10 questions aimed at extracting insights on communication expectations, goals, and strategic audiences.

The responses obtained from the survey played a pivotal role in shaping the communication strategy workshop held during the Kickoff event in Bilbao on September 21st, 2023 (Month 1). Facilitated by Empower Insight, the workshop was carefully structured to engage participants from diverse backgrounds, including insurance carriers, NGOs, municipalities, and engineering companies. Through a collaborative session, it explored various dimensions of the project's goals, identified key stakeholders, assessed potential threats, and mapped out the influence matrix.

Furthermore, an in-depth analysis was undertaken to enhance the project's communication capabilities, mapping the target audiences and analysing the sector's communication landscape.



The culmination of these efforts resulted in the formulation of the Dissemination and Communication Activities Plan and Reporting.

3.2 Guiding principles

Rules and structures are essential to achieve successful communication, ensuring that it aligns with the project representation. The implementation of the communication strategy will be governed by the following principles:

Two-Way Communication. This approach is characterised by an emphasis on active engagement and ongoing dialogue among stakeholders, partners and the communication team. This approach creates an inclusive environment where the project results and the knowledge of all partners spanning diverse sectors and countries are not only heard but actively integrated, contributing to a collaborative and well-informed communication strategy within the SOTERIA project.

Diversity. The representation of a diverse spectrum of partners is a priority, encompassing various sectors such as insurance, municipalities, NGOs, engineering firms, and universities. This approach aims to create a comprehensive representation of expertise within the consortium, fostering collaboration that integrates varied perspectives and insights specific to each sector. Diversity also means language inclusion, while English remains the project's main language, efforts will be made to translate the most important material and circulate it in other languages as needed.

Innovation & Responsiveness: Two pivotal elements to effective communication in the project. We strive to provide information to stakeholders' timeline and in user-friendly ways and commit to do so with innovation and creativity.

Inclusivity: Empower Insight will -at the best of its capacity- advise all the communication efforts to be used and designed taking into account recommendations from the Web Content Accessibility Guidelines (WCAG), and the Inclusive and Accessible Communication Guidelines from Bridging the GAP, an EU funded project in line with the Convention on the Rights of Persons with Disabilities and the 2030 Agenda.

Confidentiality: All communication will prioritise confidentiality of sensitive data or information.

3.3 Situation analysis

The following are the project's Strengths, Weaknesses, Opportunities, and Threats. These were identified during the initial workshop and are the result of a collective discussion between all partners.

Strengths	Weaknesses	Opportunities	Threats
Variety of expertise: SOTERIA benefits from a collaboration of partners with diverse expertise and geographical locations, providing a holistic understanding to climate change insurance	Communication Inequalities: Managing communication among diverse partners with different backgrounds and geographical locations may pose challenges.	Insurance Industry Momentum: The current momentum in the insurance industry presents an opportunity for SOTERIA to actively engage and contribute to the creation of climate change	Misinformation: Without a comprehensive understanding of the project's objectives, there's a risk that the concept may not be fully grasped, leading to misunderstandings



solutions Groundbreaking initiative: SOTERIA will develop solutions based on data from the insurance sector itself and from direct contact with stakeholders. Human Engagement: The project's emphasis on producers and other affected individuals by climate change contributes to a dynamic and future-oriented approach to climate resilience. Innovative Solutions: SOTERIA is committed to pioneering innovative insurance solutions, positioning the project as a leader in climate adaptation strategies. European approach: SOTERIA pilot cities depict key realities in Europe, allowing for the re-use of project's results to other cities.	Generating interest: Difficulty lies in the hardship of rendering the topic of climate change insurance appealing for audiences. Partner's workload: Due to competing priorities, SOTERIA partners may have limited time to engage timely with communication activities.	insurance solutions. Youth Advocacy Impact: Leveraging youth engagement can lead to a broader societal impact, fostering awareness and support for climate resilience. Collaboration with Universities: Partnering with universities and research centres opens avenues for talent and innovative ideas to advance climate change insurance solutions.	about its clear benefits for individuals and not just a particular actor or sector. Changing Climate Dynamics: The evolving nature of climate change may present unforeseen challenges that require adaptability in project strategies.
---	--	---	--

3.4 Overarching goal

The overarching objective of the communication strategy is to enhance the project's brand and visibility among stakeholders to facilitate broader access to and utilisation of its outcomes contributing to the democratisation of affordable and innovative insurance solutions.

3.5 Strategic objectives

1. To create and sustain a coherent project brand that appeals to insurance sector, public and governmental organisations;
2. Enhance internal coordination and communication structures to ensure the effective fulfilment of the project's mandate;
3. Position SOTERIA as a project of reference within the field of climate change and climate insurance;
4. To create awareness and enhance accessibility to and utilisation of the project's results and findings to ensure wide acceptance and uptake by stakeholders;
5. Empower partners to create meaningful and sustainable engagements and partnerships with stakeholders critical for the project success.

3.6 Strategic interventions

The realisation of the strategic objectives will depend on successful implementation of specific key interventions outlined in the following table:



Objective	Strategic intervention
To create and sustain a coherent project brand that appeals to insurance sector, public and governmental organisations.	● Create Logo and visual identity. ● Create and circulate among partners all material necessary to ensure consistency. ● Develop an aesthetically appealing, world-class website designed to cater to diverse audiences.
To enhance internal coordination and communication structures to ensure the effective fulfilment of the project's mandate.	● Create the internal communication guideline & sensitise partners. ● Develop communication products (such as internal newsletter) for dissemination. ● Strengthening capacities for internal communications.
Position SOTERIA as a project of reference within the field of climate change and climate insurance.	● Utilising key events and dates of climate change to leverage SOTERIAS impact. ● Provide members of SOTERIA communication products to help them opening space in the community.
To create awareness and enhance accessibility to and utilisation of the project's results and findings to ensure wide acceptance and uptake by stakeholders.	● Create social media channels. ● Sensitising the public on the findings, data and developments of the project. ● Co-creation of communication products with partners. ● Package data-heavy reports into easily accessible and understandable publications. ● Developing innovative products for dissemination to target audiences (in local languages when needed). ● Securing publications in outlets with relevance to target audiences.
Empower partners to create meaningful and sustainable engagements and partnerships with stakeholders critical for the project success.	● Provide ready and easy-to-use communication products to the partners. ● Provide proactive assistance to partners organising Climate Resilience Dialogues, Open Days, Workshops to provide materials and tools for effective communication.



	● Build communication capacity among partners via specialised training. ● Provide assistance to the partners that sought communication expertise. ● Package data-heavy reports into easily accessible and understandable publications.
--	--

3.6 Activities

These activities will unfold during the 1-30 month period, with increased intensity anticipated from the 18th to the 30th months. Regular reviews will be conducted to optimise their effectiveness and efficiency, ensuring they produce the desired outcomes.

Strategic Objective I: To create and sustain a coherent project brand that appeals to insurance sector, public and governmental organisations:

- I. Co-design the SOTERIA brand colours and visual identity in the intersection of innovation and conservative outlook.
- II. Create & make available all the material needed by the partners to ensure consistency in communication including: fonts, colour palette, brandbook with marketing material, downloadable files, document project templates, powerpoint presentations, etc.
- III. Design of project contact cards to provide partners with the possibility to engage stakeholders during the different meetings.
- IV. Developing a dynamic and simple to navigate website and ensure that is always up to date with events and project developments. It will be developed in three phases, accommodating for changing requirements from the project.
- V. Creation of social media channels key for target audiences.

Strategic Objective II: To enhance internal coordination and communication structures to ensure the effective fulfilment of the project's mandate:

- I. Establishment and production of an internal newsletter comprising the project developments, information about main deliverables and any news that needs to be communicated. The internal newsletter will be overseen by the Project Manager.
- II. Actively participating in regular meetings as determined by the Project's Manager and the project's calendar.
- III. Capacity building for partners in critical areas such as media engagement, writing statistical articles for the public (data-communications), and others.
- IV. Create an Internal Communication guide to help partners engage with the communication team to enhance their visibility to events and project's activities.
- V. Creating the SOTERIA events form for the partner's to proactively inform the team of all events so all preparations can be done in advance to cover the event in the project's networks and provide necessary material.
- VI. Leverage the Consortium expertise by creating an editorial calendar and involve partners in the creation of opinion pieces.



Strategic Objective III: Position SOTERIA as a project of reference within the field of climate change and climate insurance:

- I. Create communication products to assist the partners in the engagement with the sector.
- II. Creating and promoting content which will feature in paid social media advertising targeting the sector.
- III. In collaboration with partners, organise engagement of audiences and stakeholders via specialised webinars.
- IV. Generate content for distribution, leveraging the significance of key dates and events in the sector to capitalise on the resulting momentum.
- V. Issuing regular fact-heavy and thought provoking newsletter including key sector analysis, interviews and discussions.
- VI. Provide assistance and coverage to partners securing participation in sessions on major field events.
- VII. Supporting partners to identify and showcasing SOTERIA objectives and results at various regional, county, and local events.

Strategic Objective IV: To create awareness and enhance accessibility to and utilisation of the project's results and findings to ensure wide acceptance and uptake by stakeholders:

- I. Conduct stakeholder mapping and desk-research to identify stakeholders and their consumption behaviours, opportunities and challenges with each one of them.
- II. Create engaging and frequent content to keep social media networks active and growing.
- III. Tailoring SOTERIA's RADAR stories, Success stories, policy briefs and scientific publications to specific audiences by packaging them in user-friendly formats, which may include a) visualisations or interactive data exploration, b) documents with less technical wording, c) media kits (audio material, ready-ly available quotes- graphics; -social media posts) and d) products in local languages, to enhance accessibility for a broader audience.
- IV. Provide visibility to the success stories & climate insurance solutions
- V. Create- with the support of case studies- a mini-articles series for social media featuring people dealing with climate insurance consequences, working on innovation in the field or youth networks interested in the topic. To make it more appealing to the general audience. The series name is tentatively "Climate Resilience Chronicles: Stories of Innovation, Impact, and Advocacy".
- VI. Development of various content types for disseminating information about the project such as: interviews, analysis and frequent press releases.
- VII. Developing interviews and discussions focused on project-related topics to animate and engage the network in audio format.
- VIII. Set up a fact-checking review process to control the production and dissemination of the project findings.
- IX. Advocate among partners to disseminate results and data with innovative ways to create interaction with young students and producers.

Strategic Objective V: Empower partners to create meaningful and sustainable engagements and partnerships with stakeholders critical for the project success:

- I. Provide advice as necessary to the other partners in their engagement activities in terms of communication and engagement best practices.



- II. Assist the partner engaging particularly with Community of Practice to design explanatory material such as fact sheets, infographics, brochures to facilitate understanding.
- III. Provide ready and easy-to-use communication products to the partners organising Climate Resilience Dialogues, Open Days, Workshops to provide materials and tools for effective communication and event organisation.
- IV. Provide support to the Exploitation activities and market watch efforts.

3.7 Target audiences

SOTERIA's impact extends across a broad spectrum of stakeholders underlining Soteria's commitment to inclusivity and collective climate resilience.

3.7.1 Internal audiences

SOTERIA Consortium Members: Ensure effective communication and collaboration among consortium members, fostering a culture of knowledge-sharing and coordinated efforts.

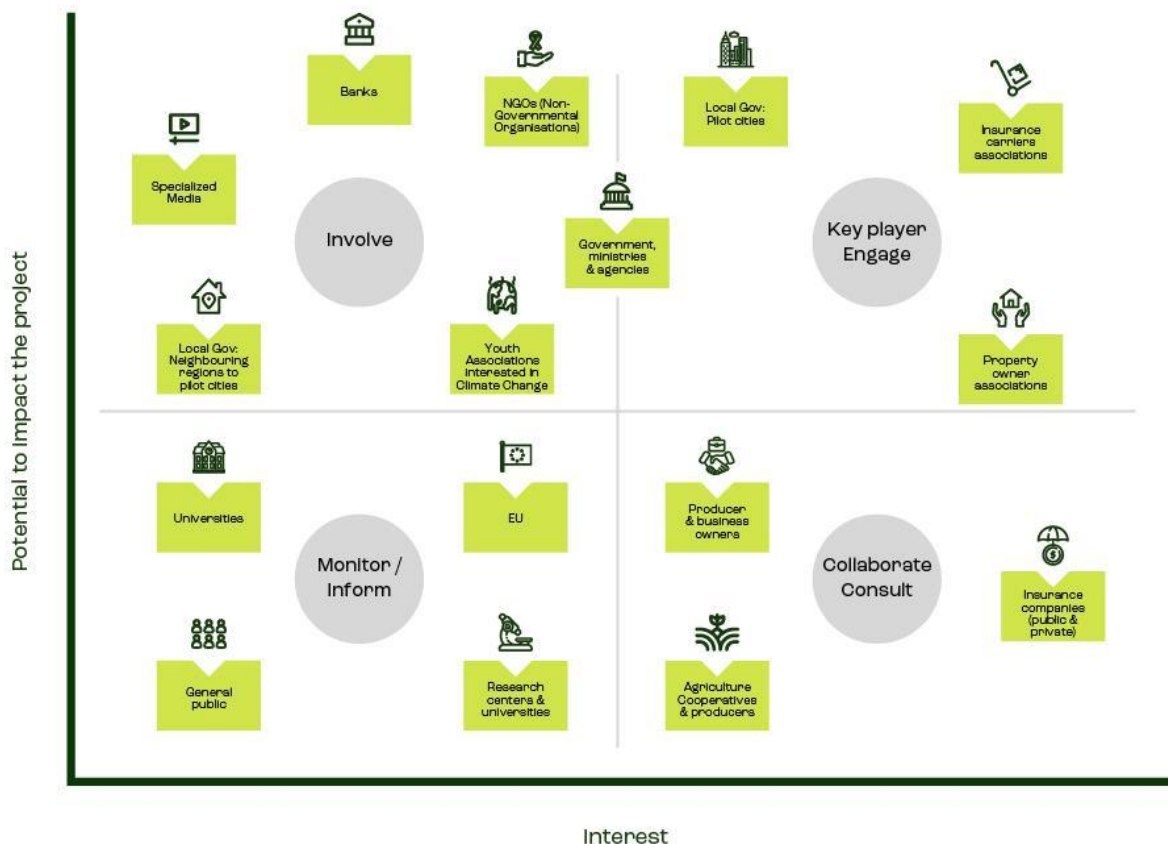
SOTERIA Coordination Team: Facilitate seamless internal communication and alignment with the project's overall goals, providing necessary support for effective coordination.

3.7.2 External audiences

The external audiences are the following:

• General Public	• Insurance associations
• Municipalities	• Research Centers and Universities
• Government Agencies	• Agriculture Cooperatives & producers
• Insurance companies (public and private)	• Specialized Media
• NGOs (Non-Governmental Organisations)	• Policy and decision makers
• Property owner associations	• Business owners
• Banks	• Youth Associations interested in climate change

They have been grouped and categorised in the following influence matrix:



3.8 Key messages

By crafting clear and impactful messages, the plan aims to ensure a unified understanding among partners, the public, and relevant entities. These key messages not only enhance brand consistency but also foster public support and engagement critical to the success of the SOTERIA project.

- SOTERIA is a groundbreaking project.** SOTERIA stands as an innovative initiative, pioneering collaboration within the insurance sector and governmental institutions for shared data. Leveraging the joint expertise of the Consortium, the project employs proven methodologies and the latest technology for collecting, processing, and analysing data, facilitating the identification of data-based solutions.
- Safeguarding Lives Through Innovation.** SOTERIA is committed to protecting human lives by pioneering innovative climate change insurance solutions.
- Nature-Based Solutions as public policy.** Strategically merging Nature-based Solutions (NbS) with innovative insurance mechanisms holds the key to fostering sustainable climate adaptation. However, the active involvement of the public sector is crucial. Governments need to prioritise the integration of NbS into their climate adaptation strategies, including the creation of policies that incentivize and support NbS initiatives and research.
- Empathy for the Economic sector struggles.** SOTERIA takes into consideration producers and business owners facing financial losses and crop damage due to climate change.
- SOTERIA is built on the pillar of co-design.** SOTERIA believes in building an inclusive



community where diverse perspectives and experiences contribute to shaping effective climate change insurance strategies.

- F. **Seizing the Momentum for Climate Insurance.** The time is now for insurance carriers and government bodies to seize the momentum and actively contribute to the creation of climate change insurance solutions and a respective legal framework.
- G. **There is power in preventive measures.** SOTERIA aims to foster public understanding of the importance of climate change insurance and particularly preventive measures and its role in building resilient communities.

Implementation

4.1 Visual Identity

SOTERIA made an investment in creating a visual identity that gives distinction to the project and captures the complexity of climate insurance within a single, coherent brand.

The official logo, composed of two interlocking curves, symbolises care and collaboration. These curves form an 'S' for SOTERIA, framing a central leaf that signifies growth and renewal.

Simultaneously, the curves create a globe, emphasising global unity in addressing climate risks. The entire design encapsulates the project's mission: merging environmental care with innovative insurance solutions to mitigate climate risks.

Consistency in visual elements contributes to a unified and recognizable brand image for the project. Partners are required to respect the established visual identity of SOTERIA in any official material they produce; this includes but is not limited to deliverables, papers, press releases, official letters, invitations, agendas, and posters.



4.1.1 Material

The following communication materials have been already made available for the partners:

- **Templates:** Presentation slides (.ppt) and document templates (.doc), as well as deliverable templates, are available. This could be useful in case any deadlines are approaching, and in order to create presentations.
- **Official font:** The font for official documents is Roc Grotesk.
- **Logos:** SOTERIA official logos (both in jpg and png formats).

D5.10 Dissemination and communication activities plan and reporting



- **Colour Palette:** The colour palette is highlighted by two shades of green (found in the Brandbook), in addition to the neutrality of white, black, and grey tones.
- **Brandbook:** A comprehensive guide that serves as a reference manual to ensure consistency and coherence in how the brand is presented across various channels.
- **Social Media Assets:** Graphic material featuring the SOTERIA, to be used by the partners.
- **Presentation card partners:** A presentation card to be used by partners at an event in print or virtual format.
- **Workshop material:** Graphic material such as banners, roll ups, badges, agenda templates for invitations.
- **Press release.** Templates for press releases are available to use by the coordination and accessible to all partners.
- **Contact card.** SOTERIA has introduced its own contact card for partners, allowing effective information exchange in their interactions with various stakeholders. This customised tool strengthens the consortium's representation and promotes a unified identity across all external communications. By presenting the SOTERIA contact card, partners enhance the visibility and coherence when interacting with other key stakeholders.

In alignment with the communication strategy outlined below, other materials are in the process of development, such as specific events assets, fact sheets, media kits, interactive assets, infographics and brochures with project findings and data.

All communications materials will be made available for partners in the SOTERIA > Communications folder shared by the Project Manager.

4.2 Internal Communications

The second strategic objectives of this Communication and Dissemination plan target activities and goals within the SOTERIA members. Below are the tools and channels to implement those activities.

4.2.1 Tools and channels

Internal Communication Guide. A Communications Guide was created to rule communication between EI and partners. This guide includes advice for communicating at events, a reminder that they must contribute to the creation of editorial content, instructions to interact with the communication team, and guidance on which channels to use internally and externally.



Project Number 101112867

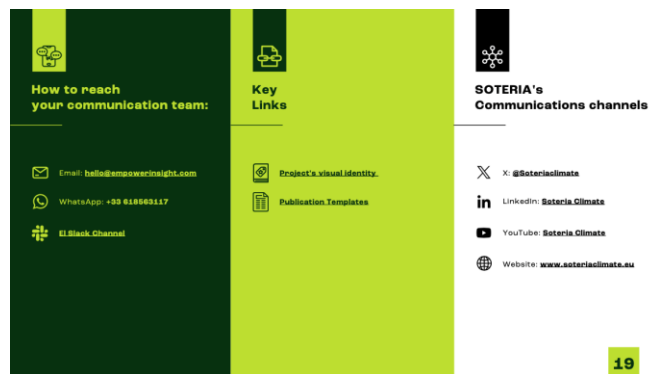
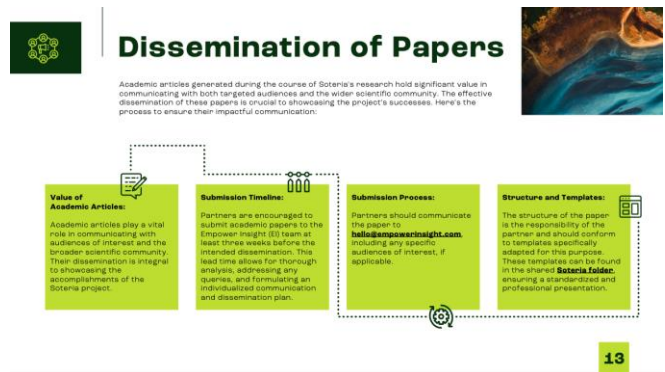


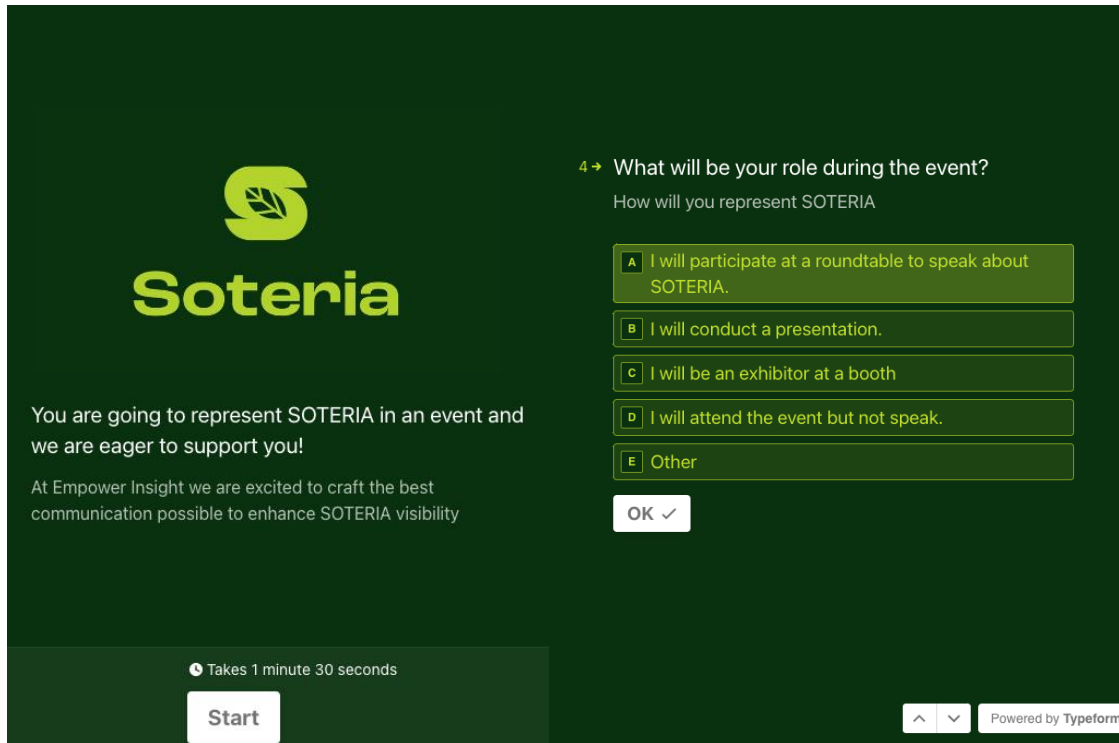
Illustration II: Snapshots of SOTERIA communication Guide.

Internal Communication CheatSheet. An easily accessible summary of the internal communication guide.

Internal Communication channels with EI. Differently to the communication with the Project Manager, the internal communications provide partners with an opportunity to receive swift assistance on their events ensuring timely dissemination of information and subsequent follow-ups to identify dissemination opportunities.

It consists of a) and a **shared drive** for easy access to essential documents b) a **slack** channel for partners willing to communicate informally c) **WhatsApp** channel to send information or speak with the communication team.

SOTERIA events typeform. An online form that all partners will fill in before any given event whether they will be participating or organising it. It includes, but is not limited to, those related to the project itself such as workshops on Affordable Insurance, Public Modernisation, Just Transitions, meeting with Communities of Practice, encounters with governments or the sector, Open Days or Climate Resilience Dialogues, among others. The EI team can therefore plan the communication plan for each of those events.



The screenshot shows a survey form for Soteria. On the left, the Soteria logo is displayed above the text: "You are going to represent SOTERIA in an event and we are eager to support you!" and "At Empower Insight we are excited to craft the best communication possible to enhance SOTERIA visibility". The main question is "4 → What will be your role during the event?" with a sub-question "How will you represent SOTERIA". There are five radio button options: A (I will participate at a roundtable to speak about SOTERIA.), B (I will conduct a presentation.), C (I will be an exhibitor at a booth), D (I will attend the event but not speak.), and E (Other). An "OK ✓" button is at the bottom right of the options. At the bottom left, it says "Takes 1 minute 30 seconds" and has a "Start" button. At the bottom right, there are navigation arrows and "Powered by Typeform".

Internal Newsletters. Partners are expected to receive 12 dedicated internal project newsletter per year, providing the most up-to-date information on the project and other related topics. This channel may also be used for disseminating surveys. The production of this content is managed by the coordinating team, with the contribution of Empower Insight.



Project Number 101112867



Let's catch up

Exciting news: Soteria Communication Guide

Great tool for fluid, assertive, and, above all, timely communication.

SOTERIA
DEC 11



READ IN APP ↗



Hi, team!

This is Rebeca Madrigal from the communication team at **Empower Insight**, the communication partner for Soteria.

We are thrilled to announce the **Soteria Communication Guide**, a tool designed to help you understand the logic and logistics of internal communication, ensuring successful external communication.

In the document located in the shared folder, you will find both the **Guide** and the **cheat sheet**, which is a document containing essential useful information extracted from the main document.



Let's catch up

It's time to communicate

We present to you some of Soteria's communication channels and some tips to start communicating with our audiences.

SOTERIA
NOV 22



READ IN APP ↗

Hi, team!

I'm Rebeca Madrigal, part of the communication team at Empower Insight (EI). I'll be handling this internal newsletter, you can subscribe whenever you'd like.

On this first edition, we wanted to introduce you to our **digital channels** and share some **key tips for communicating** in this early phase of the project.

We are busy preparing a more detailed **Communication Guide** and we'll be sending it to you very soon! But first, let us share some highlights:

Visual Identity

Templates and elements such as the logo and special font are in the **Communication folder on the Drive** shared by Laura Vay, the project's coordinator. We kindly ask you to maintain it in all official documents.

Any graphical material needed for the project, such as roll-ups or brochures, can be requested to the EI team with **three weeks' notice**. This allows us to produce, review and design, everything on time.

We're pleased to introduce our website

The first version of our website is up! In soteriacimate.eu you'll find the basics:

- Project definition
- Consortium partners
- Deliverables calendar
- Case studies

Publication and Dissemination form. This form will be developed at the time more publications are taking place and will ensure visibility from the EI team to track partner's interviews, publications, mentions and re-publication of content by other outlets. Specially to be used for scientific publications including: the type of publication, authors, title, journal name, volume and pages, status of the publication, and publication identifier.

"What they need to know" interviews. Will be carried out with partners at the time of publication of important documentation such as policy briefings and scientific papers. It will allow the EI team to craft the complementary material for external communication.

Editorial calendar. EI is in the process of finalising an editorial calendar for the whole period catering for the most important days and events, including newsletter subject topics, interviews. This calendar will provide partner's visibility and transparency and allow them to plan opinion columns, respond to interviews or provide feedback. All publications made by the communications partner citing results or data from the project will undergo reviews from a qualified partner and the Project Manager.

Communication workshop. The SOTERIA Consortium members will participate in a "**Communication Learning workshop**" designed to clarify all procedures, understand limitations and foster a collaborative environment that promotes the exchange of ideas related to both internal and external communication among partners. These workshops will also help partners communicate data better



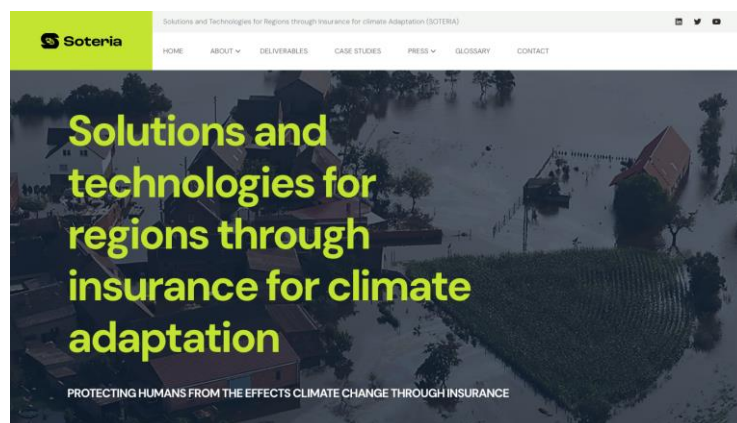
with the public and ensure a long-lasting effect.

4.3 External Communications

The following channels and methods enhance the visibility of the project and provide convenient platforms for stakeholders to access and stay informed about relevant developments in the field of insurance and climate adaptation. It also increases the visibility of the partners that participate, a reason to prompt such participation at interviews and other editorial products

4.3.1 Channels

Website. Since September 2023, SOTERIA has a website (www.soteriacclimate.eu) to serve as a hub of information, events, newsletter and more. The website is developed in 3 phases to cater for project developments. The phases were released as follows: Phase I (Month 1-6), Phase II (Month 6-12), Phase III (12-30). The communication team will work closely with Data leaders -WP2- to ensure visibility for the data efforts and the regional Data Hub.



Social media. At the time of the submission of the initial Dissemination and Communication activities plan, Social media accounts weren launched to disseminate SOTERIA progress to external audiences. The communication team is responsible for leveraging these networks, including:

 LinkedIn: [Soteria Climate](#)  X: [@Soteriacclimate](#)  Youtube Channel: [Soteria Climate](#)

Likewise, using mentions of official SOTERIA accounts and the hashtag [#soteriacclimate](#) fosters a sense of community and enhances the project's online presence. Additionally, YouTube serves as a vital channel for broadcasting virtual events.

Audio interviews. The editorial planning and production of these interviews will start on Month 8 (April 2024) and last until the Month 30 (February 2026). To ensure the content resonates with the audience, partners are encouraged to contribute by providing feedback on their preferences, whether it's regarding new laws, emerging trends in insurance, or insights into climate change.

Editorially, the communication team will try to render such a technical topic much more digestible for the general population without losing its appeal to specialised audiences.



The interviews will be available on the website, disseminated via newsletter and networks and published on audio content platforms (i.e. Spotify, ApplePodcasts, GooglePodcasts, etc.). The choice of platforms will be determined further into the project.

Press liaison. The communication team is committed to integrating SOTERIA into both specialised and general media content. We aim to facilitate partner interviews across various media formats.

In order to uphold the project's editorial line, María José Sanz, has been designated as the official spokesperson. Sanz, the Scientific Director of BC3 and Ikerbasque Professor since 2016, possesses a unique profile blending a strong background in Natural Sciences with extensive practical knowledge in environmental policy implementation. She is an international reference in the development of scientific foundations for evaluating the impact of emissions in the atmosphere.

The spokesperson role will be shared with Elena López Gunn from the I-Catalist team. Director of ICATALIST, member of the European Scientific Council on Climate Change, lead author of IPCC Working Group II on Adaptation, Vulnerability and Impacts. She collaborates as an Expert in the Spanish Citizens' Climate Assembly.

This does not limit other partners from making statements to the press.

4.3.2 Tools

SOTERIA will engage the different stakeholders via the following products and disseminate it via the previously noted channels:

Press Releases: To be used when the team considered necessary, aiming at media but also to other stakeholders.

Interviews: to sector specialists and general stakeholders.

Analysis blogs: semestral, analysing the developments in the area.

Opinion pieces from partners: to allow partners to freely provide their opinions of the latest developments.

Explanatory materials, key for policymakers and non-specialised audience and events:

- Brochures.
- Infographics.
- Factsheets.

Social media special content:

- Key-Dates publication, revamping the SOTERIA content to make it relevant on different dates.
- Paid advertising on social media platforms.
- Feature stories "Climate Resilience Chronicles: Stories of Innovation, Impact and Advocacy".

While partners are in charge of the **scientific publication** and **policy briefings**. The communication team aim to increase its reach and impact by creating media kit for dissemination of these key publication, including:



- A *digestible* document aiming at less specialised stakeholders.
- Press releases.
- Audio material.
- Relevant quotes from partners to be used.
- Translation to local language when needed.

4.3.3 Events

Events play a crucial role in SOTERIA's co-developing methodology, strengthening synergies among stakeholders. Partners will also participate and contribute in major conferences and in events including industry-oriented gatherings, scientific forums, and visits.

The Communication team is collaborating with Partner to provide materials, and tailored support in the following events:

Event	Description	WP
Just Transition for climate resilience: Learning from the local experience.	Through the meaningful engagement using surveys (other means like social probes will also be tested) with local communities and stakeholders from the Pilot Region/cities in WP1 on their experience in developing transformative adaptation approaches based on innovative insurance solutions and how they minimise the impacts of extreme events.	WP4, led by DEMO



Climate Resilience Dialogues on insurance solutions and climate induced risks	A series of successive “insurance-society Climate Resilience dialogues” will be centralised by WP1 in different locations pivoting around a series of key questions (for each dialogue) that will include enabling through policy and governance aspects, initially the following are identified: How would it be best to facilitate the allocation of substantial additional national and regional budgets to increase the penetration of insurance? What are the main issues (barriers/opportunities) to ensure affordable insurance cover? What enabling elements or specific support do European regions and communities need to be able to procure insurance solutions to transfer risks and compensate for losses? What are the current and upcoming state-of-the-art knowledge, best practices and emerging innovations on insurance solutions?	WP4, led by GIB
Webinars, Communities of Practice	Our SOTERIA Communities of Practice will involve regional and local policymakers as well as experts from the insurance sector and climate change impacted sectors to share best practices and discuss improvements. We will hold >12 webinars with this group over the project. Participants will be invited to share their experiences, participate in interactive sessions related to key project outputs and provide feedback on our proposed solutions, methods, approaches and interim findings.	WP5, led by ICA
Synergies with sister-projects	Participation in joint workshops, knowledge exchange and joint communications with sister-projects funded for the implementation of the Climate Adaptation Mission under Horizon 2020 European Green Deal call and Horizon Europe relevant for adaptation. Including: 10 Workshops (6 different countries).	WP5, led by ICA



	5 High level side-events 20 Co-organized events	
Open Days	Insurance companies, citizens and regional and local authorities will be invited to participate in co-design workshops aiming at further exploiting the project results.	WP5, led by ICA
Roundtables and focus groups	As part of piloting innovative insurance solutions: 2 roundtables and 2 focus groups of stakeholders in Saxony (City of Leipzig) and Saxony-Anhalt (neighbouring City of Halle) organised with Associated Partners (VZS, LAU)- Leipzig-UFZ	WP3, led by UFZ
Data Sharing for resilience	As part of Task 2.5 Software prototype development to enable the use of the climate-related risk and loss data: 3 Roundtables on Data	WP2, led by SINTEF

For final dissemination, the communication team will explore possibilities with the partners. The final choice for the Dissemination stage will be conceived *with all partners* based on the most effective and attractive channel for the audience and the resources available. The final choice will be made available during the third update of the present document.

4.4 Key exploitable results

The following are the key exploitable results for communication foreseen for the project. As the project evolves, these results may also change.



BEHAVIOURAL ANALYSIS

The project aims to identify behavioral barriers in the insurance market for advanced risk transfer solutions, providing valuable documentation for effective adoption of new products.

PILOT SOLUTIONS

The project tested innovative insurance solutions, products, and risk-transfer in EU regions and communities, including weather and climate risk insurance (Germany & Croatia), nature-based solutions (Spain & Norway), and mutualized schemes for vulnerable sectors (Greece & Bulgaria).

BEST PRACTICES

The project will publish best practices in:

- Data sharing for climate-related risk and loss data sharing.
- Innovative insurance pricing, aiming to close the protection gap and support climate change adaptation, including the annual RADAR stories report.

SOTERIA PLATFORM

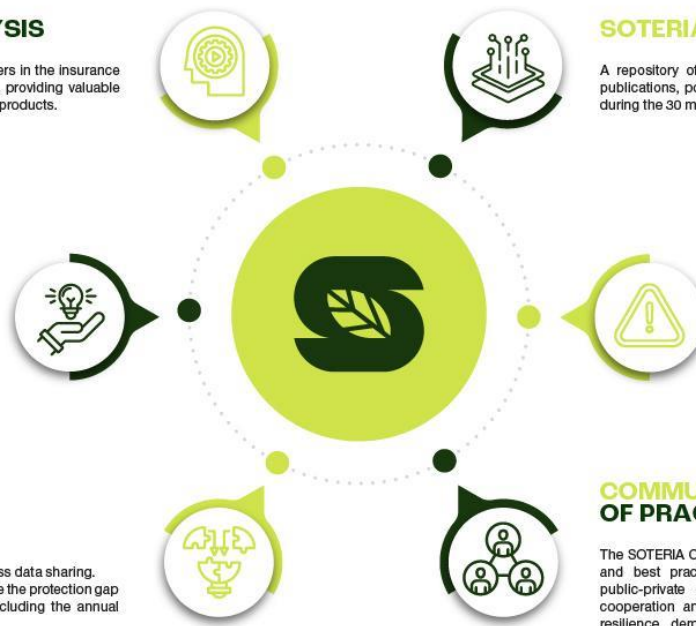
A repository of all materials and content interview, analysis, publications, policy briefings, podcasts and content produced during the 30 months.

RISK DATAHUB

Front end prototype for enabling the use of climate related risk and loss data in three cities: Valencia, Gabrovo and Athens.

COMMUNITIES OF PRACTICE

The SOTERIA Communities of Practice aim to share knowledge and best practices on climate adaptation, insurance, and public-private collaborations. They will coordinate regional cooperation and development through inter-regional climate resilience demonstration projects and knowledge transfer through peer reviews, focusing on synergies and exchanges between projects.





Risks and mitigation

This section lists the identified risks and potential mitigation measures as below.

Risk	Priority (1-low, 2-medium, 3-high)	Mitigation
Accidental mistakes in the communication of the project's findings or partner's views or quotes	3	A validation process has been established to ensure all communication is revised by at least 2 individuals.
Lack of availability from partner's to participate in interview, opinion pieces or providing material	2	Providing a internal communication documents to guide them through events Providing an editorial calendar and reminders that ensure partners have adequate load and enough time
Fake news	2	Timely response, Press Statement responding to the issues



Project Number 101112867



Implementation matrix

The implementation of the Communication Strategy will follow the outlined work plan, organised according to each specific objective. Empower Insight will coordinate the following activities.

Strategic Objective I: To create and sustain a coherent project brand that appeals to insurance sector, public and governmental organisations;

Activities	Audiences engaged	Channel & tool	Indicator of Success
Co-design the SOTERIA brand colours and visual identity	All	N/A	The creation of the brandbook before the KickOff meeting.
Create & make available all the material to ensure consistency in communication (in editable format)	Internal	GDrive	Make accessible the following material 1 fonts file; 1 Deliverables templates 1 PowerPoint template; 1 package of designed event materials including design of a) 1 Roll ups b) 1 Badges c)) 1 Project Brochure
Contact card, including QR codes directing to the webpage and social media channels and partner's contact.	Internal	Gdrive.	1 virtual contact card 1 ready-to-print contact card per partner
Developing a dynamic and simple to navigate website	All	N/A	1 website phase I; phase II; phase III
Creation of social media channels	External	Social Media	1 LinkedIN account, 1 X account.



Project Number 101112867



Strategic Objective II: To enhance internal coordination and communication structures to ensure the effective fulfilment of the project's mandate;

Activities	Audiences engaged	Channel & tool	Indicator of Success
Establishment and production of an internal newsletter, comprising the project developments, information about main deliverables and any news that needs to be communicated.	Internal	Emails, WhatsApp	Number of newsletters produced. 10 in total.
Capacity building for partners on critical areas such as media engagement, writing statistical articles for the public (data-communications).	Internal	Webinar	Number of capacity building events: 2 during the length of the project
Internal Communication guide to provide assistance to enhance project visibility to events and project's activities.	Internal	Email/ Whatsapp/ Typeform	Creation of the Guide and distribution (1) % of partners consistently follow the guidelines at the end of the project: 80% Partner's fill in the Publication and Dissemination form for their own publications and interviews: 80%
Create SOTERIA events form to inform of all events so all preparations can be done in advance to cover the event	Internal	Typeform	Percentage of events recorded in the form vs missed events: 80%
Creation Editorial Calendar For partner's to provide feedback, participate in opinion articles and analysis	Internal	Excel / Monday	Creation of the Editorial Calendar (1) % Partner's opinion articles (1 p/ p): 80%

Strategic Objective III: Position Soteria as a project of reference within the field of climate change and climate insurance



Project Number 101112867



Activities	Audiences engaged	Channel & tool	Indicator of Success
Create communication products to assist the partners in the engagement with the sector;	External	Press release Explanatory material	1 Project Infographic 1 Factsheet 2 Press Releases
Creating and promoting content which will feature in paid social media advertising targeting the sector;	External	Social Media	1 content paid proved to increase followers by 15%
In collaboration with partners, facilitate material and provide assistance / coverage for engagement of audiences and stakeholders via specialised webinars;	External	Webinar	12 webinar organised as community of Practice (ICA)
Generate content for distribution, leveraging the significance of key dates and events in the sector to capitalise on the resulting momentum.	External	Interviews,	4 key social media publication on key dates per year
Issuing regular fact-heavy and thought provoking newsletter including key sector analysis, interviews and discussions;	External	Email	Number of newsletter published: 10 over the whole period
Provide assistance and coverage to partners securing participation in sessions on major field events.	External	Social media email	1 publication per event
Supporting partners to identifying and showcasing SOTERIA objectives and results at various regional, county, and local events;	External	Email	Number of interviews: 3 Mapping 4 key open-data sector activities for partners to evaluate assistance.



Project Number 101112867



Strategic Objective IV: To create awareness and enhance accessibility to and utilisation of the project's results and findings to ensure wide acceptance and uptake by stakeholders

Activities	Audiences engaged	Channel & tool	Indicator of Success
Conduct stakeholder mapping and desk-research to identify stakeholders and their consumption behaviours, opportunities and challenges with each one of them.	Internal	Web Social Media	1 Stakeholders mapping 1 Excel File with stakeholder contact
Tailoring SOTERIA's RADAR stories, (4) policy briefs and (4) case notes, (4) technical short opinions, (10) scientific publications-peer reviewed articles, (10) papers to specific audiences by packaging them in user-friendly formats	External (non technical)	Web Social Media Audio Newsletter	Per Radar publication: 1 digestive report, 1 press release, 1 media kit, 1 story on the newsletter 1 press release per policy brief and case note.
Provide visibility to the success stories & climate solutions	External	Web Social Media Audio Newsletter	8 story maps published in the web in a dynamic format
Create "Climate Resilience Chronicles: Stories of Innovation, Impact, and Advocacy"	External	Social Media Newsletter	Number of stories published: 4
Development of various content types for disseminating information about the project, special focus on insurance solutions pilots, such as: interviews, analysis and frequent press releases.	External	Web Social Media Audio Newsletter	At least: 8 interviews; 5 analysis pieces, 8 opinion pieces, 4 press releases (in total for the project), 1 social media post p/month; at least 500 followers in total social media.
Developing interviews and discussions focused on project-related topics to animate and engage the network in audio format.	External		Episodes: 8 Number of total audience: 250 people. To be embedded in newsletters.

Strategic Objective V: Empower partners to create meaningful and sustainable engagements and partnerships with stakeholders critical for the project success



Project Number 101112867



Activities	Audiences engaged	Channel & tool	Indicator of Success
Assist the partner engaging particularly with Community of Practice to design explanatory material such as fact sheets, infographics, brochures to facilitate understanding.	Internal External	Explanatory material social media newsletter	TBD with partner in month 18.
Provide ready and easy-to-use communication products to the partners organising (6) Climate Resilience Dialogues, Open Days, Workshops to provide materials and tools for effective communication and event organisation.	Internal External	Explanatory material social media	1 Events kit editable
Provide support to the Exploitation activities and market watch efforts	External	Explanatory material social media newsletter	TBD with partner in month 18.



Project Number 101112867



End Page



**Funded by
the European Union**

Disclaimer: Funded by the European Union. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor CINEA can be held responsible for them.