



Project No 308329

**ADVANCE**

**Advanced Model Development and Validation for the Improved Analysis of Costs and Impacts of Mitigation Policies**

FP7-Cooperation-ENV

Collaborative project

**DELIVERABLE No. 7.1**

**Dissemination plan / Communication Strategy**

Due to date of deliverable: 31 March 2013

Actual submission date: 28 March 2013

Start date of project: 1 January 2013

Duration: 4 years

Organization name of lead contractor for this deliverable:

Potsdam Institute for Climate Impact Research (PIK)

Revision:

<b>The research leading to these results has received funding from the European Union’s Seventh Framework Programme (FP7/2007-2013) under the grant agreement n° 308329 (ADVANCE)</b>		
<b>Dissemination Level</b>		
PU	Public	<b>X</b>
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

## 1. ADVANCE dissemination strategy

The dissemination and exploitation of the project's research activities and results are fundamental components of the ADVANCE project. Dissemination will take place throughout the project's lifespan. The Project Coordinator (PIK) and the Project partner 4 Fondazione Eni Enrico Mattei (FEEM) with the active collaboration of all partners will promote the project's dissemination activities. A separate WP, WP7, will be established to coordinate the dissemination activities that are dedicated to information, communication and dissemination activities targeting:

- the international scientific and academic community – in particular the Integrated Assessment Modeling (IAM) and the broader energy-economic modeling community;

Key users of IAM results:

- national and EU policy makers;
- business and industry;
- civil society organizations as well as the general public.

The ADVANCE products and dissemination lines are specifically designed to address the needs of these target groups.

In order to achieve the maximum dissemination of the project's results, it will be taken advantage from the ADVANCE project partner's established dissemination instruments.

The specific **dissemination channels** used include:

- interactive project website
- the institutional websites of the project partners (particularly the media and press release sections);
- the partners' electronic mailing lists, each of which contains hundreds, some even thousands of targeted contacts;
- scientific journals;
- books and if deemed useful working paper series of the partners;
- conferences, seminars, workshops and events organized by the partners, which will facilitate an scientific and project oriented exchange among the project partners and other external FP7-funded projects (particularly the COMPLEX initiative).

The project aims to achieve the following **dissemination products**

- Building awareness: In order to raise awareness for maximizing ADVANCE's impact and disseminating the project results, promotional and informational materials on the project will be provided with the help of various media sources.
- Provision of open-access resources for the IAM and energy-economic community: Since the project's key objective is to produce substantial progress in state-of-the-art energy-economy and integrated assessment modeling, the project is focused on the provision of open-access resources for the IAM and energy-economic community.
- Scientific publications in peer-reviewed journals and working papers: Scientific publications in high-quality international peer-reviewed journals will be actively sought out in order to ensure the high visibility of the project partners' work within the scientific community.
- Workshops with external experts and stakeholders: In order to provide input and validation of the chosen approaches, workshops with external experts and stakeholders will be organized.
- Final conference and policy brief: At the end of the project, a final conference will be held in Brussels. The conference represents an important channel for the dissemination of ADVANCE results to stakeholders, policymakers and the public. In addition, the main results and policy implications of the project will be summarized in a policy brief.

## 2. Building awareness

Building awareness is of key importance for maximizing ADVANCE's impact and disseminating the project results. To this end, a number of dissemination products are planned.

### 2.1 Interactive website

A website dedicated to the project will be set up at the beginning of the project in order to disseminate information on ADVANCE's activities in the outer world and to establish links with the websites of the partner institutions. Therefore, this interactive website, designed

to follow the Best Practice Guidelines of EU Project Websites, will serve as the project's "business card" for interactions with the outside world. Moreover, it will be the most important channel for the dissemination of methodologies and data sets. The website will provide clear, transparent and concise information on the project's activities, including work plans, outlines of WPs, schedule of meetings, participants and proceedings, main publications, links to other interesting websites and so forth. All the public results produced by ADVANCE will be posted and available on this site. The website will also include a brief description of past and upcoming events, links to the partners' institutions and external resources. All ADVANCE partners will link the Project website in their institutional websites. In addition, the website will include a restricted area, which will act as an exchange platform between the project's partners. The website will also dedicate a section to journalists in order to encourage and facilitate coverage of ADVANCE's activities in newspapers and other media.

## **2.2 Project presentation and project leaflet**

A basic project presentation in the form of a Power Point and a leaflet will be prepared at the beginning of the project to inform potential target groups and to enhance the visibility of the project.

## **2.3 Newsletter**

An annual newsletter targeting other scientific organizations and interested stakeholders will be prepared on an annual basis. It will be circulated via electronic mailing lists and in a printed version that complements the project leaflet. In order to ensure that the widest audience possible is reached, each partner will use its own mailing list.

## **2.4 Fact-sheet**

A fact-sheet will be prepared, as requested by the EC in a pre-formatted template. It will include clear, understandable, up-to-date information on the project and its results, and will target a wide audience to give clear indications of policy/societal relevance.

## **2.5 Newspapers and Media**

Contributions to local, national and international newspapers and media will be actively sought and supported via press releases on key project results in order to inform both the public at large and the scientific audience of the results of the project's studies.

## **2.6 Meetings, events and conferences**

Finally, awareness for ADVANCE will be built by project partners participating and presenting at meetings, events and research conferences. All project partners will take advantage of their professional contacts to build awareness for ADVANCE's research activities and to establish networks with other researchers.

## **3. Open-access platform, open-access resources for the IAM and energy-economic community**

The key objective of the ADVANCE project is to produce substantial progress in state-of-the-art energy-economy and integrated assessment modeling. Therefore, a crucial outcome of the project will be the provision of open-access resources for the IAM and energy-economic community. In order to facilitate the wide-spread use and dissemination of the project's modeling and database development, an open-access, publicly available web platform will be established. This platform will host all the material that will be produced over the course of the project, including model documentations, all the input data and the new modules and models being developed in order to ensure maximum transparency. It will further include a transparent and detailed description of the methodologies (including algorithmic details and code of newly developed model components) and corresponding data sets for all new developments.

This will facilitate the adoption of ADVANCE innovations by other modeling teams, which will result in improved model-based research on climate change mitigation on a broad scale. In addition, a database containing the final scenario results based on the improved models will be generated and made publically available for further use by the scientific community and other experts.

#### **4. Scientific publications in peer-reviewed journals and working papers**

Scientific publications are central to maximizing the impact of the project within the scientific community. Therefore, publications in peer-reviewed journals will be strongly encouraged in order to ensure the high visibility of the project partners' work within the scientific community. In particular, the consortium will publish a Special Issue with a focus on methodologies and input data for IAMs (in this respect, the project will target an ISI-listed journal such as *Climatic Change*, *Energy Economics* or *Environmental Modeling and Assessment*). The consortium will observe the Special Clause 29 of the EC Grant Agreement on Open Access, ensuring that peer-reviewed research articles or final reports from the project are deposited into an online repository, which will ensure that such articles are accessible within six months after the publication date. Working papers will be published as intermediate outputs aimed at encouraging a broader understanding of and debate on the themes of the project. It will be ensured that all publications produced in the ADVANCE project will be subject to international scrutiny and validation of the highest standards.

#### **5. Communication with external experts and stakeholders**

The stakeholders of the ADVANCE project include users of IAM results (e.g. policy makers and civil society organizations) as well as the broader modeling community as, e.g., organized in the Integrated Assessment Modeling Consortium (IAMC) and the IPCC. In addition, experts on specific topics addressed in this project will also be consulted to provide input and validation of the chosen approaches. To this end, three public expert and stakeholder workshops will be organized on the topics of (i) system integration, (ii) drivers of energy demand and efficiency improvements and (iii) innovation, technology diffusion and uncertainty. These will be held in appendage to internal project meetings (Months 8, 16 and 24) and are designed to present the project's approaches to experts with detailed bottom-up knowledge of relevant topics, and stakeholders such as policymakers from the EU and national levels as well as representatives of business and civil society organizations in order to seek their feedback.

## **6. Final conference and policy brief**

An important focus of the ADVANCE project is the analysis of policy implications based on the improved suite of models. At the end of the project (Month 48), a final conference will be held in Brussels. The conference represents an important channel for the dissemination of ADVANCE results to stakeholders, policymakers and the public. Its main aim will be to provide an overview of results of the project, with a special focus on the policy implications, to raise public awareness on the research field covered by ADVANCE, to bring interested parties at different levels closer to EU research, to account for how public money was spent and to foster research in the European Research Area. The Final Conference will also provide the opportunity to share preliminary ideas on research gaps that remain unfilled as a follow-up to ADVANCE's research activities.

In addition, the main results and policy implications of the project will be summarized in a Policy Brief. This Policy Brief will present the key outcomes/insights gained throughout the project and will be distributed at the Final Conference and through the partners' scientific and policy networks. The presentation will contain illustrations (re-usable, 300 dpi resolution) for further use by partners and the commission for dissemination and outreach activities. In addition, three thematic policy briefs covering technological change and uncertainty, bottlenecks and lock-ins in decarbonizing energy supply and the role of the demand side in climate change mitigation will be published.

## 7. Tools and measurements of success of the dissemination activities

Table 1 summarizes the different dissemination tools used in the ADVANCE project, along with the main targeted group and the method of assessment for each of them.

**Table 1: Tools and measurements of success concerning dissemination/communication activities.**

<b>Targeted public</b>	<b>Mechanisms/tools</b>	<b>Measurements of succes</b>
Academic and scientific community	<ul style="list-style-type: none"> <li>▪ Website</li> <li>▪ Database of new methodologies and input data sets</li> <li>▪ Newsletters</li> <li>▪ Working papers</li> <li>▪ Publications in peer-reviewed journals</li> <li>▪ Scientific conferences</li> <li>▪ Final Conference</li> </ul>	<ul style="list-style-type: none"> <li>▪ Count of visitors</li> <li>▪ Count of downloads and citations</li> <li>▪ Number of publications</li> <li>▪ Number of participants from the academic and scientific community at project events</li> </ul>
Users of IAM results: policy makers, businesses and industry, civil society organizations	<ul style="list-style-type: none"> <li>▪ Website</li> <li>▪ Project presentation and leaflet</li> <li>▪ Newsletters</li> <li>▪ Workshops</li> <li>▪ Final Conference</li> <li>▪ Policy Briefs</li> </ul>	<ul style="list-style-type: none"> <li>▪ Count of visitors</li> <li>▪ Number of downloads of the project presentation</li> <li>▪ Number of stakeholders involved and interested in the project events</li> <li>▪ Number of times Policy Brief is downloaded and sent to policy makers</li> </ul>
General public	<ul style="list-style-type: none"> <li>▪ Website</li> <li>▪ Project presentation and leaflet</li> <li>▪ Newsletters</li> <li>▪ Articles in local, national and international press</li> <li>▪ Final Conference</li> </ul>	<ul style="list-style-type: none"> <li>▪ Count of visitors and downloads</li> <li>▪ Number of downloads of the project presentation</li> <li>▪ Number of articles in the press</li> <li>▪ Number of participants from media at project events</li> </ul>