


Communication plan LIFE21- IPC-ES-LIFE eCOadapt50

October 2025

Author	Diputació de Barcelona	 Diputació Barcelona
Deliverable number	D9.1	
Work Package number	WP9	
Lead beneficiary	1 – DIBA	
Reviewer		
Dissemination level	PU - Public	
Due date (month)	2	

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	30.08.2023	Initial version
2.0	28.10.2025	Final version – Revised Communication Plan following CINEA's suggestions

Coordinating partner



Beneficiary partners





Communication Plan

1. Starting situation	2
2. Analysis and Diagnosis: Communication SWOT.....	5
3. Communication Strategy.....	8
3.1. Goals.....	6
3.2. Target audiences.....	12
3.3.Communication channels.....	15
3.4. Positioning: narrative, key messages, and claim	24
3.5. Communication governance structure.....	26
4. Action plan.....	35
4.1. Social Media Plan.....	42
4.2. Editorial Plan (Media Relations).....	43
5. Monitoring and Success Indicators (KPIs).....	45
6. Budget Guidance.....	47

1. Staring situation

Life eCOadapt50 is a European climate change adaptation project led by the Climate Action Area of the Barcelona Provincial Council, with the participation of 25 partners. The project focuses on the **co-creation of strategic actions for adaptation of climate change** in local territories and economies across 19 areas of Catalonia. The implementation phase began in January 2023.

This project continues and expands the work of the Life Clinomics project, also focused on climate change adaptation and implemented between 2016 and 2020 in the Ebro lands, Alt Penedès, and the Montseny Natural Park – Biosphere Reserve. Life eCOadapt50 **builds on the knowledge and experience gained from Life Clinomics to enhance actions** in other territories of Catalonia. With an approximate budget of €19 million, co-financed 60% by the European Commission's Life programme and 40% by the 25 public and private partners involved, Life eCOadapt50 plans to implement a minimum of 76 actions from 2023 to 2030. These actions will target four economic sectors particularly vulnerable to climate change—agriculture and livestock, forestry, fisheries, and tourism—across 19 areas of Catalonia, representing 60% of Catalonia's surface area (approximately 19,400 km²) and more than 10% of its population (over 900,000 inhabitants).

The objectives of Life eCOadapt50 are to **increase resilience to the impacts of climate change in these territories and to mobilize economic and social agents through information, awareness, training, participation, and action**. The project also aims to establish stable governance structures to promote and co-create climate adaptation solutions and to develop a long-term action and investment implementation process (over €73M). Additionally, the project will generate precise knowledge on the effects of climate change in these sectors, such as reduced water availability and quality, increased frequency of heatwaves, and higher wildfire risk, among others.

The Life eCOadapt50 communication plan establishes a **strategy to support the project's development** throughout its lifecycle, assisting in achieving the objectives and overall strategy of Life eCOadapt50 and complying with the premises established in the project's Grant Agreement. Moreover, this plan will serve as a guide for partners to coordinate communication and ensure consistency in messages, formats, and timing.

2. Analysis and Diagnosis: Communication SWOT

Weaknesses – Life eCOadapt50

- The project involves **25 beneficiary partners plus 2 associates**, which can make **leadership and communication processes challenging**. There is also a risk of imbalance between leadership, engagement, and visibility among partners, which may affect how audiences perceive the project's leadership—especially considering the participation of important institutions such as the Government of Catalonia (Generalitat de Catalunya).
- **Communication mechanisms within public administrations** can be **rigid and standardized**. Additionally, partners may have **different communication speeds**, particularly between private entities and public bodies.
- Life eCOadapt50 is a new brand with **limited notoriety and recognition** among its target audiences.
- Most project partners' **social media profiles** have **limited reach**, except for major institutions that have large followings.
- The project has an eight-year duration; therefore, actions and final results will unfold over the **long term**, requiring consistent communication to maintain visibility and recognition.

Threats – Life eCOadapt50

- The **large amount of existing information** on initiatives aimed at improving environmental aspects, from both public and private sources, may compete for audience attention with Life eCOadapt50.
- **Factors related to socio-demographics and employment** in the sectors the program will work with—especially primary sectors, where there is a shortage of young people willing to develop these jobs—may affect the project's credibility. As a result, actions promoted by Life eCOadapt50 may face long-term implementation challenges due to a decreasing target audience and critical mass.
- **Changes in government** could also impact the program's development, potentially risking its stability and reputation.

Strengths – Life eCOadapt50

- The departments of the Barcelona Provincial Council leading communication (Press and Communication Office, Parks Network, and Climate Action) have **social media networks with thousands of followers**, which can be leveraged to promote Life eCOadapt50's own channels, along with an experienced team:

Twitter @diba 36.800 followers @xarxadeparcs 15,000 followers @sosteniblecat 12.800 followers @xarxasost 10.800 followers

Facebook @xarxadeparcsn 53.000 followers @diputaciodebarcelona 34.000 followers

Instagram @xarxadeparcs 35.300 followers @dibacat 25.700 followers

- **The program's reach is very specific:** climate change effects on the local economy in four sectors. This allows messages to be highly focused on tangible benefits for these groups.
- Partners are **highly willing to engage in the project** and its communication, often initiating actions ahead of the official schedule.
- Having many partners **increases the number of unique initiatives and success stories** that can be communicated. Additionally, synergies can be created among partners and their respective audiences.
- All partners are **public entities**, which can enhance the project's reputation (fewer criticisms or suspicions of greenwashing).
- The **diversity of partners**, each with its own established audience, allows the project to reach a much larger and more varied audience through the different channels each partner has.

Opportunities – Life eCOadapt50

- There is currently a **growing interest**, both from the media and the public, in initiatives aimed at improving adaptation to the current climate situation.
- Recent **economic and environmental crises** (energy crisis, drought) have had a direct and significant impact on the population, which can increase the project's visibility, as there is heightened awareness of the importance of acting on climate change.
- **The transversal nature of the sectors** targeted by Life eCOadapt50, and their relevance to daily life, can be leveraged to build the project's reputation.

- The European agency managing the LIFE program (**CINEA**) and the **European Commission** itself are **highly interested in project communication and reproducibility**, providing a **communication lever** to amplify Life eCOadapt50 through their channels.

3. Communication strategy

The communication plan of the Life eCOadapt50 project follows a **comprehensive communication strategy** (internal and external, using all the communication channels of the project itself and its partners, as well as third parties). It defines a **clear positioning** of the project, including the overall storytelling and key messages, focused on achieving the established **communication goals** and supporting the attainment of the project's general objectives. It describes specific **actions** aimed at specific **target audiences** through the appropriate **channels**, with guidelines to adapt the **tone and type of messages**. It also includes **indicators** to evaluate success. The entire strategy is aligned with the European guidelines for communicating LIFE projects.

It also includes a **governance guide** on how all partners should organize internally to optimize the communication efforts of all parties. It defines **who leads and organizes communication** and provides partners with a **basic communication asset kit** to facilitate their project-related communications. The plan also outlines the **information and internal validation circuits** required before any communication is released.

The plan is aligned with the European Union's communication requirements for LIFE-funded projects. In addition to the actions included in this plan, it should be noted that a **Layman Report** must be prepared at the end of the project, along with an **After-Life Plan** containing actions to continue communicating the results of Life eCOadapt50.

3.1. Goals

The communication strategy is driven by 4 macro-objectives:

- **VISIBILITY:** To publicize the Life eCOadapt50 project among all its target audiences at the local, state, and international levels. To maximize the dissemination of key messages by adapting them to the most suitable channels for each audience. To promote the reproducibility of the project's actions in other territories or by other actors.
 - o Weekly content plans will be developed for each digital channel, alongside recurring press releases detailing project progress for local, national, and

international media. Press communications will be subject to the newsworthiness of actions as they occur.

- **Replicability:** The project's website includes a specific section called "**Deliverables**", which collects documents prepared within the project framework and submitted to the European Commission, but which are also made available to the public to promote transparency and knowledge transfer. These documents, along with the official deliverables, form a solid basis for the replicability of actions in other territories, as they provide applied technical knowledge and tested methodologies. They represent a key reference framework for guiding the elaboration of project actions and fostering knowledge—both technical and aimed at the general public—about the climate risks affecting the various territories.
- **REPUTATION:** To explain the uniqueness and benefits of the project, its ability to change the level of resilience in the territories and the effectiveness of the adaptation model implemented from the territories and for the territories, as well as the expertise of the partners and teams involved. Creating a slogan or tagline will contribute to increasing visibility and brand awareness.
 - The project partners, especially in territories where Living Labs are developed or concrete actions are implemented, play a key role in local-scale communication. They are responsible for directly contacting local media to generate informative content that reinforces the project's visibility and, at the same time, the reputation of the performing entity. This decentralised strategy allows messages to be adapted to the specificities of each territory, increases communicative impact, and contributes to building a collective and coherent narrative of the project, articulated from the diversity of local contexts.

At the time of performing an action, it is the same partner who activates contact with the local media, while the Barcelona Provincial Council collects this information and reinforces it through the project's central channels, amplifying its reach and dissemination.

- **Slogan/Tagline:** Once the tagline has been chosen in a collaborative workshop, we will launch it by using it as a slogan.

- **AWARENESS, COMMITMENT AND MOBILIZATION:** To highlight the climate vulnerability of the territories and the four target sectors' economies, especially among general audiences, without alarmism but conveying the urgency to act as an investment in the future. Unique actions can help get more people involved.
 - Life eCOadapt50 is a networked project deployed in the territory through a capillarity strategy that favours proximity and direct involvement of local stakeholders. The Living Labs coordinators have identified key agents in the territory and work actively to ensure their participation in activities. This methodology generates spaces for encounter and learning adapted to each territorial reality, ensuring the presence of truly involved and interested individuals and entities. Thus, it promotes not only awareness of the need to adapt to climate change but also the active commitment of agents in the process and mobilisation to apply the knowledge and solutions from the Living Labs in their own projects and initiatives. Additionally, an annual meeting of all the project's Living Labs is held, bringing together socio-economic agents linked to the Living Labs and opening its doors to professionals, technicians, and individuals involved in other territorial climate adaptation initiatives. This is a key and highly valuable event for sharing knowledge, establishing alliances, and incorporating new perspectives from various points in the territory.

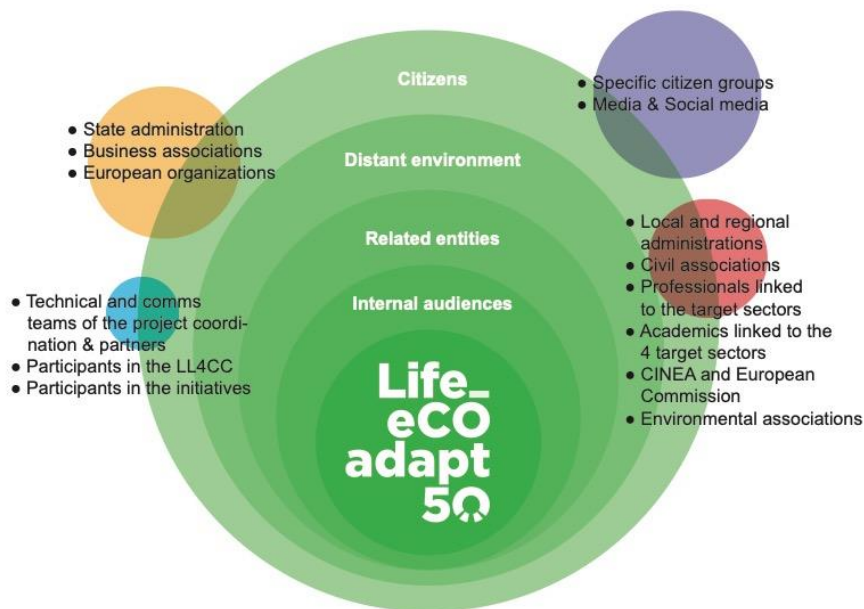
- **ORGANISATIONAL OPTIMISATION OF COMMUNICATION:** An additional internal goal is to ensure efficient internal communication within the project partners by establishing the proper roles and communication flows among them in order to achieve the project's general communication objectives. This internal objective reflects the need to establish a working operation to ensure smooth information flow, avoid duplications, facilitate message coherence, and ensure that all communication materials and actions are developed in line with the project's guidelines.
 - Establishment of a specific internal communication circuit that structures information flows between all levels and roles of the project. This is currently

operational and functioning. This circuit is detailed later in this document, with an individualised description of the participating profiles, their functions, and the operational connections that ensure effective and cohesive communication within the consortium.

In addition, the following cross-cutting objectives have been taken into account:

- Establish tools and channels that enable the achievement of the project's overarching goals.
- Agree on a positive communication tone adapted to each audience to facilitate understanding of the project and convey its credibility and future potential.
- Generate news with impact and reach across the project's own social channels, those of the partners, and local and national media, as well as produce information for specialized audiences.
- Take advantage of the project's larger-scale actions to increase its visibility in the field of sustainability at the local, national, and international levels.
- Consolidate and grow the social media community and the reach of publications: definition of a social media strategy.
- Create synergies with other similar European projects.
- Promote the project's presence at specialized fairs and conferences.

3.2. Target audiences



INTERNAL AUDIENCES: technical and communication teams of the 25 partners and the two associated entities, as well as participants in the various actions and initiatives. Communication with this group should be primarily informative and frequent, so they are aware of project progress across all sectors and territories and have enough information to act as transmitters:

- Technical teams: Professionals specialized in various disciplines working within the entities or companies, responsible for implementing the project actions.
- Communication teams: Professionals responsible for both internal and external communication of the project.
- Living Lab coordinators: Coordinators of each Living Lab in the territories, responsible for the creation and execution of specific actions.
- Participants in the actions: Professionals from the agriculture and livestock, fisheries and aquaculture, forestry, and tourism sectors who participate in the activities promoted in the territories.

RELATED ENTITIES: Organizations, associations, and collectives connected to the scope of Life eCOadapt50. In addition to being interested parties, they can benefit from the project's activities and generated knowledge. They may also become multipliers of project initiatives if they perceive advantages for their own audiences. Communication with this group should be primarily informative, though influencer-type content can also be used to increase engagement with the project:

- Local and regional administrations: Political leaders responsible for ecology, environment, economic promotion, municipal services, infrastructure, and the four sectors involved, as well as technical teams in these areas within the participating territories. They are a priority audience for project dissemination due to their prescriptive capacity and potential role as managers of actions replicating those developed by the project. They can also become spokespersons to convey project information to citizens and other relevant entities.
- Non-political local groups: With the help of partners and administrations, civil entities with local influence (e.g., neighborhood associations, hiking associations, consumer groups) will be identified and kept informed, as they can act as dissemination agents with significant reach in local communities.
- Professional and business sector: Professionals, associations, and companies from the four target sectors (e.g., Consorci Forestal de Catalunya, Catalan Association of Responsible Fishing, Catalan Association of Tourism Professionals) are interested in understanding the project's progress and benefits. They can participate in initiatives and act as prescribers or replicators of the project's results and actions.
- Academic, scientific, and university sectors: Universities, research groups, foundations, R&D centers, start-ups, and technological innovation platforms related to the four target sectors, both as recipients and prescribers.
- CINEA and the European Commission: As the agency promoting LIFE programs and overseeing project development, they need to be informed of Life eCOadapt50's progress and can serve as important dissemination and networking platforms with channels reaching thousands of followers.
- Environmental, sustainability, and climate change organizations and professionals: Key actors such as associations, experts, and professionals capable of influencing the

sustainability sector (engineers, consultants, researchers, NGOs, individuals, and entrepreneurs) can become vectors for knowledge dissemination.

DISTANT ENVIRONMENT: Public organizations, associations, and collectives related to the four sectors targeted by Life eCOadapt50, located outside Catalonia, that could benefit from the project by replicating actions adapted to their contexts. They can also become platforms for cooperation and networking, contributing to the project's reputation. Communication should position Life eCOadapt50 as a pioneering initiative with a highly specific purpose:

- State administration: Executive and technical staff from the Ministries of Industry, Commerce and Tourism; Agriculture, Fisheries and Food; and Ecological Transition and Demographic Challenge, as well as public professionals in these areas in other autonomous communities in Spain.
- European organizations setting policies and trends: Groups or individuals with decision-making power over climate policies are an important audience to receive project results and understand its benefits.
- General and sectoral business organizations in Spain and Europe: Collectives from the four target sectors working beyond Catalonia are relevant audiences for project reach and reproducibility.

GENERAL PUBLIC: The general public, primarily local, but also national and international. They should be informed as beneficiaries of the initiatives that adapt local economies to climate change and to raise awareness of the importance of protecting vulnerable territories as a future investment against climate impacts.

- Specific citizen groups: Some groups and collectives with special characteristics should be treated as specific audiences for targeted actions, such as schools or target associations (e.g., firefighters, forest rangers, tour guides).
- Journalists, opinion leaders, influencers, and media: Local, national, and international journalists working in print, radio, TV, or digital media are instrumental in reaching citizens. They play a key role in disseminating the project and maximizing its socio-economic and environmental impact, particularly those in scientific and environmental media. They help communicate the human aspects of the project, adapting the message accordingly.

- Vulnerable groups (age, gender, etc.): Limitations of more vulnerable groups must be considered, such as:
 - Digital or communication access challenges for older populations. This communication plan includes strategies to adapt messages and channels to these audiences, recognizing their needs. The Living Labs (LL4CC) and the creation of accessible materials are examples of this adaptation (see Section 3.5, *Precise tools used to address the communication and engagement of stakeholders*, for more detail).
 - Common challenges in rural territories, with emphasis on benefits for aging populations and young people contributing to reducing rural depopulation.
 - Women's participation in the project. Experts who are women will be involved in writing articles for the annual magazine or giving presentations at project events. Gender-sensitive language and images including women (not only men in technical roles) will be used, and inclusive Living Lab formats will be designed to promote equal participation.

3.3. Communication channels and dissemination materials

The Life eCOadapt50 project will have a set of **dedicated communication channels and materials**, which will be used to convey basic project information, actions carried out, progress and results, territorial initiatives, as well as best practices and awareness-raising campaigns or specific calls to action. These include the project website, dedicated social media accounts, periodic newsletters, and physical communication materials (information dossier, brochures, posters, and portable roll-ups). To support these communications, a graphic resource library (images, infographics, and videos) will be created to visually accompany project communications. This library will be regularly updated with new materials as the project progresses. Additionally, the project has its own logo and corporate identity, which will be applied across all channels and communication tools to ensure consistency in visual representation.

The project will leverage the **communication channels of partners and nearby audiences**, encouraging them to regularly share updates on the project's progress. While it should be

noted that these organizations have their own content plans and may not always be able to disseminate Life eCOadapt50 information, it is worthwhile to establish a strategy for mentions and hashtags on social media (see: social media section), as well as direct and regular communication channels (see: governance plan) to facilitate their publication.

Moreover, the project will also use **third-party communication channels**, such as local, national, and international media (both online and offline); stakeholder meetings; congresses, workshops, and exhibitions at local, national, and international levels; and local, national, and international prescribers.

OWN COMMS CHANNELS AND MATERIALS:

- Website: This will be the project's main showcase and documentation repository. It must be maintained for 5 years after the project's completion. Basic content structure:
 - **Home**: Will feature highly relevant information, campaigns, or highlighted actions. It should be very visual and frequently updated by the website managers. Social media icons and language switch buttons (Catalan, Spanish, English) must be clearly visible. It is recommended to include a subscription form for users to receive project updates.
 - **About Life eCOadapt50**: Information about the project, including scope (sectors and territories), objectives, action areas, partner information, and a contact form. This section establishes the project framework and should remain static without changes throughout the project's lifecycle.
 - **Initiatives**: Information about ongoing actions, which can be filtered and organized chronologically or by type of activity: general (project-wide actions such as participation in conferences, networking meetings, global events), territorial, or sectoral. This will be the most dynamic section of the website and updated most frequently. It will include agenda notes (upcoming events) and brief information about completed activities. This section should have a flexible structure (photo, title, description, links to other materials) and be easy to update.
 - **Knowledge**: This section will collect all materials produced related to the project, including official project documentation, dossiers, reports, brochures,

forum and conference presentations, technical articles, and outreach materials (videos, infographics, accounts, training capsules). It will be centrally updated by the project coordination team.

- **Press:** This section will contain all materials prepared and delivered to media outlets, with open access: press releases, graphic materials (stock and current images, videos, logos, infographics). A subsection with links to the project's media appearances can also be included. This section will be centrally updated by the project communication coordination team.
- **Social media:** These platforms will be used to raise awareness around the project. The project's own accounts will be created on Twitter, Instagram, LinkedIn and YouTube. The project will not have a dedicated profile on Facebook, given that engagement on this platform is continuously decreasing, but it still might be advertised through the partners' Facebook pages. The popularity, importance and use of each of these social platforms may change during the execution period of the Life eCOadapt50. The official publication language will be Catalan; however, English and Spanish will also be used for some of the contents.

A hashtag and mentions strategy will be implemented to expand the scope of the posts and to position the project in a specific thematic area. It is suggested that a workshop is held with the technical and communication teams of the project manager and partners to find the most effective and representative tags, with a maximum of 15. In addition to the regular hashtags, other hashtags related to current events should be added depending on the topic of the posts, to reach new audiences (e.g., #drought, #water, #wildfires...).

Social media will also be used to interact with audiences, answer their questions and engage with them, while protecting the project's reputation in the digital environment.

- **Twitter:** Used as a **real-time and immediate channel** to communicate quick updates about project activities, news, and opinions on topics relevant to the project. Twitter reaches a broad age range and is particularly useful for **interacting with like-minded profiles**, especially partners and CINEA, among

others, and for reaching a **wider** audience through **hashtags** (#LifeeCOadapt50, #LIFEProject, #AccioClimatica, #CanviClimatic, etc.) and **mentions** (accounts of partners involved in each action, as well as @cinea and @lifeprogramme for highlighted initiatives).

This channel should **prioritize informative content and conversational engagement** with internal and external stakeholders, primarily with profiles that provide relevant information for users. Short audiovisual formats, mainly videos of 6–15 seconds, perform well. The tone should be friendly yet professional, making use of the platform's tools to reinforce the message (links, emojis, quoted retweets, etc.).

Recommended posting frequency: 3–5 times per week.

- **LinkedIn:** Used as a **corporate communication channel** to share information on project progress and promote it within professional forums. LinkedIn will **connect with professional communities** in the four target sectors, other related stakeholders, and sustainability, climate, and environmental networks, in addition to partner organizations and their collaborators.

Posts will include **informative content, professional and technical documentation** about Life eCOadapt50, and news related to the project's scope. Interaction with other profiles is key to building reputation within the professional community. Audiovisual content performs well but must maintain a professional tone. The tone should be technical and specialized, while transparent and aligned with the project's overall objectives. **Mentions of reference** profiles or collaborators are particularly important for growing the community and reaching new audiences.

Recommended posting frequency: 2–4 times per week.

- **Instagram:** Used for **initiatives targeting the general public to raise awareness and engagement** about the need for action on climate change. This platform allows access to a younger, dynamic audience more familiar with sustainability concepts, which can increase engagement and reach.

Visual content should be shared, taking advantage of the platform's tools to adapt the message to the format (stories, reels, etc.) with a friendly, direct, dynamic, and transparent **tone**, aiming to generate influence. Partnerships with

prominent profiles, especially in the tourism and travel sector, can amplify project visibility. Hashtags help extend reach (#climatechange, #sustainability, #lifeproject, etc.), with up to 30 hashtags per post. Instagram also shows which hashtags are most popular to select the most effective ones.

Recommended posting frequency: Around 3–5 times per week for campaigns targeting the general public or specific awareness initiatives, and 1–2 times per week for informational content.

- **YouTube:** Serves as a **repository for all project-related videos**, including general videos, sector- and territory-specific content, tutorials, training capsules, and event recordings. A **well-organized content structure and frequent updates** allow the project to reach broad audiences and improve visibility in Google search results.
- **Newsletter:** A quarterly or half-yearly newsletter will report on the project's **most significant actions** and developments during the reference period. It will also be used to announce upcoming events. It will **prioritize** the actions that have been carried out and **focus target audiences' attention** on significant milestones.

The newsletter **will be distributed by email** to all subscribers on the website, as well as to partners and other collaborators (who will also be encouraged to forward the content). It will also be uploaded to the corresponding section on the website and can be shared on LinkedIn. It is recommended to produce it in Catalan, Spanish, and English to reach national and international organizations, particularly CINEA.

The content **type** and **tone** should be informative and factual, accurately and transparently describing initiatives and results. It is recommended to combine text with infographics, images, and videos, and to include links to relevant external publications or additional content on the project's own social media channels or website.

A **proposed structure** could include a common project section with one main story and two secondary stories; a section for each of the four target sectors, each with one or two highlighted news items; and a "territory" section featuring the four to six most successful or unique initiatives. Finally, there would be an agenda section with key upcoming events and a list of other relevant information with only the title and a link.

- **Promotional material for dissemination:** Life eCOadapt50 will have an **informative dossier** with basic details of the project: objectives, areas of action, activities, etc.).

This dossier will be available on the website and will be used to present the project on any platform that requires detailed information about Life eCOadapt50, such as institutional meetings, professional forums, press conferences, etc.

In addition, **promotional materials** such as brochures, posters, and banners will be produced, which may be general to the project, sector-specific, territorial, or focused on specific actions. These will be made available to the general public at events organized by the project and will also be distributed at the partners' offices and other events where Life eCOadapt50 representatives participate to promote the initiative.

Transportable roll-ups will also be produced to support dissemination and communication activities, aimed at visually impacting audiences with clear information. They will be used at activities organized by the project and at events in which the project participates, whenever it is possible, to use this type of support to make a visual impact and provide clear information to the audiences present.

- The project's conferences and events: Organizing our own meetings contributes to **positioning the project** as a reference in climate action. For this reason, we propose various types of meetings, with different objectives and targeting different audiences. These meetings will be added to the regular project activities and events (territorial and sectoral tables, training sessions, project closing presentations, etc.):
 - **Thematic workshops** related to key aspects of the project (specific sectors or types of territories). It is recommended to organize at least one thematic workshop each year, accompanied by a technical session to discuss the topic with various specialists.
 - **Project colloquia**, organized with civil associations, to showcase specific facets of the project. These aims to generate interest among citizens who may have questions or curiosity about the project. They can be held locally, organized by each partner.
 - **Special citizen-focused actions and/or targeting specific groups**, such as escape rooms, street marketing campaigns, and school awareness programs. These events aim to raise awareness, engagement, and mobilization among the general public, seeking a broad impact.

It is important to highlight that some of these meetings and actions, while having a strong communication component, are not purely communication activities—they are

part of the operational actions of the project (for example, special initiatives aimed at the general public). In these cases, the project execution team decides which actions will take place, while the communication team follows the strategy to publicize them:

- Announcing them on social media
- Inviting the press
- Advertising locally to maximize citizen impact using promotional materials
- Activating like-minded groups that can act as multipliers for the events (local associations, specific groups, etc.)
- Collecting visual documentation of the event (videos, photos, testimonials)
- Publishing coverage both live and afterwards through project channels and the press

EXTERNAL CHANNELS AND EARNED MEDIA:

Although these are also external channels, it is important to distinguish between the channels of partners and associated or affiliated organizations, which are more likely to help with dissemination, and third-party channels that are completely independent.

For the first group, engagement will occur through mentions, tags, and direct communication via the project's own coordination channels (see: governance plan for more information).

Within the second group, the following stand out:

- **Journalists and media columnists:** A communication strategy targeted at the media is essential to reach the widest audience possible and achieve the project's communication goals. Having a well-structured editorial plan can significantly boost the achievement of the project's communication objectives, as the media are a powerful tool for building visibility, reputation, and social mobilization.

This strategy includes **disseminating information** about the results and the attainment of the project's milestones, highlighting the environmental and social benefits for regional economies and citizens. **Various tools and formats will be used to engage with the media**, such as presentations and press conferences, invitations to cover project initiatives, press releases, offers for interviews, provision of content for opinion sections, proposals for feature articles, and identification of opportunities to include project spokespersons in news stories. **Local journalists** will track the project's development more closely, although **specialized** journalists and **wider**

editorial offices will also be contacted regularly. The team leading media communication should take into account any advertising agreements of the project or its partners to leverage existing spaces to promote the project.

The media **action plan** includes three communication stages:

- **Launch:** Although the project was presented during the 5th Environment and Local World Forum (V Fòrum de Medi Ambient i Món Local) in February, it was not specifically presented to the media. It is recommended to organize a press conference and invite journalists once all project-owned communication channels are ready, ideally before the living labs are established (or at least within this year). Official project spokespersons should be defined, both at the central coordination level and locally.
- **Implementation:** Communication milestones, relevant actions, achievements, and results of Life eCOadapt50 should be regularly shared with the media, especially local outlets, but also regional, national, and international. An editorial calendar should balance the schedule to ensure regular communication, given the project's long implementation period.
- **Completion/Closure:** Before the project ends, media actions presenting the project results should be active. A specific media presentation can be organized, final project reports delivered, and journalists invited to cover the closing technical sessions.

To ensure newsworthy content throughout the project, **four types of content** are proposed:

- **Project-specific topics:** Covered in press releases, such as project launch and closure, results communication, visits to significant initiatives, participation in internal or external events, and other project initiatives.
- **Unique stories:** Highlight the project's values and impact indirectly, as well as the professionals involved. These can be produced by the project communication team or pitched to an affiliated media outlet. Examples include sector-specific success stories with concrete metrics, monographs on climate impacts affecting each sector/territory, etc.

- **Leverage international awareness days:** Use globally recognized dates to attract media and public attention:
 - World Environmental Education Day: Jan 26
 - World Tourism Resilience Day: Feb 17
 - World Engineering for Sustainable Development Day: Mar 4
 - International Day of Forests: Mar 21
 - World Meteorological Day: Mar 26
 - Earth Day: Apr 22
 - Europe Day: May 9
 - European Parks Day: May 24
 - Nature Week: May 22 – Jun 5
 - World Environment Day: Jun 5
 - World Agriculture Day: Sep 9
 - World Tourism Day: Sep 27
 - World Climate Change Day: Oct 24
 - World Fisheries Day: Nov 21
- **Monthly media alerts with counters:** Create attractive, memorable pieces with consistent design, showing objective data on climate impacts, such as water status, rainfall levels, livestock reduction, replanted/burned forest mass, etc.
- **Conferences and networking forums:** It is recommended to analyze the international and European conference agenda on climate change to select the most suitable events (e.g., European Climate Change Adaptation Conference, Climate Alliance International Conference) as well as relevant Spanish and Catalan events. Project leaders and partners will help identify relevant events (sectoral and territorial) with the support of the relevant Diputació de Barcelona (Barcelona Provincial Council) department.

References should also be sought from organizations and institutions that host similar-themed events to identify opportunities for participation as expert speakers. **Target organizations** include universities, research centers, professional associations, chambers of commerce, municipal, regional, national, and European administrations, leading companies in each sector, consultancies, and relevant associations. Topics to monitor include sustainability, climate change, economy and climate, local economies,

economic resilience in primary sectors and tourism, innovation, ecology, and circular economy.

All project partners can suggest events to participate in, and spokespersons will be assigned for each event. When evaluating participation, consider event thematic relevance, audience type and size, media coverage potential, possibility of obtaining concrete meetings, and investment vs. expected return. Initially, participation will be by invitation; gradually, Life eCOadapt50 will build recognition and reputation to receive direct invitations for its representatives.

It is recommended to participate in at least one international conference per year, two national conferences, and between six and twelve events in Catalonia (national, regional, and local).

Participation of Life eCOadapt50 representatives in third-party events will be announced across all project-owned channels. If the events are sufficiently relevant, they can also be communicated to the media.

- Technical articles: The project's developments and results can be used to write and publish technical articles in specialized magazines and general media, as well as in the project's own communication channels. They can also be presented in professional forums.

3.4. Positioning: narrative, key messages, and claim

The **development of the Life eCOadapt50 storytelling** will be based on the distinctive features of the project. The narrative will be adapted to effectively reach each target audience and will be enriched as the project progresses.

The project name must be unified across all external communication channels, using its full version — maintaining capitalization and spacing exactly as follows: **Life eCOadapt50**. In addition, all communications must use **inclusive language**, in line with the *Inclusive Language Guide* of the *Diputació de Barcelona* (Barcelona Provincial Council).

The **project's core key messages** are:

- The vulnerability of certain economic sectors in Catalonia to the effects of climate change is evident (rising temperatures, water scarcity, impact on biodiversity, etc.). Investments in climate change adaptation made today will reduce costs and losses in

the future. The aim is to act now — implementing measures tailored to the real needs of each territory and sector — as an investment in adaptation to safeguard socio-economic activity in the years to come.

- Life eCOadapt50 is a co-creation project for strategic actions to adapt local territories and economies to climate change. It focuses on implementing actions that strengthen resilience to the effects of climate change in four key sectors: agriculture and livestock, forestry, fisheries, and tourism.
- With the participation of 25 partners, the project seeks to engage local administrations in 19 Catalan territories, representing 60% of Catalonia's land area and over 10% of its population.
- It builds on the knowledge generated by the Life Clinomics project and aims to quickly move from knowledge to action — led by local actors through Living Labs.
- Planned actions include the introduction of innovative techniques in agriculture, livestock, and fisheries; silvopastoral management to enhance resilience and prevent forest fires; the promotion of local and sustainable markets; and sustainable adaptation of the tourism sector, among others.

Regarding the **distinctive features** and attributes that will be highlighted to emphasize the importance of the initiative, the following should be noted:

- **Scale:** Life eCOadapt50 is a long-term project with a substantial budget compared to other LIFE initiatives. It also aims to mobilize additional funds to implement demonstrative actions and trigger more than a thousand complementary activities.
- **Organization:** The project is built on adaptive governance, engaging local stakeholders in every phase — from identifying needs and vulnerabilities to designing solutions, implementing actions, and monitoring results.
- **Impact:** Although the project's scope is specific (addressing the effects of climate change on the local economy in four sectors), its actions can bring tangible and meaningful benefits to people, far beyond these sectors' economies. In fact, the entire population is connected to or depends on them: "everyone consumes agricultural, livestock, and fishery products, benefits from healthy forests, and enjoys tourism within the territory.

Establishing a **claim or tagline** for the project — an expression used alongside its name — can provide a creative boost to communicate its values and benefits to a broad range of target audiences.

It can also help **increase visibility and brand recall**, and clarify the project's purpose, avoiding possible misunderstandings among less familiar audiences (for instance, the combination *Life + Adapt50* could mistakenly suggest initiatives for people over 50 years old). Some proposed claims include: *"Co-creating the future of our territory"*. *"Local action to tackle climate change"*, *"Standing with people to face climate change"* or *"Resilience against climate change"*

3.5. Communication governance structure

The creation of a communicative governance system for the project aims to ensure an efficient organization of internal communication among the project partners in order to effectively coordinate external communication. The structure establishes communication leadership and communication flows among partners to disseminate the progress and milestones of the project both internally and externally, at each of the territories and sectors as well as globally. In addition, it includes an action plan in case of communication crisis situations that may affect the reputation of the project.

LEADERSHIP AND PROFILES

- The leadership of the global communication of the project lies with the Diputació de Barcelona, specifically the Climate Action Area together with the Management of Natural Areas Services, in coordination with the Press and Communication Office of the Diputació de Barcelona. According to the communication plan, the following profiles are required within the Diputació as the communication coordinator:
 - A profile responsible for updating the website and the newsletter: this person will be in charge of updating the homepage and the sections on knowledge, press, and global and local news, collecting information from those responsible in the territories. They will coordinate the content included in the quarterly newsletter and will be responsible for its delivery.

- A profile responsible for social media channels: this person will be solely responsible for all publications on the official social media accounts of the project. They will coordinate the creation of the social media content calendar, assigning to partners and territories the information and materials they must provide, how often, and in what format, in order to comply with the plan. They will gather content for both central publications and those sent by local communication officers. This person will also manage interactions with the community of followers.
- A profile responsible for the project's press office. They will coordinate all interactions with the media at the local, regional, national, and international levels, in both general and specialized press. They will supervise and monitor the editorial calendar, as well as assess the most suitable local initiatives to communicate to the press, even if on-site communication may fall to a local spokesperson or manager. They will supervise and validate all press materials, whether prepared centrally or locally.
- A profile in charge of managing advertising in the press and digital media, as well as the communication pieces that must be produced as a result of advertising agreements with these media.
- A profile responsible for communication in events, acting as a link between event organizers (both internal and external) and the representatives of Life eCOadapt50 who participate. This person will supervise the presentations of spokespersons when necessary and ensure that the project's promotional materials are available and visible at the event venue. They will also maintain continuous contact with the department of the Diputació responsible for proposing to the operational leaders the most suitable forums to present the project.
- A profile responsible for supervising internal communication, to ensure that territorial managers deliver information in the agreed time and format, monitor the dissemination carried out by partners through their own channels, and regularly send information to Brussels. This person will also be responsible for ensuring that the Teams channel (used as the main internal communication tool) is kept up to date and organized.

- o A profile designated to lead all communication in crisis situations, if applicable (see: Communication in Case of Reputational Crises, below).

In addition, in each territory there must be a leader of local communication. This person will share with the central coordination information about the initiatives planned in their territory, for the website and social networks. They will propose local communication actions (media and events) and carry them out once validated by the global managers. They will maintain close contact with the LL4CC leaders to gather information that can be communicated.

Additionally, partners must have a communication officer assigned to monitor this project, follow its progress, and help disseminate project information through their own channels, coordinating publication with the different internal profiles of their organization (social media, press, etc.).

COMMUNICATION CHANNELS AND FLOWS

- The internal communication channel for all project members with a communication role will be the Teams group already created for this purpose. It will be used to notify other members of updates and global posts as they occur.

All documents that communication managers need for their actions will also be uploaded to this channel, including:

- o Media action plan and calendar
- o Press materials (press releases, dossiers, Q&A, etc.)
- o Social media content plan
- o Post proposals (central and local)
- o Graphic resources library (photos, videos, infographics, logos, templates)
- o Key messages for the project and specific messages for territories/sectors
- o Communication guidelines for various global and local actions
- o Recommendations handbook for project spokespeople

Although Teams will be the main communication channel, meetings will also be held with all communication managers from project partners, depending on current communication needs. These sessions will serve to share information, coordinate

strategies, and schedule planned actions for each entity, ensuring coherent communication aligned with the overall objectives of the project.

- Regarding communication flows, there are three types:
 - **Outbound to territories and partners:** From those responsible for central communication coordination to those responsible locally, when new material is available or communication has been made through their own channels. At this stage, the partners will initiate the cascade communication process within their organizations.
 - **Towards the headquarters:** From a territory or partner, in order to propose topics that can be communicated or to submit communication materials that have been previously agreed upon. In both cases, the responsible parties must provide feedback within 24 to 48 hours. If posts for social media are sent, the response must be very quick due to the immediacy required by these platforms. The social media manager should request changes if necessary or publish the material as soon as possible. It is recommended to use the general channel for these communications, rather than direct messaging, so that everyone can be aware of the actions and proposals made by territories and partners, as they can serve as inspiration for actions in the immediate environment.
 - **Towards Europe:** The internal communication manager, with guidance from the person responsible for each communication if needed, will assess whether the published content is sufficiently relevant to share with CINEA. If applicable, they will coordinate the translation and forward it to them.

Within this central structure, various strategic profiles already working on the project are integrated:

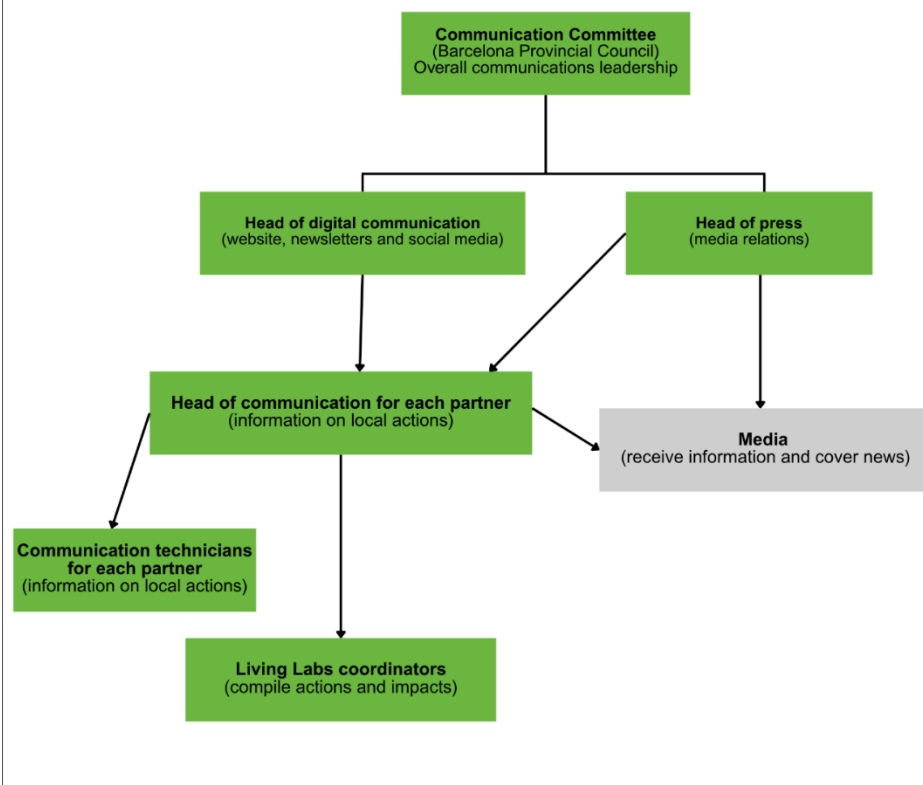
- **Digital communication manager:** Manages the project website, newsletter, and social media. Centralises and coordinates digital content received from territories and partners.
- **Press manager:** Coordinates relations with media, organises press conferences, and validates press releases. They also maintain direct contact with local press offices.

- **Other complementary roles may include:** advertising and sponsored content manager, event communication coordinator, and internal communication supervisor.

Territorial coordination and operational decentralization

- **Communication managers of each partner:** Collect and structure information related to the local actions developed by their entity. Ground the communication strategy in the territory and relay information to the central team.
- **Living Labs coordinators:** Compile qualitative and quantitative data on implemented actions and their impacts. They are an essential source for generating relevant and contextualised content.
- **Partners and local participants:** Disseminate information through their own channels (social media, internal newsletters, local events), following guidelines established by territorial coordinators and providing a close and specific view of the actions.
- **Media:** Receive structured information through the press manager and local offices, and contribute to external project visibility through news coverage, interviews, and reports.

LIFE eCOadapt50 project communication circuit



Work methodology

- **Rotating social media management calendar:** A rotating publication calendar will be implemented for the project's social media, linked both to relevant events and the ordinary activity of each partner. Each week, a partner will assume responsibility for proposing content for social media. This content will be presented to the social media manager of the Communication Commission of the Barcelona Provincial Council, who validates and publishes it on the project's official channels. This methodology will foster active participation of all partners, while ensuring centralised coordination and homogeneous communicative quality.
- **Roles at local and sectorial levels:** In each of the 19 territories, there is a local communication leader. The Living Labs coordinators (LL4CC) compile information on actions and impacts at the local level. Each project partner has an assigned communication person to monitor the project and help disseminate information

through their own channels. The Living Labs leaders as well as the other project partners have conducted fieldwork to identify the most relevant local agents for the project. These are the agents that attend the Living Labs and assist in disseminating communication within each of the territories where the project is developed.

- **Continuous training of the communication team:** Training and educational sessions will be provided to the entire communication team to keep them updated with best practices in environmental and digital communication.
- **Encouraging partner participation:** Active participation of the partners in content generation and publication is promoted, offering constant support from the social media manager of the Communication Commission of the Barcelona Provincial Council. To facilitate this task, pre-approved materials, clear guidelines, and personalised support are provided to the partners, contributing to agile, coordinated, and quality participation in the project's communication strategy. Additionally, a summary checklist has been prepared for the partners, aiming to clarify the communication circuit and specify what information to share with the partnership and how to do so effectively and coordinately.

Precise tools used to address the communication and engagement of stakeholders both at a local level and for specific target socio-economic sectors

-Living labs (LL4CC): active governance spaces to identify challenges and co-create solutions.

- **Strategy:** Their coordinators will organise regular meetings with the stakeholders of the LL4CC to gather information, validate actions, and ensure messages are culturally and demographically appropriate for local populations, including the elderly.
- **Adapted materials:** Development of communication materials with simple language, large font, and accessible formats (e.g., printed infographics, videos with clear subtitles) for the elderly population.

-Replication and transfer toolkit (Replication Toolkit): A digital "dissemination" space will be developed on the project website, integrating all tools to facilitate the transfer and adaptation of solutions.

- **Specific content:** All materials for implementation, training, and education ("training toolkits" and "know-how library"), and support for replication and transfer (sectorial/territorial recommendations and links to funding).

-Participation in local and sectorial events: Active participation of Living Labs leaders in traditional sector events (agricultural fairs, forestry days, etc.) will be promoted to interact directly with affected populations.

- Content creation with a human and local focus: Priority will be given to creating "singular stories" highlighting the project's impact on people's lives and local communities, with special emphasis on benefits for the elderly and youth contributing to reducing rural depopulation.

-Collaboration with local associations: Collaboration with influential local entities (e.g., neighborhood associations, hiking associations, environmental groups) will enhance dissemination of project information.

COMMUNICATION IN CASES OF REPUTATIONAL CRISIS

Throughout the life of the project, situations may arise that create communication crises and jeopardize the project's reputation and the positive perception held by its audiences, thus risking the achievement of overall and communication objectives. Some examples could be related to poor regulatory or compliance practices, accidents caused by negligence during planned actions, failure to carry out the committed actions, or failure to achieve the announced results. In these situations, it is necessary to develop a contingency plan and crisis protocol for the project, led by the Barcelona Provincial Council (Diputació de Barcelona). The steps to follow would be:

- Anticipate potential crisis situations by creating an ad hoc risk map developed by each partner, identifying local issues that could become reputational crises. The project coordination team will also prepare a global risk map.
- The Barcelona Provincial Council will develop a contingency strategy and crisis protocol based on these risks (existing Diputació protocols can be used as a starting point), which will be shared with the partners to provide an initial response and activate the crisis protocol. The strategy will also determine who will form part of the crisis committee, depending on the type of crisis that arises (global, local, central, or within a specific partner/territory), and define the roles of each member.
- In the event of a crisis, the Barcelona Provincial Council will lead the crisis committee. This body will be responsible for deciding on the crisis response and coordinating appropriate actions across different channels and audiences.

4. Action plan

The action plan serves as a guide both for the project initiatives that may have a communication dimension — and therefore need to be communicated — and for the communication-specific activities that must be carried out to achieve the communication objectives. The key difference between these two types of actions lies in who is responsible for their execution: either the project's technical and implementation team or the communication team.

The **actions** must be organized according to the three times in the project's lifetime:

- Launch: Creation of the project website, social media channels and its basic comms toolkit, including dissemination and audiovisual materials. Kick-off of the active communication phase through its own and third-party channels, including the media.
- Implementation: Continuous communication of project development: actions, milestones, results, content plan on social media, press office, communication of territorial actions and awareness initiatives.
- Closure: Presentation of results to the media, publications on the project's own channels, mandatory LIFE deliverables, closing technical day with guest journalists.

The **contents** of the different communications will be based on the progress and successes in the implementation in the project's different phases, emphasizing its economic and environmental benefits for each of the project's target audiences.

The **key messages** will be adapted to the type of audience so they are relevant, interesting, rigorous, clear and understandable. Likewise, the communication **tone** will be modulated at different levels:

- Objective communication to communicate milestones (website, media, some publications on networks).
- Technical to show expertise in the professional field (industrial, technological and business)
- Social when the audience is the general public.



The following tables list the actions that can be carried out according to the audiences and objectives they pursue, as well as a proposed implementation frequency:

Frequency / Period	Notable Action	Key Description / Detail	Main Objective	Main Role/s
2023: Initial Launch	Creation of its own communication materials	Launch of the website (https://ecoadapt50.eu/), creation of social media accounts (Twitter/X, Instagram, LinkedIn, YouTube), and development of the basic communication kit (informational dossier, audiovisual materials).	Visibility, Reputation	Communication Commission (DIBA), Digital Communication Manager
2023: Initial Launch	Launch of the active communication phase	Start of communication through own and third-party channels, including media outlets.	Visibility	Communication Commission (DIBA), Press Office Coordinator
Ongoing (2023-2030).	Website updates	Continuous maintenance of the website (https://ecoadapt50.eu/), with updates to the news and agenda sections. This includes a library of graphic resources and an open-access press section.	Visibility, Reputation	Web Editor, Local Communication Leaders
Ongoing (2023-2030)	Social media content plan	Regular management and publication of content on Twitter/X, Instagram, LinkedIn, and YouTube, with weekly or biweekly planning and a hashtag and mention strategy.	Visibility, Reputation, Awareness	Social Media Coordinator
Ongoing (2023-2030)	Editorial plan for media	Continuous communication of the project's progress, including actions, milestones, and results as they occur.	Visibility, Reputation	Press Office Coordinator
Ongoing (2023-2030)	Update of communication materials (physical and audiovisual)	Ongoing creation and updating of promotional materials (dossiers, brochures, posters, roll-up banners) and graphic resources (images, infographics, videos).	Visibility	Advertising Manager, Communications Coordinator
Ongoing (2023-2030)	Detailed press releases	Coordination of press releases (when newsworthy) detailing project advancements for local, national, and international press.	Visibility, Reputation	Press Office Coordinator
Bimonthly (2023-2030)	Internal communication coordination meetings	Regular online meetings (via Teams) for the communication team to review the calendar, discuss actions, gather territorial updates, and agree on next steps.	Internal Organisation	Internal Communication Supervisor

Frequency / Period	Notable Action	Key Description / Detail	Main Objective	Main Role/s
Biannually (2023-2030)	Newsletter distribution	Compilation and distribution of a newsletter highlighting key actions, progress, and upcoming events. Available in Catalan, Spanish, and English.	Visibility	Web Editor, Internal Communication Supervisor
Biannually (2023-2030)	Professional and networking meetings	Meetings at different geographical levels (international, national, regional, local) to foster collaboration and present the project at reference forums.	Reputation, Visibility	Communications Coordinator, Living Labs Leaders
Biannually (2023-2030)	Training actions open to relevant agents in the territories (Colloquiums)	Organisation of colloquiums and training workshops in each of the 19 territories, coordinated with the Living Labs leaders and their agents stationed in the territory.	Awareness, Mobilisation	Living Labs Leaders
Annually (2024-2030)	Annual Magazine on Climate Change Adaptation	Compilation and distribution of an annual report on project actions to stakeholders.	Awareness, Visibility, Mobilisation	Communications Coordinator, Communication Managers of partners
Annually (2024-2030)	Joint meeting of socio-economic agents from the Living Labs	Organisation of a joint meeting of all Living Labs, local agents, and key technical staff to create a connection point for sharing experiences, methodologies, and best practices to address climate change challenges.	Reputation, Visibility, Mobilisation	Communications Coordinator
Annually (2024-2030)	Participation in international forums	Representation of the project as speakers at key international conferences (minimum 1 per year).	Reputation, Visibility	Communications Coordinator
Annually (2024-2030)	Evaluation and update of the Replicability and	Constant review of the actions database, updating of monitoring indicators and overall project assessment.	Internal Organisation	Internal Communication Supervisor

Frequency / Period	Notable Action	Key Description / Detail	Main Objective	Main Role/s
	Transferability Plan (RTP)			
2030: Closure	Presentation of results to the media	Press conference and delivery of final project reports to the media.	Visibility, Reputation	Press Office Coordinator
2030: Closure	Publications on own channels	Dissemination of final results and milestones on the project's website and social media.	Visibility	Digital Communication Manager
2030: Closure	Technical closing conference with guests and journalists	Organisation of a technical event for the project closure, with the presence of media.	Reputation, Visibility	Communications Coordinator, Press Office Coordinator

Mechanisms will be established to monitor and collect all communication activities carried out within the framework of the project, in order to facilitate both the evaluation of communication performance and the collection of data for the final reports to be submitted at the end of the project.

The following shows the **implementation schedule**: the technical team of the Communication Committee of the Barcelona Provincial Council will conduct monthly monitoring and will clearly designate the **person responsible** for each action within the overall communication team to ensure smooth and accountable execution.

Actions	2023	2024	2025	2026	2026	2028	2029	2030
Creation of own communication media								
Updating of communication materials (physical and audiovisual)								
Updating of information on the website								
Delivery of newsletters								
Social media content plan								
Editorial plan for the media								
Monographic conferences								
Colloquiums								
Professional and networking meetings								
Participation in international forums								
Participation in national forums								
Participation in Catalan and local forums								
Technical articles								
Informative activities available to the general public								
Formative activities available to the general public (specific groups)								
Large-scale public awareness activities and campaigns								

4.1. Social media plan

As outlined in the strategy, the social media platforms to be used for Life eCOadapt50 are Twitter, LinkedIn, Instagram, and YouTube. The defined strategy also specifies the type of content for each platform, as well as a proposed posting frequency. The following table summarizes this information, combining it with the communication objectives to be achieved through each platform and content type:

OBJECTIVE	NETWORK	TOPE	CONTENT	FORMAT	FREQUENCY
Objective 1: VISIBILITY	Twitter	Direct, approachable, and transparent	Informative content about project updates. Interaction with related profiles, including mentions. Hashtags: #LifeeCOadapt50 #LIFEProject #ClimateAction #ClimateChange	Text, threads, photos, and videos. Retweets and replies.	3 times per week
	LinkedIn	Direct and professional	Corporate updates and project news. Interaction with broad-reaching profiles, including mentions.	Text, photos, and videos. Reposts.	1–2 times per week
	Instagram	Approachable and dynamic	Current project-related content with broad interest. Hashtags: #LIFEProject #ClimateAction #Environment #Sustainability #ClimateChange and others	Text, photos, and videos.	Once per week
	YouTube	Direct, transparent and professional visual language	Related to different aspects of the project. Hashtags: #LifeeCOadapt50 #LIFEProject #ClimateAction and others specific to each video's content	Video	Regularly, depending on video production
Objective 2: REPUTATION	Twitter	Direct and transparent	Opinion-based content related to the project's scope and expertise. Interaction with related profiles,	Text, threads, photos, and videos (own or related) to generate	Once per week

OBJECTIVE	NETWORK	TONE	CONTENT	FORMAT	FREQUENCY
Objective 3: AWARENESS, ENGAGEMENT AND MOBILIZATION			including mentions. Hashtags: #LifeeCOadapt50 #LIFEProject #ClimateAction	conversation. Retweets and replies.	
	LinkedIn	Direct and professional	Related to professional events attended or project results. Opinion pieces on developments within the project's field of expertise. Interaction with related profiles, including mentions.	Text, photos, videos, links. Reposts and replies with mentions.	1–2 times per week
	Twitter	Direct, clear, and action- oriented	Related to awareness-raising actions carried out, including data supporting calls to action. Hashtags: #ClimateAction #Environment	Text, threads, own photos and videos.	2–3 times per week when awareness initiatives are ongoing
	Instagram	Direct, approachable, and action- oriented	Related to awareness-raising activities carried out. With mentions of potential interested influencers. Hashtags: #ClimateAction #Environment #Sustainability #ClimateChange and others	Video, carousel, image, stories, reels.	Usually once per week; 3–5 times per week during awareness initiatives

4.2. Editorial Plan (Media Relations)

The launch of the action plan with the media will begin with a specific press call to announce the start of the project, and in any case, only after all the project's communication channels are ready — or at least the website and social media accounts. It is also recommended to prepare in advance the basic tools that will be used throughout the project for media relations: a press kit, a project Q&A, graphic materials for the press (images and videos), as well as a

list of experts who can act as spokespersons, to whom basic guidelines for interacting with journalists should be provided.

Once the launch has taken place, an editorial plan will be followed to ensure visibility in local, national, state, and European media (the latter only if there are truly noteworthy news items), both in general and specialized outlets.

The following table specifies an editorial plan with different formats and milestones:

OBJECTIVE	TYPE OF MEDIA	MESSAGES	FORMAT	FREQUENCY
Objective 1: VISIBILITY		Informative and objective messages linked to current project developments	Project presentation	At the beginning of the project
			Press releases	Monthly or bimonthly
			Calls for participation in specific project activities	Every six months or whenever there are notable activities
			Interviews with spokespersons (informative content)	Every six months
Objective 2: REPUTATION	Local media Regional media National media (International media) Specialized media	Technical and expert messages related to the benefits and knowledge generated by the project	Interviews with spokespersons (expert content)	Every six months
			Proposal to produce feature reports with participation from project experts	Every six months
			Opinion articles	Every six months
			Press releases related to tangible project results or expertise-based activities (training sessions, conferences, etc.)	Every six months
Objective 3: AWARENESS, ENGAGEMENT AND MOBILIZATION		Educational messages related to commitment to combating climate change	Success stories	Every six months
			Reports on public awareness-raising activities	Annually, in each territory, or according to campaign schedule

5. Monitoring and success indicators (KPIs)

The execution of the comms plan can be measured based on the roll-out of the aforementioned actions, carried out following the timing indicated in the action plan.

In addition, the following KPIs have been established aligned with the project benchmark:

OBJECTIVE	CHANNEL / ACTION	KPI	OBSERVATIONS
Objective 1: VISIBILITY	Website	+9.000 individual users	
	Newsletters	+500 subscribers	
	Twitter	+500 followers Number of tweets published	
	LinkedIn	+500 followers Number of posts published	
	Instagram	+1.000 followers Number of publications Number of views Reach	
	Youtube	+100 subscribers Number of views Total number of videos published	
	Media	+1 million people	Measures based on official media audience figures
	Informative campaigns available to the general public	Visits equivalent to 1% of the territory	
Objective 2: REPUTATION	Professional conferences and networking events	1 international event per year	
		2 national events per year	
		6/12 Catalan and/or local events per year	
Objective 3: AWARENESS, COMMITMENT AND MOBILISATION	Open discussions with the public and actions for specific groups	Participation of 15-20 people per action	
		Large-scale public awareness activities	More than 100,000 people in total

Other measures are proposed to streamline monitoring and goal attainment.

Enhanced monitoring by objectives:

- **VISIBILITY:** Monthly monitoring of digital indicators (users, followers, subscribers) and quarterly monitoring of reach using traditional media, in order to gain a complete view of our insights.
- **REPUTATION:** We will track participant numbers and origins for events, along with post-event satisfaction surveys, to gather feedback for improvement.
- **AWARENESS, COMMITMENT, AND MOBILISATION:** We will measure participation in activities and campaign reach through digital metrics and audience estimates at in-person events, aiming to capture the real impact we generate.

6. Budget Guidance (Internal/External Resources – DIBA)

Actions for Implementation		
Actions	Needs	Budgets and observations
Creation of the project's own communication materials	Design, planning, and development of website content in three languages	Internal – DIBA
	Design of the quarterly newsletter	Internal – DIBA
	Design, creation, and printing of the project's communication materials (information dossier, brochures, posters, banners, roll-ups)	€4,000
	Creation of the project's graphic library: initial photos and videos	Internal – DIBA
Updating communication materials (physical and audiovisual)	Creation of project videos and audiovisual content for social media (on an ongoing basis)	An audiovisual partner will be needed for the entire duration of the project. The budget will depend on the type of provider and the scope of the agreement. €15,000/year
	Updating physical promotional materials: design and printing	A regular collaborator can also be chosen. The budget will depend on the type of provider and the scope of the agreement. Design: Internal – DIBA Production: €4,000
	Translation of communication materials, including texts and subtitles (EN-ES-CAT)	Internal – DIBA, or outsourced depending on actual needs (€3,000)
Major actions and public awareness campaigns	Specific, tailored materials will need to be produced, depending on the type of action, to ensure maximum impact	Internal – DIBA or €10,000
Accions de continuïtat		
Management and updating of website information and launch of the newsletter		Internally – DIBA
Community management (monitoring the social media content plan)		Internally – DIBA
Press office activities		Internally – DIBA
Various events: general information days, thematic sessions for specific groups, professional and networking meetings, conferences, participation in forums at different geographic levels		Internally – DIBA
Technical articles		Internally – DIBA
Advertising		Internally – DIBA