

# LIFE COSTAdapta

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## *“Information and Communication Plan (IC Plan)”*

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**LIFE Climate Action Subprogram (LIFE-2022-SAP -CLIMA)**

**Adaptation to Climate Change**

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Project acronym	LIFE COSTAdapta
Project duration (months)	84
Start date	01/07/2023
Coordinating organization	Gran Canaria Island Energy Council (CIEGC) of the Cabildo of Gran Canaria
Number of members	8

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## Change history

Version	Description	Owner (responsible)
1.0	T.6.1. Information and Communication Plan (IC) (1st Report)	Juan Manuel Revuelta (Director General, FINNOVA, Responsable) Patricia Cavanillas de Bustillo (Directora de Comunicación, Autor)

# 1. EXECUTIVE SUMMARY

This deliverable includes the Communication Plan (CP) of the project co-financed by the LIFE COSTAdapta Program. The development of these plans aims to structure all the information related to the project, so that it can have a coordinated strategy among the partners.

This document will be kept updated throughout the development of the project to reflect any progress. It includes: the project context, the SWOT analysis, the target audience, the objectives, the communication strategies, the dissemination tools, the communication toolkit, the roadmap, and the key performance indicators.

# 2. PROJECT CONTEXT

About a third of the EU population lives within 50 km of the coast. Extreme sea levels in Europe could rise by up to one meter or more by the end of this century. Without mitigation and adaptation measures, annual damages from coastal flooding in the EU and the UK could rise sharply from €1.4 billion today to almost €240 billion by 2100. Around 95% of these impacts could be avoided by moderate mitigation and dike raising where human settlements and economically important areas exist along the coastline.

The main objective of the LIFE COSTAdapta project is to address the adaptation of the coast of Gran Canaria to sea level rise through an innovative methodology. To this end, it is intended to design and test an innovative and progressive tidal pool-reef system, which uses, partially, the traditional technique of tidal pool construction, common elements in the Canary Islands and the rest of Macaronesia, for the coastal adaptation of Gran Canaria to climate change. These tidal reef-ponds show an interesting effectiveness against the action of the sea and its devastating effects on the coast.

LIFE COSTAdapta proposes the design of an intertidal tidal pool, composed of three units that generate a complex network system. In this way, the proposed reef multiplies the effectiveness currently observed in traditional tidal reefs. This provides a greater coastal protection effect and a larger number of spaces to favour the preservation of coastal marine biodiversity, complemented by the use of an innovative material (ECONcrete®) of proven effectiveness in biodiversity enhancement.

In summary, this project aims to implement this innovative system, demonstrating its operation and

effectiveness under given conditions and obtaining as a methodology that can be replicated in other areas at risk from the effects of rising sea levels, not only in Gran Canaria, but also in the rest of the islands of the archipelago and other outermost regions such as Madeira and the Azores.

LIFE COSTAdapta is a project of the Adaptation to Climate Change subprogram of the LIFE Program with a duration of seven years (84 months) and a budget of 3,409,864 euros, of which 2,045,818 euros will be subsidized by the European Commission with the objective of providing a validated solution for adaptation to sea level rise.

This document presents the CI Plan for the LIFE COSTAdapta project. Like any communication plan, this is the basis, but we recommend that it be agile and dynamic, which will allow us to achieve the objectives set in this LIFE.

### 3. SWOT ANALYSIS

Once the project has been contextualized, it has been considered relevant to outline the internal factors (weaknesses and strengths), those based on which can be managed directly or indirectly by the organization itself, and the external factors (threats and opportunities), which focuses on those that cannot be controlled by the project to facilitate the development of a Strategic Plan.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• The project is led by the Consejo Insular de la Energía de Gran Canaria, (CIEGC) belonging to the Cabildo de Gran Canaria, which has extensive experience in LIFE projects.</li> <li>• Innovative approach from traditional techniques.</li> <li>• Positive impact on the local tourism sector, employment generation and, therefore, on the development of the local economy.</li> <li>• Consortium with multidisciplinary experts, allowing for greater rigor and breadth of project results. Marine biology experts are available (ECONcrete AQUA)</li> <li>• The tidal pools are designed to be durable,</li> </ul>	<ul style="list-style-type: none"> <li>• Maximum collaboration between the different stakeholders is needed.</li> <li>• Any change involves advocates and detractors.</li> <li>• Many citizens are opposed to any type of action that implies changes.</li> <li>• Heavy dependence on EU subsidy through the LIFE Program</li> </ul>

<p>thanks to an optimal choice of materials and the recharge system.</p> <ul style="list-style-type: none"> <li>• It does not destroy the conditions of use of the coast (surfing, bathing...).</li> <li>• Improve coastal resilience and sustainability with its swimming pools.</li> <li>• Provides innovative measures to adapt to climate change.</li> <li>• Break the wave before it reaches the shore.</li> </ul>	
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Society is increasingly demanding sustainable, adaptable, and safe environments.</li> <li>• Increased tourism in the area: The tidal pools and reefs will serve as an area for access to the sea and for leisure and recreational use by the local population and tourists.</li> <li>• The tidal pools, as a traditional element of the island, are perfectly integrated into the landscape and, as an added advantage, their design allows for the proliferation of biodiversity.</li> <li>• It is known that losses from marine flooding in European coastal cities are likely to increase in the future if adaptation measures are not taken.</li> <li>• Tidal pools are widely used in the Macaronesian region, being of great relevance in those coasts with less sandy coastline availability, such as the islands of volcanic origin.</li> <li>• Improves the natural conditions of coastal protection (pebble beach).</li> <li>• Anthropogenic tidal pools represent a</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen mentality: certain citizens are opposed to any type of action that implies changes.</li> <li>• Being a 7-year project, it may face challenges in terms of management and long-term sustainability.</li> <li>• Possibility of having to face local resistance to project implementation, especially if residents are not fully informed about the long-term benefits or if the project causes temporary nuisances.</li> <li>• Environmental risk: need to be extremely careful to avoid causing damage to existing ecosystems in the construction of artificial reefs.</li> </ul>

<p>controlled alternative for the management of the rocky coastline, not only for the use and enjoyment of citizens, but also as a food resource and for the protection of the existing heritage.</p> <ul style="list-style-type: none"> <li>It is adaptable and scalable in the future: collaboration with European and international partners favours the transferability and replicability of the project to other coastal areas facing similar challenges.</li> </ul>	
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## 4. CRISIS COMMUNICATION

The LIFE COSTAdapta Project will undoubtedly have detractors (neighbours, non-governmental organizations, associations, activists, etc.). Therefore, a document should be prepared in advance that includes the main messages to be conveyed and even, when the time comes, the solutions and/or alternatives for those "affected".

Having a crisis communication plan is essential to manage unforeseen events. Knowing what, when and how to convey a message in times of uncertainty can make the difference in the reputation of the project in the market. The success of crisis management lies in taking into account all affected audiences.

A crisis communication plan is a document that describes the **actions taken to deal with an emergency or difficult situation in an organized manner**. It is like an instruction manual that will help in unexpected moments. It is the moment to communicate with transparency, to transmit confidence and credibility. A crisis communication plan will give all the necessary coordinates to implement actions that will keep everything under control.

Once the risks have been identified, we must elaborate the messages to be disseminated. Although we may think that this exercise is difficult to complete in the face of an event that has not yet occurred, we can always anticipate by having different arguments ready.

Along the same lines, a document should be drawn up with the **"Nasty Questions"** or difficult or



uncomfortable questions that may arise. It is essential to agree on the messages to be conveyed. At this point, we raise some of the questions that may arise throughout the project:

- To what extent can the construction of tidal pool reefs affect the destruction and deterioration of the natural environment and the marine ecosystem?
- How can we be sure that the recycled materials used for the construction of tidal pool reefs will be sufficiently resistant and will not foul the water?
- What impact can the construction of tidal pool reefs have on tourism?
- Why do tidal pool reefs have a hexagon shape and not a shape that blends in better with the environment so that they are more concealed?
- What is the cost to be assumed so that the construction of the tidal pool reefs can be carried out?
- Who will be in charge of deciding on which beaches the tidal pool reefs will be built? Will the beaches with the most tourists be excluded?
- What will be the justification when tourists in search of wild beaches and natural surroundings encounter the construction of tidal pool reefs?
- Why instead of building these tidal pool-reefs, can't we simply bring in more sand, as happens on other beaches where the tide is rising?
- Aren't tidal pool reefs a danger for all people who want to practice water sports (surfing, windsurfing, etc.) since there is a risk of collision?

## 5. TARGET AUDIENCE

Following the context analysis and the SWOT diagram, a number of actors in the sector have been detected and identified. The importance of mapping the target audience lies in trying to strategically segment the potential market at which any strategy is aimed. The following is the relationship between

the public, differentiated into two types: internal and external.

It should be noted that for each of these goals, a series of objectives will be established, as well as communication strategies and tactics to reach these audiences. The IC Plan targets a wide range of stakeholders, including public administrations, non-profit and private organizations. LIFE COSTAdapta will serve as validation, demonstration, and deployment.

**External audiences:** to reach these audiences, messages should be clear and concise, explaining the advantages and weighing up any disadvantages they may see when they feel "invaded" by a prototype. Dialogue, stakeholder participation in activities, awareness-raising days and explanations of the details of prototype construction and installation will also come into play. It is important to involve everyone from the beginning, to make them participate in the advantages that it will bring both for the area and, above all, for their homes.

- Companies in the tourism sector in the area. Hotels, stores
- Residents of the "affected" areas who live on the coast.
- Citizens in general of the town or the island.
- Experts, professionals and influencers.
- Marine environment and climate change experts.
- Researchers.
- Local, regional, national and European administrations.
- Media and social networks.
- Environmental NGOs.

**Internal recipients:**

- Project beneficiaries and stakeholders.
- Responsible for the management and coordination of the LIFE Program and CINEA.
- Associated beneficiaries and researchers and other personnel involved.

## 6. OBJECTIVES

The elaboration of a CI Plan is fundamental in the framework of LIFE projects. The objective is to make the project known to society so that it has the capacity to establish a dialogue with the institutions in charge of carrying it out, thus responding to the EU's demand for transparency and feedback.

In order for a communication and dissemination strategy to be effective, it is essential to determine delimited lines of action. Therefore, all communication and dissemination activities carried out during the development of the project will be based on SMART (Specific, Measurable, Attainable, Time-bound) objectives.

The project's Communication Plan will establish the communication activities during the life of the project and beyond. This Plan will boost the positioning in the European outermost regions, and is necessary to:

- Dissemination of project results.
- Dissemination of the knowledge and good practices acquired.
- To serve as a means of reference on the importance and benefits of replicating the model in other European areas.

The main points to be taken into account in this plan are:

- Establish objectives and results.
- Determine the target audience for each activity.
- Identify the key messages to be communicated.
- Select channels to communicate those messages.
- Design communication tools.
- Attend conferences related to the topic.
- Organize events for the public and experts.
- Cooperate with your organizations, which will be taken into account to expand communication activities.
- Detail activities, develop an implementation plan and create a post-project report.

All communication activities and actions are planned to ensure continuity and are based on the SMART (Specific, Measurable, Attainable, Time-bound, Measurable) objectives strategy. They are therefore aimed at achieving the objectives related to replicability and transferability. related to the replicability and transferability of project results, together with the recommendations and requirements of the LIFE Program. It is also important to establish internal communication objectives to coordinate actions. Thus, apart from the above-mentioned objectives, the internal and external objectives of the IC Plan are as follows:

### **External communication objectives**

- Communicate the objectives of the project and its benefits to stakeholders.

- To boost the positioning of the innovative Tidal pool-reef system, for the progressive adaptation of the Gran Canaria coast to climate change, in the EU market, establishing brand communication strategies and campaigns to broaden the audience.
- Create a high visibility of the LIFE COSTAdapta project and generate a global market in which EU actors play a key role.
- Become a reliable source of information for citizens and green researchers with all communication actions, demonstrating the importance of tidal reefs-tide shelves for the coast of Gran Canaria.
- To build a community of people committed to strengthening the resilience of coastal areas to sea level rise and encouraging the creation of habitats characteristic of these areas.
- To share newsworthy information with other LIFE and non-LIFE projects, strong organizations and industries related to this project and the LIFE funding program, giving them visibility and support.

#### **Internal communication objectives**

- Systematize communication among beneficiaries, especially among the main beneficiary, the Energy Island Council of Gran Canaria, as it is essential for the proper management and implementation of the project.
- Keep beneficiaries informed about joint actions and administrative, financial, monitoring and evaluation obligations by means of a Project management or communication tool.

## **7. COMMUNICATION STRATEGIES**

The definition of communication and dissemination strategies is key to generate content that effectively meets the project's objectives. Planning favours the continuous and cohesive creation of content, consolidating the project's brand image. The communication and dissemination strategy seeks to attract the audience, but also to disseminate a quality message that provides valuable content that engages them and gets them involved.

In line with the target audiences and strategic objectives, this Plan is based on the following three strategic dimensions:

- **Public communication:** this strategic dimension of communication is presented as the most attractive showcase to make the project visible, increasing its current performance. All project partners will collaborate in this communication, in different measures and scenarios. The universities with the most scientific and didactic part of the project, explaining how it will be, how it will look and the advantages it may have on the environment, climate change and the habitat of the area: the Foundations (Canarias Recycle and Finnova) will work together to raise awareness through conferences, meetings, dissemination materials, etc. The contents published in RRSS will also be reused by the partners through their own channels, which will exponentially multiply the dissemination of messages.
- **Institutional communication:** in relation to stakeholders and collaboration. The collaborations and relationships that the academy can create with the public and private sector. This is one of the main dimensions, given that the main objective is the dissemination of project results, the dissemination of acquired knowledge and good practices, and to serve as a means of reference on the importance and benefits of replicating the model in other European areas.
- **Corporate communication:** corporate decisions related to the project's identity, such as image changes, addressed to the entire map of stakeholders. The actions of this type of communication respond to the objective of positioning and increasing the visibility of the project.

The communication strategies to be implemented are as follows:

- **Direct communication:** this is the most important strategy because it is the one that allows us to achieve the three objectives set in terms of awareness, positioning and scaling of the technology used in this project.
- **Social communication / networking:** will also be activated through the target audience, which focuses on raising awareness of citizens, partners, etc. through events or workshops organized thanks to synergies with other EU projects, the LIFE Program or even CINEA. An added consequence of these collaborations is that they could positively boost the possibility of extending the project to other European regions or on an international scale. Activities with other European projects will be sought: networking sessions, exchange of good practices,

involvement of project stakeholders. Active participation of stakeholders in all activities will be encouraged.

- **Communication through the media:** the relationship with the media will be taken into account when planning actions due to its versatility and breadth when it comes to achieving greater notoriety. In fact, this communication strategy is complementary to direct communication and social media, reinforcing each other.

Apart from these strategies, taking into account the guidelines of the LIFE Program, the communication strategy must be permeable, flexible and communication strategy must be permeable, flexible and dynamic in order to be informed and to make the whole target audience feel attracted by the project and its modern technology. The content of the messages will be adjusted and adapted to each audience.

## 8. DISSEMINATION TOOLS

The report includes the dissemination tools to be used for the LIFE COSTAdapta project, differentiating between offline and online channels. It should be noted that all contents will be followed by the corporate image of the project, i.e. the project logo and the logo of the LIFE Program (co-financed by the European Union). Likewise, images will be used to explain how the coast is currently and how it will look like with the prototype.

### 8.1 Offline dissemination tools

- **Media:** through the beneficiaries' synergies with the media, references to LIFE COSTAdapta will be sought in the European and international media. Sustainability and environmental care are key issues that EU actors and stakeholders are discussing. The project needs to be active and become a reference in the construction of this type of Tidal pool-reef.
- **Specialized media such as journals:** the publications generated will be exposed and made available to the scientific community. They will be published in peer-reviewed journals on specific topics, which will have important contributions for the academic and scientific world.
- **Events and seminars:** the participation and events organized by the project will be useful for the communication of the project. With national and international forums and representations, such as Transfiere, Greencities, FITUR, and parallel events in the framework of some European Weeks such as the European Week of Regions and Cities,

the Green Week, the Sustainable Week of Regions and Cities, among others, will bring visibility to the project. It is worth mentioning that this type of events are perfect communication materials to be disseminated internally and through external media.

- **Other tools and activities:**

- **PODCAST:** has become one of the most popular content formats today. All podcasts serve to captivate your target audience, allowing them to enjoy your content in an easy, accessible and freeway. In order to raise awareness of the project and reach a wider audience, podcasts will be made with both project partners and stakeholders, institutions, etc. The podcasts will explain in an entertaining and didactic way what the project is about and will include the participation of the widest possible range of spokespersons: from the academic, scientific, environmental, marine, tourism, etc. world. We could also look for spokespersons with a community of followers already formed (sustainability influencers, for example) to whom we could explain the project and who could participate. In this way we could reach a wider audience and make them aware of the project. They will be short podcasts, about 10 or 15 minutes long, with a monthly frequency at the beginning, and may be biweekly as the project progresses.

- **AWARDS:** we will be attentive to all those national, European and international awards in which the project can be presented as an example of good practices in climate change, coastal improvement, habitat conservation. In this sense, we will study the possibility of presenting ourselves to the European Enterprise Promotion Awards (EEPA), which are announced annually, among others.

- **STARTUP EUROPE AWARDS (SEUA)** is an initiative promoted by the European Commission, supported by the Committee of the Regions and the European Parliament and implemented by the Finnova Foundation in collaboration with Startup Europe. It is an open innovation tool that allows companies to identify talented startups capable of solving current challenges in multiple areas. The mission is to help Startups and Scaleups to become more efficient, smart and successful. These awards are an extremely useful tool to promote knowledge sharing, add value to the entrepreneurial ecosystem and help startups grow and position themselves in the market. Finnova Foundation has a technical team (SEUA team) that has already supported the celebration and implementation of several success stories. LIFE COSTAdapta SEUA will be organized to solve challenges related to the objective of the project. These awards are an important communication action and are very well received by the business world. It would be about creating a

challenge and rewarding the best solution.

- The Finnova Foundation collaborates with **Technovation Girls** through a series of challenges, linked to real projects of which Finnova is a partner and which are aligned with the Sustainable Development Goals (SDGs) of the United Nations. These challenges are open to the participation of young people of any gender, with the only condition that the groups are led by girls, contributing to the empowerment of young women. The objective of this contest is to create groups of girls and young women between the ages of 10 and 18 so that, with the help of a mentor, they can develop a mobile application (app) that helps solve a social problem aligned with the Sustainable Development Goals. In this way, in a fun and didactic way, the girls learn about programming concepts, app development, the development of a marketing plan and market research, in addition to learning about the social problems that affect their communities.
  
- **Sustainability and networking.** Within the communication actions, synergies will be sought with other European projects, such as LIFE IP AZORES NATURA, LIFE GARCHICO, through participation in seminars and events of the LIFE COSTAdapta Project. Not only LIFE projects will be taken into account, but also the participation of all those programs that can provide knowledge, exchange of good practices, synergies for the future with other European countries. In addition, these contacts will allow the LIFE COSTAdapta project to be present in other webinars and talks and to participate in a greater number of dissemination and diffusion activities. In this way, the project will have more scope during its lifetime and will be able to continue to be evoked when it ends and to exploit its results. We will also rely on the possibilities offered by the LIFE program and CINEA in terms of communication, involving them in our events and informing them of everything we do. Likewise, LIFE Amplifiers will also be a great ally on this path. On the other hand, we will look for scientific and academic testimonies that value the need and objectives of LIFE COSTAdapta, making them participate in seminars, publishing articles in the media and seeking dissemination in RRSS. Similarly, synergies will be created with society, from young people in schools to adults through talks and debates. This work will be carried out by all partners, in the different aspects they handle (academic, scientific or awareness-raising world).
  
- **Printed material**, such as brochures, roll-ups and stamps, which will be produced to



inform about the project's actions during the events, raise awareness and invite the target audience to participate.

## 8.2 Online dissemination tools and channels

- **Project website** to be included at least in the websites of the main beneficiary and Finnova as responsible for communication: this website will be the main space for dissemination material of LIFE COSTAdapta, where articles, brochures, logos, press releases, etc. will be published. It will be open to the public, following WCAG accessibility guidelines to achieve a wider reach. It is worth mentioning that the content will be available in both Spanish and English. However, this does not imply that all posts or content must be in these two languages but can be used interchangeably.

On the website, the public will have access to a summary of the project, its objective, project description, activities, partners, news and will also include a disclaimer whenever the funding logo is used, expressing that the views and opinions do not necessarily reflect those of the EU, LIFE Program or CINEA and that they are not responsible for them.

- **Social media**

**Twitter:** this account will be used to post all content uploaded to the website. During the creation of this content, hashtags related to the topic and tags (LIFE Program, CINEA, partners and other stakeholders) will be used. The use of the new **LIFE Amplifiers** campaign of the LIFE Program will also be considered, so the published content will also be viewed and forwarded from its official account.

Regarding the social network, specific actions will be carried out such as:

- o Public consultations on opinions, technical issues and awareness.
- o Images related to the project.
- o Videos related to the Project.
- o Specific creative actions for this social network.
- o Live tweets when there are face-to-face and online events/seminars of the Project.

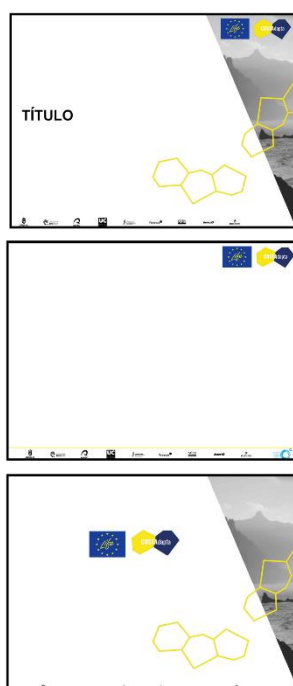
**LinkedIn:** the audience is especially professionals and people with academic backgrounds in science, politics and environment. The goal is to convey reliable and newsworthy information or a compilation of events. LinkedIn will also aim to attract researchers, other projects and

future employees. These are some of the actions that will be developed:

- o Consultations with public opinion, technical issues, and awareness.
- o Responses to mentions of the Project
- o Images related to the content.
- o Videos related to the content.
- o Specific actions for the professional network.

**Facebook:** although the audience on this social network is decreasing, LIFE COSTAdapta will share posts from the website and LinkedIn posts.

- **Layman's report:** will be published in English and Spanish and in digital format with precise and visual content related to the highlights and details of the project. It will also include the development and implementation.
- **Project presentation template:** this general presentation in Power Point format will be made in English and Spanish and will include an overview of LIFE COSTAdapta.



- **Project videos:** corporate material to be shown at seminars and similar events. Corporate

videos will be made as the project progresses, with real images of the coast. Likewise, video micro-pillars will be made for social media, with the participation of partners who will explain the project and other interlocutors and experts who can contribute their vision. The events will be retransmitted and subsequently uploaded to the project's YouTube channel in order to have a video library that can be viewed at any time.

- **Newsletter:** this communication action will be carried out twice a year, and will include the progress of the project in digital format and in English. It will be distributed to subscribers to the website and social networks. The newsletter will include news, events and calls related to the project, so that it will be like a summary made during those six months.
- **Press Dossier:** this is a documentary material available to the media. This press kit can be used as a letter of introduction and will include basic information about the project, answering basic questions that will help a journalist to understand the project: who we are, what we do, how we do it, what we want to achieve, what are the advantages, etc, etc. This press dossier will be uploaded to the project's website in electronic format so that it can be downloaded by any journalist or person interested in knowing the project in depth.

In addition to these online and offline project dissemination channels, each of the partners will publish the proposed content on their websites and social networks.

## 9. COMMUNICATION TOOLS

The following is a series of communication tools available to all members of the consortium. This section aims to facilitate the generation of cohesive dissemination contents to all partners. The set of tools will be used in the creation of contents following the guidelines established by the LIFE Program.

### 9.1. LIFE COSTAdapta logo



The LIFE COSTAdapta project is based on an innovative and progressive design of tidal reefs-tidal

pools for the progressive adaptation of the coast of Gran Canaria to climate change.

When creating the logo of the project, the irregular hexagonal shape of the tidal reefs-tide pools has been taken into account. Although there is actually a series of connected hexagons that are connected through some of its sides, only two of them have been selected for the logo to be the image of the project.

This union between hexagons of different shapes and colours makes it easy to remember the project and generates visual impact. The word COST is used on the yellow hexagon and the word Adapta on the blue hexagon, providing a connection with the use of the A on the blue hexagon.

### Colours

Regarding the colours used, the colours of the flag of the Cabildo de Gran Canaria have been selected, since in this way it is associated with the island where the project is carried out. And the letters will be in white, which is easy to read over the corporate colours.



**#162677**



**#F6E516**

#### BLUE:

R 37	C 100
G 50	M 88
B 104	Y 29
	K 17

#### YELLOW:

R 247	C 8
G 229	M 2
B 21	Y 91
	K 0

### Typography:

**COSTA:** will always be capitalized and Oswald-Bold.

*dapta*: it will be written in lowercase and Oswald-Extralight.

In line with CINEA's communication toolkit for projects co-financed by the LIFE Program, the LIFE COSTAdapta logo will be accompanied by the following EU logo with the text of the major agreement:



All communications will also include the logos of the consortium, in color or black and white depending on the material. Likewise, the logos of the two departments of the ULPGC will be included when the communication requires it.



## 9.2 Project webpage

For the dissemination of the project, a specific tab has been created in the page of the beneficiary communication coordinator (Finnova), where all communications and posts will be made: However, this web will be changed and migrated to the web of the main beneficiary (CIEGC).

**Finnova:** <https://lifecostadapta.finnova.eu/>



### 9.3 Social media

The LIFE COSTAdapta project has a social media account at:

LinkedIn: <https://www.linkedin.com/company/life-costadapta/>

Instagram: <https://www.instagram.com/lifecostadapta/>

Facebook: <https://www.facebook.com/people/LIFE-COSTAdapta/100095386621956/>

Twitter (X): <https://twitter.com/lifecostadapta>

In addition to its own media, CINEA and the LIFE Program also have accounts, so, when disseminating the project, it will be labelled through:

- Twitter:
  - CINEA: @cinea\_eu
  - LIFE Programme: @LIFEprogramme

- LinkedIn
  - CINEA: <https://www.linkedin.com/company/cinea-european-climate-infrastructure-environment-executive-agency/>
  - LIFE Programme: <https://www.linkedin.com/company/lifeprogramme/>

There are other accounts such as membership accounts that will always be mentioned:

- Twitter
  - Consejo Insular de la Energía de Gran Canaria: @EnergiaGran
  - Fundación Finnova: @FinnovaEU
  - Universidad de Las Palmas de Gran Canaria (ULPGC): @ULPGC
  - Universidad de Cantabria (UC): @unican
  - EConcrete AQUA: @EconcreteL
  - Fundación Canaria para el Reciclaje y Desarrollo Sostenible (FCR): @canariasrecicla
- LinkedIn
  - Consejo Insular de la Energía de Gran Canaria:  
<https://www.linkedin.com/company/consejo-insular-de-la-energ%C3%ADa-de-gran-canaria/>
  - Fundación Finnova: <https://www.linkedin.com/company/finnovaregio/>
  - Universidad de Las Palmas de Gran Canaria (ULPGC):  
<https://www.linkedin.com/school/universidad-de-las-palmas-de-gran-canaria/>
  - Universidad de Cantabria (UC): <https://www.linkedin.com/school/university-of-cantabria/?originalSubdomain=es>
  - INGECID S.L.: <https://es.linkedin.com/company/ingecid>
  - Raley Estudios Costeros S.C.P.:  
<https://www.linkedin.com/company/raleyestudioscosteros/>
  - EConcrete AQUA: <https://www.linkedin.com/company/econcrete/>
  - Fundación Canaria para el Reciclaje y Desarrollo Sostenible:  
<https://www.linkedin.com/company/fundaci%C3%B3n-canaria-para-el-reciclaje-y-el-desarrollo-sostenible-fundaci%C3%B3n-canarias-recicla/>
- Facebook
  - Consejo Insular de la Energía de Gran Canaria  
<https://www.facebook.com/energiagrancanaria/>
  - Fundación Finnova: <https://www.facebook.com/FinnovaEU>

- Universidad de Las Palmas de Gran Canaria (ULPGC):  
<https://www.facebook.com/ULPGC>
- Universidad de Cantabria (UC): <https://www.facebook.com/universidaddecantabria>
- Raley Estudios Costeros S.C.P. <https://www.facebook.com/raleyestudioscosteros/>
- EONconcrete AQUA: <https://www.facebook.com/EONconcreteTech/>
- Fundación Canaria para el Reciclaje y Desarrollo Sostenible (FCR):  
<https://www.facebook.com/canariasreciclafundacion>

In addition, most communications shared on social networks will use the following hashtags:

ENGLISH	SPANISH
#LIFECOSTAdapta	#LIFECOSTAdapta
#ClimateChange	#CambioClimático
#Coasts	#Costas
#TidalPoolReef	#ArrecifeCharcosDeMarea
#CanaryIslands	#IslasCanarias
#Sea	#Mar
#Tourism	#Turismo
#Sustainability	#Sostenibilidad
#LIFEAmplifiers	#LIFEAmplifiers
#Economy	#Economía

It should also be noted that all posts will have links to news published on the LIFE COSTAdapta website or to related information or audiovisual content.

## 9.4 Press releases

In order to convey a cohesive message to the media, the following guidelines include the texts that should be used in the dissemination of the project.

These are the contents that should appear whenever the project is communicated:

- The name of the project "LIFE COSTAdapta" and the co-financed logo of the LIFE Program.
- The logos of the eight partners and the leader (CIEGC) highlighted.



- A specific text indicating the project budget and duration:  
3,337,563.47 € and 84 months.

And some useful messages from the project such as:

- ✓ LIFE COSTAdapta is a European project that aims to address the adaptation of the coast of Gran Canaria to sea level rise through an innovative methodology.
- ✓ LIFE COSTAdapta will strengthen the resilience of coastal areas to sea level rise, while promoting the creation of habitats characteristic of these areas.
- ✓ LIFE COSTAdapta seeks to increase the natural protection of the coast without affecting its local use, so deeply rooted in the Canary Islands, and at the same time, contribute to the conservation of the tourist economy in the region.
- ✓ LIFE COSTAdapta, led by the Gran Canaria Island Energy Council (CIEGC), and 60% co-financed by the European Union's LIFE Program, will last seven years and will design and test an innovative and progressive tidal pool-reef system, partially using the traditional technique of tidal pool construction, common elements in the Canary Islands and the rest of Macaronesia, for the coastal adaptation of Gran Canaria to climate change.

The following information about the **consortium members and the project** (corporate paragraphs) will be added to these press releases:

### About LIFE COSTAdapta

LIFE COSTAdapta is a European project that seeks to address the adaptation of the coast of Gran Canaria to sea level rise through an innovative methodology. To this end, the objective is to design and test an innovative and progressive tidal pool-reef system, which uses, partially, the traditional technique of tidal pool construction, common elements in the Canary Islands and the rest of Macaronesia, for the coastal adaptation of Gran Canaria to climate change. The project, led by the Gran Canaria Island Energy Council (CIEGC) and 60% financed by the European Union's LIFE program, will last seven years and seeks to increase the natural protection of the coast without affecting its local use, so deeply rooted in the Canary Islands, and at the same time, contribute to the conservation of the tourist economy in the region. With a total budget of 3,409,864 euros, this project aims to address the environmental challenge posed by the sea levels affecting its coasts.

**About the Gran Canaria Island Energy Council (CIEGC)** <https://www.energiagrancanaria.com/>

The Consejo Insular de la Energía de Gran Canaria (CIEGC) is a public business entity of the Cabildo de Gran Canaria whose mission is to implement an alternative energy model based on renewable energies and energy efficiency. The CIEGC manages subsidies, promotes electric mobility, trains professionals and citizens, and promotes research and innovation in the energy sector.

**About the University of Las Palmas de Gran Canaria (ULPGC)** <https://www.ulpgc.es/>

The University of Las Palmas de Gran Canaria (ULPGC) is an institution of higher education located on the island of Gran Canaria, Spain. Founded in 1989, the ULPGC has established itself as a center of academic excellence especially in disciplines such as natural sciences and technology. The university strives to promote research, innovation and international collaboration to contribute to the development of society and the region.

**About the University of Cantabria (UC)** <https://web.unican.es/>

The University of Cantabria (UC) is an academic institution of higher education located in Cantabria, Spain. Founded in 1972, UC stands out for its commitment to quality education and cutting-edge research. Research plays a fundamental role at UC, with a focus on a variety of disciplines. The expertise of the CINCC (City, Infrastructure and Climate Change) research group focuses on the analysis of vulnerability and adaptation solutions to future climate scenarios. Based on this experience, it will bring a multidisciplinary and participatory analysis and diagnosis to the project.

**About INGECID S.L.** [www.ingecid.es](http://www.ingecid.es)

INGECID is a company dedicated to research and project development. Its focus encompasses areas such as engineering, architecture and sustainability. Through its experience in innovative projects, INGECID seeks to generate creative and efficient solutions to technical and environmental challenges. Its commitment to research and development contributes to the improvement of processes and technologies in the project.

**About Raley Estudios Costeros S.C.P.** [www.raleyestudioscosteros.com](http://www.raleyestudioscosteros.com)

Raley Estudios Costeros S.C.P. is a company specialized in providing studies and analysis related to coastal areas. Through detailed research, it seeks to understand and identify the coastal dynamics and identify coastal dynamics, environmental impacts and possible solutions for the sustainable management of coastal areas. Its expertise contributes to informed decision making for coastal projects and development.

**About ECONcrete AQUA** [www.econcretetech.com](http://www.econcretetech.com)

ECONcrete AQUA is an initiative focused on innovation in sustainable marine and coastal infrastructure. Through the application of advanced technologies and materials, ECONcrete AQUA seeks to mitigate the negative impacts of human constructions on aquatic and marine ecosystems. The initiative is based on ecological design principles and collaborates with experts in marine biology and other disciplines to achieve solutions that promote biodiversity and coastal resilience. In LIFE COSTAdapta, will be responsible for the biological monitoring of the material used in the tidal reefs-tidal reefs.

### **About the Canary Islands Foundation for Recycling and Sustainable Development (FCR)**

<https://fundacioncanariasrecicla.org/>

The Canary Islands Foundation for Recycling and Sustainable Development (FCR) is an organization committed to promoting recycling and the adoption of sustainable practices in the Canary Islands. Through education, awareness-raising and collaboration with different sectors, FCR seeks to promote waste reduction and the conservation of the natural environment. Its work contributes to the protection of the environment and the promotion of a more responsible mentality in the Canary Islands community. In the project, it provides the socioeconomic vision for the implementation of LIFE COSTAdapta.

### **About Finnova Foundation [www.finnova.eu](http://www.finnova.eu)**

Finnova is the Spanish-Belgian non-profit foundation based in Brussels and Spain, working for the promotion and development of innovation and entrepreneurship in the EU. Finnova's experience in leading communication and dissemination activities of European projects, being the leading entity of Interreg projects, is combined with a solid proven track record in business creation and entrepreneurship support programs, such as accelerators, incubators and events, as well as its commitment to training and employability of young people. Her role in LIFE COSTAdapta is to support project management and lead the communication and dissemination of project results.

## **9.5 Brochures and other promotional materials**

Below are some of the materials that have been created to disseminate the project:

### **❖ Brochure:**

## EL PROYECTO

El objetivo principal del proyecto LIFE COSTAdapta es abordar la adaptación de la costa de Gran Canaria al aumento del nivel del mar mediante una metodología innovadora de arrecife-charcos de marea (Tidal pool-reef), que utiliza, parcialmente, la técnica tradicional de construcción de charcos de marea, elementos comunes en las islas Canarias y el resto de la Macaronesia, para la adaptación costera de Gran Canaria al cambio climático.

Para hacer frente a este desafío ambiental, el proyecto europeo LIFE COSTAdapta, desde un enfoque participativo y multidisciplinar, se dedica a fortalecer la resiliencia de las zonas costeras ante el aumento del nivel del mar, al mismo tiempo que fomenta la creación de hábitats característicos de estas áreas.



### CONTACTO

Fundación Finnova

Avenue des Arts 56 - Bruselas  
1040 Bélgica  
info@costadapta.eu  
www.life-costadapta.finnova.eu

### Síguenos:

- LIFE COSTAdapta
- LIFE COSTAdapta
- LIFE COSTAdapta



"Sistemas blandos y progresivos para la adaptación costera ante el cambio climático"



Diseño innovador y progresivo de arrecife-charcos de marea para la adaptación costera de Gran Canaria al cambio climático

## BENEFICIOS

1. Permite proteger el frente marítimo urbano del impacto directo de las olas.
2. Promueve la protección, apariencia y diversidad de los ecosistemas marinos típicos de la costa de Gran Canaria.
3. Fomenta el uso de la zona como lugar de ocio y disfrute de la naturaleza marina.
4. Minimiza los costes derivados del impacto actual del mar en la fachada urbana para su renovación, reparación y/o reconstrucción o desalojo.
5. Reactiva la economía local a través de la mejora y disfrute del litoral como complemento a las directrices urbanísticas.

### Presupuesto:

€ 3.337.563.47€

### Subvención UE:

€ 2.002.538.07€ (60%)

### Plazo:

84 meses

## SOCIOS



Consejo Insular de Energía de Gran Canaria (CIEGC) del Cabildo de Gran Canaria: entidad pública empresarial que coordina el proyecto y que tiene como misión la implantación de un modelo energético alternativo basado en las energías renovables y la eficiencia energética.



Universidad de Las Palmas de Gran Canaria (ULPGC): institución de educación superior ubicada en la isla de Gran Canaria, España.



Universidad de Cantabria (UC): institución académica de educación superior ubicada en Cantabria, España.



INGECID: una empresa dedicada a la investigación y desarrollo de proyectos. Su enfoque abarca áreas como la ingeniería, la arquitectura y la sostenibilidad.



Raley Estudios Costeros S.C.P.: empresa especializada en proporcionar estudios y análisis relacionados con las áreas costeras.



ECONCRETE AQUA: iniciativa centrada en la innovación en infraestructuras marinas y costeras sostenibles.



Fundación Canaria para el Reciclaje y Desarrollo Sostenible (FCRD): organización comprometida con la promoción del reciclaje y la adopción de prácticas sostenibles en las islas Canarias.



Finnova: fundación hispano-belga sin ánimo de lucro con sede en Bruselas y España, que trabaja para la promoción y el desarrollo de la innovación y el emprendimiento en la UE.

❖ **Stamp for documents:** with the LIFE COSTAdapta logo, the LIFE Program logo and the reference number.

**Project: 101113851**  
**LIFE-2022-SAP-CLIMA**  
**COSTAdapta**

❖ **Signature control sheet** for face-to-face events

LIFE-2022-SAP-CLIMA

Place and Date

Meeting/Event

N	LAST NAME	NAME	EMAIL	TELEPHONE NUMBER	SIGNATURE	I AUTHORISE TO RECEIVE RELATED INFORMATION



## 9.6 Roll-Up

For the first months of the project, the following roll-up has been created to give visibility to the project (refer to Finnova's website)



The objective of this roadmap is to inform about the key dates for the project and to agree on what kind of activities will be developed according to each event. The roadmaps shown below are for the year 2023. The calendar of international days will serve us to communicate the project on the occasion











question.

The national and international events will serve us to try to participate in them, through a presentation, networking or any activity that may be relevant to publicize the project. Thus, we will try to be present, through stands or presentations, in those events that abrogate the theme of the LIFE COSTAdapta project, such as climate change, coastal protection, habitat preservation. Given that the project partners are all in Spain, priority will be given to those events that take place here,

The roadmap will be continuously reviewed and updated, with the inclusion of new events and participation in seminars, talks at universities or specific forums, etc.

## 10.1 International Days Calendar 2023

<b>JANUARY</b>	<b>INTERNATIONAL DAY</b>
<b>1</b>	<b>European Year of Skills</b>
<b>26</b>	<b>World Environmental Education Day</b>
<b>28</b>	<b>World Day of Action against Global Warming</b>
<b>FEBRUARY</b>	
<b>MARCH</b>	
<b>3</b>	<b>World Wildlife Day</b>
<b>8</b>	<b>International Women's Day</b>
<b>21</b>	<b>International Day of Forests</b>
<b>22</b>	<b>World Water Day</b>
<b>30</b>	<b>International Zero Waste Day</b>
<b>APRIL</b>	
<b>7</b>	<b>World Health Day</b>
<b>21</b>	<b>World Creativity and Innovation Day</b>
<b>22</b>	<b>International Mother Earth Day</b>
<b>MAY</b>	
<b>9</b>	<b>Europe Day</b>
<b>12</b>	<b>International Plant Health Day</b>
<b>18</b>	<b>World Recycling Day</b>
<b>JUNE</b>	
<b>5</b>	<b>World Environment Day</b>
<b>7-1</b>	<b>World Food Security Day</b>
<b>27</b>	<b>Micro, Small and Medium Enterprise Day</b>
<b>JULY</b>	
<b>1</b>	<b>International Fruit Day</b>
<b>AUGUST</b>	
<b>12</b>	<b>International Youth Day</b>
<b>SEPTEMBER</b>	
<b>7</b>	<b>International Clean Air Day for Blue Skies</b>



16	International Day for the Preservation of the Ozone Layer
29	International Food Loss and Waste Awareness Day
<b>OCTOBER</b>	
2	World Habitat Day
16	World Food Day
<b>NOVEMBER</b>	
<b>DECEMBER</b>	
5	World Soil Day
27	International Epidemic Preparedness Day

## 10.2. Events calendar 2023

MONTH	EVENT	LOCATION	LINK
<b>SEPTEMBER</b>			
03 Sept- 07 Sept	Conferencia Europea de Energía de las Olas y las Mareas (EWTEC)	Bilbao	<a href="#">direct link</a>
10 Sept- 11 Sept	EurOCEAN 2023 Conference	Galicia	<a href="#">direct link</a>
15-sep	Regional Conference on PLATIC Transfers	Vigo	<a href="#">direct link</a>
16-sep	#EU Beach Cleanup 2023		<a href="#">direct link</a>
27 Sept - 29 Sept	ENERH2O 2023	Portugal	<a href="#">direct link</a>
28-sep	IMO-UNEP-Norway Innovation Forum 2023	London and online	<a href="#">direct link</a>
<b>OCTOBER</b>			
10 Oct- 12 Oct	GREEN BUSINESS WEEK 2023	Lisbon	<a href="#">direct link</a>
11-oct	Coastal Cities and regions leading the Blue Economy energy transition	Belgium	<a href="#">direct link</a>
11 Oct- 13 Oct	H2O - ACCADUEO 2023	Bologna	<a href="#">direct link</a>
15 Oct- 18 Oct	IDA Water Reuse and Recycling Conference 2023	Sevilla	<a href="#">direct link</a>
18Oct-19 Oct	VII WATER ENGINEERING CONFERENCE	Cartagena	<a href="#">direct link</a>
19-oct	Event Blue Synergies: Maximising Funding Impact in the Atlantic Sea Basin	Portugal	<a href="#">direct link</a>
16 Oct - 22 Oct	Ecoviure 2023	Manresa	<a href="#">direct link</a>
25-oct	Ocean Energy Europe Conference & Exhibition	La Haya	<a href="#">direct link</a>
<b>NOVEMBER</b>			
06-nov	Aquatech Ámsterdam 2023	Amsterdam	<a href="#">direct link</a>
07 Nov - 09 Nov	Tomorrow.Blue Economy	Barcelona	<a href="#">direct link</a>
07 Nov - 09 Nov	Smart City Expo World Congress 2023	Barcelona	<a href="#">direct link</a>
21-nov	Ecofira	Valencia	<a href="#">direct link</a>
23-nov	SUTEK - WATER TECHNOLOGIES FAIR 2023	Turkey	<a href="#">direct link</a>
23- 27 Nov	Salón Internacional de las Piscinas	Barcelona	<a href="#">direct link</a>
30 Nov- 1 Dec	Madrid Aquaenergy Forum	Madrid	<a href="#">direct link</a>
<b>DECEMBER</b>			



### 10.3 Calendario 2024

MONTH	EVENT	LOCATION	LINK
<b>JANUARY</b>			
24-26	XX International Congress on Environmental, Cultural, Economic and Social Sustainability	Portugal	<a href="#">direct link</a>
30	EuroMaritime	Marseille	<a href="#">direct link</a>
<b>FEBRUARY</b>			
6	Expofluidos 2024	Barcelona	<a href="#">direct link</a>
13 -14	Sustainable Blue Economy Partnership Symposium	Belgium	<a href="#">direct link</a>
20- 21	WORLD WATER-TECH INNOVATION SUMMIT 2024	London	<a href="#">direct link</a>
<b>MARCH</b>			
20-22	Foro Transfiere	Málaga	<a href="#">direct link</a>
<b>APRIL</b>			
12 and 14	United Nations (UN) Decade of the Oceans Conference	Barcelona	<a href="#">direct link</a>
14- 17	Water Loss 2024	San Sebastián	<a href="#">direct link</a>
<b>MAY</b>			
08 - 09	Spanish Conference on Coastal and Port Engineering		<a href="#">direct link</a>
13-17	IFAT Munich 2024	Munich	<a href="#">direct link</a>
22- 25	DESALINATION FOR THE ENVIRONMENT - CLEAN WATER & ENERGY 2024	Cyprus	<a href="#">direct link</a>
30 - 31	European Maritime Day 2024	Denmark	<a href="#">direct link</a>
<b>JUNE</b>			
5 - 7	Congresos AEAS	Castellón	<a href="#">direct link</a>
11	TECMA 2024	Madrid	<a href="#">direct link</a>
Date to determine	Aqua Trencin 2024	Slovakia	<a href="#">direct link</a>
<b>JULY</b>			
<b>AUGUST</b>			
<b>SEPTEMBER</b>			
24-26 Sept	VA MÄSSAN 2024	Sweden	<a href="#">direct link</a>

#### European weeks of interest

The European weeks allow the organization of side events that will help disseminate the project through the EU platforms. These events will also include the participation of other projects in order to create synergies and see possibilities for collaboration.

## 11. KEY PERFORMANCE INDICATORS (KPI)

Regarding Key Performance Indicators, some metrics will be considered. In this section the communication indicators and evaluation tools to measure the actions to be carried out will be pointed out.

### 11.1 Evaluation tools

The evaluation tools to be used are detailed below:

- **Reports extracted from Google Analytics:** they allow you to measure the engagement, the link between the user and the website. It allows to check if there are loyal users or if there are only sporadic visitors. To the extent that the former prevail over the latter, the success of the project can be verified.
- **Reports extracted from Google Alerts:** by inserting relevant keywords, you can know the reputation of LIFE COSTAdapta on the web. It also allows you to receive alerts by e-mail, selecting the frequency of the alerts: daily, weekly, etc.
- **Satisfaction surveys** of events, courses, workshops and meetings: these will be conducted at the conclusion of an event and can be used to find out the attractiveness of the events.
- **Clippings** from print, online and social media: gives an overview of the publications in which LIFE COSTAdapta is mentioned in the various media and their reach.

### 11.2 Key Performance Indicators (KPI)

The following KPIs will be taken into account

- Number of “Likes” and “Shared” on publications
- Repercussion
- Number of visits to the website
- Number of pages visited and time

- Number of followers on LIFE COSTAdapta's social networks
- Number of attendees to events, courses, workshops and meetings organized by the project
- Number of subscribers to the project newsletter
- Number of publications and dissemination
- Number of press releases published
- Number of pieces of information published on non-project sites
- Number of events in which LIFE COSTAdapta beneficiaries participate

Periodically, every three months, an analysis and a brief report will be made on the basis of these tools and indicators. Likewise, the communication plan will be updated according to the progress and needs of the project.