S2S4E
Climate Services for Clean Energy

Research and Innovation action

H2020-SC5-2017

Update of Communication, Dissemination and User Engagement Plan

Deliverable D7.3

Version N°4

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Disclaimer

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About S2S4E

The project seeks to improve renewable energy variability management by developing a tool that for the first time integrates sub-seasonal to seasonal climate predictions with renewable energy production and electricity demand. Our long-term goal is to make the European energy sector more resilient to climate variability and extreme weather events.

Large-scale deployment of renewable energy is key to comply with the emission reductions targets of the 2015 Paris Agreement. However, despite being cost competitive in many settings, renewable energy diffusion remains limited largely due to seasonal variability. Knowledge of power output and demand forecasting beyond a few days remains poor, creating a major barrier to renewable energy integration in electricity networks.

To help solve this problem, S2S4E is developing an innovative service to improve renewable energy variability management. The outcome will be new research methods exploring the frontiers of weather conditions for future weeks and months and a decision support tool for the renewables industry.

More information: www.s2s4e.eu

Summary

This document is an updated version of the Communication, Dissemination and User Engagement Plan (D7.2), which was submitted to the European Commission in June 2018 and defined the framework for activities under WP7. The plan provides S2S4E with a threefold communication and dissemination strategy:

1) to market the Decision Support Tool (DST);

2) to increase visibility of the project;

3) to share knowledge with the aim of pushing forward the frontiers of climate services in Europe.

Keywords

Communication, user engagement, dissemination, plan, S2S (sub-seasonal to seasonal), climate services, energy.

1 Introduction and Structure

Communication, Dissemination and User Engagement are integral to the success of S2S4E. Careful implementation and monitoring of these activities are key to ensuring that S2S4E will be fully exploited by users and contribute to the project's goal of increasing resilience to the renewable energy sector.

This Update of the Communication, Dissemination and User Engagement plan takes its previous version (June 2018) a step forward by providing insight and reflection on the progress of the communication activities that have been realised up to this midway point of the project. It will also serve as a guiding tool for how Work Package (WP) 7 plans to carry out future activities. The activities set out in this plan will be closely aligned with an active dissemination of the operational climate service created in the project, the S2S4E Decision Support Tool, that will be officially launched on 20 June 2019. The dissemination efforts within the energy community will be aligned also according to the exploitation strategy that is being developed under WP6 (tasks 6.3 and 6.4) in order to maximise the impacts of the project, and coordinate communication, dissemination, user engagement and exploitation efforts. This document will be available in the project wiki and will be updated once more towards the end of the project (D7.4, M36). The impact of all the communication, dissemination and user engagement activities will be reported in D7.7 (also due in M36).

The structure of this document is the following: Section 2 outlines the objectives of the communication, dissemination and user engagement activities. Sections 3 and 4 indicate target audiences of the project, and key messages that should be emphasised to these audiences. The completed and planned main activities are summarised in detail in Section 5. A general overview of the on-going activities planned for the DST launch is available in Section 6. Section 7 includes the user engagement strategy, while Section 8 summarises the Key Performance Indicators of WP7. The last section of this document, Section 9, includes the main risks for the implementation of the planned activities of WP7, and mitigation actions to address these risks. Additional information about communication strategies and specific communication activities that have been completed are referenced in Section 10, the appendix of this document.

2 Objectives

The objectives of the communication, dissemination and user engagement activities and how they will be carried out are described in Table 1 below.

Table 1: Objectives and means of implementation

Type	Objective	Means
Communication	1. Increase visibility of the project and its outcomes	communication efforts aimed at all specified audiences.
	2. Enhance market for climate services	targeted communication efforts mainly directed towards our primary audiences: the

Type	Objective	Means
		energy sector, the intermediaries and the climate services community.
Dissemination	3. Boost commercial exploitation strategy of the DST	Dissemination activities in close collaboration with WP5 and WP6 linked to the pre- and post- launch of the DST to promote the tool during its operational phase within the energy sector.
	4. Position the DST as top EU climate innovation	Communication, dissemination and user engagement activities aimed towards all target audiences with emphasis on policymakers.
User engagement	5. Share knowledge for further development of climate services	Dissemination and user engagement activities aimed at our primary target audiences.
	6. Raise awareness and demonstrate how S2S can cater for needs in the renewable energy sector	Communication efforts aimed at our primary audiences.

3 Target Audiences

The project has identified the following target audiences as listed in Table 2 below. These defined audiences are used for both directing the communication, dissemination and user engagement efforts listed in section 5. User engagement strategy is described in detail in section 7.

Table 2: Target audiences

Primary audience		
Audience	**Description**	**Comments**
1. Energy sector	Climate analysts or similar, including: • Producers • Traders • Grid Operators (TSO) • Energy networks (e.g. ENTSOE, WindEurope)	One-on-one meetings, participation in sectorial events and creation of relevant dissemination material (e.g. case studies factsheets)

2. Intermediaries	Intermediaries that provide companies with forecasts, including: • Metdesk • Refinitiv (previously Thomson Reuters) • Bloomberg • The Weather Company • Meteologica	Minor interactions in sectorial events. We have decided to have low engagement with this audience until the DST launch as they are potential competitors to the DST.
3. Climate Services Community	The international climate services community, including: • Innoenergy • Climate-KIC • Global Framework for Climate Services (GFCS) National climate service centres • CIP Programme: CLIPS project • Climate Services Partnership • SECLI-FIRM project • H2020 CLARA project • H2020 CLARITY project • H2020 PUCS project • H2020 project IMPREX • EraNet projects (e.g. Clim2Power within ERA4CS) • Copernicus C3S SIS contracts (e.g. SWICCA, ECEM, and coming Energy contracts)	Participation in clustering activities of the ClimateEurope Dissemination group and the Taskforce for the evaluation of climate services. Presence in COP24, Joint submission of two sessions for ECCA (one accepted) and participation in the JPI Climate Booth. Submission of a joint session for EUSEW (rejected).
Secondary audience		
4. International Policymakers, Especially in the EU	• DG ENER • DG CLIMA • DG ENV • UNEP Energy • Union for the Mediterranean (UfM)	Meeting with DG Clima. First approach meeting with UfM and subsequent opportunities to present S2S4E at two events. Presence at COP24 and at the EU Sustainable Energy Week 2019.
5. National Authorities in EU and EEA Member states	• National Meteorological and Hydrological Services (NMHS) • Local water management agencies	Low interaction with this audience up to now.
6. Climate Researchers/ Projects	Climate researchers, particularly those working with climate predictions, hydrology, and extreme weather events: • IM HEPEX • H2020 EU-MACS project • H2020 MARCO project • H2020 project MED-GOLD (GA 776467) • H2020 project VISCA (GA 730253) • EraNet projects (e.g. Clim2Power within ERA4CS) • WMO • Copernicus	Ongoing relationship of S2S4E researchers. Participation in training workshops and invited lectures to present user engagement in climate services (inDust GA, science communication workshop, ClimateEurope festival)

	• ClimateEurope • inDUST COST action (CA 16202)	
7. General public and Media	• General public in EU and EEA countries • Mainstream and specialised trade media	Outreach talks in the framework of pan-European outreach activities (DataBeers BSC, Pint of science, European Researchers night)

4 Key messages

Considering the target audiences described in the previous section, the following key messages have been developed. Most of these are applicable to multiple audiences. Therefore, S2S4E project participants should familiarise themselves with these ideas as they continue to carry out activities related to communication, dissemination, and user engagement.

- S2S4E offers an innovative service to improve the management of renewable energy variability. We offer an operational climate service for the energy sector that will equip them with a tool for improved decision-making on seasonal to sub-seasonal timescales.
- S2S4E contributes to Europe's resilience to climate change by boosting the global market for climate services.
- S2S4E is in tune with the EU Roadmap for Climate Services and contributes to European leadership on climate services.
- Today's global market for climate services is expected to double to € 26 billion* or more within the next decade (ENGIE, 2017).
- Thanks to higher production efficiency from climate services innovation, European renewable energy generators see an average € 23 million revenue increase annually (EU, 2016).
- Climate services innovation such as S2S4E can help increase power trading in Europe by up to 10% (NREL, 2016).
- The Decision Support Tool integrates for the first time sub-seasonal to seasonal climate predictions with renewable energy production and electricity demand.
- The aim of S2S4E is to facilitate greater integration of renewable energy in the European energy mix.
- The increase of renewable energy in the European energy mix is central to the efforts to move to less carbon-intensive economies that support the UN Sustainable Development Goals (SDGs). This is also in line with the Paris Agreement.
- Climate predictions have improved considerably in the last decade. This shows that probabilistic forecasting can inform decision-making.
- Understanding and quantifying climatic conditions from several weeks to several months ahead can improve the decision-making of wind, hydropower and solar energy generation. It can also improve the prediction of energy demand.
- The long-term consequence of improved climate predictions at sub-seasonal to seasonal time scales is that the European energy sector will become more resilient when faced with extreme weather events caused by climate change.

5 Main Activities

Table 3 below indicates the main communication, dissemination and user engagement activities as described in the grant agreement. New activities not mentioned in the Grant Agreement or in the previous Communication Dissemination and User Engagement Plan have been added to the table and signalled as NEW. The different activities are colour coded as such:

Communication Activities	Dissemination Activities	User Engagement	New activities in the table signalled in bold with **NEW** tag

The editorial team (see task 7.3.2) of the project is responsible for content production for our various channels and platforms, namely website, newsletter, Facebook, Twitter (and now LinkedIn). Currently, this team consists of Iselin Rønningsbakk (CICERO), Eilif Ursin Reed (CICERO), Isadora Jimenez (BSC), Julia Cannata (BSC), Mathilde Bazin-Retours (LGI). Sometimes the editorial team may ask for content from project partners who are particularly well situated for producing the content in question. The team is the first port of call for project partners in need of advice related to communication, dissemination and user engagement.

Table 3: Main activities

Task No	Description	Target Audience	Participants		Status	Date	Self-Evaluation/ Comments
			Main	Support			
7.1-A	*Brand development: coherent and recognised brand for project; templates for common outputs such as PPT, word, etc. See Appendix 10.2 for more information.*	*All*	*LGI*	*BSC, CICERO*	*Complete*	*Feb. 2018*	
7.1-B	*Brand development: website and social media rollout. Create website, Facebook, Twitter and newsletter. See Appendix 10.1 for more information the different platforms produced.*	*All*	*BSC*	*LGI, CICERO*	*Complete*	*Feb. 2018*	

Task No	Description	Target Audience	Participants		Status	Date	Self-Evaluation/ Comments
			Main	Support			
7.1-C	*Brand development: website and social media rollout - online presence such as website, Facebook, Twitter and newsletter. See Appendix 10.1 for more information the different platforms produced.*	*All*	*BSC*	*LGI, CICERO*	*Complete*	*Feb. 2018*	
7.2-A	*Communication, Dissemination and User Plan: Create version 2 (this document).*	*Internal*	*BSC, CICERO*	*LGI*	*Complete*	*May 2019*	*CICERO has initiated and added updated material and made it more concise. BSC has added specific implementation and evaluation/monitoring elements edited content so it is clearer and more concise. LGI added/ guided content with specific comments.*
7.2-B	Summary report: Summary report on the impact of dissemination, communication and user engagement activities.	Climate Services Community	CICERO	BSC, LGI, All partners	Pending	Nov. 2020	This is D7.7
7.3.1-A	Communication and Media work: map relevant media actors; daily media monitoring through MyNewsdesk; draft press releases and op-eds when necessary.	All	CICERO	BSC, LGI	Pending	Early June 2019	Media actors map pending. Daily media monitoring is already set up. Keywords need to be reviewed to be more specific to sub-seasonal and seasonal forecasts, and climate services.
7.3.2-A	Communication content for platforms: organise WebEx and lead editorial panel meetings once a month.	All	LGI BSC	CICERO, BSC CICERO, LGI	Ongoing		LGI was responsible for organising meetings last year, and this year CICERO is responsible. Next year, BSC will take over the responsibility.
7.3.2-B	Communication content for platforms: Creation of the content defined in the editorial panel meetings.	All	CICERO, BSC, LGI	Other partners	Ongoing		The content creation is distributed among editorial panel. Other partners in the consortium will be engaged in this task depending on the type of content.

Task No	Description	Target Audience	Participants		Status	Date	Self-Evaluation/ Comments
			Main	Support			
7.3.2-C	Communication content for platforms: Post 2-3 times a week on Twitter. Collect monthly statistics of tweets, impressions, profile visits, mentions, new followers, total followers.	All	BSC	CICERO, LGI	Ongoing		BSC main participant up to this midway point. LGI and CICERO have from spring 2019 taken over the responsibility for the social media accounts.
			CICERO	LGI			
NEW 7.3.2-D	*Create LinkedIn to increase reach to target audience*	*All*	*LGI*		*Complete*	*May 2019*	*After comparing the social media channels, the editorial panel found that Facebook has the lowest number of followers. To increase reach, decided to add LinkedIn. LGI did this extra task.*
7.3.2-E	Communication content for platforms: Post twice a month to Facebook and LinkedIn. Collect monthly statistics of posts, impressions, profile visits, new followers, total followers.	All	BSC	CICERO, LGI	Ongoing		BSC main participant up to this midway point. Now it will be CICERO and LGI will support with visuals. Social media posts will be linked to S2S4E native material. No re-sharing other interesting information.
			CICERO	LGI			
7.3.2-F	Communication content for platforms: Upload posts to website monthly. Collect google analytics statistics of website.	All	BSC	CICERO, LGI	Ongoing		BSC will continue to upload news to the S2S4E that comes from content from WP7.
NEW 7.3.2-G	Create glossary on S2S4E website to provide consistency in the project communication.	All	BSC		Pending	End July 2019	To provide consistency in project communication, a glossary will be available on the S2S4E website. The glossary is an adaptation of the EUPORIAS project. Pending work on adapting the website to have the glossary.
7.3.2-H	Communication content for platforms: monthly newsletter.	All	CICERO	BSC, LGI	Ongoing		Need more consistency and increased effort to get more subscribers.
7.3.2-I	Communication content for platforms: YouTube	All			Ongoing		There is a video of the project planned in the Grant Agreement. It would be interesting to focus more future efforts in making and posting

Task No	Description	Target Audience	Participants		Status	Date	Self-Evaluation/ Comments
			Main	Support			
							other short videos within the limitations of the budget and time availability.
7.3.3-A	*Communications and PR materials: roll-ups, brochures.*	*All*	*BSC*	*CAPGEMINI*	*Complete*		*This might be revised during the project if new material is needed, such as the midway report that will be prepared to be distributed online. Capgemini has not participated in this activity.*
NEW 7.3.3-B	S2S4E Midway Status Report	Policy, general audiences, All	BSC	LGI (visuals support)	Ongoing	June 2019	
7.4.1-A	Documentary on the DST: D7.6 is a short film that explains the motivation, purpose and market potential of the DST.	Energy sector	BSC	CICERO	Pending	Nov. 2019	
7.4.2-B	Forecast outlooks: an outlook per month in M18-M36 with feedback from users.	Energy sector	BSC	CICERO	Pending	June 2019-End	Priority activity as this will be needed since the download report option inside the DST.
NEW 7.4.3-A	Events: DST launch/side event to EUSEW in Brussels 20 June 2019. See Section 6 for the tentative plan for the launch.	Energy sector	BSC	CICERO, CAPGEMINI, NGERGIX, LGI	Ongoing	June 20 2019	Key pivotal activity that signals a change in the project. After the launch there will be a tangible outcome of the project for dissemination and user engagement activities. See section 6 for further details.
7.4.3	*S2S4E stand at E-World Energy & Water, Essen, Germany*	*Energy sector*	*Nnergix*	*BSC/CICERO*	*Complete*	*Feb. 2019 (M15).*	
7.4.3-B	Events: Event in Southern/Central Europe + summary and analysis of the event.		BSC	CICERO	Pending	tbc March 2020	This is D7.8. The event will take place in Barcelona in the BSC premises.

Task No	Description	Target Audience	Participants		Status	Date	Self-Evaluation/ Comments
			Main	Support			
7.4.3-C	Events: Event in Northern Europe + summary and analysis of the event.		CICERO	BSC	Pending	tbc June 2020 Oslo	This task is D7.9.
NEW 7.4.4-A	Fact sheet: Summarized version of the case studies completed in D4.1.	All	BSC		Ongoing	June 2019	Intended to allow case studies to reach and be understood by a wider audience within the energy sector.
7.4.4-B	Fact sheet: added value of DST from D2.2	All	CICERO	BSC, All	Pending	tbc	D2.2 sent for submission end of May 2019.
7.4.4-C	Policy Brief: policy recommendations for future climate services; build on EU Roadmap for Climate Services.	Policymakers, national authorities	CICERO	BSC, All	Pending	tbc	Best date to release to be confirmed.
7.4.4-D	White Report: on S2S - how to make the European energy sector more resilient to climate variability, how energy stakeholders can benefit from the DST.		CICERO	BSC, All	Pending	Nov 2020	
7.4.5-A	Coordination and synergies: Synergies with other EU activities through regular contact with the international climate services community.	All	BSC	All	Ongoing	Start-end	Links done through the ClimateEurope community, the ClimateEurope hub for dissemination in climate services projects (H2020 and ERA4CS) and the Task Force for the evaluation of Climate Services. Clustering activities will continue as opportunities appear.
7.5.1-A	User Engagement Management: ongoing relationship management.	Primary target audiences	BSC	CICERO	Ongoing	Start-end	See table 2 for short update and Section 7 for more details.

Task No	Description	Target Audience	Participants		Status	Date	Self-Evaluation/ Comments
			Main	Support			
7.5.1-B	User Engagement Management: one-on-one meetings with energy sector players (stakeholders / users).	Primary target audiences	CICERO	NNERGIX	Ongoing	Start-end	See table 2 for short update and Section 7 for more details.
7.5.2-A	Interviews and stakeholder survey: annual survey to help target effective dissemination and engagement measures and measure to what extent S2S4E provides added value to users.	All	CICERO	All	Ongoing	Start-end	Very few respondents so far, need to get more people to answer the survey.
7.5.3-A	Webinar series: free, open access series of six webinars for the energy sector which present future operational forecasts and analyse past ones.	Energy sector, intermediaries	BSC	CICERO, All	Pending	June 2019 - end	This will start once the DST is launched.
NEW 7.5.3-B	*Webinar series: WP3 Webinar for the consortium.*	*S2S4E consortium, industrial partners*	*BSC*	*UREAD, ENEA*	*Complete*	*May 17 2019*	WP3 has some very technical aspects that can be difficult to understand, so this webinar was organized to have an informative, interactive discussion about WP3 and topics about reanalysis, teleconnections and weather regimes.
7.5.4-A	Final stakeholder event: event organisation	Energy sector, intermediaries, climate services, policymakers	BSC	CICERO, All	Pending	Mid Sep. 2020	After the DST launch, this is the main project meeting to close the project. Besides the energy sector, we will make a special effort to target policymakers.
7.5.4-B	Final Stakeholder event: summary and analysis of the event.	All	BSC	CICERO	Pending	Nov 2020	Note: This task is also D7.10.

6 DST launch

The Decision Support Tool (DST) developed by the project will be officially launched the 20th of June at 14:00 in Brussels during the EU Sustainable Energy Week (#EUSEW19). The event will take place at Norway House, in a room that is big enough for 120 people, and it will last for two hours, including networking.

Speakers at the event include Albert Soret and Isadora Jiménez from Barcelona Supercomputing Center, Mathieu Salel from LGI and Christoph Elsässer from EnBW. Astrid Arnslett from CICERO will be the moderator of this event.

For details about this event, please see a copy of the invitation in figure 2 on the next page.

On the same day as the launch, we will publish a press release about the DST, featuring interviews with the presenters (Albert Soret, Isadora Jiménez, Mathieu Salel, Christoph Elsässer).

We will publish information about the launch in social media on a regular basis in the weeks before the launch, and on the day of the launch.

Each partner in the project will be responsible for inviting their contacts to the launch, and with helping to find other people who should receive invitations.

Each partner should also send invitations to their national representatives in Brussels, such as at regional offices, and the Brussels-offices of energy companies and other organisations based in your own country.

WP7 has already sent out invitations to several people working with energy and climate-related issues in Brussels, such as for the European Commission, regional offices and energy industry representatives.

Each partner should also share information about the launch in social media – Twitter, Facebook, and LinkedIn. You can do this by reposting something from the S2S4E Facebook, Twitter or Linkedin accounts.

Please also invite all of your contacts who are interested in energy issues to this Facebook event.

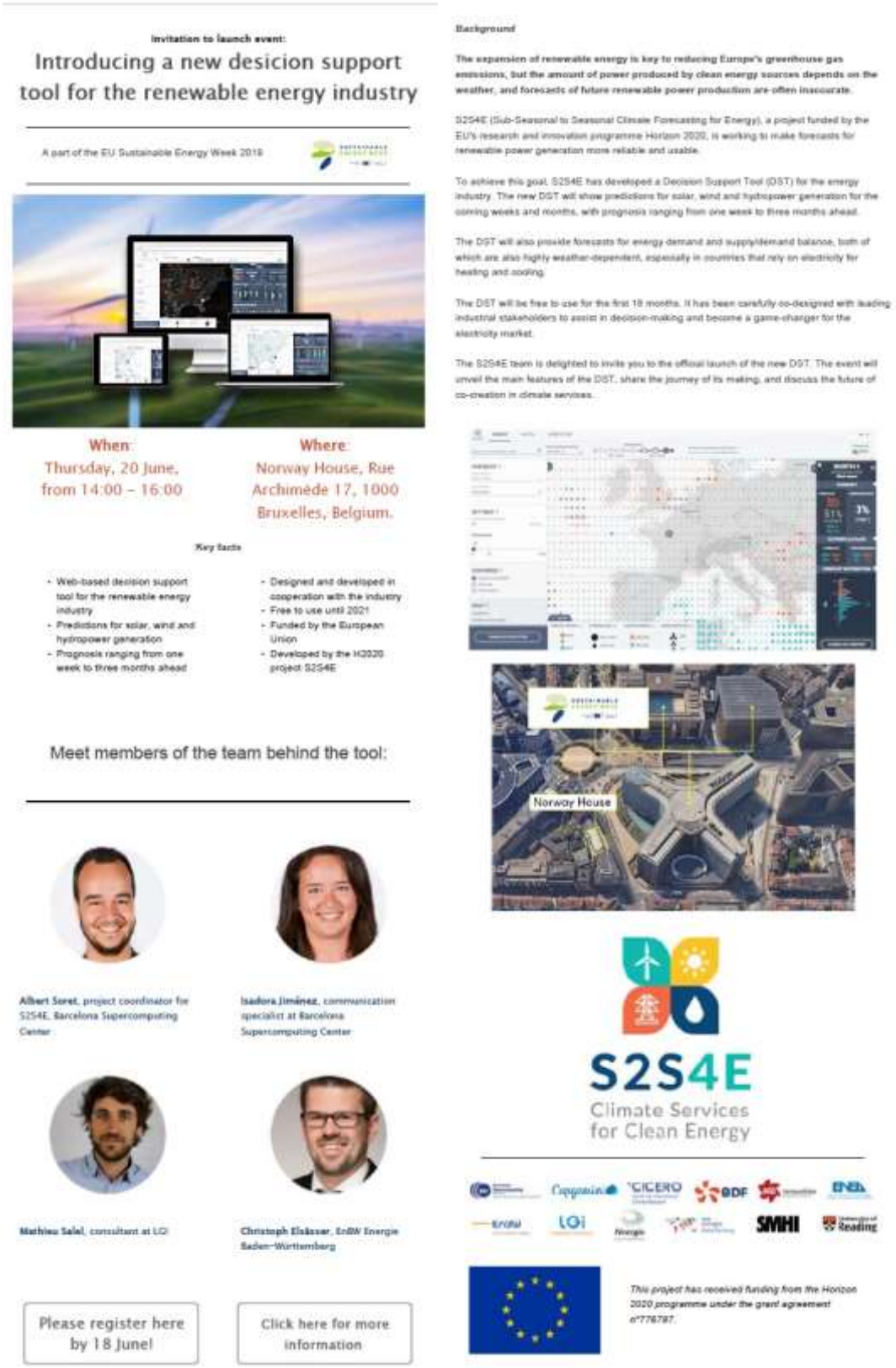

Figure 1: E-mail invitation to the DST launch

7 User engagement strategy

In the last 18 months of the project, we will, following the DST launch, increase our engagement with possible users of the DST, as we will then have a tangle outcome which we can use to engage in more in-depth conversations with target audiences.

7.1 Primary audiences | Energy sector and intermediaries

After the launch of the DST, we will continue presenting the tool and the research advances in energy-specific conferences such as the WindEurope submit, ICEM, E-World and other smaller but topic-specific events.

In order to reach a wider number of energy stakeholders, we will be more active in seeking specialised media coverage with opinion pieces, and proposing content when the forecast outlooks see some interesting anomalies. We will also work on building a link with relevant energy media and journalists.

Some of the specialised media that may be contacted:

- ReCharge
- A word about wind
- Bloomberg
- ENDS Europe
- Energetica
- Energía de hoy
- Energías renovables
- Foresight climate & energy
- FuturEnergy
- Montel
- Neue energie /new energy
- PES Wind
- Renews
- Reuters
- WindEnergy
- WindPower
- WindTech
- Worldwind
- …

Besides de S2S4E industrial partners, we will also seek actively to receive feedback from the users of the tool. In addition to e-mail conversations with users to solve issues and get feedback on bugs or problems, we will draft an action plan to for how to collect data from all registered users on user satisfaction.

We have already detected some energy stakeholders that are interested in testing the tool. We will engage with them to allow them to provide detailed feedback or, which can be used for the preparation of the up-coming report on the impact of operational real-time forecasts for decision-making processes and best practice examples (D2.3).

We will also seek to engage energy stakeholders by organising two stakeholder events (see Table 3), and by organising a series of webinars. The latter will be open for the whole energy community. We will also share our monthly forecast outlooks.

7.2 Primary audiences | Climate services community

Until now, we have been engaging with the climate services community through three main clustering activities:

- The taskforce for Climate Services evaluation – organised by Jaroslav Mysiac, CMCC
- The Climateurope Dissemination Hub – facilitated by Inés Alterio, Climateurope
- JPI climate activities related to ERA4CS

We will continue our interaction in these three clusters. We already follow the evolution of some projects that are relevant for S2S4E, and we often have opportunities to interact with these. In the second half of the project, we will – if we find H2020 or ERA4CS projects we could benefit from collaborating with – seek to have project-to-project interactions with these, in addition to continuing cooperating with those we already know.

7.3 Secondary audiences | policymakers

The S2S4E project expects to engage more actively with policymakers towards the end of the project, particularly around the final stakeholder event and the publishing of the white report. However, we have also been engaging with this audience in the first 18 months of the project. For the remaining part of the project, we will strengthen our interactions with policymakers building on the link with the Union for The Mediterranean, ongoing conversations with DG Clima, and by preparing well for some key policy conferences.

Notably, we will start out preparations for the 2020 EUSEW policy conference early so that we can submit a good session proposal that will succeed in being accepted as part of the conference, and we will present the project to the innovation awards. We will also seek other award opportunities.

In order to gain visibility at policy level in Brussels, we will also target some media specialised in policy in Brussels such as Politico, EU Observer and EurActiv.

7.4 Secondary audiences | Others

In the last 18 months of the project, it is important that we explore potential exploitation of the S2S4E scientific and operational results in other sectors.

For instance, we will actively engage with users from the agricultural sector, which may benefit from using the DST and checking the forecasts released for essential climate variables such as temperatures, precipitation, or sea level pressure. Other user communities that might benefit from or be interested in sub-seasonal and seasonal forecasts include the insurance sector, retailing or weather journalists.

8 Key Performance Indicators

The following key performance indicators (KPIs) and their results to date are noted in Table 4. For more details about these KPIs, see D1.3 Follow up of Key Performance Indicators.

Table 4: Key performance indicators to be reached by M36

KPI		Target	Result to date (as of 1st May 2019)
KPI 7.1	Number of visits to project website	> 1,500	> 8,300
KPI 7.2	Number of subscribers to newsletter mailing list	> 50	> 40
KPI 7.3	Number of attendees at events (per event)	> 50	> 40
KPI 7.4	Number of media mentions	> 20	2
KPI 7.5	Number of followers on Twitter and Facebook	> 500	> 270
KPI 7.6	Demonstrated added value to decision-making for end users based on results from annual stakeholder survey	> 70 %	Too early to report.
KPI 7.7	Number of views of documentary	> 500	Too early to report.
KPI 7.8	Number of views of webinar series (total)	> 300	Too early to report.
KPI 7.9	Number of downloads of forecast outlooks (total)	> 600	Too early to report.

9 Risks

The following main risks have been identified during the last 18 months. This table shows the actions taken/that will be taken to mitigate them:

Table 5: Main risks to implementation

Risk	Mitigation Actions
Uncertainty about the impact of GDPR; potential delays	Professional partner institutions that are able to handle GDPR and implications for project in a proactive manner.
Unable to engage users	To increase the engagement of users, we will try to get them to answer a stakeholder survey, which will be updated annually. Here we will ask them for input about how we should engage with them, and what they would like to hear and read more about, and conversely, less of.
Unable to influence the climate services agenda	Professional and timely communication and dissemination activities, well networked efforts that draw on other existing climate services projects.
Lack of commitment to communication and dissemination from WPs and/or rest of the consortium.	We will organise communication and dissemination workshops at kick-off and subsequent general assemblies, prioritise on-going on-boarding of consortium members, and identify communication and dissemination spearheads within the consortium. We will also regularly e-mail the whole consortium to ask them to contribute to spread news and information about S2S4E.

10 Appendix

10.1 Platforms and channels

- **Website**

The website of the project (www.s2s4e.eu), promotes a business-oriented perception of S2S4E. The website is the main gateway to external energy users, facilitating user-engagement in the project and creating interest in the DST. Please contact BSC if you wish to publish specific items on the website. The project aims to publish relevant content and news stories on the website on a monthly basis.

Figure 2: Screenshot of the S2S4E website

- **Twitter**

S2S4E Twitter handle is **@S2S4E.** Twitter serves as a channel for distribution of news published on the website, advertising events that will be attended by S2S4E partners, and promotion of engaging and relevant S2S4E content.

The latter is important for building community for medium to long-term forecasting and its benefits.

CICERO and LGI are responsible for the Twitter account, but everyone from WP7 can tweet from it. When tweeting about the project, please use some of these hashtags.

Table 6: List of hashtags on Twitter

General	Specific
#S2S4E **#H2020** **#ResearchImpactEU** **#ClimateServicesforClean Energy** #ClimateServices #COP21 #ParisAgreement	**#CleanEnergy** #CO2emissions **#renewables** **#ClimatePredictions** #ClimateChange #ElectricityDemand #EnergyProduction

When tweeting about things/publications/events that are particularly relevant for the EU then the handle @EU_H2020 should also be used. For full EU guidelines on social media activity for H2020-projects, see link under "14 Other Resources".

Sometimes it will also be more appropriate to use the project's handle @S2S4E rather than merely the hashtag #S2S4E when tweeting about S2S4E. If in doubt, contact the editorial team, either on slack or by e-mail. The project aims to tweet and retweet on a weekly basis, on average three times a week.

- **Facebook**

S2S4E also has a Facebook page: www.facebook.com/s2s4e/. Facebook serves as the project's primary channel for native video content (live streaming and edited videos). It also serves as a channel for distribution of news published on the website, advertising events that will be attended by S2S4E partners, and promotion of engaging and relevant S2S4E content. The latter being important for building community for medium to long-term forecasting and its benefits.

CICERO is the main responsible for the Facebook account, but everyone from WP7 can post on it. All project partners are encouraged to tag the project in relevant Facebook posts. The project aims to post on Facebook twice a month.

- **Newsletters**

The S2S4E newsletter is aimed at all target audiences, with priority given to our primary target audiences. The newsletter is distributed via e-mail and includes:

- Stories about new research
- News about the DST
- News and promotion of publications, including reports
- News and promotion of forecast outlooks
- News and promotion of documentary
- News and promotion of webinar series
- Promotion of events
- Media mentions and press clippings service

The whole editorial team is responsible for producing content for the newsletter, which is put together and sent out by CICERO to everyone on the S2S4E mailing list.

We encourage everybody involved in the project to actively promote the newsletter as this is a good way of keeping stakeholders informed about project activities. People can sign up for the S2S4E newsletter on the project website, and the newsletter is also promoted through the Twitter and Facebook accounts on a regular basis.

The project sends out newsletters only when it has something interesting to report and share. We foresee the frequency to be four or five times a year in 2019 and 2020.

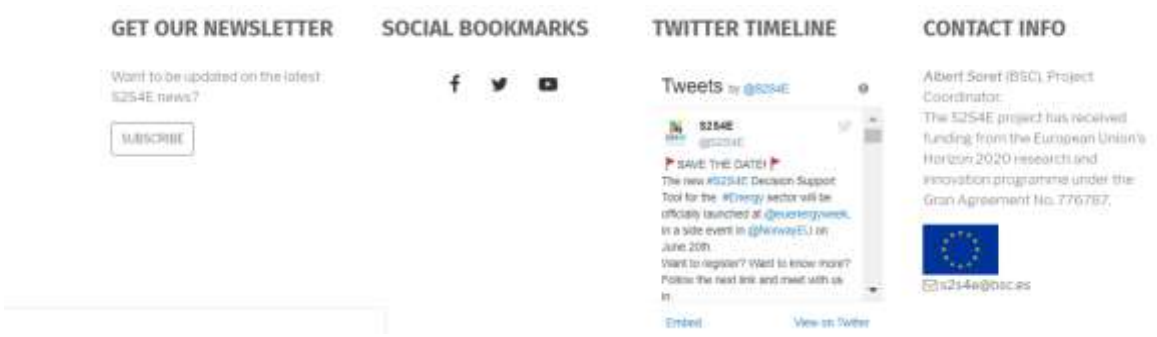

Figure 3: Subscription access on the S2S4E website

- **YouTube**

On YouTube, S2S4E videos will be uploaded using the existing channels that project partners regularly use for their institutions. Project videos will be accordingly tagged with S2S4E project name, Horizon2020 and the project ID. The Commission will be notified so that they can put videos on their own R&I Playlist (more information here).

YouTube is mainly used as a repository for video content. The project aims to produce five videos, in addition to the documentary as detailed in D7.6. All videos will be promoted through the S2S4E Facebook and Twitter accounts.

- **LinkedIn**

A LinkedIn page for the project was created in May 2019 in order to increase the visibility of the project, particularly among people within the energy community. LGI is responsible for updating the LinkedIn account.

10.2Branding

See D7.1 for our branding guidelines, logos, fonts, typefaces and colours.

We aim to use creative commons for photos, with only occasional purchase of images. The following websites give access to free stock photos:

- Pexels
- Pixabay
- Unsplash
- Pic Jumbo

10.3 Communication Checklist

We encourage all the partners in the project to review this communication checklist in order to be able to make a self-assessment of which of their activities has potential to be communicated through WP7.

- Ask: should what I'm doing today be turned into?

  - An op-ed
  - A -sheet
  - A report
  - A video or other visual material
  - A tweet
  - A Facebook post
  - A news story
  - A face-to-face meeting with a stakeholder
  - A public event
- Target audiences
  - Who could be interested in learning about a specific finding or publicised research result?
  - Who could or will be affected by it?
  - Who could or will influence the topic at hand?
- Messages
  - What is new?
  - Why do we need to know it?
  - What are the consequences if nothing is done about it?
  - What is the context (economic or otherwise)?

10.4 Press Release and Checklist

The following table can be used to better assess the dissemination potential of a story. A communications officer may want to ask a scientist to fill in the table or use some of the points as a checklist when discussing communication and dissemination activities with project partners.

The aim is to gain an understanding of what type of communication and dissemination activity is suitable for the occasion – for example a press release, a news story, a video, a social media posting, an op-ed, or something else.

Table 7: Press release potential checklist

Novelty	Issues not previously known by the public are more newsworthy than those already known or anticipated. *A new ensemble technology can predict next summer temperatures with unprecedented accuracy.*
	Is it something new?
Topicality and time	Current things that are happening now are on a general basis more interesting. Sometimes a current issue is new too, but not necessarily. *Temperatures today will be higher, forecasters say.* However: *Last reanalysis from MetOffice shows a steady increase in temperatures during the last century.*

	When did it happen?
Prominence	News about well-known persons, institutions or countries are more likely to get media interest and coverage. This is a qualitative criteria. *Climate change is a made-up story, chair of highly reputed international institution says.*
	Does your story involve any prominent subject?
Conflict	Bad news gets more attention than good news. Opposition, disagreements and rivalries, especially with dramatic effects, get more attention. *Fossil fuel producers claim energy production from renewable sources ruin their economies and boost unemployment.*
	Is there a conflict in your story?
Peculiarity	Uncommon news and events out of the ordinary raise more interest. Peculiarity and strangeness are context dependent. *Snowfall in the Sahara covers dunes in white.*
	Is your story uncommon?
Unexpectedness	Something that happens suddenly. It might not be rare, and it might not be new, but just happens when nobody expects it. *Huge storm forms over Brussels while forecasts anticipate a sunny day.*
	Is there any unexpected element in your story?
Number of people affected	As a rule of thumb, the more people affected by a circumstance, the better the chances to get media coverage. This is a quantitative criteria. *4 million people affected by floods in central Europe due to the heavy rain episode.*
	How many are affected?
Who is affected	It also matters who gets affected, and who could do something about it. *The most vulnerable left without electricity, government with ineffective measures.*
	Who could or will be affected by it?
Proximity	Consider proximity to those affected. This can be either literal or cultural. *Local scientists in Barcelona save Catalan cava production with new forecasting methods after years of bad harvests due to climate change.*
	How close to your target audience is your story?
Unambiguity	Clear-cut and definitive events which do not require previous knowledge are easier to communicate.

	East Pacific Ocean temperatures influence precipitation over Canada, US and Central America. Instead of: *ENSO status teleconnection drives climate variables over America.*
	Is your story unambiguous?
Consequence	Stories with potential and well-defined consequences in the near future are more attractive. *Seasonal to decadal predictions increase solar power producers' resilience over climate change.*
	What are the consequences? What are the consequences if nothing is done about it?
Human interest	A human-interest story centres around a group of people or a person and presents their achievements/failings/concerns in order to elicit sympathy. *Climate scientist moves to Himalaya to become a Buddhist monk - tired of the academic circuit and flying around the world to conferences.*
	Does your story have human interest?

10.5 Other resources

If you want some more information and inspiration for communicating about S2S4E and its results, check out these websites:

- COMRES/Burson-Marsteller EU Media Survey 2017
- Social media guide for EU-funded R&I projects
- Guidelines for communicating H2020-projects

11 References

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