



## Document information

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Horizon 2020 Societal challenge 5:  
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## CD-LINKS

### Linking Climate and Development Policies – Leveraging International Networks and Knowledge Sharing

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<b>Internal reviewer:</b>	Volker Krey, IIASA

## **Changes with respect to the DoA**

*n/a*

## **Dissemination and uptake**

*This deliverable will be used especially by the project secretariat as a support for implementing and monitoring dissemination and communication activities.*

## **Short Summary of results (<250 words)**

*The Dissemination and Communication Plan of CD-LINKS focuses on identifying the most effective means of communication for getting key messages through to identified target audiences of the project. This was done in a number of steps. First, the project's main objectives for communications were defined, and based on this, seven target audiences identified. As all dissemination and communications should aim at taking into account the interests and needs of the target audiences, key messages were thought through for each of these groups. To make the plan more tangible, possible means of communication to be used were identified and the scope of them described in more detail. The means of communication were divided into two- and one-directional; two-directional means having the tendency to engage groups of people and organizations through dialogue, whereas one-directional communication is more focused on informing audiences. In the plan, one-directional means of communication range from policy briefs and scientific publications to newsletters and website updates. On the other hand, two-directional means of communication include stakeholder and expert workshops, side-events, presentations at conferences and a research exchange program, among others. Further, available resources, indicators and targets, and a timeline for communications activities for the remaining three years of implementation of the project are presented. The document concludes in a summary of dissemination and communications activities that have already taken place during the first year of implementation of the project.*

## **Evidence of accomplishment**

*The full Dissemination and Communication Plan can be found as an annex to this document.*



*Linking Climate and Development Policies –  
Leveraging International Networks and Knowledge Sharing*

## Deliverable 6.2

# Dissemination and Communication Plan

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**Reviewer:** Volker Krey

**Date:** 31 August 2016

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**Abstract:** The Dissemination and Communication Plan of CD-LINKS focuses on identifying the most effective means of communication for getting key messages through to identified target audiences of the project. This was done in a number of steps. First, the project's main objectives for communications were defined, and based on this, seven target audiences identified. As all dissemination and communications should aim at taking into account the interests and needs of the target audiences, key messages were thought through for each of these groups. To make the plan more tangible, possible means of communication to be used were identified and the scope of them described in more detail. The means of communication were divided into two- and one-directional; two-directional means having the tendency to engage groups of people and organizations through dialogue, whereas one-directional communication is more focused on informing audiences. In the plan, one-directional means of communication range from policy briefs and scientific publications to newsletters and website updates. On the other hand, two-directional means of communication include stakeholder and expert workshops, side-events, presentations at conferences and a research exchange program, among others. Further, available resources, indicators and targets, and a timeline for communications activities for the remaining three years of implementation of the project are presented. The document concludes in a summary of dissemination and communications activities that have already taken place during the first year of implementation of the project.

**Keywords:** Communication, dissemination

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## Deliverable description (as in Grant Agreement)

A comprehensive Dissemination and Communication Plan will be developed during the early Associated with document Ref. Ares(2015)1747584 - 24/04/2015 Page 32 of 47 stages of the project to foster high visibility of CD-LINKS activities and related research products. Careful consideration will be given in the plan to activities that would allow using project outcomes effectively for further exploitation by user communities even beyond the project duration of CD-LINKS. The plan will be developed together with all partners, defining a set of complementary activities and associated dissemination/communication tools in order to reach the relevant target groups.



## Executive Summary

The Dissemination and Communication Plan of CD-LINKS focuses on identifying the most effective means of communication for getting key messages through to identified target audiences of the project. This was done in a number of steps. As a basis for more detailed plans of dissemination and communications, five general objectives of communications were defined for the project:

- 1) Reaching policy makers with the project results in a way that could have an impact on national policy-making and global negotiations in climate change and other sustainable development fora.
- 2) Increasing awareness of the general public with key messages of the research findings related to the interplay between the different sustainable development challenges the world (and individual countries) will face in the future. Conscious and better-informed citizens will more likely demand increased action from their policy- and decision-makers towards a low-carbon and sustainable future.
- 3) Expanding the knowledge base within the research community and to spur continued research to further deepen the understanding about the interaction of climate change mitigation and non-climate sustainable development goals.
- 4) Creating a network of scientists with expertise in sustainable development, hence attracting talented scientists to join the consortium partner institutes, as well as enhancing the capacities within the current network of scientists.
- 5) To ensure all of the above-mentioned, a final objective is to ensure that the internal communications within the project consortium flow in an efficient manner, taking into account that the project consortium consists of 19 partner institutes in 15 countries and 4 continents.

The next step in developing the plan was to define target audiences that would help the project in reaching the above-mentioned objectives. Seven target audiences were defined, these being:

- 1) national policy makers,
- 2) UNFCCC negotiators,
- 3) major international initiatives,
- 4) media,
- 5) general public,
- 6) the external research community, and
- 7) the internal research community.

Key messages were defined for each of these target groups on a general level, however, specific messages will depend on project findings further ahead in the project.

The next step was to identify the most effective means of communication. During the remaining three years of project implementation, these groups of audiences will be targeted through both one-directional and two-directional messages. The two-directional means tend to engage groups of people and organizations through dialogue, whereas one-directional communication is more focused on informing audiences. One-directional means are specifically useful for offering readily available information about the project and its results for a larger amount of actors looking to deepen their knowledge in some of the project's topics. In this Dissemination and Communication Plan, one-directional means of communication range from policy briefs and scientific publications to newsletters



and website updates. On the other hand, two-directional means of communication include workshops, side-events, presentations at different conferences and a research exchange program, among others. There are financial resources dedicated to several of these means of communication, which have been taken into account in creating the timeline for the execution of the specific dissemination and communications activities.

Figure 1 summarizes the general structure of the Dissemination and Communication Plan.

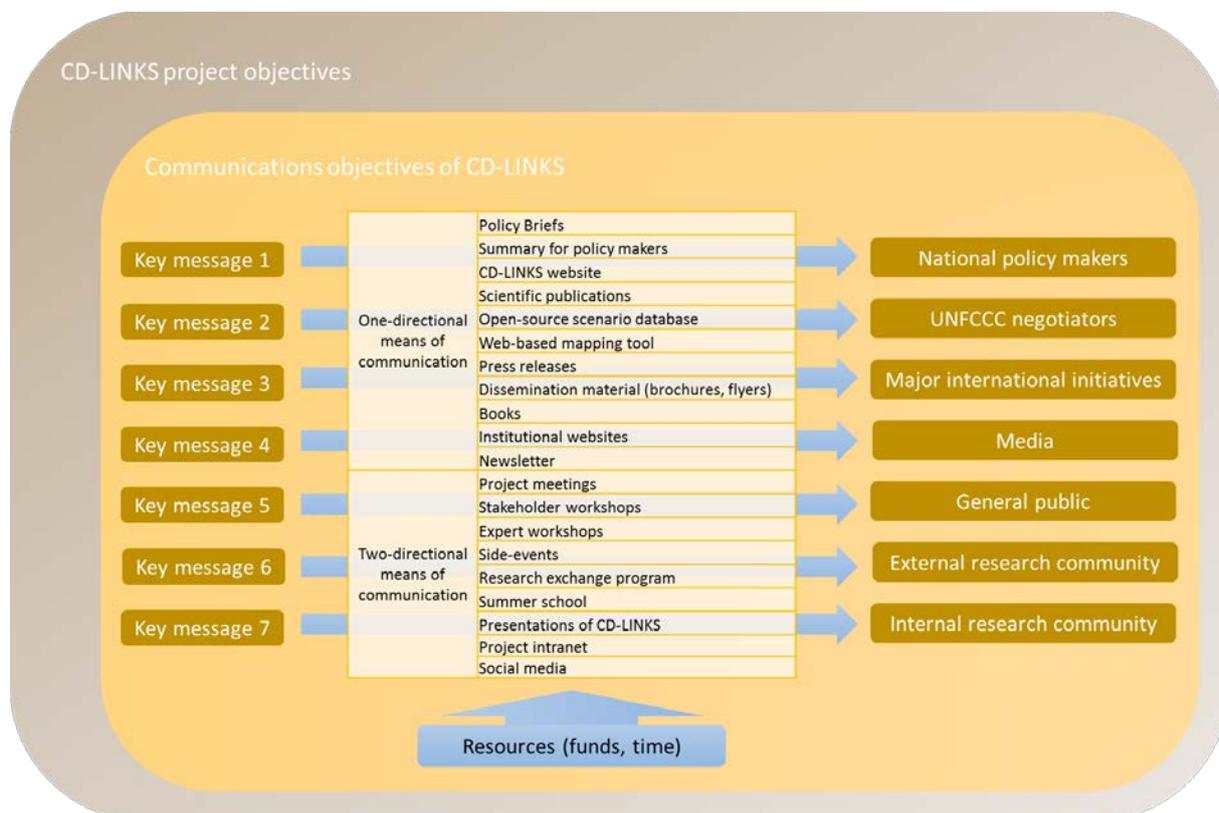


Figure 1: Structure of the Dissemination and Communication Plan for CD-LINKS

Communications activities have already taken place during the first year of the project, and as a result there exists a project website, a project logo, press releases, several mentions of the project in different events, and three publications in peer-reviewed journals.

Progress towards the goals set for the dissemination and communications activities will be assessed every 6 months internally by the Project Officer. Further, as the project is implemented and produces further scientific outputs, the plan can be adjusted according the needs of the project.

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## Abbreviations

CD-LINKS	Linking Climate and Development Policies – Leveraging International Networks and Knowledge Sharing
CMCC	The Euro-Mediterranean Center on Climate Change
COP	Conference of the Parties (supreme body of the UNFCCC)
EC	European Commission
IIASA	International Institute for Applied Systems Analysis
IPCC	Intergovernmental Panel on Climate Change
MCC	Mercator Research Institute on Global Commons and Climate Change
PBL	Netherlands Environmental Assessment Agency
PIK	The Potsdam Institute for Climate Impact Research
SBSTA	Subsidiary Body for Scientific and Technological Advice (permanent subsidiary body to the COP)
SDGs	Sustainable Development Goals
SDSN	Sustainable Development Solutions Network
SE4ALL	Sustainable Energy for All initiative
UNFCCC	United Nations Framework Convention on Climate Change
WP	Work Package
YSSP	Young Scientists Summer Program (hosted by IIASA)



## 1. Introduction

The objective with this document is to present the communications and dissemination plan of the CD-LINKS (*Linking Climate and Development Policies – Leveraging International Networks and Knowledge Sharing*) project. Communications and dissemination activities will aim at reproducing meaningful messages out of the project research findings delivered through the work packages. In this process it is key that the messages resonate with the different target audiences so that there is uptake of project results.

Finding ways to communicate with groups that are of interest to the project is the objective of this Dissemination and Communication Plan. The plan is presented in Chapter 2 of this document. Chapter 3 gives a summary of the communications activities already implemented to date. However, first, the plan is put into context through a short presentation of the CD-LINKS project and its objectives.

### 1.1. Objective of the CD-LINKS project

It is increasingly recognised that climate change is intricately linked to sustainable development, not just in terms of joint underlying drivers, but also with respect to synergistic policy choices. On the one hand, climate mitigation policy, if well designed, can lead to significant co-benefits for development, for example, reducing the health burden from ambient and indoor air pollution and enhancing energy security and safety. On the other hand, climate impacts and risks have been strongly identified as ‘threat multipliers’ that affect water access, food security, human health, poverty reduction and the socio-economic processes of development in general. Climate adaptation responses are thus intricately linked to development.

To effectively address the challenge of climate change, whether at the national or international level, it is therefore important to take an integrated and holistic perspective. This means that linkages between climate change mitigation and adaptation and other sustainable development objectives are fully recognised in decision making. While coherence and consistency across national strategies is of crucial importance from a global perspective, a central question for national policy-making is how climate and development policies may interact – do they reinforce or hinder each other when trying to achieve a range of societal priorities, like, for example, energy poverty eradication, air quality improvement, energy security enhancement, climate resilience and food and water access? Especially as decision makers throughout the world tend to prioritise societal objectives quite differently, depending on local and national circumstances (e.g., development stage, income inequality, exposure and vulnerability to impacts, fossil fuel resource endowment, energy trade balance, domestic food production).

In order to respond to some of the complex challenges described above, the CD-LINKS project brings together inter-disciplinary and international research teams from Europe, Asia and the Americas to assess the multiple climate and development policy objectives from both global and national perspectives.

A comprehensive analysis of future low-carbon development pathways will align global and national perspectives to capture climate-development linkages so that the possible synergies and trade-offs between multiple objectives can be identified. Moreover, because local and national circumstances vary significantly, future low-carbon development pathways need to be informed by empirical policy



analyses that explore the past determinants of policy success and failure. These analyses are crucial for envisioning realistic pathways, considering the implications for policy-effectiveness and the opportunities and challenges for policy implementation.

The CD-LINKS project aims to inform decision making processes, particularly at the science-policy interface, through a better understanding of multiple sustainable development goals. More specifically, it has four main objectives: (i) to improve the scientific understanding of the linkages between climate change and multiple sustainable development objectives, (ii) to broaden the evidence base in the area of policy effectiveness by exploring past and current policy experiences, (iii) to develop globally consistent, national development pathways, and (iv) to establish a research network and capacity building platform in order to leverage knowledge-exchange among institutions from Europe and other key players within the G-20.

## 2. Communications and dissemination plan description

The communications and dissemination plan aims to ensure that the project research outputs will reach the target audiences of the project in a meaningful way. The EC guidance document on communicating research has been used as a general guideline of this document (European Commission, 2014). The focus of the plan is on concrete action, with measurable goals. This way assessing the effectiveness of the communications activities will be facilitated.

This chapter starts with a description of the objective of the communications and dissemination plan (Section 2.1), towards which all communications activities later described in the document should have as an overarching goal. The following section (2.2) will describe in detail the target audience of the project and Section 2.3 gives a short description of a general focus of the key messages to each of the target groups. As a next step, the means of communication are described in Section 2.4. The following section (2.5) proposes how to measure progress towards the communications goal. Section 2.6 presents the resources the project is equipped with to follow through the planned communications activities, and Section 2.7 will present an actual timeline for communications activities through the years of implementation of the project. Finally, Section 2.8 identifies actions that ensure a longer-term impact beyond the project implementation.

Figure 1 on page 5 summarizes the structure of the Dissemination and Communication Plan.

### 2.1. Communication goals

From the general objective of the project (described in section 1.1 of this document) the below five central communications goals can be derived. All project-related dissemination and communication activities need to be aligned with these goals, which will help to focus the project's communication efforts.

- 1) Reaching policy makers with the project results in a way that could have an impact on national policy-making and global negotiations in climate change and other sustainable development fora.



- 2) Increasing awareness of the general public with key messages of the research findings related to the interplay between the different sustainable development challenges the world (and individual countries) will face in the future. Conscious and better-informed citizens will more likely demand increased action from their policy- and decision-makers towards a low-carbon and sustainable future.
- 3) Expanding the knowledge base within the research community and to spur continued research to further deepen the understanding about the interaction of climate change mitigation and non-climate sustainable development goals.
- 4) Creating a network of scientists with expertise in sustainable development, hence attracting talented scientists to join the consortium partner institutes, as well as enhancing the capacities within the current network of scientists.
- 5) To ensure all of the above-mentioned, a final objective is to ensure that the internal communications within the project consortium flow in an efficient manner, taking into account that the project consortium consists of 19 partner institutes in 15 countries and 4 continents.

Indicators and targets for reaching the above-mentioned goals will be presented in Section 2.5, which discusses how to best measure progress in implementing the communications plan.

## 2.2. Target audiences

For the purpose of this communications and dissemination plan, target audiences have been defined. These are groups of people or organizations who can help the project reach its communications objectives. Understanding the needs and characteristics of the target audiences will be important to get the messages through to them.

The following groups have been identified as target audiences for the CD-LINKS project:

- **National policy makers:** Policy makers in the countries represented by the CD-LINKS consortium (including the European Union) who are involved in establishing policies with an impact on sustainable development, including the implementation of climate change mitigation and adaptation measures and the Sustainable Development Goals (SDGs).
- **UNFCCC negotiators:** Government decision-makers and civil society representatives at global climate change negotiations led by the United Nations Framework Convention on Climate Change (UNFCCC). We expect the project outcomes to be highly relevant for the international climate negotiations and aim at active involvement in meetings of the UNFCCC. Funds in the project budget have been set aside to organise at least two side-events COPs, SBSTA or equivalent, over the duration of the project.
- **Major international initiatives:** CD-LINKS aims to establish close ties with other major ongoing activities with a focus on climate change and sustainable development. In particular, it would be important to reach UN bodies and other organizations involved in the SDG process. Planned collaboration with other major international initiatives include particularly the Sustainable Energy for All (SE4ALL) initiative, the Sustainable Development Solutions Network (SDSN), the Warsaw Loss and Damage framework and Disaster Framework for Action, and others. Collaborations with these initiatives and institutions will be mutually reinforcing and help leveraging CD-LINKS resources and raise international visibility.
- **Media:** Media (press, internet, TV) will be an important intermediary to reach the general public and civil society. Journalists specialized in climate change and development issues can be



expected to be most easily reached, but it would be key to also catch the attention of journalists in fields such as economics and politics.

- **General public:** The specific focus of this project will be on the general public within the countries represented by the consortium member institutions. As mentioned above, the main channel for reaching the general public will be the media.
- **External research community:** Scientific community external to the project from various research disciplines (economics, social sciences, political sciences, natural sciences, etc.) with a focus on issues related to or touching upon climate and/or sustainable development.
- **Internal research community:** Research staff of the consortium partner institutes of the CD-LINKS project. This target group is key for building a strong research community within the interconnection between climate change and sustainable development, but also for ensuring that the project objectives are reached. This target group will also support the communications and dissemination activities with all other above-mentioned target groups.

### 2.3. Key messages to communicate

Keeping in mind the general objective of the Dissemination and Communication Plan, key messages need to be defined for each one of the groups defined as target audiences. In the case of a research project like CD-LINKS, the key messages will largely depend on the findings that will come out of the project, and therefore could not be specified in detail at this stage. However, more general messages were defined for each target audience group.

- National policy makers:
  - Policy-relevant results of the project need to be packaged in a way that policy makers have a clear understanding and easy access to information on the potential trade-offs and synergies that policy-decisions can have on other climate and sustainable development issues.
- UNFCCC negotiators:
  - UNFCCC negotiators should understand the potential trade-offs and synergies between low carbon development (climate mitigation) and sustainable development both on global and national levels. The interaction between global and national teams during the project, and the consistency between the global and national pathways that the project strives for, will give credibility to the project results.
- Major international initiatives:
  - The project aims to facilitate the design and development of different international initiatives through offering readily available information on multiple sustainable development goals. Most of the current research has focused on interactions between specific sustainable development objectives (not multiple ones) and are based on empirical studies (not forecasting/scenario work), and this will be the value added of CD-LINKS for the SDG discussions in different arenas.
- Media:
  - Key findings of the project will be presented in a language that is clear and understandable for non-expert journalists and lay audiences, and introduced in a form that is as easy as possible to use as a basis for different types of media pieces.
- General public:



- The focus here will be to enrich the current climate change knowledge of the general public through simple and concise messages that will be derived from the results. The general public may not be aware of that there is a connection between specific sustainable development objectives, such as water availability, food security and poverty eradication, and reducing greenhouse gases, and therefore filling this knowledge gap could be an important value added of the project.
- External research community:
  - The key messages that come out of the research do not have to be modified, as they directly correspond the needs of this target audience. It is important that researchers in different fields are aware of the existence of the open-source databases that the project will produce, and that the research findings are accessible for the research community. Further, a key message is the importance to bring together a network of inter-disciplinary scientists in order to continue studying the interrelation between sustainable development and climate change.
- Internal research community:
  - The key messages for the project consortium partners will focus on creating, strengthening and maintaining a research community to study the cross-section of climate and sustainable development that will continue collaborating even beyond the implementation of the project. Further, smooth communications and cooperation during the implementation of the project will be key to ensure high-quality outputs.

## 2.4. Means of communication

In order to reach each target audience with our key messages with the biggest possible impact, the most effective means of communication for each group have been defined. Multiple means of communication to reach each target audience are used, and many of the means of communication are same across the different target groups. Table 1 summarizes the key means of communication per target audience.

Table 1: A summary of the means of communication and key messages for each target audience

Target group	Key message	Means of communication
National policy makers	Facilitating the understanding about the potential trade-offs and synergies of national policy decisions	<ul style="list-style-type: none"> <li>- Stakeholder and expert meetings</li> <li>- Policy briefs</li> <li>- Project website</li> <li>- Interactive mapping tool Pathways database with visualization tool</li> <li>- Summary for Policy Makers</li> <li>- Side-events</li> <li>- Dissemination material (e.g. brochures, flyers)</li> </ul>
UNFCCC negotiators	Facilitating the understanding about the potential trade-offs and synergies of measures for limiting the impacts of climate change	<ul style="list-style-type: none"> <li>- Stakeholder and expert meetings</li> <li>- Policy briefs</li> <li>- Project website</li> <li>- Interactive mapping tool Pathways database with visualization tool</li> <li>- Summary for Policy Makers</li> </ul>



		<ul style="list-style-type: none"> <li>- Final conference in Brussels</li> <li>- Side-events</li> <li>- Dissemination material (e.g. brochures, flyers)</li> </ul>
Major international initiatives	Facilitating the design and development of different international initiatives through offering readily available information on the impacts of the interaction between multiple sustainable development goals	<ul style="list-style-type: none"> <li>- Interactive mapping tool</li> <li>- Scientific publications</li> <li>- Books</li> <li>- Policy briefs</li> <li>- Pathways database with visualization tool</li> <li>- Summary for Policy Makers</li> <li>- Side-events</li> <li>- Dissemination material (e.g. brochures, flyers)</li> </ul>
Media	Presenting key findings of the project in a way that helps journalists create different types of media outputs	<ul style="list-style-type: none"> <li>- Press releases</li> <li>- Project website</li> <li>- Institutional websites</li> <li>- Interactive mapping tool</li> <li>- Dissemination material (e.g. brochures, flyers)</li> <li>- Pathways database with visualization tool</li> <li>- Social media</li> </ul>
General public	Enrich the current climate change knowledge of the general public through simple and concise messages that will be derived from the results.	<ul style="list-style-type: none"> <li>- Project website</li> <li>- Institutional websites</li> <li>- Interactive mapping tool</li> <li>- Pathways database with visualization tool</li> <li>- Side-events</li> <li>- Social media</li> </ul>
External research community	Facilitating access to research findings and databases. Bringing together a network of inter-disciplinary scientists.	<ul style="list-style-type: none"> <li>- Scientific publications</li> <li>- Pathways database with visualization tool</li> <li>- Project website</li> <li>- Dissemination material (e.g. brochures, flyers)</li> <li>- Newsletter</li> <li>- Summer school</li> <li>- Presentations (at research events)</li> <li>- Side-events</li> </ul>
Internal research community	Creating and strengthening the research community for studying the interrelation of sustainable development and climate change.	<ul style="list-style-type: none"> <li>- Project intranet (SharePoint)</li> <li>- Project meetings</li> <li>- Newsletter</li> <li>- Project website</li> <li>- Research exchange</li> </ul>



In the following, each of the means of communication is described in more detail within the context of the project. Similarly to the EC guidance on communication, the means of communication are divided into one-directional and two-directional types of communication. One-directional communication is characterized by a more massive distribution and it is ideal for a large audience, whereas two-directional communication is seen as more of a dialogue and an interpersonal option, which is also more interactive and flexible (European Commission, 2014).

The project will balance between these two different types of communication depending on target audience and message to bring forward. The two-directional means tend to engage groups of people and organizations through dialogue, whereas one-directional communication is more focused on informing audiences. One-directional means are specifically useful for offering readily available information about the project and its results for a larger amount of actors looking to deepen their knowledge in some of the project's topics.

Please note that the activities that have already taken place to date are presented in Chapter 3 of this document.

#### 2.4.1. One-directional means of communication

**Scientific publications** in peer-reviewed journals are planned to complement the deliverables in work packages 1-5 contributing to the visibility of the project within the scientific community. Currently, 3 publications have been published as a result of the project activities. All publications of CD-LINKS will be publicly available for download and explicitly acknowledge Horizon 2020 funding. Special issues in peer-reviewed journals might be produced to present a series of papers resulting from project-wide efforts.

In the end of the project, **Policy Briefs** will be published. The two planned policy briefs will summarize key findings on (i) policy effectiveness of past and existing policies (Deliverable 6.2) and on (ii) the climate and development gaps (Deliverable 6.3). The Policy Briefs will be widely distributed through the networks of the CD-LINKS partners in Europe as well as to key stakeholders in Brazil, China, India, Russia, the US, and Japan.

In addition, a **Summary for Policy Makers** of the project will summarise the main findings from national and global pathways analyses, illustrating viable strategies and actionable measures for how to reach SD and climate objectives. The Summary for Policy Makers will be presented at the final conference of CD-LINKS in Brussels at the end of the project.

In cases where a wide array of interesting results come out of the project, **books** presenting the results might be produced.

For effective dissemination and communication of results it is central that the main products of the CD-LINKS project are easily accessible in a user-friendly way to enable further exploitation by the science and policy communities. To this end, CD-LINKS will develop tailor-made, open-access data and visualisation tools to respond to diverse user needs. This will include (i) an extensive open-access web-based database of global and national low-carbon development pathways resulting from the scenario analyses in WPs 3 and 4, and (ii) a policy visualisation tool targeting the lay and non-technical audience



synthesising information from WPs 1, 2 and 5 in a global mapping framework for easy communication of hot spots and criticalities for policy making in G20 countries.

Functionalities of the **open-source scenario databases** will include download possibilities for users in different formats, allow transfer of data into other community and policy databases (e.g., IPCC databases), and comprise visualisation tools to respond to the increasing need of users (the press, public, scientific peers, and policy community) for easy adaptable graphics/visualisations of results for further exploitation in presentations and external reports. The CD-LINKS scenarios databases will thus enable exploitation of results for major assessments in the future and will additionally serve as an important information resource for the public, scientific peers, policy/decision makers and others who might have demand for quantitative scenario information.

The interactive **web-based mapping tool** will help non-technical audiences visualise the main insights of the project. Taking advantage of the several opportunities for interaction with stakeholders and policy makers that CD-LINKS will provide, it will be possible to work on a tool that represents in the most understandable way those results that are of key interest to the general audience. One example could be that of mapping different implementation issues on multiple layers of a map so that countries and regions where several key issues might or have arisen are immediately emphasised. While the tool itself will be developed in WP5, which has a specific focus on implementation issues, the tool will also showcase information coming from other WPs.

A **CD-LINKS website** was created at the start of the project. The website facilitates dissemination of information on CD-LINKS activities to the public at large. All the public results produced by CD-LINKS will be posted and become available on this site. The website includes a brief description of the project activities and consortium partners (with links to the partners' institutional websites), a news section, project results, past and upcoming events, a page with information for the media (currently it contains links to IIASA's CD-LINKS related press-releases and the project flyer), and contact information to the project secretariat.

The **institutional websites** of the project partner institutes offer an additional dimension of visibility of the project. All institutes have their network of partners and collaborators, as well as consumers interested in their work, and therefore visibility on these websites will have a wide audience.

The project's main findings will be presented to the media in the form of **press releases**. This will mostly be conducted by the communications department at IIASA, but joint press releases among the project consortium partners may also be developed. The press releases are published on the project partners' institutional websites, as well as in the media section of the CD-LINKS website.

As the project progresses and starts to produce its expected results, the project secretariat will start sending out a **newsletter** to the project contact base. The newsletter will be periodic and it will present highlights of project results and activities, such as outcomes of project stakeholder/expert meetings.

**Dissemination material** in the form of e.g., brochures and flyers, will be developed and updated throughout the project. This material is useful for increasing the visibility of the project at conferences and events. All dissemination material to be produced will include condensed information about the



project and its results and direct interested persons to the project website or to directly contact the project secretariat.

Finally, the EC has some tools available through which the project can communicate its key messages. These tools include print and e-magazines, newsletters, events and online news. These will be explored as potential means of communication as the project implementation progresses. (European Commission, 2014)

#### 2.4.2. Two-directional means of communication

An important part of the internal communications and planning process of the project are the **project meetings**, organized every 8 months throughout the implementation of the project. The meetings are a space for all project collaborators to convene and discuss the progress and future plans of the different work packages. The project meetings are hosted by 3 EU partners and 3 non-EU partners.

A regular dialogue throughout the project with national and international policy makers involved in decisions on climate change and sustainable development policies is a core objective of the CD-LINKS project. All together four dedicated **stakeholder workshops** in Europe, China, India and Brazil are planned to assure a two-way dialogue with the policy community. Further, **expert workshops** are to be organized with the objective to explore a specific topic related to CD-LINKS in more depth and from different perspectives together with experts external to the project.

A **final conference** presenting project results will be organized by IIASA in Brussels in the end of the 4 years of implementation. The primary aims of the final conference are to (i) to raise public awareness on the research field covered by CD-LINKS, (ii) to inform and to stimulate an exchange between European-level decision makers, practitioners and industry stakeholders and the broader public with respect to possible G20 strategies, (iii) to bring interested parties at different levels closer to EU research, and (iv) to give account of how public money is spent and to foster internationally relevant research in the European Research Area.

The project is planning to present its results during the climate change negotiations under the framework of the UNFCCC (COPs), and other related international events, through **side-events**.

In addition to the capacity building that will result from the close collaboration and knowledge exchange within the WPs (between leading European, US, and Japanese modelling teams and modelling teams from emerging economies in India, China, Brazil, and Russia), CD-LINKS will set up an **Exchange Program** for early- to mid-career scientists. The Exchange Program will aim at the partner institutions of CD-LINKS and allow around 12 research visits for a period between 2-3 months each. The visits will facilitate researchers from particularly emerging economies (but also European partners if needs may arise) to engage in joint model and methodology development and allow thus knowledge transfer on critical issues where catch up with the research frontier is required. Thematically, the research visits will focus on a better representation of the climate-development nexus in the modelling frameworks of CD-LINKS, including also themes such as air-pollution, water or other environmental linkages relevant for climate change mitigation and adaptation.



A **Summer School** organised and hosted by CMCC will aim at external analysts and researchers not part of CD-LINKS. The CD-LINKS Summer School will bring together a limited number (15-20) of young scholars, PhD students or post-docs for a week. The program will be comprised of a series of lectures from top faculty in the area of Integrated Assessment modelling and climate change policy assessment. In addition, CD-LINKS Summer School participants will be able to present their work and be mentored by the faculty. The objective of the Summer school is to create a community of young scholars around the topics discussed and analysed within the CD-LINKS project in order to create a long-lasting heritage of the research performed in the study. In addition, IIASA will build upon its established Young Scientists Summer Program (YSSP), setting a thematic focus on the training of advanced graduate students from around the world on research topics related to CD-LINKS. The IIASA-YSSP will offer research opportunities to talented young researchers to work under direct supervision of experienced IIASA scientists. Training of about 5-10 young researchers for a period of 3 months each is planned during the project duration of CD-LINKS.

In addition, **presentations** of results of the project at scientific conferences will be highly encouraged.

The project's day-to-day work is based on an **intranet** (based on Microsoft SharePoint) which permits to share documents, simultaneously edit documents and to create task lists for the different work packages, among others. All project collaborators from the consortium institutes have access to this portal. Technical support for users is given by the project secretariat at IIASA.

Finally, the project aims at having visibility in **social media**. For this purpose, the existing social media accounts of IIASA and CD-LINKS partner institutes will be used, as they already have an established network of followers and collaborators, and will have continuity beyond the project. Project-specific social media accounts would be very limited in both of the afore-mentioned aspects.

## 2.5. Resources

In terms of financial resources, the project has funds allocated solely for communications and dissemination purposes. The foreseen communication and dissemination costs are included in the IIASA budget, and cover costs for travel dedicated to dissemination and outreach activities (e.g., organisation of events at COPs, SDSN meetings and other important international meetings). Furthermore, the budget includes the costs for establishing the project web-site for external dissemination, and the costs for designing dissemination materials (such as the Policy Briefs and the Summary for Policy Makers).

The organisational costs for meetings, workshops and the final conference have been added to the partner budgets. These budgets include costs for the production of communication and other materials to be distributed at the stakeholder and capacity building workshops as well as at the final conference.

To ensure the participation of the project partners in all project meetings and stakeholder/expert workshops, costs for travel account for about 66% of all other direct costs. It comprises the travelling costs of the consortium partners to attend seven project meetings of CD-LINKS as well as the back-to-back expert, stakeholder and capacity building workshops. In addition travel costs also include costs of the partners for attending the final conference of the project in Brussels.



The project puts high emphasis on establishing a science dialogue involving stakeholders and experts from outside the project. Therefore expenditures related to travel for international collaborators, stakeholders and experts are will be covered for. This will enable the participation of European as well as international stakeholders/experts in the CD-LINKS workshops.

Further, there are funds allocated for financing the Research Exchange program for the partner institutions that will allow about 12 research visits/exchanges between 2-3 months each (particularly from emerging and developing country partners). The funds cover the costs of travel and accommodation of the research exchanges. Expenditures of the CD-LINKS Summer School have also been budgeted for, including the lecturing rooms and materials as well as the travel and other costs for the students (15-20 young scholars).

The CD-LINKS project has a full-time Project Officer responsible for ensuring that all communications tasks are followed through on time and to ensure the day to day updates of the website and the intranet of project. The Project Officer will mostly be directly in charge of the dissemination activities, but will be supported by the communications departments of IASA and the other project consortium partners if needed.

IASA's communications department, and the other partners' communications departments collaborate closely with the project especially in what it comes to media relations (including the drafting and publication of press releases), dissemination material design (brochures, policy briefs, etc.) and social media coverage. The IASA communications department also developed the logo of CD-LINKS and produced a slide-deck for project-related presentation for the consortium to use.

## 2.6. Timeline

The following tables (Table 1 and Table 2) present the communications activities from September 2016 onwards. Activities conducted to date (September 2015-August 2016) are presented in Chapter 3.

The activities presented in the timeline are tentative, and will largely depend on the results that will come out of the project. Therefore the plan will be revised with periodic intervals and adjusted according to the newest developments of the project.

The communications and dissemination activities timeline presents the activities as grouped into one- and two-directional means of communication. There are constantly ongoing processes, such as website and intranet maintenance, the development of scientific publications, the research exchange program and mentions or presentations of CD-LINKS for different audiences. Press releases are also marked as continuous, however, these come out only when there are so called "news worthy" research results. These can be papers that come out, tools that are developed, or outcomes of stakeholder dialogues with, for instance, policy-makers. The rest of the activities are more punctual, and their expected occurrence has been marked more specifically in the tables.





Deliverable 6.2  
Date: 31 August 2016

Table 2: Timetable of communications and dissemination activities during September 2016-December 2017



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 642147 (CD-LINKS).

		Date	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
		Month #	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
Project deliverables					D1.1; D2.1			D4.1			D6.3			D2.2			D1.3	
One-directional means of communication	Policy Briefs																	
	Summary for policy makers																	
	CD-LINKS website																	
	Scientific publications																	
	Open-source scenario database																	
	Web-based mapping tool																	
	Press releases																	
	Dissemination material (brochures, flyers)																	
	Books																	
	Institutional websites																	
	Newsletter																	
Two-directional means of communication	Project meetings																	
	Stakeholder workshops																	
	Expert workshops																	
	Side-events																	
	Research exchange program																	
	Summer school																	
	Presentations of CD-LINKS																	
	Project intranet																	
	Social media																	



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 642147 (CD-LINKS).

Table 3: Timetable of communications and dissemination activities during January 2018-August 2019

		Date	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	
		Month #	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	
Project deliverables				D4.2						D5.1		D3.1; D1.2		D2.3; D6.4		D4.3			D3.2; D5.2; D5.3			D6.5, D6.6; D6.7	
One-directional means of communication	Policy Briefs																						
	Summary for policy makers																						
	CD-LINKS website																						
	Scientific publications																						
	Open-source scenario database																						
	Web-based mapping tool																						
	Press releases																						
	Dissemination material (brochures, flyers)																						
	Books																						
	Institutional websites																						
Newsletter																							
Two-directional means of communication	Project meetings																						
	Stakeholder workshops																						
	Expert workshops																						
	Side-events																						
	Research exchange program																						
	Summer school																						
	Presentations of CD-LINKS																						
	Project intranet																						
Social media																							



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## 2.7. Measuring progress

The communications and dissemination plan will be internally assessed at least every 6 months. This will give an opportunity to address any deviations from the plan on time, but also to update the plan if this is required by the circumstances, which depend on project implementation and the obtained results.

As it can be challenging to qualitatively assess the progress of this communications and dissemination plan, quantitative indicators were created for assessing the progress in implementing this plan. Table 4 presents the indicators with a set target to be reached by the end of the project.

Table 4: Indicators and targets for measuring progress of the communications and dissemination plan of CD-LINKS

Indicator	Target
Number of events for stakeholders and experts (including side-events at UNFCCC negotiations or other international events)	8
Number of policy briefs and summaries for policy makers on the project results	3
Number of media pieces (e.g., articles in the press, videos in digital media or TV, audio in radio, etc.) that stem from project results (based on press releases or academic publications)	500
Number of scientific publications in peer-reviewed journals	30
Number of citations of scientific publications in peer-reviewed journals	150
Number of downloads/page views of scientific publications in peer-reviewed journals	30.000 <sup>1</sup>
Pieces of dissemination material (e.g., brochures, flyers) produced to present the project or its results	5
Number of presentations mentioning CD-LINKS at scientific conferences or other related events	40
Number of persons that the project directly reaches through meetings, workshops and presentations	2.500
Number of research exchanges within the consortium (including IIASA YSSPs working on issues related to CD-LINKS)	20
Number of participants in the CD-LINKS summer school	20

Some of the above-mentioned indicators measure progress in the implementation of the Dissemination and Communication Plan itself, whereas others are more focused on measuring the results of the communications activities. The indicators measuring implementation progress of this plan are more focused on process, such as the number of policy briefs, scientific publications, events, or pieces of dissemination material. On the other hand, the indicators measuring results, focus on the outcome of the activities that are planned, such as the number of citations and downloads of scientific publications, and the number of persons that the project reaches.

<sup>1</sup>The number of downloads/page views of articles will be monitored through the metrics provided by the academic journals. Not all journals provide this data, and therefore the final number by the end of the project will not capture the complete number of article views.



## 2.8. Long-term impact

CD-LINKS is a 4-year project, which will be implemented until August 2019. Even though it can be difficult to ensure visibility or impact even after the project is finished, there are some activities of the project which might contribute to longer lived project results even beyond the project implementation.

The products of the project, such as visualization tools and databases of scenario development, will be available online even after the project has expired. Scenarios and other results of the project will be documented in scientific publications, and therefore the outputs of the project will be readily available even beyond the project duration. In the same way, policy briefs and a summary for policy makers will be published, which add to the products of the project that will be available even after concluding the project.

On the other hand, the project aims to form a network of scientists and experts interested in studying the intersection of climate and sustainable development issues. This network of scientists has the potential to induce many different forms of future collaboration that goes beyond the time limits of the CD-LINKS project. The network is built both within the project consortium as a natural product of the close collaboration during the four project years, and the research exchanges that will take place between the institutes that are participating in the project. Further, the organization of expert and stakeholder workshops will widen the network to outside of the project, and it will hopefully spur science-policy dialogue even after the completion of the project. The summer school to be hosted by CMCC for early career scientists will also help to add to the network, and will hopefully spur long-term collaboration between researchers.

Finally, the final conference of the project, which will present the results of the project to an academic and policy-maker audience could spur further initiatives for continuing the research and science-policy dialogue related to climate and sustainable development.

Actions for ensuring the visibility of project results even beyond the project duration.

## 3. Communication activities to date

To date, after a year of implementation, several communications and dissemination activities have already started. This progress will be presented in this chapter of the communications plan. This will give a deeper understanding of the base on which future communications and dissemination activities are built. The activities are grouped to one- and two-directional means of communication, as was presented in Section 2.4.

### 3.1. One-directional communication means of communication

At the start of the project, the **logo** of the project was developed, the website launched and the intranet was created. The logo gives visual identity to all project documents, presentations and dissemination material. It was designed by the communications department at IIASA. The template for presentations and deliverables with the visual identity of the project are available for all project contributors in the intranet. The project **website** was opened at project start at [www.cd-links.org](http://www.cd-links.org) and has been constantly



updated since then with news and reports from past events. For an illustration of the look of the website, Figure 2 presents part of its main page.



Figure 2: Screen shot of project website ([www.cd-links.org](http://www.cd-links.org))

Also some of the **institutional websites** of the consortium partners have dedicated space for a presentation of the project. For example, the project is presented on institutional websites of [IIASA](http://www.iiasa.org), [CMCC](http://www.cmcc.it) and [PIK](http://www.pik-potsdam.de).

Furthermore, the Horizon2020 project CARISMA is currently developing a platform which will present results and actions coming out of climate change related EU-funded projects. CD-LINKS is to be included in the platform, and it has been agreed with the CARISMA project management that all CD-LINKS project public results, including datasets, scientific publications, and policy briefs, can be shared with CARISMA.

In the end of November, the first project **flyer** was developed and printed. It was first distributed at the EU Pavilion of COP21 in Paris during a panel discussion in which also the CD-LINKS project was mentioned. A digital version of the flyer can be found [here](#). There will be more brochures and flyers



produced as the project starts to produce results in the different work packages. Furthermore, the EU Delegation to Japan has been developing a brochure of the Horizon 2020 project in which Japanese institutes are involved, CD-LINKS being one of them. The brochure is projected for printing during September 2016. An online version will not be available, however, Figure 3 illustrates the planned design of the CD-LINKS page in the brochure.

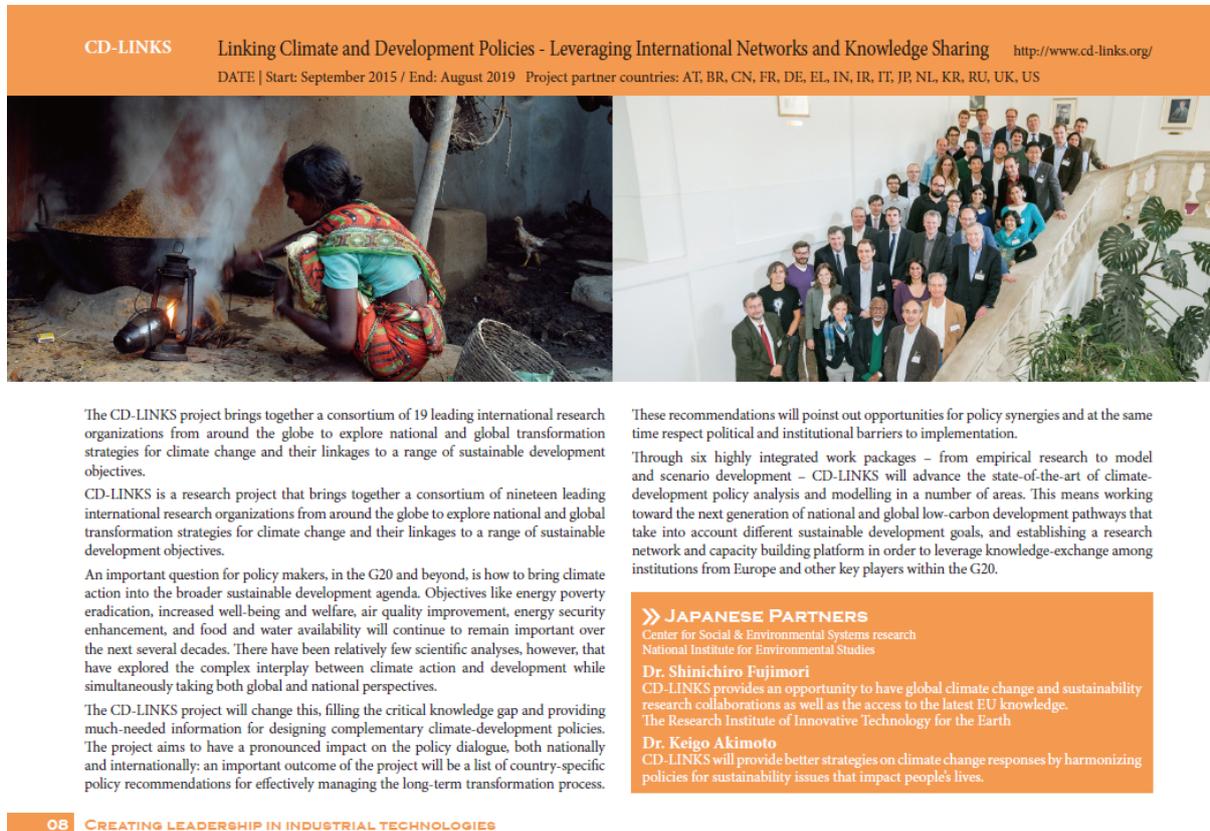


Figure 3: Presentation of CD-LINKS in the brochure of Horizon 2020 projects in Japan by the EU Delegation to Japan

IIASA has also issued three **press releases** related to CD-LINKS; one at the launch of the project, a second one in collaboration with the Mercator Research Institute on Global Commons and Climate Change (MCC) on a study published in Environmental Research Letters related to the inter linkages between climate policies and other (non-climate) sustainable development goals (von Stechow, 2016) and a third one on a perspective published in Nature on the importance to ratchet up the current NDCs agreed on in Paris in order to keep warming at 2 or 1.5°C (Rogelj, 2016).

In total three **academic papers** have been published in peer-reviewed journals which are based (at least partially) on work within the CD-LINKS project. These include the two above-mentioned studies (von Stechow, 2016); (Rogelj, 2016), and one paper which focuses on case studies with a green economy perspective on experiences of renewable energy policies with socio-economic objectives, published in Applied Energy (Pahle, 2016). These are available on the CD-LINKS website ([direct link to publications](#)). The articles have been viewed or downloaded already a total of 7.863 times (source: the journals' own



metrics which are available online). This data is not available for all publications, so the number of views is based on the data for two of the three articles.

The above-mentioned press releases and publications have already resulted in broad **media visibility**. To be exact, according to the media database of IIASA, these project outputs have resulted in 112 media pieces – 14 online print versions or newspapers, 61 news websites, 36 blog inserts, and 1 radio channel.

CD-LINKS has also had **social media exposure**, mainly through the social media channels of the consortium partner institutes, including IIASA and PBL. Figure 4 shows some examples of social media visibility to date.

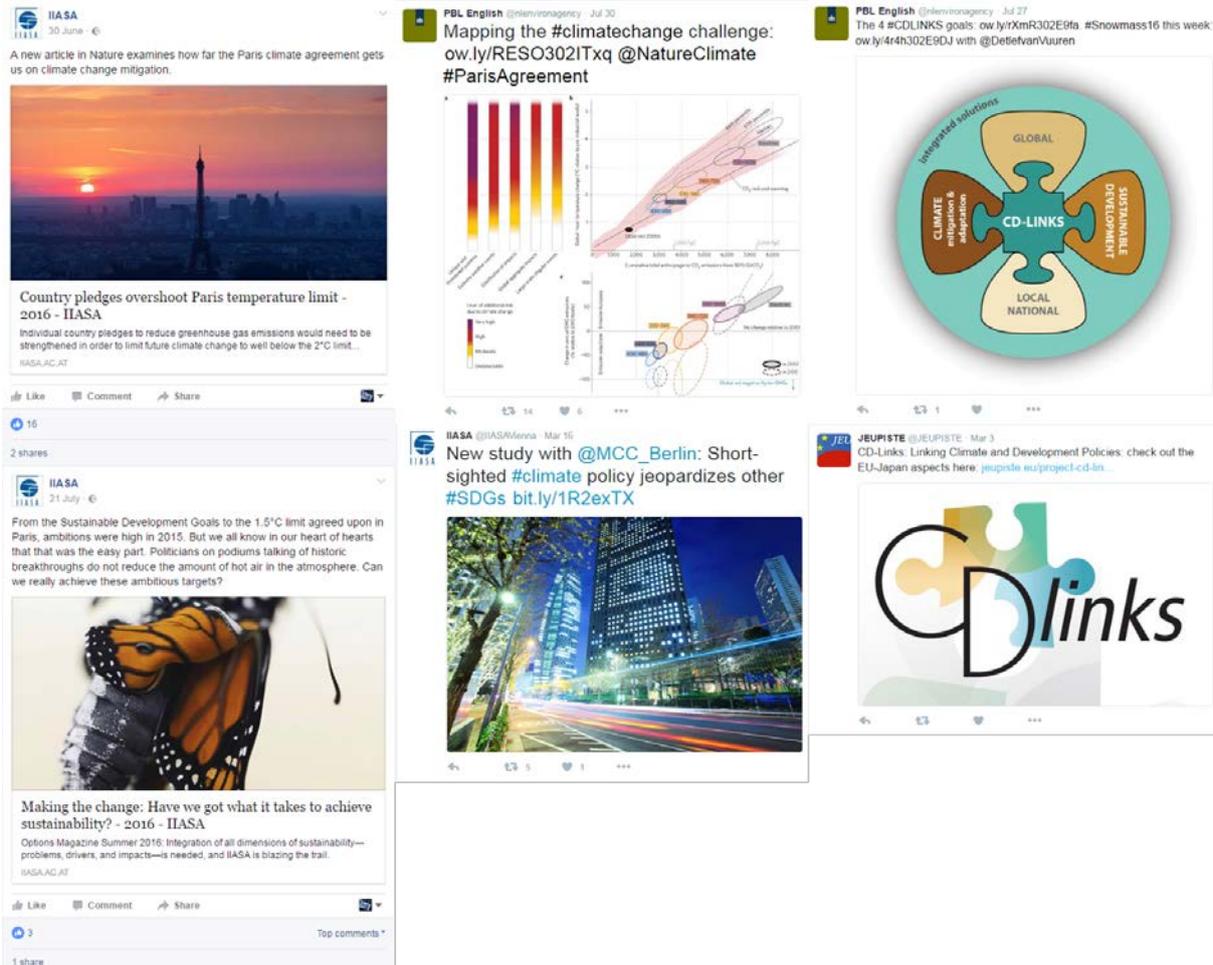


Figure 4: Some examples of CD-LINKS-related social media posts, including by the Facebook account of IIASA and the Twitter accounts of IIASA, PBL and Jeupiste.

IIASA publishes the biannual **magazine Option**, which is published both in printed version and online. CD-LINKS has been mentioned in the two latest issues of the magazine. The winter 2015 issue presented CD-LINKS in an article titled “A new nexus for sustainable development”, and the summer 2016 issue is featuring CD-LINKS in an article called “Have we got what it takes to achieve sustainability? Making the change”. These issues are publicly available at the [IIASA website](http://www.iiasa.ac.at).



During the second project meeting of the project (May, Venice - Italy) first steps for planning the development of the **web-based mapping tool** for visualizing project results were taken. Before the meeting, the first elicitation of preferences and understanding of alternative formats for data visualization examples was done on project partners, including Advisory Board members, through a questionnaire, and the ideas were further discussed during the meeting. The plan is that of extending the elicitation to stakeholders and policymakers (also using the World Bank network of partners from multiple world regions) in the upcoming months.

At the second project meeting a fast-track process was drawn up to ensure that the project also contributes to **the planned 1.5°C report of IPCC**. This fast-track work aims to conclude in a special issue with an outlook at global and national 1.5°C and 2°C pathways for which also sustainable development dimensions are analysed.

### 3.2. Two-directional means of communication

Two **project meetings** have been held, and the project has also hosted one **initial stakeholder and expert workshop** at the launch of the project to help connect the research with policy discussions, and a second **expert workshop on measuring and modelling inequality and poverty**, as part of the second project meeting in Venice, Italy. The initial stakeholder meeting back-to-back with the kick-off meeting aimed at assuring that the overall design of low-carbon pathways, the empirical assessment of policies, as well as the methodological work in CD-LINKS is of highest policy relevance. On the other hand, as a result of the expert workshop held back-to-back with the 2<sup>nd</sup> project meeting in Venice, an article is being drafted by a group of experts who presented at the meeting. This activity can also be seen as a first step towards the creation of a collaborating **network of scientists and experts** aiming at tackling the new challenges of climate and sustainable development.

CD-LINKS has been mentioned in several **presentations** throughout the year, including at a panel discussion at the EU Pavilion in COP21 in Paris, at the IAMC annual conference in Potsdam and in the keynote presentation of the Systems Analysis conference hosted by IIASA in Laxenburg (with 295 participants), among others. In total, to date, the project has been mentioned in at least 8 (external) events. The total number of participants in these events is more than 720 persons, however, we have not been able to check for possible double-accounting of having the same persons attend several of these external events.

The **Research Exchange program** has been ongoing since its first application deadline on 31 March. The application deadlines are quarterly and anyone from the partner institutions has the possibility to apply (application guidelines and template are available in the project intranet). To date, three research exchange have taken place within the framework of the CD-LINKS project. One of them (taking place between COPPE and IIASA), was admitted funding through the CD-LINKS Research Exchange program, whereas the two others (COPPE-IIASA and RITE-IIASA) did not need additional funding by the project. Two of the research exchanges were for a period of 3 months, and the third one for two months. Furthermore, there are two additional research exchanges that will start still during 2016 (NIES-IIASA and TU-IIASA), also without a need for funding support by the project.

IIASA has also submitted **side-event applications** to UNFCCC and the EU Pavilion at the COP22 in Marrakesh to present results of the CD-LINKS project.



Finally, the project **intranet** is in constant use by the project collaborators and the project secretariat makes sure that all relevant documentation is uploaded to it as the project progresses.

As a summary, the progress to date is presented in Table 5 against the indicators that have been defined to measure the progress of this communications and dissemination plan. Further, Table 6 presents a summary of the communications activities that have taken place per means of communication.

Table 5: Progress of the communications and dissemination efforts to date against set indicators

Indicator	Target	Progress by Aug 2016
Number of events for stakeholders and experts (including side-events at UNFCCC negotiations or other international events)	8	2
Number of policy briefs and summaries for policy makers on the project results	3	0
Number of media pieces (e.g., articles in the press, videos in digital media or TV, audio in radio, etc.) that stem from project results (based on press releases or academic publications)	500	112
Number of scientific publications in peer-reviewed journals	30	3
Number of citations of scientific publications in peer-reviewed journals	150	0
Number of downloads/page views of scientific publications in peer-reviewed journals	30.000	7.863
Pieces of dissemination material (e.g., brochures, flyers) produced to present the project or its results	5	2 <sup>2</sup>
Number of presentations mentioning CD-LINKS at scientific conferences or other related events	40	8
Number of persons that the project directly reaches through meetings, workshops and presentations	2.500	820 <sup>3</sup>
Number of research exchanges within the consortium (including IIASA YSSPs working on issues related to CD-LINKS)	20	3
Number of participants in the CD-LINKS summer school	20	0

<sup>2</sup>Includes the flyer produced by the project secretariat (IIASA) and the brochure on Horizon 2020 projects in Japan which is to be printed during the following weeks.

<sup>3</sup>The final number consists of: 720 persons to participate in different external events in which CD-LINKS has been presented, 82 persons to have participated in project meetings, and 18 persons in stakeholder and expert workshops. The final number may include double-accounting (we have not been able to check for if the same persons have participated in several of the external events).



Table 6: Summary of communications and dissemination activities of the project to date (September 2015-August 2016)

		Date	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16
		Month #	1	2	3	4	5	6	7	8	9	10	11	12
Project deliverables						D6.1; D7.1		D7.2						D6.2
One-directional means of communication	Policy Briefs													
	Summary for policy makers													
	CD-LINKS website													
	Scientific publications													
	Open-source scenario database													
	Web-based mapping tool													
	Press releases													
	Dissemination material (brochures, flyers)													
	Books													
	Institutional websites													
	Newsletter													
Two-directional means of communication	Project meetings													
	Stakeholder workshops													
	Expert workshops													
	Side-events													
	Research exchange program													
	Summer school													
	Presentations of CD-LINKS													
	Project intranet													
	Social media													



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*Linking Climate and Development Policies –  
Leveraging International Networks and Knowledge Sharing*

Update of Deliverable 6.2

# Dissemination and Communication Plan

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**Reviewer:** Volker Krey

**Date:** 28 April 2017 (update of original document from 31 August 2016)

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**Abstract:** The Dissemination and Communication Plan of CD-LINKS focuses on identifying the most effective means of communication for getting key messages through to identified target audiences of the project. This was done in a number of steps. First, the project's main objectives for communications were defined, and based on this, seven target audiences identified. As all dissemination and communications should aim at taking into account the interests and needs of the target audiences, key messages were thought through for each of these groups. To make the plan more tangible, possible means of communication to be used were identified and the scope of them described in more detail. The means of communication were divided into two- and one-directional; two-directional means having the tendency to engage groups of people and organizations through dialogue, whereas one-directional communication is more focused on informing audiences. In the plan, one-directional means of communication range from policy briefs and scientific publications to newsletters and website updates. On the other hand, two-directional means of communication include stakeholder and expert workshops, side-events, presentations at conferences and a research exchange program, among others. Further, available resources, indicators and targets, and a timeline for communications activities for the remaining two and a half years of implementation of the project are presented. The document concludes in a summary of dissemination and communications activities that have taken place during the first year and a half of implementation of the project (i.e. during the first reporting period).

**Keywords:** Communication, dissemination

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## Deliverable description (as in Grant Agreement)

A comprehensive Dissemination and Communication Plan will be developed during the early Associated with document Ref. Ares(2015)1747584 - 24/04/2015 Page 32 of 47 stages of the project to foster high visibility of CD-LINKS activities and related research products. Careful consideration will be given in the plan to activities that would allow using project outcomes effectively for further exploitation by user communities even beyond the project duration of CD-LINKS. The plan will be developed together with all partners, defining a set of complementary activities and associated dissemination/communication tools in order to reach the relevant target groups.



## Executive Summary

The Dissemination and Communication Plan of CD-LINKS focuses on identifying the most effective means of communication for getting key messages through to identified target audiences of the project. This was done in a number of steps. As a basis for more detailed plans of dissemination and communications, five general objectives of communications were defined for the project:

- 1) Reaching policy makers with the project results in a way that could have an impact on national policy-making and global negotiations in climate change and other sustainable development fora.
- 2) Increasing awareness of the general public with key messages of the research findings related to the interplay between the different sustainable development challenges the world (and individual countries) will face in the future. Conscious and better-informed citizens will more likely demand increased action from their policy- and decision-makers towards a low-carbon and sustainable future.
- 3) Expanding the knowledge base within the research community and to spur continued research to further deepen the understanding about the interaction of climate change mitigation and non-climate sustainable development goals.
- 4) Creating a network of scientists with expertise in sustainable development, hence attracting talented scientists to join the consortium partner institutes, as well as enhancing the capacities within the current network of scientists.
- 5) To ensure all of the above-mentioned, a final objective is to ensure that the internal communications within the project consortium flow in an efficient manner, taking into account that the project consortium consists of 19 partner institutes in 15 countries and 4 continents.

The next step in developing the plan was to define target audiences that would help the project in reaching the above-mentioned objectives. Seven target audiences were defined, these being:

- 1) national policy makers,
- 2) UNFCCC negotiators,
- 3) major international policy-related and scientific initiatives,
- 4) media,
- 5) general public,
- 6) the external research community, and
- 7) the internal research community.

Key messages were defined for each of these target groups on a general level, however, specific messages will depend on project findings further ahead in the project.

The next step was to identify the most effective means of communication. During the remaining three years of project implementation, these groups of audiences will be targeted through both one-directional and two-directional messages. The two-directional means tend to engage groups of people and organizations through dialogue, whereas one-directional communication is more focused on



informing audiences. One-directional means are specifically useful for offering readily available information about the project and its results for a larger amount of actors looking to deepen their knowledge in some of the project’s topics. In this Dissemination and Communication Plan, one-directional means of communication range from policy briefs and scientific publications to newsletters and website updates. On the other hand, two-directional means of communication include workshops, side-events, presentations at different conferences and a research exchange program, among others. There are financial resources dedicated to several of these means of communication, which have been taken into account in creating the timeline for the execution of the specific dissemination and communications activities.

Figure 1 summarizes the general structure of the Dissemination and Communication Plan. The general idea is to get through the key messages to each of the target audiences through a mix of one-directional and two-directional means of communication. The specific mix for each key message and target audience will vary and depends on the specific needs of the target audiences.

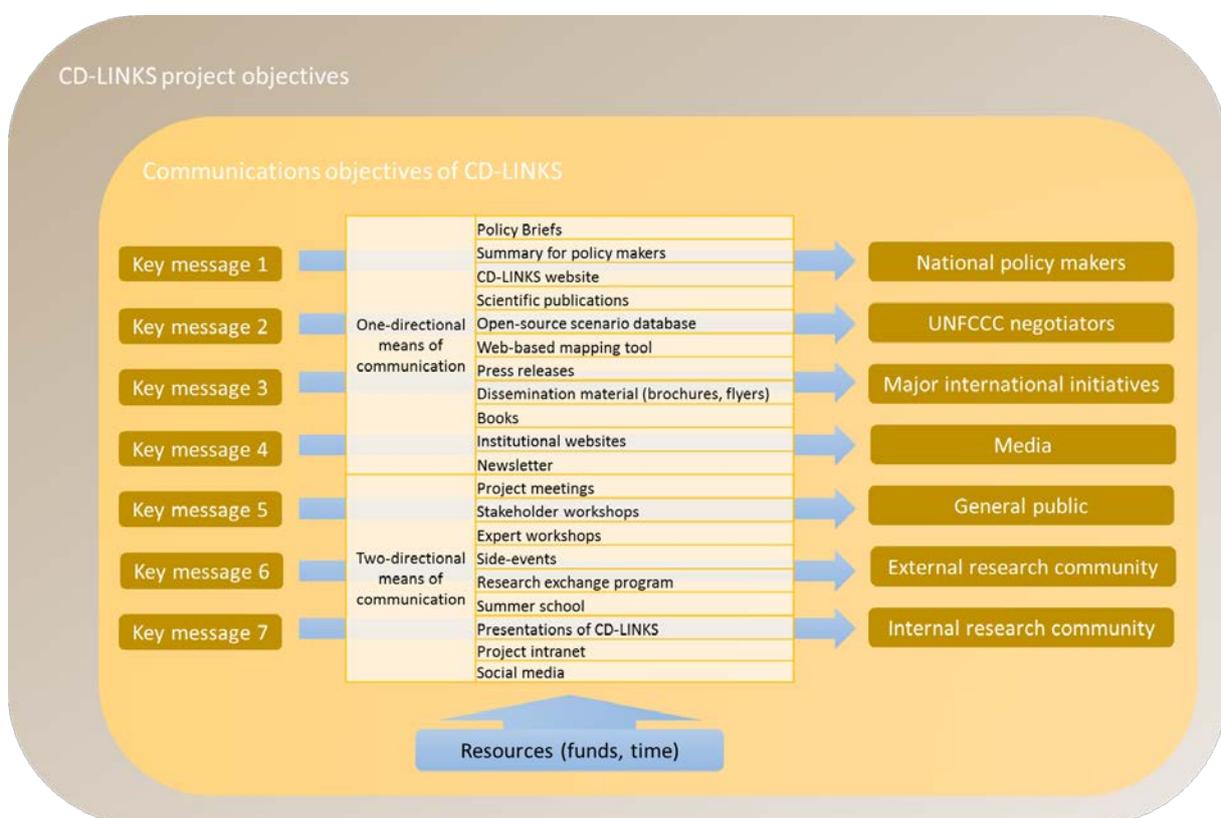


Figure 1: Structure of the Dissemination and Communication Plan for CD-LINKS

Communications activities have already taken place during the first year of the project, and as a result there exists a project website, a project logo, press releases, several mentions of the project in different events, and three publications in peer-reviewed journals.



Progress towards the goals set for the dissemination and communications activities will be assessed every 6 months internally by the Project Officer. Further, as the project is implemented and produces further scientific outputs, the plan can be adjusted according to the needs of the project.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 642147 (CD-LINKS).

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## Abbreviations

CD-LINKS	Linking Climate and Development Policies – Leveraging International Networks and Knowledge Sharing
CMCC	The Euro-Mediterranean Center on Climate Change, Italy
COP	Conference of the Parties (supreme body of the UNFCCC)
EC	European Commission
IIASA	International Institute for Applied Systems Analysis, Austria
IPCC	Intergovernmental Panel on Climate Change
MCC	Mercator Research Institute on Global Commons and Climate Change, Germany
NDCs	Nationally Determined Contributions under the UNFCCC
NIES	National Institute for Environmental Studies, Japan
PBL	Netherlands Environmental Assessment Agency, The Netherlands
PIK	The Potsdam Institute for Climate Impact Research, Germany
SBSTA	Subsidiary Body for Scientific and Technological Advice (permanent subsidiary body to the COP)
SDGs	Sustainable Development Goals
SDSN	Sustainable Development Solutions Network
SE4ALL	Sustainable Energy for All initiative
UNFCCC	United Nations Framework Convention on Climate Change
WP	Work Package
YSSP	Young Scientists Summer Program (hosted by IIASA)



## 1. Introduction

The objective with this document is to present the communications and dissemination plan of the CD-LINKS (*Linking Climate and Development Policies – Leveraging International Networks and Knowledge Sharing*) project. Communications and dissemination activities will aim at reproducing meaningful messages out of the project research findings delivered through the work packages. In this process it is key that the messages resonate with the different target audiences so that there is uptake of project results and that the project results are sustained also on a longer term.

Finding ways to communicate with groups that are of interest to the project is the objective of this Dissemination and Communication Plan. The plan is presented in Chapter 2 of this document. Chapter 3 gives a summary of the communications activities already implemented to date. However, first, the plan is put into context through a short presentation of the CD-LINKS project and its objectives.

### 1.1. Objective of the CD-LINKS project

It is increasingly recognised that climate change is intricately linked to sustainable development, not just in terms of joint underlying drivers, but also with respect to synergistic policy choices. On the one hand, climate mitigation policy, if well designed, can lead to significant co-benefits for development, for example, reducing the health burden from ambient and indoor air pollution and enhancing energy security and safety. On the other hand, climate impacts and risks have been strongly identified as ‘threat multipliers’ that affect water access, food security, human health, poverty reduction and the socio-economic processes of development in general. Climate adaptation responses are thus intricately linked to development.

To effectively address the challenge of climate change, whether at the national or international level, it is therefore important to take an integrated and holistic perspective. This means that linkages between climate change mitigation and adaptation and other sustainable development objectives are fully recognised in decision making. While coherence and consistency across national strategies is of crucial importance from a global perspective, a central question for national policy-making is how climate and development policies may interact – do they reinforce or hinder each other when trying to achieve a range of societal priorities, like, for example, energy poverty eradication, air quality improvement, energy security enhancement, climate resilience and food and water access? Especially as decision makers throughout the world tend to prioritise societal objectives quite differently, depending on local and national circumstances (e.g., development stage, income inequality, exposure and vulnerability to impacts, fossil fuel resource endowment, energy trade balance, domestic food production).

In order to respond to some of the complex challenges described above, the CD-LINKS project brings together inter-disciplinary and international research teams from Europe, Asia and the Americas to assess the multiple climate and development policy objectives from both global and national perspectives.



A comprehensive analysis of future low-carbon development pathways will align global and national perspectives to capture climate-development linkages so that the possible synergies and trade-offs between multiple objectives can be identified. Moreover, because local and national circumstances vary significantly, future low-carbon development pathways need to be informed by empirical policy analyses that explore the past determinants of policy success and failure. These analyses are crucial for envisioning realistic pathways, considering the implications for policy-effectiveness and the opportunities and challenges for policy implementation.

The CD-LINKS project aims to inform decision making processes, particularly at the science-policy interface, through a better understanding of multiple sustainable development goals. More specifically, it has four main objectives: (i) to improve the scientific understanding of the linkages between climate change and multiple sustainable development objectives, (ii) to broaden the evidence base in the area of policy effectiveness by exploring past and current policy experiences, (iii) to develop globally consistent, national development pathways, and (iv) to establish a research network and capacity building platform in order to leverage knowledge-exchange among institutions from Europe and other key players within the G-20.

## 2. Communications and dissemination plan description

The communications and dissemination plan aims to ensure that the project research outputs will reach the target audiences of the project in a meaningful way. The EC guidance document on communicating research has been used as a general guideline of this document (European Commission, 2014). The focus of the plan is on concrete action, with measurable goals. This way assessing the effectiveness of the communications activities will be facilitated.

This chapter starts with a description of the objective of the communications and dissemination plan (Section 2.1), towards which all communications activities later described in the document should have as an overarching goal. The following section (2.2) will describe in detail the target audience of the project and Section 2.3 gives a short description of a general focus of the key messages to each of the target groups. As a next step, the means of communication are described in Section 2.4. The following section (2.5) proposes how to measure progress towards the communications goal. Section 2.6 presents the resources the project is equipped with to follow through the planned communications activities, and Section 2.7 will present an actual timeline for communications activities through the years of implementation of the project. Finally, Section 2.8 identifies actions that ensure a longer-term impact beyond the project implementation.

Figure 1 on page 5 summarizes the structure of the Dissemination and Communication Plan.

### 2.1. Communication goals

From the general objective of the project (described in section 1.1 of this document) the below five central communications goals can be derived. All project-related dissemination and communication activities need to be aligned with these goals, which will help to focus the project's communication efforts.



- 1) Reaching policy makers with the project results in a way that could have an impact on national policy-making and global negotiations in climate change and other sustainable development fora.
- 2) Increasing awareness of the general public with key messages of the research findings related to the interplay between the different sustainable development challenges the world (and individual countries) will face in the future. Conscious and better-informed citizens will more likely demand increased action from their policy- and decision-makers towards a low-carbon and sustainable future.
- 3) Expanding the knowledge base within the research community and to spur continued research to further deepen the understanding about the interaction of climate change mitigation and non-climate sustainable development goals.
- 4) Creating a network of scientists with expertise in sustainable development, hence attracting talented scientists to join the consortium partner institutes, as well as enhancing the capacities within the current network of scientists.
- 5) To ensure all of the above-mentioned, a final objective is to ensure that the internal communications within the project consortium flow in an efficient manner, taking into account that the project consortium consists of 19 partner institutes in 15 countries and 4 continents.

Indicators and targets for reaching the above-mentioned goals will be presented in Section 2.5, which discusses how to best measure progress in implementing the communications plan.

## 2.2. Target audiences

For the purpose of this communications and dissemination plan, target audiences have been defined. These are groups of people or organizations who can help the project reach its communications objectives. Understanding the needs and characteristics of the target audiences will be important to get the messages through to them.

The following groups have been identified as target audiences for the CD-LINKS project:

- **National policy makers:** Policy makers in the countries represented by the CD-LINKS consortium (including the European Union) who are involved in establishing policies with an impact on sustainable development, including the implementation of climate change mitigation and adaptation measures and the Sustainable Development Goals (SDGs).
- **UNFCCC negotiators:** Government decision-makers and civil society representatives at global climate change negotiations led by the United Nations Framework Convention on Climate Change (UNFCCC). We expect the project outcomes to be highly relevant for the international climate negotiations and aim at active involvement in meetings of the UNFCCC. Funds in the project budget have been set aside to organise at least two side-events COPs, SBSTA or equivalent, over the duration of the project.
- **Major international initiatives:** CD-LINKS aims to establish close ties with other major ongoing activities with a focus on climate change and sustainable development. In particular, it would be important to reach UN bodies and other organizations involved in the SDG process. Planned



collaboration with other major international initiatives include particularly the Sustainable Energy for All (SE4ALL) initiative, the Sustainable Development Solutions Network (SDSN), the Warsaw Loss and Damage framework and Disaster Framework for Action, and others. Collaborations with these initiatives and institutions will be mutually reinforcing and help leveraging CD-LINKS resources and raise international visibility.

- **Media:** Media (press, internet, TV) will be an important intermediary to reach the general public and civil society. Journalists specialized in climate change and development issues can be expected to be most easily reached, but it would be key to also catch the attention of journalists in fields such as economics and politics.
- **General public:** The specific focus of this project will be on the general public within the countries represented by the consortium member institutions. As mentioned above, the main channel for reaching the general public will be the media.
- **External research community:** Scientific community external to the project from various research disciplines (economics, social sciences, political sciences, natural sciences, etc.) with a focus on issues related to or touching upon climate and/or sustainable development.
- **Internal research community:** Research staff of the consortium partner institutes of the CD-LINKS project. This target group is key for building a strong research community within the interconnection between climate change and sustainable development, but also for ensuring that the project objectives are reached. This target group will also support the communications and dissemination activities with all other above-mentioned target groups.

### 2.3. Key messages to communicate

Keeping in mind the general objective of the Dissemination and Communication Plan, key messages need to be defined for each one of the groups defined as target audiences. In the case of a research project like CD-LINKS, the key messages will largely depend on the findings that will come out of the project. Some initial ideas on messages coming out of the current work towards providing input to the IPCC Special Report on 1.5°C is presented below. However, once the results are available, more specific messages will be tailored to the different audiences. These will be updated also in this dissemination and communication plan as the project advances.

- National policy makers:
  - Policy-relevant results of the project need to be packaged in a way that policy makers have a clear understanding and easy access to information on the potential trade-offs and synergies that policy-decisions can have on other climate and sustainable development issues. The project is currently working on producing results to the IPCC Special Report on 1.5°C with the aim to provide policy-makers information on how ambition with regards to the Nationally Determined Contributions (NDCs) can be increased, the positive impacts of increasing ambition earlier instead of later (i.e., in 2020 instead of 2030), and the potential synergies and trade-offs of increasing ambition with regards to other development goals. Furthermore, later in the project also financial implications of the before-mentioned will be assessed, giving policy-makers enhanced tools for making these decisions.
- UNFCCC negotiators:



- UNFCCC negotiators should understand the potential trade-offs and synergies between low carbon development (climate mitigation) and sustainable development both on global and national levels. The interaction between global and national teams during the project, and the consistency between the global and national pathways that the project strives for, will give credibility to the project results. The results to be produced by the project for the IPCC Special Report on 1.5°C can provide enhanced capacity for the negotiators to make informed decisions regarding mitigation targets and climate finance.
- Major international initiatives:
  - The project aims to facilitate the design and development of different international initiatives through offering readily available information on multiple sustainable development goals. Most of the current research has focused on interactions between specific sustainable development objectives (not multiple ones) and are based on empirical studies (not forecasting/scenario work), and this will be the value added of CD-LINKS for the SDG discussions in different arenas.
- Media:
  - Key findings of the project will be presented in a language that is clear and understandable for non-expert journalists and lay audiences, and introduced in a form that is as easy as possible to use as a basis for different types of media pieces.
- General public:
  - The focus here will be to enrich the current climate change knowledge of the general public through simple and concise messages that will be derived from the results. The general public may not be aware of that there is a connection between specific sustainable development objectives, such as water availability, food security and poverty eradication, and reducing greenhouse gases, and therefore filling this knowledge gap could be an important value added of the project.
- External research community:
  - The key messages that come out of the research do not have to be modified, as they directly correspond the needs of this target audience. It is important that researchers in different fields are aware of the existence of the open-source databases that the project will produce, and that the research findings are accessible for the research community. Further, a key message is the importance to bring together a network of inter-disciplinary scientists in order to continue studying the interrelation between sustainable development and climate change.
- Internal research community:
  - The key messages for the project consortium partners will focus on creating, strengthening and maintaining a research community to study the cross-section of climate and sustainable development that will continue collaborating even beyond the implementation of the project. Further, smooth communications and cooperation during the implementation of the project will be key to ensure high-quality outputs.



## 2.4. Means of communication

In order to reach each target audience with our key messages with the biggest possible impact, the most effective means of communication for each group have been defined. Multiple means of communication to reach each target audience are used, and many of the means of communication are same across the different target groups. Table 1 summarizes the key means of communication per target audience.

Table 1: A summary of the means of communication and key messages for each target audience

Target group	Key message	Means of communication
National policy makers	Facilitating the understanding about the potential trade-offs and synergies of national policy decisions	<ul style="list-style-type: none"> <li>- Stakeholder and expert meetings</li> <li>- Policy briefs</li> <li>- Project website</li> <li>- Interactive mapping tool Pathways database with visualization tool</li> <li>- Summary for Policy Makers</li> <li>- Side-events</li> <li>- Dissemination material (e.g. brochures, flyers)</li> <li>- Scientific publications, including the IPCC Special Report on 1.5°C</li> </ul>
UNFCCC negotiators	Facilitating the understanding about the potential trade-offs and synergies of measures for limiting the impacts of climate change	<ul style="list-style-type: none"> <li>- Stakeholder and expert meetings</li> <li>- Policy briefs</li> <li>- Project website</li> <li>- Interactive mapping tool Pathways database with visualization tool</li> <li>- Summary for Policy Makers</li> <li>- Final conference in Brussels</li> <li>- Side-events</li> <li>- Dissemination material (e.g. brochures, flyers)</li> <li>- Scientific publications, including the IPCC Special Report on 1.5°C</li> </ul>
Major international initiatives	Facilitating the design and development of different international initiatives through offering readily available information on the impacts of the interaction between multiple sustainable development goals	<ul style="list-style-type: none"> <li>- Interactive mapping tool</li> <li>- Scientific publications</li> <li>- Books</li> <li>- Policy briefs</li> <li>- Pathways database with visualization tool</li> <li>- Summary for Policy Makers</li> <li>- Side-events</li> <li>- Dissemination material (e.g. brochures, flyers)</li> </ul>
Media	Presenting key findings of the project in a way that helps	<ul style="list-style-type: none"> <li>- Press releases</li> <li>- Project website</li> </ul>



	journalists create different types of media outputs	<ul style="list-style-type: none"> <li>- Institutional websites</li> <li>- Interactive mapping tool</li> <li>- Dissemination material (e.g. brochures, flyers)</li> <li>- Pathways database with visualization tool</li> <li>- Social media</li> </ul>
General public	Enrich the current climate change knowledge of the general public through simple and concise messages that will be derived from the results.	<ul style="list-style-type: none"> <li>- Project website</li> <li>- Institutional websites</li> <li>- Interactive mapping tool</li> <li>- Pathways database with visualization tool</li> <li>- Side-events</li> <li>- Social media</li> </ul>
External research community	Facilitating access to research findings and databases. Bringing together a network of inter-disciplinary scientists.	<ul style="list-style-type: none"> <li>- Scientific publications</li> <li>- Pathways database with visualization tool</li> <li>- Project website</li> <li>- Dissemination material (e.g. brochures, flyers)</li> <li>- Newsletter</li> <li>- Summer school</li> <li>- Presentations (at research events)</li> <li>- Side-events</li> </ul>
Internal research community	Creating and strengthening the research community for studying the interrelation of sustainable development and climate change.	<ul style="list-style-type: none"> <li>- Project intranet (SharePoint)</li> <li>- Project meetings</li> <li>- Newsletter</li> <li>- Project website</li> <li>- Research exchange</li> </ul>

In the following, each of the means of communication is described in more detail within the context of the project. Similarly to the EC guidance on communication, the means of communication are divided into one-directional and two-directional types of communication. One-directional communication is characterized by a more massive distribution and it is ideal for a large audience, whereas two-directional communication is seen as more of a dialogue and an interpersonal option, which is also more interactive and flexible (European Commission, 2014).

The project will balance between these two different types of communication depending on target audience and message to bring forward. The two-directional means tend to engage groups of people and organizations through dialogue, whereas one-directional communication is more focused on informing audiences. One-directional means are specifically useful for offering readily available



information about the project and its results for a larger amount of actors looking to deepen their knowledge in some of the project's topics.

Please note that the activities that have already taken place to date are presented in Chapter 3 of this document.

#### 2.4.1. One-directional means of communication

**Scientific publications** in peer-reviewed journals are planned to complement the deliverables in work packages 1-5 contributing to the visibility of the project within the scientific community. All publications of CD-LINKS will be publicly available for download and explicitly acknowledge Horizon 2020 funding. Special issues in peer-reviewed journals might be produced to present a series of papers resulting from project-wide efforts. Scientific papers based on current model runs (to be submitted around September 2017), aim to provide input to the IPCC 1.5°C Special Report.

In the end of the project, **Policy Briefs** will be published. The two planned policy briefs will summarize key findings on (i) policy effectiveness of past and existing policies (Deliverable 6.2) and on (ii) the climate and development gaps (Deliverable 6.3). The Policy Briefs will be widely distributed through the networks of the CD-LINKS partners in Europe as well as to key stakeholders in Brazil, China, India, Russia, the US, and Japan.

In addition, a **Summary for Policy Makers** of the project will summarise the main findings from national and global pathways analyses, illustrating viable strategies and actionable measures for how to reach SD and climate objectives. The Summary for Policy Makers will be presented at the final conference of CD-LINKS in Brussels at the end of the project.

In cases where a wide array of interesting results come out of the project, **books** presenting the results might be produced.

For effective dissemination and communication of results it is central that the main products of the CD-LINKS project are easily accessible in a user-friendly way to enable further exploitation by the science and policy communities. To this end, CD-LINKS will develop tailor-made, open-access data and visualisation tools to respond to diverse user needs. This will include (i) an extensive open-access web-based database of global and national low-carbon development pathways resulting from the scenario analyses in WPs 3 and 4, and (ii) a policy visualisation tool targeting the lay and non-technical audience synthesising information from WPs 1, 2 and 5 in a global mapping framework for easy communication of hot spots and criticalities for policy making in G20 countries.

Functionalities of the **open-source scenario databases** will include download possibilities for users in different formats, allow transfer of data into other community and policy databases (e.g., IPCC databases), and comprise visualisation tools to respond to the increasing need of users (the press, public, scientific peers, and policy community) for easy adaptable graphics/visualisations of results for further exploitation in presentations and external reports. The CD-LINKS scenarios databases will thus enable exploitation of results for major assessments in the future and will additionally serve as an important information resource for the public, scientific peers, policy/decision makers and others who might have demand for quantitative scenario information.



The interactive **web-based mapping tool** will help non-technical audiences visualise the main insights of the project. Taking advantage of the several opportunities for interaction with stakeholders and policy makers that CD-LINKS will provide, it will be possible to work on a tool that represents in the most understandable way those results that are of key interest to the general audience. One example could be that of mapping different implementation issues on multiple layers of a map so that countries and regions where several key issues might or have arisen are immediately emphasised. While the tool itself will be developed in WP5, which has a specific focus on implementation issues, the tool will also showcase information coming from other WPs.

A **CD-LINKS website** was created at the start of the project. The website facilitates dissemination of information on CD-LINKS activities to the public at large. All the public results produced by CD-LINKS will be posted and become available on this site. The website includes a brief description of the project activities and consortium partners (with links to the partners' institutional websites), a news section, project results, past and upcoming events, a page with information for the media (currently it contains links to IIASA's CD-LINKS related press-releases and the project flyer), and contact information to the project secretariat.

The **institutional websites** of the project partner institutes offer an additional dimension of visibility of the project. All institutes have their network of partners and collaborators, as well as consumers interested in their work, and therefore visibility on these websites will have a wide audience.

The project's main findings will be presented to the media in the form of **press releases**. This will mostly be conducted by the communications department at IIASA, but joint press releases among the project consortium partners may also be developed. The press releases are published on the project partners' institutional websites, as well as in the media section of the CD-LINKS website.

As the project progresses and starts to produce its expected results, the project secretariat will start sending out a **newsletter** to the project contact base. The newsletter will be periodic and it will present highlights of project results and activities, such as outcomes of project stakeholder/expert meetings.

**Dissemination material** in the form of e.g., brochures, flyers and posters, will be developed and updated throughout the project. This material is useful for increasing the visibility of the project at conferences and events. All dissemination material to be produced will include condensed information about the project and its results and direct interested persons to the project website or to directly contact the project secretariat.

Finally, the EC has some tools available through which the project can communicate its key messages. These tools include print and e-magazines, newsletters, events and online news. These will be explored as potential means of communication as the project implementation progresses. (European Commission, 2014)



### 2.4.2. Two-directional means of communication

An important part of the internal communications and planning process of the project are the **project meetings**, organized every 8 months throughout the implementation of the project. The meetings are a space for all project collaborators to convene and discuss the progress and future plans of the different work packages. The project meetings are hosted by 3 EU partners and 3 non-EU partners. As part of the project meetings, also **internal capacity building workshops** are planned to be organized as needs for capacity building are identified.

A regular dialogue throughout the project with national and international policy makers involved in decisions on climate change and sustainable development policies is a core objective of the CD-LINKS project. All together four dedicated **stakeholder workshops** in Europe, China, India and Brazil are planned to assure a two-way dialogue with the policy community. Further, **expert workshops** are to be organized with the objective to explore a specific topic related to CD-LINKS in more depth and from different perspectives together with experts external to the project.

A **final conference** presenting project results will be organized by IIASA in Brussels in the end of the 4 years of implementation. The primary aims of the final conference are to (i) to raise public awareness on the research field covered by CD-LINKS, (ii) to inform and to stimulate an exchange between European-level decision makers, practitioners and industry stakeholders and the broader public with respect to possible G20 strategies, (iii) to bring interested parties at different levels closer to EU research, and (iv) to give account of how public money is spent and to foster internationally relevant research in the European Research Area.

The project is planning to present its results during the climate change negotiations under the framework of the UNFCCC (COPs), and other related international events, through **side-events**.

In addition to the capacity building that will result from the close collaboration and knowledge exchange within the WPs (between leading European, US, and Japanese modelling teams and modelling teams from emerging economies in India, China, Brazil, and Russia), CD-LINKS will set up an **Exchange Program** for early- to mid-career scientists. The Exchange Program will aim at the partner institutions of CD-LINKS and allow around 12 research visits for a period between 2-3 months each. The visits will facilitate researchers from particularly emerging economies (but also European partners if needs may arise) to engage in joint model and methodology development and allow thus knowledge transfer on critical issues where catch up with the research frontier is required. Thematically, the research visits will focus on a better representation of the climate-development nexus in the modelling frameworks of CD-LINKS, including also themes such as air-pollution, water or other environmental linkages relevant for climate change mitigation and adaptation.

A **Summer School** organised and hosted by CMCC will aim at external analysts and researchers not part of CD-LINKS. The CD-LINKS Summer School will bring together a limited number (15-20) of young scholars, PhD students or post-docs for a week. The program will be comprised of a series of lectures from top faculty in the area of Integrated Assessment modelling and climate change policy assessment. In addition, CD-LINKS Summer School participants will be able to present their work and be mentored by the faculty. The objective of the Summer school is to create a community of young scholars around the topics discussed and analysed within the CD-LINKS project in order to create a long-lasting heritage



of the research performed in the study. In addition, IIASA will build upon its established Young Scientists Summer Program (YSSP), setting a thematic focus on the training of advanced graduate students from around the world on research topics related to CD-LINKS. The IIASA-YSSP will offer research opportunities to talented young researchers to work under direct supervision of experienced IIASA scientists. Training of about 5-10 young researchers for a period of 3 months each is planned during the project duration of CD-LINKS.

In addition, **presentations** of results of the project at scientific conferences will be highly encouraged.

The project's day-to-day work is based on an **intranet** (based on Microsoft SharePoint) which permits to share documents, simultaneously edit documents and to create task lists for the different work packages, among others. All project collaborators from the consortium institutes have access to this portal. Technical support for users is given by the project secretariat at IIASA.

Finally, the project aims at having visibility in **social media**. For this purpose, the existing social media accounts of IIASA and CD-LINKS partner institutes will be used, as they already have an established network of followers and collaborators, and will have continuity beyond the project. Project-specific social media accounts would be very limited in both of the afore-mentioned aspects.

## 2.5. Resources

In terms of financial resources, the project has funds allocated solely for communications and dissemination purposes. The foreseen communication and dissemination costs are included in the IIASA budget, and cover costs for travel dedicated to dissemination and outreach activities (e.g., organisation of events at COPs, SDSN meetings and other important international meetings). Furthermore, the budget includes the costs for establishing the project web-site for external dissemination, and the costs for designing dissemination materials (such as the Policy Briefs and the Summary for Policy Makers).

The organisational costs for meetings, workshops and the final conference have been added to the partner budgets. These budgets include costs for the production of communication and other materials to be distributed at the stakeholder and capacity building workshops as well as at the final conference.

To ensure the participation of the project partners in all project meetings and stakeholder/expert workshops, costs for travel account for about 66% of all other direct costs. It comprises the travelling costs of the consortium partners to attend seven project meetings of CD-LINKS as well as the back-to-back expert, stakeholder and capacity building workshops. In addition travel costs also include costs of the partners for attending the final conference of the project in Brussels.

The project puts high emphasis on establishing a science dialogue involving stakeholders and experts from outside the project. Therefore expenditures related to travel for international collaborators, stakeholders and experts are will be covered for. This will enable the participation of European as well as international stakeholders/experts in the CD-LINKS workshops.



Further, there are funds allocated for financing the Research Exchange program for the partner institutions that will allow about 12 research visits/exchanges between 2-3 months each (particularly from emerging and developing country partners). The funds cover the costs of travel and accommodation of the research exchanges. Expenditures of the CD-LINKS Summer School have also been budgeted for, including the lecturing rooms and materials as well as the travel and other costs for the students (15-20 young scholars).

The CD-LINKS project has a full-time Project Officer responsible for ensuring that all communications tasks are followed through on time and to ensure the day to day updates of the website and the intranet of project. The Project Officer will mostly be directly in charge of the dissemination activities, but will be supported by the communications departments of IIASA and the other project consortium partners if needed.

IIASA's communications department, and the other partners' communications departments collaborate closely with the project especially in what it comes to media relations (including the drafting and publication of press releases), dissemination material design (brochures, policy briefs, etc.) and social media coverage. The IIASA communications department also developed the logo of CD-LINKS and produced a slide-deck for project-related presentation for the consortium to use.

## 2.6. Timeline

The following tables (Table 1 and Table 2) present the communications activities from March 2017 onwards. Activities conducted to date (September 2015-February 2017) are presented in Chapter 3.

The activities presented in the timeline are tentative, and will largely depend on the results that will come out of the project. Therefore the plan will be revised with periodic intervals and adjusted according to the newest developments of the project.

The communications and dissemination activities timeline presents the activities as grouped into one- and two-directional means of communication. There are constantly ongoing processes, such as website and intranet maintenance, the development of scientific publications, the research exchange program and mentions or presentations of CD-LINKS for different audiences. Press releases are also marked as continuous, however, these come out only when there are so called "news worthy" research results. These can be papers that come out, tools that are developed, or outcomes of stakeholder dialogues with, for instance, policy-makers. The rest of the activities are more punctual, and their expected occurrence has been marked more specifically in the tables.



Table 2: Timetable of communications and dissemination activities during March 2017-May 2018

		Date	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	
		Month #	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	
Project deliverables					D6.3			D2.2			D1.3			D4.2				
One-directional means of communication	Policy Briefs																	
	Summary for policy makers																	
	CD-LINKS website																	
	Scientific publications																	
	Open-source scenario database																	
	Web-based mapping tool																	
	Press releases																	
	Dissemination material (brochures, flyers)																	
	Books																	
	Institutional websites																	
	Newsletter																	
Two-directional means of communication	Project meetings																	
	Stakeholder workshops																	
	Expert workshops																	
	Side-events																	
	Research exchange program																	
	Summer school																	
	Presentations of CD-LINKS																	
	Project intranet																	
	Social media																	



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Table 3: Timetable of communications and dissemination activities during June 2018-August 2019

		Date	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	
		Month #	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	
Project deliverables					D5.1		D3.1; D1.2		D2.3; D6.4		D4.3			D3.2; D5.2; D5.3			D6.5, D6.6; D6.7	
One-directional means of communication	Policy Briefs																	
	Summary for policy makers																	
	CD-LINKS website																	
	Scientific publications																	
	Open-source scenario database																	
	Web-based mapping tool																	
	Press releases																	
	Dissemination material (brochures, flyers)																	
	Books																	
	Institutional websites																	
Newsletter																		
Two-directional means of communication	Project meetings																	
	Stakeholder workshops																	
	Expert workshops																	
	Side-events																	
	Research exchange program																	
	Summer school																	
	Presentations of CD-LINKS																	
	Project intranet																	
	Social media																	



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## 2.7. Measuring progress

The communications and dissemination plan will be internally assessed at least every 6 months. This will give an opportunity to address any deviations from the plan on time, but also to update the plan if this is required by the circumstances, which depend on project implementation and the obtained results.

As it can be challenging to qualitatively assess the progress of this communications and dissemination plan, quantitative indicators were created for assessing the progress in implementing this plan. Table 4 presents the indicators with a set target to be reached by the end of the project.

Table 4: Indicators and targets for measuring progress of the communications and dissemination plan of CD-LINKS

Indicator	Target
Number of events for stakeholders and experts (including side-events at UNFCCC negotiations or other international events)	8
Number of policy briefs and summaries for policy makers on the project results	3
Number of media pieces (e.g., articles in the press, videos in digital media or TV, audio in radio, etc.) that stem from project results (based on press releases or academic publications)	500
Number of scientific publications in peer-reviewed journals	30
Number of citations of scientific publications in peer-reviewed journals	150
Number of downloads/page views of scientific publications in peer-reviewed journals	80.000 <sup>12</sup>
Pieces of dissemination material (e.g., brochures, flyers) produced to present the project or its results	5
Number of presentations mentioning CD-LINKS at scientific conferences or other related events	40
Number of persons that the project directly reaches through meetings, workshops and presentations	2.500
Number of research exchanges within the consortium (including IIASA YSSPs working on issues related to CD-LINKS)	20
Number of participants in the CD-LINKS summer school	20

<sup>1</sup>The number of downloads/page views of articles will be monitored through the metrics provided by the academic journals. Not all journals provide this data, and therefore the final number by the end of the project will not capture the complete number of article views.

<sup>2</sup> Given that there have already been more than 21.000 downloads/views of current publications by February 2017, the target was raised from 30.000 to 80.000 to better reflect what can be expected by the end of the project.



Some of the above-mentioned indicators measure progress in the implementation of the Dissemination and Communication Plan itself, whereas others are more focused on measuring the results of the communications activities. The indicators measuring implementation progress of this plan are more focused on process, such as the number of policy briefs, scientific publications, events, or pieces of dissemination material. On the other hand, the indicators measuring results, focus on the outcome of the activities that are planned, such as the number of citations and downloads of scientific publications, and the number of persons that the project reaches.

## 2.8. Long-term impact

CD-LINKS is a 4-year project, which will be implemented until August 2019. Even though it can be difficult to ensure visibility or impact even after the project is finished, there are some activities of the project which might contribute to longer lived project results even beyond the project implementation.

The products of the project, such as visualization tools and databases of scenario development, will be available online even after the project has expired. Scenarios and other results of the project will be documented in scientific publications, and therefore the outputs of the project will be readily available even beyond the project duration. In the same way, policy briefs and a summary for policy makers will be published, which add to the products of the project that will be available even after concluding the project.

On the other hand, the project aims to form a network of scientists and experts interested in studying the intersection of climate and sustainable development issues. This network of scientists has the potential to induce many different forms of future collaboration that goes beyond the time limits of the CD-LINKS project. The network is built both within the project consortium as a natural product of the close collaboration during the four project years, and the research exchanges that will take place between the institutes that are participating in the project. Further, the organization of expert and stakeholder workshops will widen the network to outside of the project, and it will hopefully spur science-policy dialogue even after the completion of the project. The summer school to be hosted by CMCC for early career scientists will also help to add to the network, and will hopefully spur long-term collaboration between researchers.

Finally, the final conference of the project, which will present the results of the project to an academic and policy-maker audience could spur further initiatives for continuing the research and science-policy dialogue related to climate and sustainable development.

Actions for ensuring the visibility of project results even beyond the project duration.

## 3. Communication activities up to February 2017

To date, after a year of implementation, several communications and dissemination activities have already started. This progress will be presented in this chapter of the communications plan. This will give a deeper understanding of the base on which future communications and dissemination activities are built. The activities are grouped to one- and two-directional means of communication, as was presented in Section 2.4.



### 3.1. One-directional communication means of communication

At the start of the project, the **logo** of the project was developed, the website launched and the intranet was created. The logo gives visual identity to all project documents, presentations and dissemination material. It was designed by the communications department at IIASA. The template for presentations and deliverables with the visual identity of the project are available for all project contributors in the intranet. The project **website** was opened at project start at [www.cd-links.org](http://www.cd-links.org) and has been constantly updated since then with news and reports from past events. For an illustration of the look of the website, Figure 2 presents part of its main page.



Figure 2: Screen shot of project website ([www.cd-links.org](http://www.cd-links.org))

During the first reporting period (September 2015 – February 2017), there have been a total of 48.218 page visits. The following figure presents the number of visits per month.



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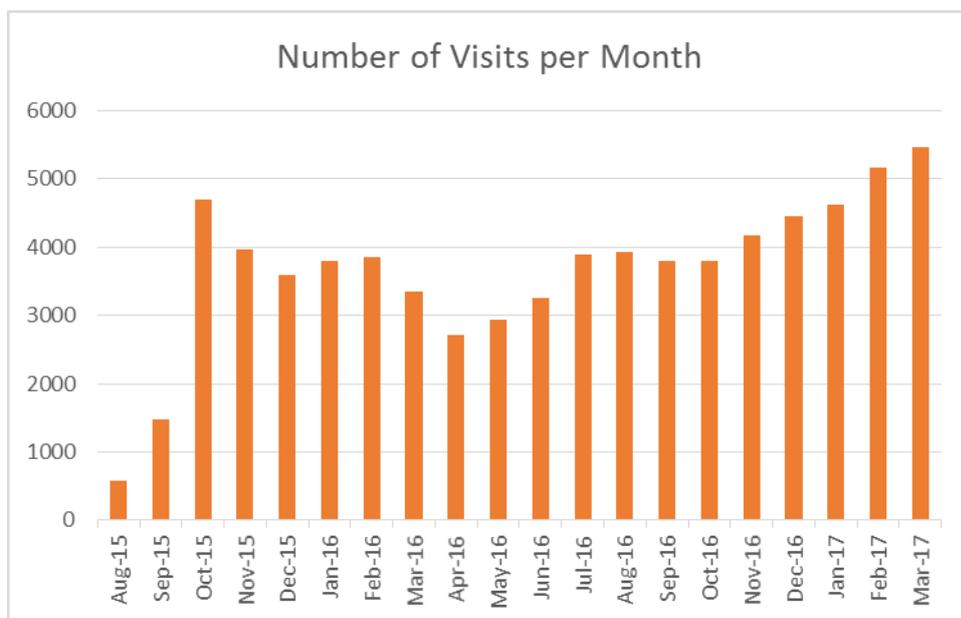


Figure 3: Number of website visits per month (www.cd-links.org)

Also some of the **institutional websites** of the consortium partners have dedicated space for a presentation of the project. For example, the project is presented on institutional websites of [IIASA](#), [CMCC](#) and [PIK](#).

Furthermore, the Horizon2020 project CARISMA has developed a platform (<http://climatechangemitigation.eu/>) which presents results and actions resulting from climate change related EU-funded projects. CD-LINKS has been included in the platform, and public project results, including datasets, scientific publications, and policy briefs, will be shared on the platform.

In the end of November, the first project **flyer** was developed and printed. It was first distributed at the EU Pavilion of COP21 in Paris during a panel discussion in which also the CD-LINKS project was mentioned, and as well during the official side-event at COP22 in Marrakech organized by CD-LINKS. A digital version of the flyer can be found on the [project website](#). Furthermore, a poster was developed early 2017, to be distributed at a meeting for EU funded climate and development initiatives organized by the European Commission in Brussels in February 2017, and during a marketplace event organized as part of an institutional review at IIASA also in February 2017. A digital version of the poster is also available on the [project website](#). There will be updated flyers and posters developed as the project starts to produce results in the different work packages.

Outside of IIASA, the EU Delegation to Japan has been developing a brochure of the Horizon 2020 project in which Japanese institutes are involved, CD-LINKS being one of them. The brochure was printed in September 2016. An online version will not be available, however, Figure 3 illustrates the design of the CD-LINKS page in the brochure. Furthermore, the EU-Japan Centre for Industrial Cooperation is currently working on a promotional video and brochure in which the CD-LINKS project



will be presented. A NIES representative from the project was interviewed for the video. The products will be sent to IIASA once they have been finalised (end of March).

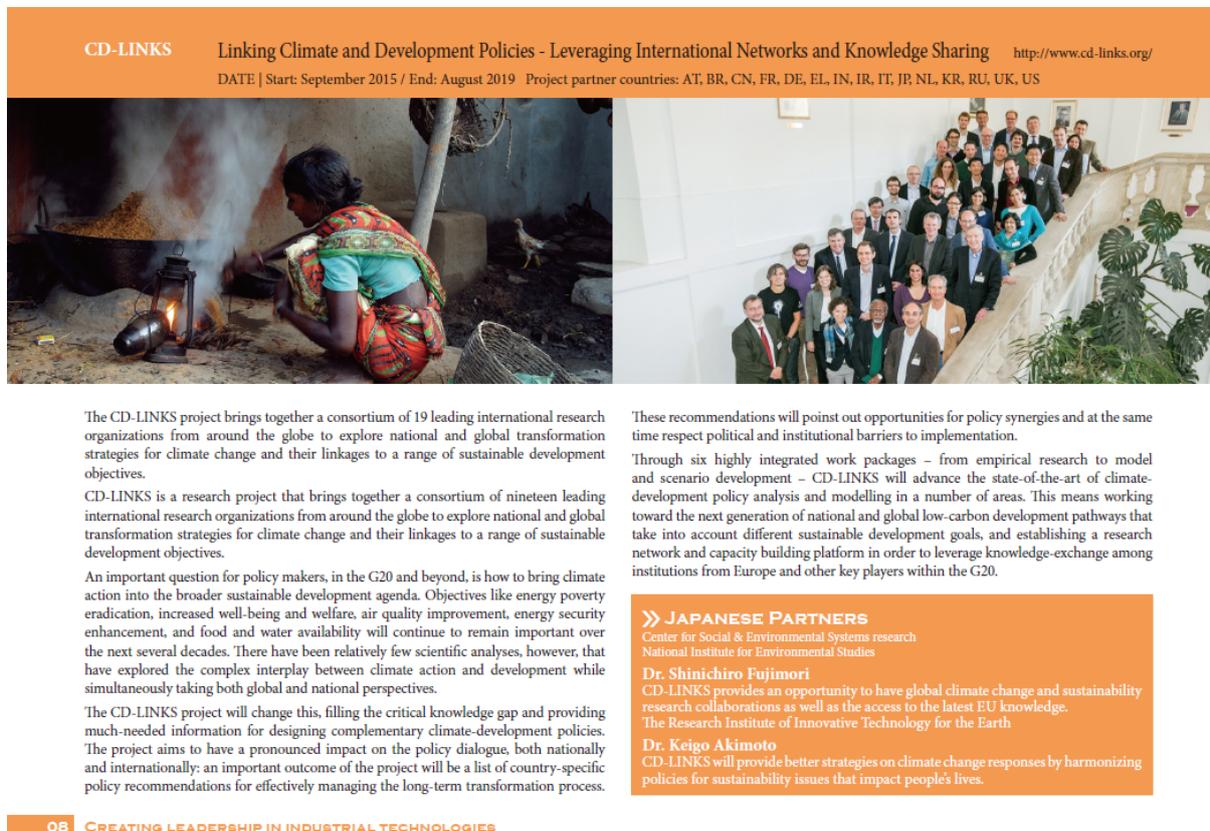


Figure 4: Presentation of CD-LINKS in the brochure of Horizon 2020 projects in Japan by the EU Delegation to Japan

IIASA has also issued three **press releases** related to CD-LINKS; one at the launch of the project, a second one in collaboration with the Mercator Research Institute on Global Commons and Climate Change (MCC) on a study published in Environmental Research Letters related to the inter linkages between climate policies and other (non-climate) sustainable development goals (von Stechow, 2016) and a third one on a perspective published in Nature on the importance to ratchet up the current NDCs agreed on in Paris in order to keep warming at 2 or 1.5°C (Rogelj, 2016).

In total six **academic papers** have been published in peer-reviewed journals which are based (at least partially) on work within the CD-LINKS project. These include the two above-mentioned studies (von Stechow, 2016); (Rogelj, 2016), a paper which focuses on case studies with a green economy perspective on experiences of renewable energy policies with socio-economic objectives, published in Applied Energy (Pahle, 2016), a paper studying water use implications in the energy sector for 2°C scenarios (Fricko, 2016) a paper comparing national low-carbon electricity transitions (Cherp,



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Vinichenko, Jewell, Suzuki, & Antal, 2017), and a paper studying historical progress in energy access in relation to other living standards (Rao & Pachauri, 2017). These are available on the CD-LINKS website ([direct link to publications](#)). The articles have been viewed or downloaded a total of 21.663 times and cited by 33-53 articles<sup>3</sup> (source: the journals' own metrics which are available online). This data is not available for all publications, so the number of views is based on the data for two of the three articles.

The above-mentioned press releases and publications have already resulted in broad **media visibility**. To be exact, according to the media database of IIASA, these project outputs have resulted in 134 media pieces – 19 online print versions or newspapers, 75 news websites, 38 blog inserts, 1 social networking site and 1 radio channel. According to journal metrics, the paper by Rogelj et al (2016) has been picked up by 78 news outlets and blogged by 23, the paper by Fricko et al (2016) by 14 news outlets, the paper by von Stechow et al (2016) by 4 news outlets, and the paper by Rao & Pachauri (2017) by 5 news outlets.

CD-LINKS has also had **social media exposure**, mainly through the social media channels of the consortium partner institutes, including IIASA and PBL. Figure 4 shows some examples of social media visibility to date. Further, according to the journal metrics, the Rogelj et al (2016) paper was mentioned in Twitter and Facebook 335 times, the Fricko et al (2016) paper 21 times, the von Stechow et al (2016) paper 7 times, the Cherp et al (2017) paper 32 times, the Rao & Pachauri (2017) paper 11 times.

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<sup>3</sup> Von Stechow et al., 2016: 3.905 downloads and cited by 2 articles; Rogelj et al., 2016: 10.272 page views (cumulative count of full-text article views that includes HTML views and PDF downloads) and cited by 27-47 articles, depending on database source; Pahle et al., 2016: cited by 2 articles, no information on views/downloads available; Fricko et al., 2016: 5.437 downloads and cited by 2 articles; Cherp et al., 2017: cited by 0, no information on views/downloads available; Rao & Pachauri, 2017: cited by 0 articles, 2.049 downloads



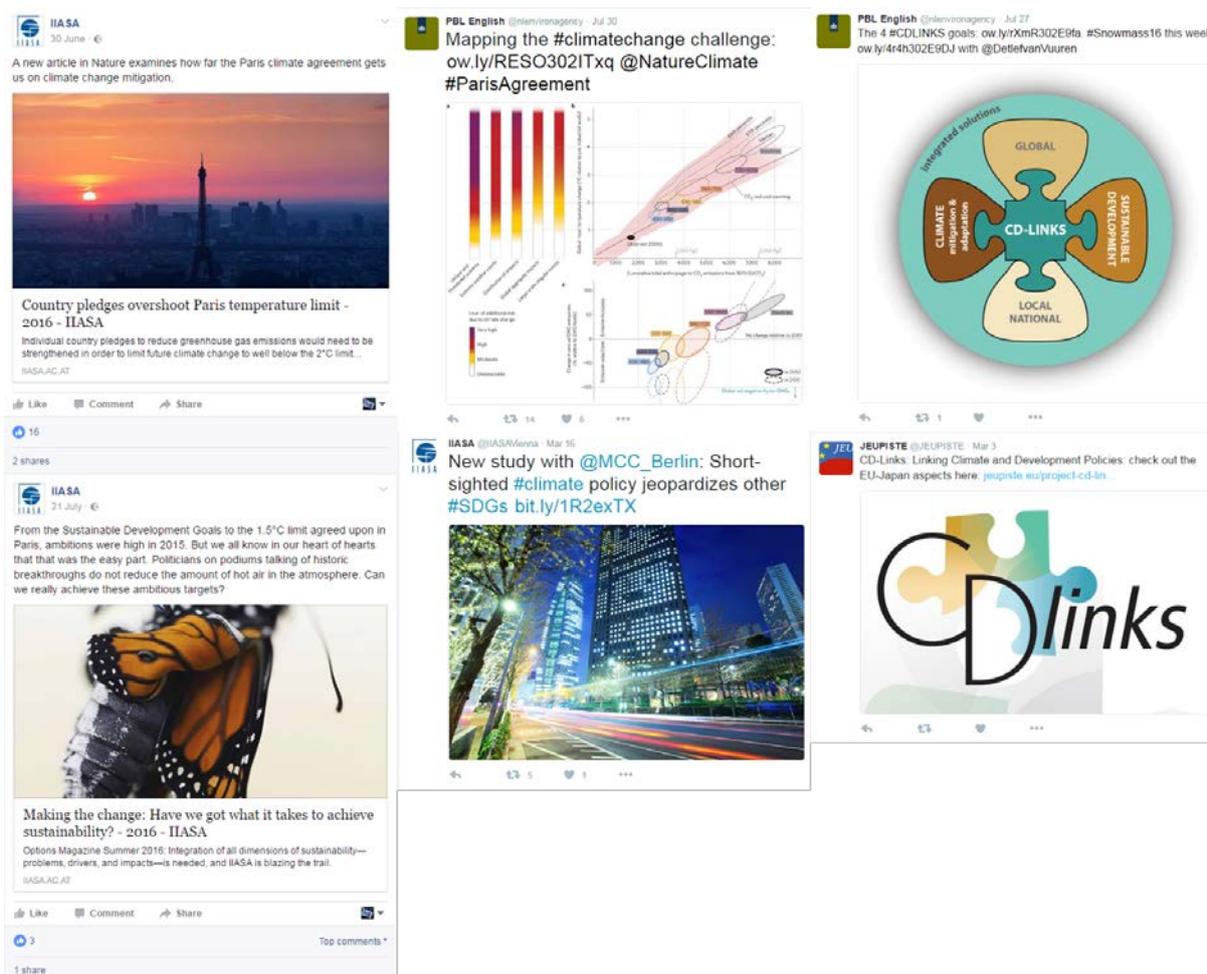


Figure 5: Some examples of CD-LINKS-related social media posts, including by the Facebook account of IIASA and the Twitter accounts of IIASA, PBL and Jeupiste.

IIASA publishes the biannual **magazine Option**, which is published both in printed version and online. CD-LINKS has been mentioned in the two latest issues of the magazine. The winter 2015 issue presented CD-LINKS in an article titled “A new nexus for sustainable development”, and the summer 2016 issue is featuring CD-LINKS in an article called “Have we got what it takes to achieve sustainability? Making the change”. These issues are publicly available at the [IIASA website](http://www.iiasa.ac.at).

During the second and third project meetings (May 2016, Venice – Italy and December 2016 – Beijing, China) first steps for planning the development of the **web-based mapping tool** for visualizing project results were taken. Before the Venice meeting, the first elicitation of preferences and understanding of alternative formats for data visualization examples was done on project partners, including Advisory Board members, through a questionnaire, and the ideas were further discussed during the meeting. The discussions were taken further in the Beijing meeting, and the idea is to have an additional day at the upcoming project meeting in Potsdam (May 2017) to only focus on the visualization tool. A first



version of the tool will then be developed based on outcomes of the scenario runs that are currently being undertaken.

At the second project meeting a fast-track process was drawn up to ensure that the project also contributes to **the planned 1.5°C report of IPCC**. Papers aimed as input for the report are expected to be submitted by September 2017.

### 3.2. Two-directional means of communication

[Three project meetings](#) have been held, and the project has also hosted one [initial stakeholder and expert workshop](#) at the launch of the project to help connect the research with policy discussions, [an expert workshop on measuring and modelling inequality and poverty](#) as part of the second project meeting in Venice, Italy, and [a workshop for Chinese stakeholders](#) in Beijing as part of the third project meeting in Beijing, China. The initial stakeholder meeting back-to-back with the kick-off meeting aimed at assuring that the overall design of low-carbon pathways, the empirical assessment of policies, as well as the methodological work in CD-LINKS is of highest policy relevance. As a result of the dialogue in the expert workshop held back-to-back with the second project meeting in Venice, an article has been drafted by a group of experts who presented at the meeting and submitted to Nature Climate Change. This activity can also be seen as a first step towards the creation of a **network of scientists and experts** aiming at tackling the new challenges of climate and sustainable development. Finally, in the [stakeholder meeting organized in China](#), initial project results were presented to Chinese stakeholders and useful feedback was received as a result of the subsequent dialogue.

CD-LINKS has been visible in several **presentations** throughout the first reporting period, including at a panel discussion at the EU Pavilion both in COP21 in Paris and in COP22 in Marrakech, at the IAMC annual conferences in Potsdam in 2015 and in Beijing in 2016 and in the keynote presentation of the Systems Analysis conference hosted by IIASA in Laxenburg (with 295 participants), among others. In total, to date, the project has been mentioned in at least 8 (external) events. The total number of participants in these events is more than 720 persons, however, we have not been able to check for possible double-accounting of potentially the same persons attending several of these external events.

IIASA organized an official [side-event at the COP22 in Marrakesh](#) in which CD-LINKS results were presented. This event took place on 17 November 2017, and drew together an estimated audience of around 80 persons. There was a specific focus on India and Brazil, who presented their specific low carbon pathways, and on presenting initial global results on the inter-linkage between climate mitigation and other sustainable development objectives. During the side-event, an interesting discussion between the presenters and the public took place for example on the challenge of finding a balance between meeting the requirements for keeping the global average temperature well below 2°C, as stated in the Paris Agreement, and of meeting the development needs of the individual countries. The risk of carbon lock-in was also discussed, together with the price development of low carbon technologies and their affordability in countries such as India in a larger scale.

Further, CD-LINKS held a side-event on 7 December 2017 as part of the 9<sup>th</sup> Annual IAMC meeting, which brings together scientists in the field of IAM from around the world. In this session, project results were presented with a focus on the country-level results, with insights of several of the country teams



participating in CD-LINKS (China, Brazil, EU, Japan and India). The discussion centred on how to further develop the scenarios and the models involved in the project.

The **Research Exchange program** has been ongoing since its first application deadline on 31 March. The application deadlines are quarterly and anyone from the partner institutions has the possibility to apply (application guidelines and template are available in the project intranet). To date, five research exchanges have taken place within the framework of the CD-LINKS project. One of them (taking place between COPPE and IIASA), was admitted funding through the CD-LINKS Research Exchange program, whereas the four others (COPPE-IIASA, RITE-IIASA, NIES-IIASA and TU-IIASA) did not need additional funding by the project. The research exchanges have varied in length from 2 to 12 months.

Finally, the project **intranet** is in constant use by the project collaborators and the project secretariat makes sure that all relevant documentation is uploaded to it as the project progresses.

As a summary, the progress to date is presented in Table 5 against the indicators that have been defined to measure the progress of this communications and dissemination plan. Further, Table 6 presents a summary of the communications activities that have taken place per means of communication.

Table 5: Progress of the communications and dissemination efforts to date against set indicators

Indicator	Target	Progress by Aug 2016
Number of events for stakeholders and experts (including side-events at UNFCCC negotiations or other international events)	8	4
Number of policy briefs and summaries for policy makers on the project results	3	0
Number of media pieces (e.g., articles in the press, videos in digital media or TV, audio in radio, etc.) that stem from project results (based on press releases or academic publications)	500	112-231 <sup>4</sup>
Number of scientific publications in peer-reviewed journals	30	4
Number of citations of scientific publications in peer-reviewed journals	150	33-53 <sup>5</sup>
Number of downloads/page views of scientific publications in peer-reviewed journals	80.000	21.663

<sup>4</sup> Due to different sources on media visibility (IIASA and journal-specific statistics on visibility for CD-LINKS related papers) which might include duplicate pieces, an absolute number cannot be presented and therefore the number is presented through a range.

<sup>5</sup> There were some differences between different database sources in the number of citations, and therefore the number is presented as a range.



Pieces of dissemination material (e.g., brochures, flyers) produced to present the project or its results	5	3 <sup>6</sup>
Number of presentations mentioning CD-LINKS at scientific conferences or other related events	40	14
Number of persons that the project directly reaches through meetings, workshops and presentations	2.500	900 <sup>7</sup>
Number of research exchanges within the consortium (including IIASA YSSPs working on issues related to CD-LINKS)	20	5
Number of participants in the CD-LINKS summer school	20	0

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<sup>6</sup>Includes the flyer and the poster produced by the project secretariat (IIASA) and the brochure on Horizon 2020 projects in Japan

<sup>7</sup>The final number consists of: 720 persons to participate in different external events in which CD-LINKS has been presented, 82 persons to have participated in project meetings, and 18 persons in stakeholder and expert workshops. The final number may include double-accounting (we have not been able to check for if the same persons have participated in several of the external events).



Table 6: Summary of communications and dissemination activities of the project to date (September 2015-August 2016)

		Date	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17		
		Month #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18		
Project deliverables						D6.1; D7.1		D7.2						D6.2				D1.1; D2.1			D4.1	
One-directional means of communication	Policy Briefs																					
	Summary for policy makers																					
	CD-LINKS website																					
	Scientific publications								2			1	1								2	
	Open-source scenario database																					
	Web-based mapping tool																					
	Press releases																					
	Dissemination material (brochures, flyers)																					
	Books																					
	Institutional websites																					
Newsletter																						
Two-directional means of communication	Project meetings																					
	Stakeholder workshops																					
	Expert workshops																					
	Side-events																					
	Research exchange program																					
	Summer school																					
	Presentations of CD-LINKS																					
	Project intranet																					
Social media																						



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