



Strengthening research, innovation and knowledge transfer on Climate
Change & Tourism in Higher Education Institutions in Latin America

SOCIAL MEDIA AND DISSEMINATION STRATEGY

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Table of content

Introduction	3
About CLIMAR	3
Communication Strategy	13
Target audience	¡Error! Marcador no definido.
Objectives	13
Communication Team	¡Error! Marcador no definido.
Coordination with partners	14
Visibility Guidelines	14
Communication Plan	15
Key messages	15
Communication Traits	15
Communication Tools	16
Communication Actions	16
How are the COMMUNICATION ACTIONS linked to the objectives?	17
Action Plan	18
Monitoring	19



INTRODUCTION

ABOUT CLIMAR

The CLIMAR project is an innovative initiative that places the university at the forefront of multi-stakeholder approaches to environmental sustainability and tourism. Recognising the diversity of approaches and economic pressures, CLIMAR believes that universities can lead the way in addressing the complex interactions between tourism and climate change.

The consortium behind CLIMAR consists of regionally focused universities from Mexico, Colombia, Argentina, Panama, and Europe. These universities represent a wide range of tourism-dependent areas, each facing unique vulnerabilities. The project aims not only to strengthen their multidisciplinary research capacity, but also to establish critical links between research and the achievement of social and economic sustainability in their respective regions.

The relationship between tourism and climate change is two-way. On the one hand, climate change affects tourism through changes in weather patterns, the timing of events and the overall nature of the travel experience, requiring adaptation measures. On the other hand, tourism contributes to climate change, mainly through emissions from aviation, which requires mitigation strategies. CLIMAR recognises that addressing climate change is fundamental to achieving sustainable tourism.

The sensitivity of tourism to climate change varies considerably due to the complex and diverse nature of the industry, encompassing multiple sub-sectors, different motivations for tourists and a wide range of market segments. Among the most vulnerable types of tourism is sun, sand, and sea tourism, which plays a central role in the Caribbean and Mediterranean regions - the very areas targeted by the CLIMAR project. Islands are particularly at risk because of their exposure and vulnerability, as are mountainous areas known for winter sports and natural attractions.

Mexico, Colombia, Panama, Spain, Italy, and Argentina are among the countries that are socio-economically dependent on coastal tourism and face climate change threats such as rising sea levels, beach erosion, extreme weather events and reef bleaching. Similarly, mountain destinations in Argentina, Colombia, Spain, and Italy face challenges such as glacier retreat, reduced snowfall for winter sports and landslides. The vulnerability of islands, such as the Canary Islands and Ireland, underlines the urgency of addressing climate change in these regions.

The diversity of socio-political and physical contexts in different destinations requires robust climate change and tourism (CC&T) strategies. The CLIMAR project recognises the crucial role of universities in addressing these challenges and influencing regional and



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national policies. Through multidisciplinary, international, research-based actions and problem-oriented teaching, CLIMAR aims to empower universities as key actors in addressing CC&T challenges.

The composition of the CLIMAR consortium is strategically designed to address regional knowledge gaps in the Caribbean and South America, while prioritising capacity building of universities in research and teaching related to climate change and tourism. By fostering collaboration, knowledge exchange and innovative solutions, the CLIMAR project aims to shape a sustainable future for tourism in the face of climate change. Together, we can lead the way to a more resilient and environmentally responsible tourism industry.

1. PROPOSED AIM AND OBJECTIVES

This document sets out the principal ideas and activities that support the dissemination of the CLIMAR project in the framework of Erasmus+. This plan highlights the main orientations for dissemination of the project outcomes, as well as to its exploitation, in order to give further continuity to the CLIMAR inputs. Therefore, hence we present our CLIMAR main strategy for dissemination and, in annex, some results from the dissemination actions that already took place. During this report we also identify further actions to respond to the entire scope of dissemination.

The general aim of this project is to guarantee a maximum involvement of target users, stakeholders and researchers (both European and Latin American) and maximise impact of the project on research practices.

In order to achieve this aim were settle the following main objectives:

- a. Ensure that the project is communicated effectively to a broad audience including:
 - local primary target users;
 - secondary target users;
 - project stakeholders;
- b. Analyze primary target users (expectations);
- c. Test and circulate available results within immediate environment, with special focus on primary target groups and secondary target groups;
- d. Ensure the project idea meets requirements of interested bodies
- e. Produce high-quality, peer-reviewed outputs;
- f. Maintain and improve the momentum of communication about the project achievements;



- g. Carry a Policy message: invite the stakeholders addressed personally to consider it as best practice;
- h. Encourage the stakeholders to support the initiative in their own environment.

2. DISSEMINATION TEAM

A dedicated dissemination team will be established to ensure effective communication and coordination throughout the CLIMAR project lifetime. This team will consist of representatives from Universidad de las Palmas de Gran Canaria and OBREAL Global, coordinators of the project. OBREAL Global will lead this team.

The CLIMAR dissemination Team will play a pivotal role in facilitating seamless information flow, fostering collaboration among stakeholders, and managing important dissemination and communications tools and monitoring the communication strategy, related to CLIMAR. The team's composition will draw upon the expertise and perspectives of both institutions, ensuring comprehensive representation and a holistic approach to the communication plan and it will report to the SC the completing of the activities, surveys, measure of improvement, etc.

Furthermore, each partner will be responsible for the promotion of the Project's objectives, activities and outcomes at the institutional and national levels.

TARGET AUDIENCE

The CLIMAR project is designed to engage with four primary target groups, each of which plays a crucial role in advancing research, education, and policy development in the field of tourism and climate change:

Universities

The first target group is universities, including academic staff, technical staff, and students. CLIMAR activities are specifically tailored to increase their capacity to develop research skills and produce high quality research on tourism and climate change. The project aims to foster strong links between research and teaching by supporting multidisciplinary research groups, organizing training workshops for researchers and facilitating study visits to Europe. Professors involved in teaching at postgraduate level will be encouraged to develop modules on "Climate Change: Adaptation and Mitigation of Tourism Activities and Impacts on Tourism for Latin America", thus linking cutting-edge research with education. Doctoral and postgraduate students will benefit from the pilot study module, which will provide them with a transdisciplinary and applied perspective. As future leaders in the tourism industry or public policy makers, their



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awareness and knowledge of tourism and climate change are crucial for the sustainability of tourism in their countries.

Industry

The second target group is the tourism industry, comprising professionals directly or indirectly linked to tourism. This diverse group includes accommodation providers, transport services, food and beverage services, cultural activities and outdoor activity providers. CLIMAR aims to work with the industry to develop sustainable practices, raise awareness and foster partnerships to address the challenges of climate change in the tourism sector. By working together, the project aims to create a resilient and environmentally responsible tourism industry.

NGOs

The third target group consists of non-governmental organisations (NGOs) in different countries and destinations that have the potential to influence decision-making and destination management. Examples include hotel associations, guide associations and environmental groups. CLIMAR recognises the importance of working with these organisations to promote sustainable tourism practices and advocate for policies that support environmental protection and climate resilience.

Public administration and Destination Management Organisations

The fourth target group is the public administration at local and national level responsible for policies and regulations related to climate change and tourism. This group includes administrations directly related to tourism and climate, as well as those dealing with coastal management, health, water management and risk management. CLIMAR seeks to work with public administrations to promote strategies that ensure the sustainability of tourism in partner countries and regions. Destination management organisations, which typically bring together public and private representatives, are crucial in coordinating efforts to sustainably manage and promote tourism destinations. CLIMAR recognises the importance of working with both public administrations and DMOs to promote cooperation, knowledge sharing and the implementation of effective climate change and tourism strategies.

By engaging with universities, industry professionals, NGOs, public administrations and DMOs, the CLIMAR project aims to create a network of stakeholders committed to addressing the challenges of climate change and promoting sustainable practices in the tourism sector. Through collaboration, research and education, CLIMAR seeks to shape a more resilient and environmentally conscious tourism industry in Latin America and beyond.

Researchers

The community of researchers, especially the ones focused on Climate Change and Tourism are an important audience for the CLIMAR project. The results of the Research



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groups that will be conducted will include a range of publications which will try to expand the tools and knowledge that researchers have on the topic.

Considering these audiences, there are three levels of dissemination that are being worked out:

Micro level dissemination:

- Identification of local primary target users;
- Identification of local authorities and stakeholders with benefit to the aims of the projects;
- Direct diffusion of main outputs coming from the CLIMAR activities.

Micro level dissemination includes testing and circulating available results within immediate environment, with special focus on primary target groups and secondary target groups.

Meso and macro level dissemination:

- Feeding back the micro results;
- Publicizing project outcomes workshops, conferences, newsletters, press releases, website, leaflets, communities of practice;
- Articulation with national authorities about the development of the project and follow-up on the main outcomes;
- Involvement of national authorities on the actions related with the project to promote sustainability and measures for the future.

Dissemination on national level:

- Link of the official website <https://climar.obsglob.org/es/> shared in social media and institutional websites, being therefore a long-standing reference to guarantee sustainability and the maintenance of the CLIMAR community;
- Leaflets and press releases, sending them to the mass media, local, regional and national newspapers, journals, as a way to promote more knowledge on the project



- Organization and participations at conferences on the project domain, though the dissemination of the objectives and aim of the project, as well as the outcomes from it.

3. DISSEMINATION TOOLS

Means for communications regarding the Project and dissemination of the Project's results and achievements should be those adequate to the message involved, the targeted audiences, and the timing, and should include:

- Online public information. Including, website, social media, mailings, digital press releases, etc., to develop a strong web presence of the project, sharing all the activities, meetings and events that are taking place
- Promotion in events. Promotion in events either for general audiences, officials or beneficiaries. This means participation in events organized by third parties (e.g., EU and LA events, relevant associations or other organisms, etc.), or organized by an individual partner, and organization of the Project's own events such as seminars, conferences, launching of particular deliverables, and such. These events can also be workshops, information meetings or, for instance, focus groups designated to reflect on the project outcomes and on the promotion of indicators to measure further sustainability.
- The Project has promotional brochures, leaflets, slides presentation, promotional video and other dissemination material, either printed or digital such as posters, banners, stickers, available at the CLIMAR website. It is considered highly important that all products have the CLIMAR logo (under the framework of the Erasmus+) since it will help to identify the source of the results, being therefore a way around which more interests, further projects and continuity can be generated.

3.1 CLIMAR OFFICIAL WEBSITE

A project website has been developed and launched in month 3 of the project: <https://climar.obsglob.org/es/>

The website is designed, hosted and maintained by OBREAL Global, and acts as the major information reference on the project activities and results. The website contains general information on the project, its contents, goals and partners. Main documents on the project must be published in CLIMAR website during the project lifetime, including public



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deliverables, publications, leaflets, posters or newsletters. All the documents will be available for free download for the public.

The news about activities organized by CLIMAR consortium will be published too, in order to keep partners updated about courses, trainings and other events.

OBREAL will maintain and update the website continuously. The website will stay accessible at least three years after project completion in order to guarantee future dissemination of the project results.

The website is disseminated in all communications, events, and further activities in order to audiences can access more information and keep updated.



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Bienvenido/a a CLIMAR

Fortalecimiento de la investigación, la innovación y la transferencia de conocimientos sobre cambio climático y turismo en las instituciones de Educación Superior de América Latina

OBJETIVOS

EVENTOS

CONSORCIO

Últimas noticias



CLIMAR colabora con el Ciclo de Talleres Climáticos EN-ROADS 2023



Coordinadores del Proyecto CLIMAR se reúnen con la Directora de la Dirección de Relaciones Externas de la Universidad Nacional de Colombia



La Universidad di Bologna celebra del 5 al 7 de julio la formación «visita de estudios a países de la UE»

Síguenos en redes sociales



Coordinador:



Co-Coordinador:

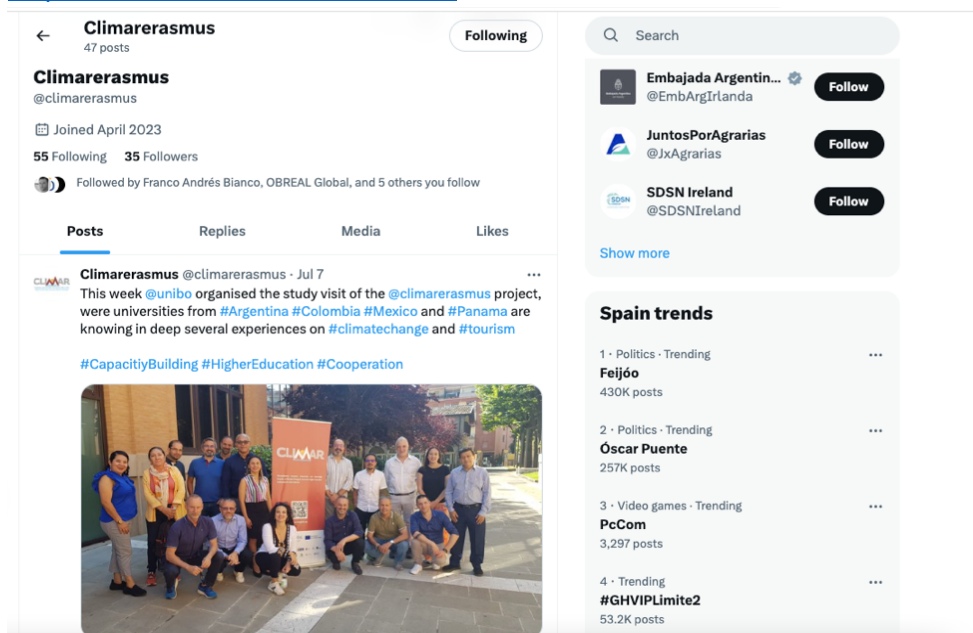


3.2 SOCIAL MEDIA CHANNELS (#PROYECTOCLIMAR)

CLIMAR will exploit the dissemination potential of Twitter and LinkedIn, recognized as the most widely used social media platforms in the higher education sector.

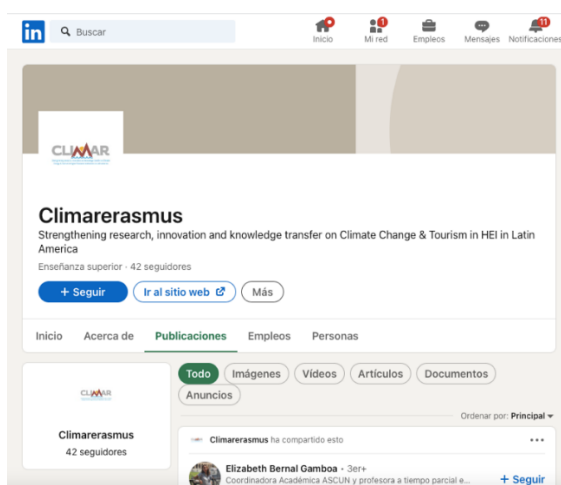
- Twitter: In this platform we will share real-time updates, news and promotion of activities and trainings of the project.

<https://twitter.com/climarerasmus>



- LinkedIn: It will be used to share in-depth articles and promotion of activities and trainings.

<https://www.linkedin.com/company/climarerasmus/>



3.3 SOCIAL MEDIA CAMPAIGN AND YOUTUBE CHANNEL

OBREAL Global will lead a social media campaign for the project, given its wide membership, communication channels and social media presence. This will consider different social media sources and target groups. It will aim to generate a following for the project in professional and academic circles related to both climate change and tourism.

3.4 VIRTUAL INTERNATIONAL FINAL DISSEMINATION CONFERENCE

The conference, organized by ULPGC and OBREAL Global, will be one-day, on-site, so as to generate a much wider participation from the climate change community. The event will present the final publication and will provide testimonials on the partners' experiences, as well as concrete immediate impacts in their institutions and cooperation with industry.

3.4 PUBLICATION AND DISSEMINATION OF ACADEMIC BOOK ON CC&T

As a result of the research conducted in WP3 via the multi-disciplinary research groups, a project publication will be produced as an open-source document, published online. It will contain articles produced by the research groups as well as major findings from the project in the areas of teaching CC&T and professional development. The publication will be in Spanish with and executive summary in English. It will be coordinated by OBREAL Global and UCaldas and edited by ULPGC. The publication will be widely disseminated across the different academic channels of the partner universities and featured at conferences in which partners participate.

3.6 CLIMAR COMMUNICATION CHANNELS

CLIMAR consortium members' communication channels, including websites and social media, will be strategically used to amplify CLIMAR's reach and impact, fostering a collaborative and synergistic approach.



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4. COMMUNICATION STRATEGY

OBJECTIVES

GENERAL OBJECTIVES

Raise awareness: The first objective of the CLIMAR communication strategy is to raise awareness of the project's mission and objectives. Through targeted communication campaigns, the plan aims to inform and engage universities, industry professionals, NGOs and public administrations in Latin America and Europe about the importance of the CLIMAR project. By highlighting its focus on strengthening research, innovation and knowledge transfer on climate change and tourism (CC&T) in higher education institutions, the plan aims to foster a deeper understanding of the project's role in promoting environmental sustainability and resilience in the tourism sector across Latin America.

Inform and educate: The CLIMAR Communication strategy aims to inform and educate stakeholders about the project's objectives, activities and achievements. Through regular updates, newsletters and outreach materials, the plan aims to keep stakeholders informed of the project's progress and impact.

SPECIFIC OBJECTIVES

Engage and empower Universities: The communication strategy seeks to actively engage universities, including academic staff, technical staff, and students, in the CLIMAR project. The plan aims to inform them about the project's objectives, activities, and opportunities for participation. By fostering collaboration and knowledge exchange, the plan aims to strengthen the research capacity of universities and promote the integration of cutting-edge research into teaching. It also strives to empower professors and students to actively contribute to the project's goals and become advocates for sustainable tourism practices.

Dissemination of research results and knowledge: The communication strategy aims to effectively disseminate the research results and findings of the CLIMAR project to a wide audience. Using various communication channels such as publications, reports, digital media and academic conferences, the plan aims to disseminate valuable information to stakeholders, policy makers, academia and the general public. By making research accessible and actionable, the communication strategy aims to contribute to the collective knowledge on CC&T and inspire further research and collaboration.

Engage and mobilize: The communication strategy aims to actively engage and mobilize stakeholders to participate in the CLIMAR initiatives. By promoting open communication, dialogue and feedback mechanisms, the plan encourages a sense of ownership and involvement among universities, industry professionals, NGOs and public administration.



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The strategy aims to mobilize stakeholders to collaborate, share best practices and work together towards sustainable solutions to CC&T challenges.

Promoting sustainability and continuity: The CLIMAR communication strategy aims to promote sustainability and ensure continuity in addressing CC&T challenges beyond the duration of the project. By demonstrating the long-term benefits of sustainable practices and the positive impact of project outcomes, the plan will inspire stakeholders to continue implementing climate-resilient strategies in the Higher Education sector and in the tourism industry. The strategy advocates the integration of CC&T considerations into policies and practices, thereby promoting a lasting positive impact on the sustainability of the tourism sector.

COORDINATION WITH PARTNERS

In order to leverage the networks and expertise of partners and ensure effective communication and dissemination of CLIMAR actions, an internal coordination mechanism will be established. This mechanism will facilitate seamless information sharing and collaboration between CLIMAR and its strategic partners.

This channel, implemented through a dedicated WhatsApp group, will serve as a platform for sharing updates, news, resources, and relevant information related to CLIMAR

Each partner will be requested to nominate a representative who will actively participate in the internal dissemination channel. These representatives will act as focal points within their respective organizations, ensuring effective communication flow between CLIMAR and its partners.

VISIBILITY GUIDELINES

The CLIMAR Visibility Guidelines document is a comprehensive guide that serves as a valuable resource for effective communication about the project, ensuring a coherent and consistent approach to promote the project's visibility. These materials should be used in accordance with the guidelines set out in this document. The Visibility Guidelines include:

- Logo Usage
- Consortium Logos
- Templates for Documents and Presentations
- Generic Roll-up
- Key Messages and Keywords
- Content creation guide

By adhering to these visibility guidelines, CLIMAR can establish a strong and recognizable visual identity, effectively communicate key messages, and enhance its visibility and impact across diverse stakeholders and platforms.



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COMMUNICATION PLAN

CLIMAR's communication plan operationalizes the communication strategy by developing key messages, the main communication traits of the project and defining concrete actions to achieve the objectives set.

KEY MESSAGES

Key messages help create a coherent narrative about the project by highlighting the project's key ideas.

- CLIMAR empowers universities and researchers by strengthening their capacity to increase regional knowledge on climate change and tourism.
- CLIMAR promotes research-based collaborative teaching in climate change and tourism.
- CLIMAR promotes the transfer of knowledge between universities, NGOs, industry and public administration to contribute to sustainable development and new employment opportunities in the field of climate change and tourism.
- CLIMAR empowers local communities by providing economic opportunities, supporting cultural preservation, and improving infrastructure.
- CLIMAR contributes to prioritize climate adaptation and resilience efforts to protect infrastructure and livelihoods in tourist destinations.
- CLIMAR aims to raise awareness about Climate Change and Sustainable Tourism.

COMMUNICATION TRAITS

Taking into account and respecting the communication characteristics of each CLIMAR member, CLIMAR should have common communication traits to inform and disseminate information about CLIMAR.

Responsive approach

We are committed to a responsive approach that harmonizes with the dynamic nature of CLIMAR. This approach will effectively connect with the actions and activities that will be developed throughout the project and facilitate meeting the specific objectives established.

Institutional and Individual Emphasis

At the core of our communication efforts is an emphasis on the institutional dimension, which transcends individual viewpoints and is the primary focus of CLIMAR communication. In this way, the collective impact and importance that the CLIMAR project embodies will be highlighted. However, the importance of highlighting individual contributions and perspectives should be recognized in concrete project actions.

Appropriate tone



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In our efforts to connect with CLIMAR's target audience, we will adopt an accessible tone, employing a first-person perspective and using a friendly vocabulary in all external communication.

In the case of academic publications, we will use more specialized language to meet the technical demands of these materials.

Some tips:

- **Customize content:** Tailoring content to the specific audience and communication channel.
- **Language Sensitivity:** Avoid slang, maintain a professional tone.
- **Concise Clarity:** Prioritize brevity and clarity to deliver effective messages.
- **Acronym explanation:** When using acronyms, provide clear explanations to ensure easy comprehension.

COMMUNICATION TOOLS

CLIMAR's communication plan will utilize a range of strategic communication tools to achieve the objectives of the communication strategy, thereby optimizing the impact of CLIMAR's initiatives on various target audiences.

The communication tools will include:

Website

The CLIMAR website serves as a central hub for comprehensive project-related information and valuable resources. To ensure inclusiveness and accessibility, the website will be offered in both English and Spanish to serve all target audiences.

The website will feature the following elements:

- Project Overview
- Activity insights
- Registration system
- Audiovisual content
- Dedicated publication repository

COMMUNICATION ACTIONS

This section comprises the communication actions that will serve to effectively communicate and disseminate about the activities and outcomes of the project.

Trainings

Within the CLIMAR website, the "Training" section will provide an insightful presentation of the training opportunities available. This section will provide comprehensive insights into training modules, topics, intended participants, schedules and trainers. Each training module will have a user-friendly registration process.

Research groups



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The Research Groups section of the site will provide concise insights into the nature of research groups and guidelines for participation, increasing engagement and interaction.

Publications

All the publications produced during the project will be displayed on its dedicated section on the website.

Information and promotional campaigns

Through the strategic use of these communication tools and well-defined communication actions, CLIMAR will ensure that its message reaches and resonates with its intended audience, effectively advancing the project's objectives.

HOW ARE THE COMMUNICATION ACTIONS LINKED TO THE OBJECTIVES?

Actions	Objectives
Trainings	<p>Engage and empower Universities: The communication strategy seeks to actively engage universities, including academic staff, technical staff, and students, in the CLIMAR project.</p> <p>Engage and mobilize: The communication strategy aims to actively engage and mobilize stakeholders to participate in the CLIMAR initiatives.</p>
Research groups	<p>Engage and empower Universities: The communication strategy seeks to actively engage universities, including academic staff, technical staff, and students, in the CLIMAR project.</p> <p>Engage and mobilize: The communication strategy aims to actively engage and mobilize stakeholders to participate in the CLIMAR initiatives.</p>
Publications	<p>Inform and educate stakeholders about the project's objectives</p> <p>Dissemination of research results and knowledge</p> <p>Promoting sustainability and continuity: The CLIMAR communication strategy aims to promote sustainability and ensure</p>

	continuity in addressing CC&T challenges beyond the duration of the project.
Information and promotional campaigns	<p>Raise awareness through targeted communication campaigns.</p> <p>Inform and educate stakeholders about the project's objectives</p> <p>Promoting sustainability and continuity: The CLIMAR communication strategy aims to promote sustainability and ensure continuity in addressing CC&T challenges beyond the duration of the project.</p>

ACTION PLAN

Responsibilities and Tasks

OBREAL Global: OBREAL Global will lead the communications team and will be responsible for the creation, management, and coordination of the various communication tools, including the website and social media. It will also develop the Visibility Guidelines, including the Content Creation Guide. OBREAL Global will be the main responsible for the implementation of the communication strategy.

Universidad de las Palmas de Gran Canaria: As coordinators of the Project, ULPGC will be a key member of the Communication Team. It will support the creation of content for the information and promotional campaigns and will support to the communication with the project's consortium.

Other partners: All the other institutions of the CLIMAR consortium will have the responsibility of nominating a representative to be part of the internal dissemination channel. These representatives will act as focal points within their respective organizations, ensuring effective communication flow between the HAQAA3 Initiative and the strategic partners. All Partners are responsible for the dissemination of all CLIMAR activities and for adhering to the project's visibility guidelines when creating related events or publications.

First Year Work Plan

	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March
Development of the Communication Strategy												
Development of the Visual Identity												
Development of the Visibility Guidelines												
Development of the website												
Setting up the Communication Team												
Setting up the internal channel with Partners												
Development of Promotional Material												
Establishment of the Communication Tools												
Development of the Summary Video												
Promotion of CLIMAR activities												
Review of the communication plan												

MONITORING

The Communication team will monitor the progress of the communication plan using various metrics and KPIs described below.

Website Metrics

To effectively monitor the performance and engagement of the CLIMAR website, Google Analytics will be installed to track key metrics. The following website metrics will be measured:

- **Number of Unique Website Visitors:** Measure the number of unique visitors to the CLIMAR website over a specific period to assess the reach and audience engagement.
- **Page Views:** Track the number of page views on the website to gauge the level of interest and navigation within the site.
- **Average Time Spent on Site:** Measure the average time visitors spend on the website to evaluate the level of engagement and the effectiveness of the content in capturing attention.

Social Media Engagement

To evaluate the effectiveness of Social Media performance and engagement, the following metrics will be measured:

- **Follower Growth:** Monitor the growth of followers on social media platforms (Twitter, LinkedIn) to assess the expansion of the online audience and reach.
- **Engagement Rate:** Measure the rate of likes, comments, shares, and retweets on social media posts to evaluate the level of engagement and resonance of the content shared.
- **Social Media Reach:** Track the reach and impressions of social media posts to assess the audience reached and the potential impact of the communication efforts.

Event Participation

To assess the level of interest and engagement generated by the communication efforts for CLIMAR events, the following metrics will be measured:

- **Event Registration:** Measure the number of participants who register for CLIMAR workshops, webinars, trainings, and other events to assess the level of interest and engagement generated by the communication efforts.
- **Attendance Rate:** Calculate the percentage of registered participants who attend the events to evaluate the effectiveness of communication in driving participation.



- **Participant's Feedback:** Collect opinions from participants to assess their satisfaction levels, knowledge gained, and overall experience, providing insights for improvements in future events.
- **Participants profile:** Collect information about the target audience the participant belongs to and the gender of the participant.

Reporting

In order to assess the effectiveness of the communication plan, a semestral report will be asked by each partner using the template "CLIMAR Dissemination actions, reach & Impact" provided. Based on these reports, the social media data collected and the events feedback, an annual report on the communication performance of CLIMAR will be produced. The report will provide an overview of the activities carried out during the reporting period and will include the analysis of the Key Performance Indicators (KPIs). It will also include an analysis/review of the communication objectives to see if they are being met or need updating. The report will serve as a basis for the development of an action plan with specific recommendations for improving communication activities in the next reporting period.

Annexes:

I- Dissemination actions. Reach & Impact



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ANNEX I

<div>Partner NAME: Universidad de Las Palmas de Gran Canaria (ULPGC)</div> <div></div>					
CLIMAR ERASMUS-LS 101082401				Type	Observations
Concept	Releases	Impact	Reach		
Information panel/ poster	1	0	0		
web CLIMAR	0	0	0		
Coordinator' corporate Websites & Tools	0	0	0		
Partners' corporate website & tools	0	0	700		
CLIMAR social media	0	0	0		
Partners' social media	0	0	0		
CLIMAR Press release	0	0	0		
Partners' Press Releases	0	0	0		
Trade Articles	0	0	0		
Dissemination events (fairs, industrial exhibitions...)/ Triptic	0	0	0		
Congresses, conferences/ Scientific publications	0	0	0		
Graphic information (Videos, Infographies...)	0	0	0		
TV emissions/ Radio/ Podcasts	0	0	0		
Informative sessions/ Workshops/ Networking events	0	0	0		
Events organisation (Workshops...)		0	0		
Other		0	0		
	0	0	0		
Total	1	0	700		
#DIV/0!				Impact/ Reach	
Information panel/ poster	Impact	Reach	Language	Main Target	Observations
CLIMAR Roll-up			EN	Civil Society	Roll up used during the KOM Meeting CLIMAR

