D7.1 Communication and dissemination plan

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Editor (Organization)	Miquel Martí (CTFC)
Contributors	Berta Carreño (CTFC), Roser Maneja (CTFC), Gabriel Pérez (UdL)

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_v0	2023	First draft	CTFC
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1. Introduction

The present document is the deliverable D7.1 of WP7 and aims to establish the framework for the communication and dissemination of the development and the results of BIG4LIFE project, therefore complying with art. 17 in the Grant Agreement (GA) and the specific rules for communication, dissemination, and visibility in its annex 5.

The CTFC leads WP7, and counts on the support, commitment, and collaboration of all partners. The CTFC will ensure that this plan materializes effectively and that the communication and dissemination of the project takes place transversely.

This document describes the management of the project's communication and dissemination, states the goals of their actions, and the channels and tools that are used to achieve them, specifying the audiences that are targeted. A list of Key Performance Indicators (KPI) is given, which will allow to assess the success of the communication and dissemination actions and adjust them accordingly.

At an external level, the project communications will be carried out through a variety of channels and tools: website, social media, printed materials, presentations, etc., which will allow to reach different audiences.

At an internal level, the CTFC has already identified the people responsible for the communications of the project at each partner organization. This will help channel the information and optimize internal communication.

The involvement of the partners will be key to identifying opportunities to give visibility to the project. Partners also play a key role in disseminating the project's developments and messages.

The main language of the project is English. However, several communication outputs can be translated into other partners' languages (mainly Catalan and Spanish) to facilitate the comprehension of local stakeholders and the general public (e.g., social media posts, press articles).

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2. Communication and dissemination general and specific objectives

The objectives set in the present document pursue complying with art. 17 in the GA. According to art. 17.1 in particular, "the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent, and effective manner".

Considering this, the general objective of the communication and dissemination plan is to give **visibility** and publicize the BIG4LIFE project, goals, and results, among all its target audiences at the local, state, and international levels.

The specific objectives are:

1. To **promote** the idea of Building Integrated Greenery (BIG) systems:
    a) To **inform** the public about the benefits provided by BIG systems and their contribution to more livable, healthy, and resilient cities.
    b) To **raise social awareness** about the main concepts of the project: BIG systems xeriscaping, and ecosystem services among others.
    c) To **encourage** the transition towards a circular, clean, energy efficient, and climate-resilient model in the building sector.
2. To **maximize the dissemination of the BIG4LIFE results** and solutions formulated by the project among the stakeholders of the BIG systems sector.

3. Target audiences

The main target audiences of the BIG4LIFE project are grouped into the following categories:

1. **Consortium members:** partners. Will be contacted to provide and spread content, and to set a communications framework within which to work jointly and collaboratively.
2. **BIG systems sector:** companies and professionals working in the design, construction, and maintenance of BIG systems in Mediterranean cities.
3. **Policy makers at local and regional scales:** regional authorities, municipalities, and city councils with responsibilities in defining the norms for implementing BIG systems.
4. **Users:** citizens in direct contact with the green roofs (dwellers or users of the buildings involved in the project).
5. **Beneficiaries:** citizens benefiting from the ecosystem services provided by BIG systems but not directly involved in their use or maintenance.
6. **Media outlets:** newspapers, TV/radio news programs, etc., to increase the visibility and number of opportunities to reach out to society.
7. **General public:** increase the visibility of the project and raise social awareness on the importance of BIG systems in the naturalization of cities.

4. Communication and dissemination actions

4.1 Visual identity

Creation of a recognizable visual identity for the BIG4LIFE project allowing the fast and efficient identification of its brand. Its visual identity will convey a professional and efficient presentation of the project to its publics (internal and external) and increase the visibility of the project, as stated in the communication general objective.

4.1.1 Acknowledgement of funding

According to art. 17.2 in the GA, the communication products must acknowledge the funding from the EU through displaying the emblem consisting of the special logo of the LIFE program and the funding statement:

Any communications or equipment must include the following text:

For communication activities:

This project has received funding from the European Union's LIFE Program under grant agreement No 101114024.

For infrastructure, equipment, and major results:

This [infrastructure][equipment][insert type of result] is part of a project has received funding from the European Union's LIFE program under grant agreement No 101114024.

4.1.2 Quality of information disclaimer

According to art. 17.3 in the GA, any communication or dissemination activity must include the following disclaimer:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union [name of granting

authority]. Neither the European Union nor the granting authority can be held responsible for them."

4.1.3 Logo and slogan

The BIG4LIFE logo is the visual element that represents the project and leads to instant public recognition. It was designed by the CTFC design team at the beginning of the project. Several logos were evaluated before deciding on the final one. This logo represents the project's goal to green the buildings of cities.

Moreover, the BIG4LIFE logo has been designed in different formats to be adaptable for the communication and dissemination tools of the project.

The logo is strengthened by a slogan which underlines one of the main goals of the project and relates it with the European framework of the Green Deal, as well as to the support of the LIFE program, and specifically this project to the New European Bauhaus initiative. The slogan states: "T**owards the New European Bauhaus by advancing the lifespan of BIG systems**".

4.1.4 Templates and branding elements

Templates for Word documents, presentation slides, banners, etc., with a consistent layout and styles will be used to create standardized outcomes and ensure a unified corporate image.

In addition, a roll-up containing the project's logo, title and consortium members is already available to be used in consortium meetings, workshops, congresses, etc. as a brand claim.

For each one of the eight case studies, a board notice presenting the features of the green roof or facade and its contribution to the project has been designed.

A flyer presenting the BIG4LIFE project has also been developed to be displayed and distributed at varied events.

4.2 Website

The BIG4LIFE website has been published under the following URL: www.big4life.eu

The website is the main online communication tool of the project, leading to the fulfillment of general and specific communication objectives and targeting all the project's audiences.

The website contains information on the project, the consortium and its members, the projects' achievements, and current activities. This information is addressed to all audiences, from scientists and practitioners to the public.

It is available in English, Catalan and Spanish and it has been designed following a responsive web design (RWD) to enable optimum visualization independently of the size of the screen (PC, tablet, and mobile) or web browser one is viewing with.

The website includes the following sections:

- HOME
- PROJECT
    - Goals
    - Pilot cases
    - Expected impact
    - Partners
- DOCUMENTS
    - Results
- NEWS
    - Events
- CONTACT

4.3 Social media

The project has accounts in X (big4lifproject) and Instagram (big4life_project), both managed by the CTFC. These channels are being used to promote the project and its events, achievements, outcomes, and any relevant information that contribute to give visibility to the project and interact with related projects.

These channels will be used to interact with different publics, including consortium members, the BIG systems sector and professionals, related projects, policy makers, and the public, thus advancing towards all the communication objectives of the project.

Partners are encouraged to follow each other's social media accounts and to boost other partners' publications. All partners' social media have been collected.

4.4 Newsletter

To further facilitate quick access to the major news and outcomes of the project, a newsletter will be prepared by the CTFC every six months. It will be distributed among the partners, who will be encouraged to share them among their contacts. It will also be distributed to any subscriber interested in the project (free subscription available on the webpage – "subscribe to our newsletter"). The contents of this newsletter will include relevant project updates and achievements (meetings, publications, etc.) as well as events taking place in the upcoming months.

This action will help achieve communication objectives 1c and 2, targeting mainly companies and professionals in the BIG systems sector, scientists and practitioners involved in related projects, and policy makers dealing with BIG systems.

4.5 Press releases and radio appearances

Depending on the newsworthiness of events, the CTFC will write press releases to be distributed to mass media and through the project's website. One or two press releases will be created each year - depending on the content generated.

Radio appearances are also foreseen, at least two at regional radio stations and two at local level, in each city where the case studies are located (Lleida and Barcelona). In order to maximize the impact of this appearances, the manager of the case study addressed in each appearance will be invited.

The main objective of these actions is to give visibility to the project, while it can secondarily help explain the project and the benefits it strives to achieve. The main public for the press releases will be journalists working in generalist and targeted media outlets, and through them reach the general public, as well as potential building owners interested in creating new BIG systems.

4.6 Scientific dissemination

4.6.1 Scientific papers

The consortium will produce at least four scientific articles of peer-reviewed research papers, submitted to high-quality scientific journals. All publications will be available in Open Access and downloadable in the project Webpage too.

The creation of scientific papers will help engage with other projects and researchers working in the field while raising the visibility of the project. They will also ensure communication with technicians and experts of the BIG systems sector. If considered of relevance for broader publics, a specific press release can be generated thus reaching the media and the public.

4.6.2 Scientific conferences

The consortium will participate in four international scientific conferences, with the aim of presenting project results and promoting BIG values.

The participation of members of the consortium in scientific conferences will help engage with other projects and researchers working in the field while raising the visibility of the project. It will consolidate crucial networking and ensure the long-term replicability through further EU collaborations between institutions and related stakeholders. Thus, at least two of the conferences will be at the EU level.

4.7 Events

4.7.1 Seminars

The consortium will organize two seminars aimed both at technical and academic audiences to showcase the progress of the project. The first seminar will be held at the beginning of the project, to explain the implementation of monitoring and the technical aspects of BIG maintenance. The second one will take place at the end to share the results achieved.

The seminars will help achieve communication goals 1c and 2, while collecting views on the project from professional experts and scholars.

They will also provide opportunities to promote the outputs of the project (networking plans for maintenance and monitoring, guidelines to adapt urban norms to BIG projects) among stakeholders.

4.7.2 Workshops

The consortium will organize two online workshops aimed to ensure the replicability of the project.

The first workshop will address the international replicability of BIG4LIFE. It will be held with all the international partners of the project. Each of them will prepare a presentation on the individual replicability study carried out in their area. The idea is to reach agreements with the different international partners regarding the replication of BIG4LIFE that could be included in the After BIG4LIFE Plan.

The second workshop, with all involved stakeholders (partners, participants, sector associations, public administrations), will review the proposed After BIG4LIFE Plan. The participants of the workshop will decide on the following steps and will establish the long-term roadmap.

The workshops will help achieve communication goals 1c and 2 targeting the professionals involved in the regulation, design, implementation, maintenance, and monitoring of BIG systems.

4.7.3 Final conference

Within the last three months of the project, the consortium will organize one final conference at the EU level in Lleida to present the project results. All involved actors in the BIG4LIFE and related stakeholders from the networking contacts will be invited to present their approaches regarding green roofs and facades. Project presentations as well as actions will be scheduled in this two-day event to enable different groups to engage during the event. All activities will focus on the contributions of BIG systems to climate adaptation and mitigation, circular economy, support to biodiversity, and well-being. Participants will share their maintenance techniques for different European climate regions, enhancing knowledge exchange on the replicability of the BIG4LIFE outcomes.

The BIG4LIFE conference will produce a document with the final conclusions and a Catalogue of Guidelines for efficient and effective BIG systems implementation in urban environments.

This final conference will be one of the last communication activities of the project (together with its related press release) and will help achieve all the communication objectives, as all the different target audiences of the project will be gathered in the same place at the same time.

4.8 Training

Stakeholders' capacity building is an important objective of the BIG4LIFE project. WP4 aims to provide all those involved in the networking with the necessary knowledge and skills to be able to carry out the monitoring and maintenance tasks of the BIG systems in a viable way in the long term, not only in the scope of the project, but beyond its end. The participants to these trainings include selected candidates for the Community Service Learning approach applied to the BIG4LIFE.

Four main axes have been considered for this training and awareness:

Axis 1. Technical aspects:

    1.1. BIG systems

    1.2. Nature-based solutions and ecosystem services

    1.3. Xeriscaping

    1.4. Networking models for maintenance and monitoring

    1.5. Smart solutions applied to maintenance and monitoring.

Axis 2. Initial training in specific monitoring and maintenance tasks and responsibilities.

Axis 3. Training in safety and health.

Axis 4. Training in social and transversal professional skills.

The necessary educational materials will be created. All training documents will be translated into English, Spanish, and Catalan.

This activity will help achieve objectives 1b and 1c. The focus public for this action is all people involved in the monitoring and maintenance networks of the project.

4.9 Publications

4.9.1 Open access reports

The main deliverables of the BIG4LIFE project, those conveying its results, will be freely available and downloadable from the project web site and linked from partners' websites too. These reports are the following:

    - EU networking plan for monitoring and evaluation of BIG systems impacts (D5.2)

    - Guideline for Cost-benefit analysis of BIG systems service life (D5.3)

    - EU networking maintenance plan for BIG Systems (D5.4)

- Study about International replicability of BIG4LIFE project (D6.1)

- Study about the Integration of EU Networking Plans into regulations and technical standards (D6.2)

- Proposal of municipal incentive for BIG systems (D6.3) considering the benefits they provide to the city

This action will help the completion of objectives 1c and 2 and will be focused on stakeholders in the BIG sector and policymakers.

4.9.2 Professional guide of best practices for BIG systems maintenance

The Professional guide of best practices for BIG systems maintenance will be the outcome of the knowledge acquired about maintenance during the development of the project. This document will be original, since as these systems are relatively new, a specific guide for the maintenance of BIG systems has never been made before., the professional associations that support the project (Architects, Technical Architects and Building Engineers, Agricultural Engineers, Spanish Association of green roofs and facades ASESCUVE) will be involved in the design of the guide. Besides being available online, this guide will be published (250 printed copies).

This guide can be very useful both for designers and for the BIG systems maintenance and installation companies themselves, thus achieving communication objectives 1c and 2.

4.9.3 After-LIFE plan and Exploitation and Replication Plan

The After-LIFE Plan will set out how the actions initiated in the project will be continued and developed in the years that follow its end, and how the long-term management of the selected BIG systems will be assured. In addition, the After-LIFE Plan will set out how the dissemination and communication of the results will continue after the end of the project. It should give details regarding what actions will be carried out, when, by whom, and using what sources of finance.

Among other aspects, the After BIG4LIFE Plan will contain:
- Continuation of maintenance and monitoring and evaluation of impacts in the eight selected BIG projects
- Maintenance of the project website
- Future communication and dissemination of the project and its results and conclusions
- International replication
- Monitoring and future promotion of the inclusion of project results in municipal policies (designed municipal incentive) and in national and international technical standards (plans and guides)
- Networking with existing NBS platforms

The Exploitation and Replication plan will describe how the main results of the project (the reports and guide listed in sections 4.10.1 and 4.10.2) can be exploited and replicated beyond the project.

These results and conclusions should be the references that will guide the stakeholders of the BIG sector in the future.

Some prominent actions that the Exploitation and Replication plan will include are:
- meetings with municipal technicians and professionals in the BIG sector
- integration of BIG4LIFE methods in the design of new BIG systems
- incorporation of the results in the curricula of universities participating in the CSL program
- presentation of the results at sector fairs
- demo days for the explanation of the project objectives and performed activities, including visits to the pilot sites

All these actions will allow BIG4LIFE methodologies to be transferred to other sectors, such as architecture and construction, gardening, education, and universities. Likewise, they cover both the private sector (architects, landscape architects, engineers, designers, companies), which have private users as main target, and the public sector, through councils, which have society as main users.

4.9.4 Layman's report

The Layman's report is the final diffusion document of the project (up to ten pages) summarizing its results and impacts. This document will be easily understandable and available in the three languages (Catalan, Spanish and English) used in the project. It will be a document that reaches all of society and explains in an easy and visual way how the project will impact the environment and society.

The Layman's report will be freely available and downloadable from the project web site and linked on the partners' websites as well (100 printed copies per partner). The large contact network from all participants will also serve for the dissemination of the Layman's report. It will be distributed during the las seminar and the final event.

The Layman's report will enable the achievement of all communication objectives and addresses all the participants involved in the project as well as the general public.

4.10 Video

The project will produce a short video on the positive impacts of BIG systems. Using drones to take advantage of the beauty of such green infrastructures, the video will communicate the BIG benefits, along with the project objectives and impacts.

This action will address mainly objective 1 and its main target will be the general public.

5. Communication and dissemination schedule

The following is an approximate schedule of the communication and dissemination actions that will be carried out throughout the duration of the project:

T: trimester

	2023	2024				2025				2026	
	T4	T1	T2	T3	T4	T1	T2	T3	T4	T1	T2
4.1 Visual identity	■										
4.2 Website		■	■	■	■	■	■	■	■	■	■
4.3 Social media	■	■	■	■	■	■	■	■	■	■	■
4.4 Newsletter		■		■		■		■			■
4.5 Press releases	■			■				■			■
4.6 Scientific dissemination											
4.6.1 Scientific papers								■	■	■	■
4.6.2 Scientific conferences					■	■	■	■	■	■	■
4.7 Events											
4.7.1 Seminars			■							■	
4.7.2 Workshops									■		■
4.7.3 Final conference											■
4.8 Trainings			■	■							
4.9 Publications										■	■
4.10 Video				■							

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6. Expected impact

A summary of some Key Performance Indicators (KPIs) is outlined in the following section. They have been developed to evaluate the effectiveness and impact of the project's communication, and dissemination activities. The KPIs will guide these activities and provide a benchmark to drive BIG4LIFE communication and dissemination strategy. Furthermore, this plan will be revisited throughout the project to ensure that the KPI's are being achieved.

	Expected impact	
Action	**M18**	**M36**
4.2 Website. Unique visitors	150	500
4.3 Social media. Instagram & X followers	50	>200
4.4 Newsletter. MailChimp subscribers	50	>200
4.5 Press releases	2	4
4.5 Press releases. Media appearances	6	12
4.6.1 Scientific papers. Creation		4
4.6.1 Scientific papers. Citations		16
4.6.2 Scientific conferences. Attendance		4
4.7.1 Seminars. Participants		30
4.7.2 Workshops. Participants		30
4.7.3 Final conference. Participants		100
4.8 Trainings. People trained	50	50
4.9.1 Open access reports. Website downloads		100
4.9.2 Professional guide. Number of copies.		250
4.9.4 Layman's report. Number of copies.		500
4.9.4 Layman's report. Website downloads.		100
4.10 Video. Views.	50	100