Report on

Deliverable B1.1 "Communication Plan"

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NewLife4Drylands
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Executive summary

The communication plan will give to the consortium members of the New Life for Dryland project (NL4D) a strategy in order to promote and disseminate the activities implemented during the project and the results of these activities. The plan will define the key messages and will point out the targets, the contents, the tools, the timings and the objectives of all communication activities in the project framework. This document will identify the Who, What, Why, Where, When and How of the project communication. The deliverable also provides a timetable for the implementation of each dissemination activity and describes the audience for each of the activity that is going to be implemented in the framework of B Actions. The project consortium members have taken in account the restrictions that have been imposed or will be imposed during the implementation of the project due to Covid-19 pandemic.

Table of Contents

1. Introduction

The communication strategy is an important part of every LIFE project. This strategy has been developed taking in account the project activities foreseen in the proposal (Actions B) of the NL4D Project (LIFE20 PRE/IT/000007). Moreover, the section concerning the “Communication tools” of the LIFE Programme 2014-2020, notably the communication strategy factsheet and the resources related to the “mandatory” and “recommended” communication activities, available at:

https://cinea.ec.europa.eu/life/communication-and-gdpr-rules_it, is a key reference.

2. The NewLife4Drylands project

2.1 Overview

NewLife4Drylands project aims to contrast the soil degradation leading to desertification, by using Nature-Based Solutions (NBS). NewLife4Drylands aims to provide a framework and a protocol for identifying sustainable solutions that could be successfully implemented in degraded drylands e.g. restoration land activities aiming to improve vegetation cover and productivity in those areas where desertification processes are undergoing (vulnerable areas). In addition, the project will develop specific techniques to monitor failures and successes of restoration activities.

The project has its focus on developing a protocol for the identification of dryland characteristics and for a mid and long-term monitoring of restoration interventions of desertified lands using remote sensing techniques. Remote Sensing (RS) can complement the lack of long term, reliable and homogeneous in situ information, usually rather timely and cost expensive. The protocol is based on high-resolution Earth Observation (EO) data and applying remote sensing methodologies. Moreover, it provides a clear, specific and costless assessment of the restoration process useful for further decision-making in interventions.

In order to get this goal, the project identifies six study-areas in three Mediterranean Countries:

Tifaracás (Spain), El Bruc (Spain), Palo Laziale (Italy), Alta Murgia, Nestos (Greece), Asterousia (Greece).

2.2 Consortium

The project consortium members are seven major research institutions from Italy, Spain and Greece.

The beneficiary coordinator is the Institute of Atmospheric Pollution research of Italian National Research Council (CNR-IIA). Other partners are:

Italian Institute for Environmental Protection and Research (ISPRA), Italy

Department of Environmental Biology – Sapienza University of Rome (SAPIENZA), Italy

Institute of BioEconomy – National Research Council of Italy (CNR-IBE), Italy

Centre for Ecological Research and Forestry Applications (CREAF), Spain

University of Crete – Natural History Museum of Crete (UoC – NHMC), Greece

The Hellenic Society for the Protection of Nature (HSPN), Greece

2.3 Project activities and expected results

The main objective of the project is to monitor the application, scalability and replication of the Nature Based Solutions (NBS) for restoration of degraded and desertified drylands by using Remote Sensing techniques, a framework and a protocol for:

• identifying dryland characteristics;

• identifying sustainable solutions that could be successfully implemented in degraded drylands, e.g. to improve vegetation cover and productivity in areas vulnerable to ongoing desertification;

• mid- and long-term monitoring of interventions in desertified lands, to better evaluate restoration effectiveness and improve sustainable soil management.

The project work plan foresees technical, communication and management actions:

Action A1 Setting the frame for desertification and NBSs

Action A2 Remote sensing indicators of desertification

Action A3 Monitoring model

Action A4 Monitoring restoration cases based on NBS

Action A5 Definition of protocol and best practices

Action B1 Dissemination of the project to different stakeholders

Action B2 Organisation of events for the local community

Action B3 Networking with other LIFE and/or non-LIFE projects

Action B4 Material for communication activities

Action B5 Website

Management actions (Actions C).

The selected six case studies will be characterized in terms of land characteristics and level of soil degradation and desertification by considering all the ground data, identifying the major drivers of desertification. This basis information will serve to define a framework (Action A1) that will be used in the definition of a monitoring model (Action A3), as well as the indicators that will be used for the quantification and mapping of the land degradation and desertification (Action A2). Further, a correlation analysis between desertification indicators and environmental and ecosystem services data from case studies areas will be performed in order to provide a model (ActionA3) for desertification monitoring based on remote sensing indicators, in situ data and ecosystems services assessment. The ecosystem assessment will be applied in case studies areas (Action A4). The effects of in-situ restoration (by comparison of ex ante conditions) will be monitored in mid and long-terms using satellite based indicators and analysis of in situ data. Finally, a protocol for the characterization of desertification processes and for the design, the implementation and the maintenance of NBS will be defined (Action A5),

utilising the monitoring framework adopted and the evaluation of the results obtained in case studies.

2.4 The Communication activities foreseen

The communication activities section ("B" Actions) foresees five actions and their related results in order to involve different stakeholders (B1), organise events for the local community (B2), networking with other LIFE and/or non-LIFE projects (B3), prepare some material for communication activities (B4) and built the project website (B5).

According to the project description, the following Actions are foreseen in the framework of B Actions:

When	Activity	Activity	Target Audience	Channel	Institution responsible
01/07/2020 till 31/12/2022	Communication Plan	Development of strategic plan with objectives, targets, Target audience, Communication tools, …	Internal document	Project Website - deliverables section	HSPN
28/02/2021	Design and production of the 1st leaflet	Production in 5 languages (Italian, Greek, Spanish, English and Catalan) Printing in two languages (Greek and English)	Stakeholders, Students, Academic Community, Local communities	Project Website, Partners Website, Social media accounts, Distribution during project meetings	HSPN All beneficiaries
31/03/2021	Design of the project logo	Decision must be taken among the beneficiaries	All	Project Website, Communication materials, Deliverables	HSPN
31/03/2021	Project info boards	Design and produce info boards. Place them	All	Beneficiaries' offices, Case areas, Social media accounts	HSPN. All beneficiaries
30/06/2021	Roll ups	Design and produce roll ups to be used in events	All	Beneficiaries' offices, Place of events, Social media	HSPN. All beneficiaries

When	Activity	Activity	Target Audience	Channel	Institution responsible
30/06/2021	Posters	Design and produce poster template. Use it for project posters	All	Beneficiaries' offices, Study areas, Social media, Place of scientific meetings	HSPN. All beneficiaries
30/06/2021	Website of the project	Design and operation of the website of the project	All	Project Website, Promotion in the social, media accounts	CNR-IIA
30/08/2022	Design and production of the 2nd leaflet	Production in 5 languages (Italian, Greek, Spanish, English and Catalan) Printing in two languages (Greek and English)	Stakeholders Students Academic Community	Project Website, Partners Websites, Social media accounts	HSPN
30/06/2023	Layman's report	Design and production of the report	Stakeholders Students Academic Community Policy makers, EU institutions	Project Website, Partners Websites, Social media accounts	HSPN, contribution of all beneficiaries
30/06/2023	Report on Networking with other LIFE and/or non-LIFE projects	Elaboration of the report	Stakeholders Students Academic Community, EU level stakeholders	Project Website, Partners Websites, Social media accounts	HSPN, contribution of all beneficiaries
30/06/2023	Report on local communities events	Elaboration of the report Assessment of the indicators	Stakeholders, Students, Academic Community	Project Website, Partners Websites, Social media accounts	HSPN, contribution of all beneficiaries
30/06/2023	Final Report on Dissemination Activities	Elaboration of the report Assessment/Evaluation of the indicators	Stakeholders, Students, Academic Community	Project Website, Partners Websites, Social media accounts	HSPN
30/06/2023	3 scientific/technical articles	Elaboration of the report	Stakeholders Students	Project Website, Partners Websites,	All beneficiaries

When	Activity	Activity	Target Audience	Channel	Institution responsible
		Assessment of the indicators	Academic Community	Social media accounts	
01/12/2021 till 31/12/2022	Scientific Publications	Conferences, International Symposium	Academic community, technician	Partners Websites, Social media accounts	ISPRA, CNR-IIA, CNR-IBE
31/03/2022	Organization of the Final Conference of the project in Rome, Italy	Final Conference	Stakeholders, Students, Academic Community	Project website, Partners websites, Social media	ISPRA, CNR-IIA, CNR-IBE HSPN (contribution)

These actions will produce the following outputs and results:

- 2-day networking with scientists of advisory board for discuss on monitoring model
- 10 meetings within national system SNPA and regional institution through the regional observatories on land consumption
- Participation in at least 1 international conference for dissemination and discussion of results to scientific community
- 1 Communication Strategy and Plan
- 3 scientific/technical articles to be published on international journals, professional magazines, websites, expert's blogs
- 2 days final Conference in Rome, Italy, March 2023
- Networking events with other LIFE or non-LIFE projects (organization of networking event in Thessaloniki, Greece, in spring 2022 and field visit to Nestos area)
- Communication material of the project (Leaflets, Info Board, roll ups and Posters)
- Project website

This Communication plan will define the framework in which these outputs will provide benefit and will help to obtain the project communication objective. This document will identify the Who, What, Why, Where, When and How of the project communication.

The main partner responsible for the communication activities is HSPN, but for the website, in charge of CNR-IIA. Nevertheless, all project beneficiaries are expected to contribute to the communication activities. This document will be adapted according to the dissemination and promotion needs every six months. Responsible for the adaptation of this document is HSPN, always in cooperation with the Project Manager and the whole consortium.

3. The NewLife4Drylands Communication strategy

3.1 Communication objective

The main objective of the NL4D project communication is to disseminate and share the activities and the results of the project with multiple stakeholders and the public as well as the importance that these results have for the people everyday life.

Specific objective to the communication actions of this project is to disseminate the two main outputs of the project and make them actually used by stakeholders at the local and national level.

The two major outputs with reference to communication activities are the so-called NewLife4Drylands Model and NewLife4Drylands Protocol. Indeed, they are products that can be of direct interest for reference, endorsement and adoption by part of the target audience.

The NewLife4Drylands Model

The NewLife4Drylands Model is the outcome of the NewLife4Drylands Technical Activity A3 "Monitoring Model" which leverages the results of activities A1 "Setting the frame for desertification and NBSs" and A2 "Remote sensing indicators of desertification", and that is tested in activity A4 "Monitoring restoration cases based on NBS". The Model describes:

- The selected set of significant indicators for the evaluation of desertified/degraded areas and for monitoring of restoration actions.
- Their relevance depending on the identified degradation process, restoration actions and ecosystems affected.
- The algorithms for the estimation of indicators from remote sensing data and integration with available in-situ data

The NewLife4Drylands Model want to be a knowledge instrument for the evaluation of spatio-temporal scenarios of land degradation and restoration.

The NewLife4Drylands Model is primarily targeted to technicians needing to build a knowledge tool for monitoring land degradation processes and assessing the effectiveness of restoration actions.

The NewLife4Drylands Protocol

The NewLife4Drylands Protocol is the output of the NewLife4Drylands Technical Activity A5 "Monitoring Model" which leverages the NewLife4Drylands Model developed in the activity A3 "Monitoring Model".

The NewLife4Drylands Protocol is conceived as a set of good practices to guide decisions about planning actions for monitoring land degradation processes and assessing the effectiveness of restoration actions (e.g. through NBS).

The NewLife4Drylands Protocol specifically highlights the potentiality and cost-effectiveness of remote sensing to complement traditional solutions for environmental monitoring and assessment, also suggesting the best approach to collect and integrate in-situ data.

The NewLife4Drylands Protocol is primarily targeted to decision-makers who need to plan solutions to combat degradation processes in compliance with environmental policies.

Other objectives of the NewLIFE4Drylands project are:

- Strengthen the capacity and knowledge adaptability in monitoring and risk assessment procedures on degradation of the soil and nature-based solutions (NBS) issues.
- Encourage people to use innovative technologies on soil degradation monitoring as a way to improve and long - term cross - border collaboration, information, research capacity and exchange of information from developing and implementing information and communication activities, at all levels of society (education, managers, policy makers, local community)
- Built knowledge and awareness of key stakeholders and practitioners to create effective and locally adapted management practices according to the project's results on degraded lands monitoring and their relation to climate change impact.
- Built capacity and links among key stakeholders for the implementation of joint cross-border monitoring and evaluation.
- Built knowledge of local stakeholders and the public at large in relation with the continuous growing knowledge and achievements of academic community through local programmes and engagement activities to enhance their understanding of the value of nature-based solutions, the exceptional landscape they consist, where soil degradation observation is a compulsory tool for climate change future adaptation.
- make better known the desertification process in Mediterranean areas.
- make citizens aware that the European Commission and Life Programme are acting against desertification.

3.2 Context analysis (SWOT)

STRENGHTS	WEAKNESSES
S1 - There is a significant expertise among the beneficiaries regarding desertification threats in different type of ecosystems.	W1 - Short duration of the project

S2 - Four of the NewLIFE4Drylands project beneficiaries are educational and research institutions and they have been working on desertification and soil degradation (ISPRA etc).	W2 - Limited planned effort in the proposal for communication activities that we can put as a small preparatory project
S3 - There is significant experience gained from previous/ongoing international projects in desertification threats monitoring, climate change projection, involvement with stakeholders and general public, etc.	W3 - It is challenging to redefine and reorganise most of the in situ communicational activities to enhance project's adaptation in Covid-19 pandemic reality.
S4 - Significant number of possible collaborations between multiple environmental NGOs, public, private and national authorities.	W4 - Case studies have recent restoration activities which could be hard to show improvements with remote sensing
S5 - Experience of the beneficiaries regarding communication of environmental issues to the scientific community, general public and key stakeholders.	
S6 – All beneficiaries of NewLIFE4Drylands project have excellent reputation by both the general public and national/regional authorities.	
S7 - Project beneficiaries and associates are involved in various other LIFE and non-LIFE projects.	
OPPORTUNITIES	**THREATS**
O1 - Stakeholders are showing an increase of interest about environmentally safe practices. They are willing to adopt these suggestions in order to differentiate their products and services.	T1 – Little interest from the stakeholders in attending workshops or in participating in activities of the project
O2 - Social media have great penetration across the population and age groups that the project is targeting.	T2 - During the communication with the stakeholders and the public, the management bodies are always facing many other competing urgent issues (e.g., financial stability, conflicts for water usage, etc.) and may not adopt the proposals provided by the project team.
O3 – The social distance that came out from Covid 19 pandemic reality, forced people to digital tools familiarization. Thus, project's innovation in technology and digital tools usage, could be an easy-to-use way of desertification monitoring, communication and networking.	T3 – The engagement of target groups through the project's activities could be hard to be organized in situ, due to Covid-19 pandemic.

O4 – The project contribute to the achievement with European policies including Next Generation EU	T4 – It is a challenge to work on protection status and management/ country in regard to desertification management in a climate changing reality in the Mediterranean region.

In order to manage the weaknesses/threats and reduce their affection at minimum level, the project should:

- During the communication activity, emphasize the importance of natural ecosystems especially for stakeholders working and living close to them
- Focus on a high-quality communication among the target groups and to ensure high participation level The Workshops and communication activities will be organized in local language and if necessary/possible with translators to facilitate understanding of key concepts and to reach the greatest number of people.
- Present and demonstrate the benefits of the NewLife4Drylands Model and Protocol to the key stakeholders, according to the specificity of each country and site.
- Be ready to adapt the communication activities to the evolution of the Covid19 pandemic situation, possibly reshaping and redefining the in-situ activities.

3.3 Pay off and key messages

The project topics are the land degradation and the possibility to restore it throughout NBS, monitoring the effect of restoration action using remote sensing and a set of indicators that the project will define. The messages must be diversified according to the communication targets, and, if scientific short messages will probably do not have success, it is important to find some pay-off in order to bring the attention of the general public and policy makers.

The messages to spread are:

- Nature based solutions need continuous monitoring and assessment to evaluate their effectiveness
- Earth Observation is a fundamental resource for cost-effective assessment of NBS
- NewLIFE4Drylands provide a set of good practices to guide decisions about planning actions for monitoring land degradation processes and assessing the effectiveness of restoration actions

3.4 Risks and mitigations

The proposal highlights two main risks for the communication activities:

1 - COVID-19 related issues (involving delays or changes in practical organization (travelling, field work, meetings, conferences, stakeholder's engagement, etc.)

The COVID-19 infection wide spread could bring sanitary risk in meeting people and organise event, also because of restriction in project Countries.

Mitigation actions: in 2020 and the first part of 2021 people learnt to use the main tools for on-line meeting and there are available for free several tools that allow to engage people around a topic even in online events. A good organization with clear responsibility for actions and a plan of meetings define considering the new situation will allow to the project consortium to reach the main communication targets. The organization for dissemination activities for scientific stakeholders and institutional stakeholders, moving from traditional in presence events to other appropriate forms to be decided for the specific conditions such as webinars/teleconferences.

2 Results of NewLife4Drylands are not adopted by relevant stakeholders

End-user are not informed of the results of the project.

Mitigation action: concerning the engagement of land planners or policy makers, the communication strategy foresees an "endorsement plan" in three steps, with a progressive engagement level. To all targets, the communication activities will be tailored on specific beneficiaries and relevant action will be included at different steps of output definition. Local communities will be engaged enhancing their roles in being part of solution. Workshops and activities will be organized in local language to ensure high participation level and if necessary/possible with translators. If specific barriers are found, contacts and networks of individual partners will be activated. Additionally, each case study is represented by a specific expert partner. All beneficiaries of the consortium have been implementing or implemented in the past several projects in the respective areas, so they have built a strong network and cooperation between the relevant stakeholders in local level.

3.5 Project branding

All the dissemination tools must be easy to recognise and must have the logo of NewLIFE4Drylands project. Between the tools, some templates for deliverables and publications will be available.

The logo of NewLIFE4Drylands project will always appear with the logo of the LIFE programme.

Additionally, in a visible place of every communication material, and every deliverable as well, the EU funding contribution should be acknowledged.

Partners will receive a graphic kit with all the Logo characteristics and indication on how to use it.

The logo of the LIFE programme must appear on all the communication and promotional materials with the text "Project funded by Life programme of the European Union" and the code of the project **LIFE20 PRE/IT/000007**.

The logo of the Natura 2000 network is optional but it will be placed in every document or material concerning the NewLife4Drylands pilot case studies, as they are Natura 2000 sites.

For any NewLife4Drylands publications, according to the format required by the publisher, the following information will be included:

- The name of the project and number of Grant Agreement;
- The editor of the material;
- Date of publishing;

- The text of the disclaimer "Responsibility of <name of the author> and the content can in no way be taken to reflect the views of the European Union".

3.6 Eu and LIFE Programme rules

The LIFE programme establishes that some communication tools are mandatory and must be included in the proposal:

- Website
- Layman's Report
- Notice Boards
- After LIFE plan
- Networking activities

Moreover, all communication tools and all project deliverables must feature the LIFE logo (and Natura 2000 logo if relevant) and an acknowledgement of LIFE's support (e.g. "The NewLife4Drylands project has received funding from the LIFE programme of the European Union").

3.7 Communication audiences (targets)

Concerning the dissemination of the two main outputs - NewLife4Dryland Model and NewLife4Drylands Protocol - the main targets for communication are Policy-makers in charge of land planning and restoration project and technicians who have to monitor, provide and assess the restoration with NBS effectiveness.

Decision-makers

Who (description)	persons who have the responsibility to elaborate plans to combat land degradation at various levels: local, national, regional, global.
Why (rationale)	it is often difficult to recognize the potentiality of remote sensing and to devise how it can be part of an overarching plan. Decision-makers can find the NewLife4Drylands a useful tool to guide some planning choices. For example, a decision-maker may find that with a limited cost it would be possible not only to plan a restoration action, but also assess its effectiveness using remote sensing open data, and collecting some in-situ data as ground truth.

What (objective)	the NewLife4Drylands objective is to obtain some kind of "endorsement" by local, national, or global authority about the validity of the NewLife4Drylands Protocol. The "endorsement" might go from a direct acknowledgement, to an indirect one, as, for example, its presentation in internal meetings.
How (actions)	the NewLife4Drylands Consortium elaborated a preliminary "endorsement plan" in three major steps: • September – December 2021: the A5 activity will elaborate a detailed "endorsement plan" identifying potential targets at national level (in the three countries of the Consortium) and international level. • January – December 2022: to facilitate later "endorsement", the target audience will be involved in meetings, and revision of the draft Protocol. • January – June 2023: The Consortium will carry out dedicated actions for an "endorsement" by the identified targets.
Where (locations)	specific actions will be organized including virtual or face-to-face meetings.
When (scheduling)	a detailed timeline will be provided in the detailed "endorsement plan"

Communities of practice

Who (description)	persons and organizations who works on land degradation processes, including technicians and environmental scientists.
Why (rationale)	In communities of practice the potentiality of remote sensing for monitoring land changes and therefore land degradation and restoration processes, is underestimated or not sufficiently known for considering it in common operations.
What (objective)	the NewLife4Drylands objective is to raise awareness of the potentiality of remote sensing as a contribution to monitor land degradation processes and assess restoration action effectiveness.

How (actions)	NewLife4Drylands will participate/organize events with community of practice members presenting the NewLife4Dryland Model and Protocol.
Where (locations)	specific actions will be organized including virtual or face-to-face meetings or participation in conferences. As an example: • on April 2021, the NewLife4Drylands concept was presented at the European Geosciences Union virtual General Assembly in the session on "Nature-Based Solutions for Global Environmental Challenges and SDG nexus research." • NewLife4Drylands established liaisons with relevant LIFE projects and through the Advisory Board addressing the topic of using remote sensing in its networking and AB meetings.
When (scheduling)	based on NewLife4Drylands and international events scheduling

Other important targets of communication are the academic community, that can use the project results for other research activities, and improve the project results, the local communities in pilot case study, that can directly benefit from the project activities and the public at large, that should be informed about desertification risk, land degradation process, Nature-based Solution opportunities for restoration and the EU funding.

Scientific Community

Who (description)	Academics, students in related faculties (Environmental sciences, Engineers etc).
Why (rationale)	Scientists will continue monitoring the restorations through the application of the models generated during the project. Other scientific, academic, governmental and nongovernmental institutions will be engaged in this monitoring in order to expand the application of the tools generated.
What (objective)	the NewLife4Drylands objective is to provide a methodological and applicable approach in form of a model for desertification monitoring of desertified areas based on remote sensing indicators
How (actions)	NewLife4Drylands will several scientific publications and will participate in international conferences with relevant topics.
Where (locations)	Italy (Organization of the Final Conference of the project)

When (scheduling)	based on NewLife4Drylands and international events scheduling (Final Conference)

Local communities in pilot sites

Who (description)	Farmers in the pilot sites, general public of the areas
Why (rationale)	The engagement of the local communities in the case study areas is important in order to illustrate what are the problems and solutions of the territory where they live
What (objective)	Local participation offers a unique opportunity to effectively inform and provide guidance to stakeholders and the target audiences in environmental issues.
How (actions)	Organization of 3 workshops (preparation of invitations to be sent, announcements in social media and project's webpage, roll ups etc)
Where (locations)	Crete (Greece) in Asterousia case study area several meetings with the local communities has been scheduled. Spain (Barcelona) concerning El Bruc case study area. Italy (Rome) concerning Palo Laziale case study area
When (scheduling)	3 workshops for the local communities will be organized in September 2022

General Public

Who (description)	Citizens in the case study areas and in participating countries in general.
Why (rationale)	The engagement of the general public in the case study areas is important in order to the illustrate what are the problems and solutions of the territory where they live
What (objective)	Local participation offers a unique opportunity to effectively inform and provide guidance to stakeholders and the target audiences in environmental issues.
How (actions)	Face to Face meetings with the local communities, Social media, webpage of the project (News section)
Where (locations)	Dissemination events addressed to general public in Asterousia Mountain addressed to local stakeholders (3day/event), Dissemination of the project to stakeholders to local stakeholders in

	Nestos (1 day), networking meeting of LIFE projects in Thessaloniki in cooperation with the Aristotle university of Thessaloniki and study visit (next day) in Nestos area. At the local event, printed communication material will be distributed to the participants. For all organized open events an announcement will be released by the organizer to the local media in order to promote the event and motivate stakeholders and target audiences to participate
When (scheduling)	During the last year of the project implementation, in order to communicate the project's results.

3.8 Communication tools

Different communication tools will be used to share the project objectives, results and output.

Website

Beneficiary responsible: CNR- IIA

The website (https://www.newlife4drylands.eu/) is the first showcase of the project, with all the general information, the project description, results and news. It will be in English, with selected content in the languages of the Consortium and case-study sites: Catalan, Greek, Italian and Spanish. It is addressed to the general public, to the local and scientific communities and to the European Commission. The website will be also the repository for all public deliverables and documents. Contacts of beneficiaries will be provided in order to allow visitors to have the possibility to ask for more information. Each partner should refer to the project website in its own institutional website.

Social Media

Beneficiary responsible: HSPN

In the first two months, the project's social media accounts will have been prepared and launched, with informative character. NewLife4Drylands will have social media profiles on Facebook, Twitter and Instagram

The project's accounts are:

Facebook: @Newlife4drylands

Twitter: @DrylandsNew

Instagram: newlife4drylands

The social media account will promote and disseminate project's goals, events, progress and results.

Strategic social media use encourages audiences to connect and actively participate with the project's announcements and posts. Social media information by NewLife4Drylands can include news and comments about sustainability, land, European environmental policy, Earth Observation technology, Nature-based Solution, Interdisciplinary research, remote sensing use, soil protection, local news in the pilot areas and other topics related to the project.

NewLIFE4Drylands social media accounts will be created with contents in English. Partners are invited to freely share the posts of NewLIFE4Drylands at their host institution social media pages (personal profiles also welcome), providing friendly translations in their native languages. Each beneficiary is encouraged to post on their accounts about their activities within the project with the #NewLIFE4Drylands hashtag.

Other Hashtag that can be used are: #LIFE, #LIFEProgramme, #GreenDeal, #soil, #desertification, #naturebasedsolutions, #NBS, #soildegradation

In the social media activity, it is strategic to tag other accounts as @LIFEprogramme, @EUClimateAction, @landcoalition, @cinea_eu, @angelosalsi1,

The social profile of relevant national Ministries, European DG, Land protection organisation, environmental CSOs, project partners:

@SapienzaRoma,@UniversityOfCrete,@ProstasiaTisFysis,@ypen.gov.gr, @MinisteroTransizioneEcologica, @mite_it, @CNRsocial_, @iiacnr, @cnrdta, @ISPRA_Press, CREAF_ecologia

Every post (on Twitter or Facebook) should also mention each other partners' account: e.g., @NewLIFE4Drylands
@SapienzaRoma,@UniversityOfCrete,@ProstasiaTisFysis,@iia.cnr,@CNRsocialFB

Information Material

Beneficiary responsible: HSPN

To increase public awareness at least four packages of information material will be released. Press kits (articles, press releases, etc.), printed material (brochures (2), fact sheets, project poster, roll upas and information boards), awareness raising material for local and regional level (folders for the meetings with the local communities). These materials can be adapted and updated according to the project needs considering also the restrictions from Covid-19 pandemic.

All the project material should refer to the website and include contact information.

Scientific Publications & Conferences

Beneficiary responsible: HSPN

From the second part of the project, when we have some results to spread, there will be released at least two publications in scientific journals and three presentations at national and/or international conferences. This procedure will disseminate findings, highlight results, define special terminology, report results in an interesting and attractive way of visualization.

Events

The project foresees some events at local, national and international level:

2-days networking with scientists for monitoring model (Responsible partner: ISPRA)

10 meetings within national system SNPA and regional institution through the regional observatories on land consumption (Responsible partner: ISPRA)

Participation in at least 1 international conference for dissemination and discussion of results to scientific community (Responsible partners: CNR-IIA, ISPRA, CNR-IBE, CREAF, SAPIENZA)

2-days final Conference in Rome (Responsible partner: ISPRA)

Organization of networking events with other LIFE and/or non-LIFE projects in Thessaloniki, Greece (Responsible partner: HSPN).

The final grand event that will mark the end of NewLIFE4Drylands project is going to be an International Symposium on desertification, soil degradation and nature-based solutions that will take place in Italy, in spring 2023.

The Symposium will consist of a formal gathering, where experts in desertification will present their research, ideas and opinions on the topic. It is expected to bring together academics, scientists and researchers who deal with desertification, soil degradation, climate change and nature-based solutions, in different areas and environments. In the site of the event will be placed a project roll-up and a poster and the information material will be distributed. COVID-19 occurrences will be considered.

For each event, communication through website, social media, press release and media relation should be considered. Please remember that for each event, proof of participation and/or organisation is required: take pictures, keep attendance registration or participant list, and provide information for reporting purpose.

3.9 Networking

The networking is a mandatory activity for all EU-funded projects. This activity can indeed activate very important synergies and share results in projects working on similar topics,

enhancing the project results. The targets of this activity are all the projects dealing with soil and land-use issues, but also project research on remote-sensing for earth and climate change observation. The approach to this target can be technical as the most of partners participating in the project are at ease with technical and scientific contents.

Some examples of interesting projects are:

- LIFE The Green Link
- LIFE PRIMED
- SOIL4LIFE
- LIFE ATHOS STEMA
- LIFE TECMINE
- LIFE NIEBLAS
- LIFE GUGUY
- H2020 LANDSUPPORT
- H2020 ERA-PLANET

In the networking activities project beneficiaries can also consider as resources the Advisory Board members.

3.10 Dissemination of results and capitalisation (replicability)

When the project has some results to spread, it will be crucial to identify some key capitalization activities to put the basis for replication strategy and replication success

Local dissemination

What	The importance of drylands restoration and NBS opportunities
Where (locations)	Greece (Nestos Aserasia), Italy (Palo Laziale, Alta Murgia), Spain (El Bruc, Gran Canaria)
When (scheduling)	During the last six months of the project implementation (results of the project must be presented).
Who (target)	Local citizens groups, Local CSOs, environmental organisations, municipalities and regional institutions, Parcs and other protected areas management bodies,..

scientific publications

What	Results of scientific research, data on case study sites, set of indicators
Where (locations)	National and International scientific journals, Magazine "H SYSI"
When (scheduling)	During the last six months of the project implementation (results of the project must be presented).
Who (target)	Researchers, scientific community

Participation Conferences and symposia

What	Raise awareness on project objectives
Where (locations)	Virtual EGU 2021
When (scheduling)	19–30 April 2021
Who (target)	Researchers, scientific community

What	Results of scientific research, Indicators set, NL4D model, NL4D Protocol
Where (locations)	Connecting people and soil, online in 2021, Eurosoil 2021
When (scheduling)	23-27 August 2021
Who (target)	Researchers, scientific community

Internal communication

What	Results of scientific research, data on case study sites, set of indicators
Where (locations)	Project beneficiaries' offices, virtual meetings
When (scheduling)	Each month during the implementation of the project
Who (target)	CNR-IIA CNR-IBE CREAF UoC Sapienza

3.11 Timing

Communication and dissemination action												
	2021				2022				2023			
	I	II	III	IV	I	II	III	IV	I	II		
B1	D.B1_1 D.B1_2								M.B1	D.B1_3 D.B1_4 D.B2_1 D.B3_1		
B2												
B3												
B4	D.B4_3	D.B4_1 D.B4_2 D.B4_6					D.B4_4			D.B4_5		
B5		D.B5_1 M.B5										

3.12 Deliverables

D.B1_1: Communication Plan (31/03/2021).

D.B1_2: Logo (31/03/2021).

D.B1_3: 3 scientific/technical articles (31/03/2023).

D.B1_4: Final Report on Dissemination Activities (31/03/2023).

D.B2_1 Report on local communities events (31/03/2021).

D.B3_1 Report on Networking with other LIFE and/or non-LIFE projects (31/03/2021).

D.B4_1 8 roll up (30/06/2021).

D.B4_2 6 posters (30/06/2021).

D.B4_3 first leaflet (28/02/2021).

D.B4_4 second leaflet (31/08/2022).

D.B4_5 Layman's report (30/06/2023)

D.B4_6 project's info boards (30/06/2021).

D.B5_1 website (30/06/2021)

3.13 Milestones

M.B1 Final Conference

M.B5 website (30/06/2021)

3.14 Partners roles and responsibility

HSPN is in charge of the communication coordination. CNR-IIA is the beneficiary responsible for the website. All partners must cooperate in communication activities, providing feedback, contents of communication tools, networking opportunities and taking part in conferences and other events on behalf of the whole consortium.

For the communication activities, each partner appointed a main contact:

CNR-IIA, **Paolo Mazzetti**: paolo.mazzetti@cnr.it

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CNR-IBE, francesca.ugolini@ibe.cnr.it

CREAF, **Vicenç Carabassa** : v.carabassa@creaf.uab.cat

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