

Dissemination and communication strategy

Deliverable 7.2

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Introduction

REINVENT is designed to strengthen the quality and relevance of scientific contributions to the development of policies and pathways for decarbonisation in paper, steel, plastics and meat&dairy sectors. These sectors have not been subject to stringent climate policy so far, and mitigation options as well as policy and strategies are relatively unexplored. The aim of REINVENT is to contribute to necessary research on the topic, as well as disseminate and communicate information about it to various audiences.

This document outlines the Dissemination and Communication Strategy (DACS) of REINVENT. It aims to assist in decisions around what kind and form of information is provided for which target audience and how dissemination and communication are conducted.

Target groups

Throughout its duration REINVENT is engaging with three key target groups: 1) scientific community, 2) businesses and sector associations and 3) policy and governance stakeholders. Some of REINVENT's research may also be of interest to broader audience, so 4) civil society and general public is a complementary target group of the project.

1) Scientific community

REINVENT's work contributes new insights into existing research, via a literature review, creation of an open access data set and analysis of innovations in each sector. These insights also have educational purposes, as they are integrated into teaching and teaching literature at different academic levels.

How: The wider research community is engaged with through regular scientific channels (journals, conferences, international scientific assessments, workshops, etc.). Networks include Earth System Governance (the International Project Office of which is placed at ULUND), Sustainability Transitions Research Network (STRN), IEA (IEA-Industry.org), International Studies Association (ISA), European Council for an Energy Efficient Economy (ECEEE), Annual Meeting of American Geographers (AAG) and others. The multidisciplinary character of REINVENT's team means that broad research communities are reached. Furthermore, we have one CLA (Convening Lead Author) and one LA (Lead Author) in the IPCC WGIII AR6 report.

2) Businesses and sector associations

Developed in close dialogue with these stakeholders, REINVENT keeps the industry informed on its findings and has a key role in informing practitioners about the decarbonisation innovations available and ways forward for them to be realised, as well as understanding inertias in their implementation.

How: Regular meetings with small groups of our partners is our preferred approach. Each partner has a personal contact point within REINVENT. The co-design workshops in WP4 will involve many REINVENT partners as well as a wider circle of stakeholders. In other parts of REINVENT, our partners are individually invited to contribute in parts that are interesting and relevant to them. The consultation of the partners is done in strong coordination with the entire REINVENT team. The relationships with partners are built throughout the project and are expected to strengthen as the project progresses.

REINVENT's strategy to engage the business sector includes disseminating results through sectoral channels (e.g. exhibitions, conferences and study visits) and various events of the project, and communicating personally with key individuals rather than engaging in mass communication. Reaching out through non-academic conferences and meetings is particularly important for reaching a wider audience in the respective sectors.

Through the in-depth case study work (WP3), experts and stakeholders from the different value chain stages in the sectors are included with face-to-face interviews and also comprehensive discussions (e.g. round table discussions and workshops). Furthermore, there is a direct exchange with relevant stakeholders (e.g. from trade unions, associations, municipal authorities, civil society).

3) Policy and governance stakeholders

With policy strategies in researched sectors being relatively unexplored, the results of REINVENT will have policy implications for decarbonising the four sectors in focus at local, national and European policy levels, as well as transnational governance.

How: For policy and governance stakeholders, we have made and keep making personal contacts to discuss issues and preferences, but also to get more information on where issues stand in the policy cycles of different areas and countries. This is necessary for tying in with ongoing policy processes and for making relevant contributions. REINVENT is grateful for the efforts of our project Officer at the European Commission, who points to relevant policy- and industry-related spaces. All participants are regularly engaged in policy processes and active in the science and decision-making interface.

We aim to contribute actively in public policy processes, e.g., formal EU consultations linked to white papers and directives, and corresponding processes at the national level when opportunity is given. In WP5 we will engage policy and governance stakeholders both at the EU and the broader UN context, and within key companies and trade associations. In previous work we have established contacts with UN agencies and civil society organisations related to the Sustainable Development Goals (SDGs), which will be used in this project to disseminate the impacts and conclusions, and engage in international policy development. Furthermore, the results will be included in ongoing development of key climate models around the world to improve integrated assessment tools for deep decarbonisation and contribute to developing methods to model the impacts of the synergies among SDGs in the models.

4) Civil society and general public

Some of the sectors of REINVENT's work have been attracting more attention among non-specialists. This holds for plastics and meat/dairy, though less so for steel and paper. Thus, civil society and general public are complementary target audiences for REINVENT. REINVENT looks at the already discussed areas from different angles (e.g. focussing on fossil-dependence of plastics, instead of marine pollution) and brings attention to areas that are important, including for daily lives, but not attract as much public interest.

How: While REINVENT does not prioritise this group we do reach out through opinion pieces and public lectures. The public information channels of the project are available to them and can be found online. Some outcomes of REINVENT's work will be written to be accessible to this group too.

Key dissemination outputs

In this section we present a table that matches key dissemination outputs to target audiences.

Output	Target audience	Comment
D4.2 EU Decarbonisation scenarios in a global context	Scientific, especially engaged with modelling	Might be used for the decarbonisation portal (D6.3)
D2.1 Decarbonisation innovations database	Scientific (multidisciplinary)	Available on Zenodo depository, apart from the website
D2.2 Climate innovations in the steel industry	Scientific, business and policy	Might be used for the decarbonisation portal (D6.3)

D2.3 Climate innovations in the plastics industry	Scientific, business and policy	Might be used for the decarbonisation portal (D6.3)
D2.4 Climate innovations in the paper industry	Scientific, business and policy	Might be used for the decarbonisation portal (D6.3)
D2.5 Climate innovations in meat&dairy	Scientific, business and policy	Might be used for the decarbonisation portal (D6.3)
D2.6 Climate innovations in finance	Scientific	Might be used for the decarbonisation portal (D6.3)
D2.7 Innovation biographies	Scientific and business	Might be used for the decarbonisation portal (D6.3)
M2.1 Input on decarbonisation pathways to the interim workshop in task 3.3	All	This milestone consists of 8 posters visibilising REINVENT case studies. Might be used for the decarbonisation portal (D6.3)
D2.8 Climate innovations and new pathways for decarbonisation	Scientific, business and policy	Consolidates work in WP2. Might be used for the decarbonisation portal (D6.3)
D3.3. Summary of decarbonisation case studies	Scientific and business	Might be used for the decarbonisation portal (D6.3)
D3.7 Assessment of the broader impacts of decarbonisation	Scientific, business and policy	Might be used for the decarbonisation portal (D6.3)
D5.2 Coherence between EU policy, future pathways and SDGs	Scientific, business and policy	Might be used for the decarbonisation portal (D6.3)
D4.3 Decarbonisation pathways for key economic sectors	Scientific, business and policy	Might be used for the decarbonisation portal (D6.3)
D6.6 Decarbonisation handbook	All	Part of the decarbonisation portal (D6.3)
D6.3 Decarbonisation pathways portal	All	Key dissemination output, which contains different other outputs or their summaries
D5.4 Policy brief on synergies	Policy	Part of the decarbonisation portal (D6.3)
D6.4 Policy brief	Policy	Part of the decarbonisation portal (D6.3)
D7.5 REINVENT results brief	All	Part of the Decarbonisation portal (D6.3)
D7.7 Press release	Media + all	To be sent to the media

Routes to deliver impacts

The four primary routes to deliver impacts in REINVENT are: (1) raising awareness; (2) building capacity; (3) replication; and (4) sustaining change.

We regularly monitor each of these routes to ensure that they are reaching the target audiences outlined above.

1) Raising awareness

In the scientific community the awareness of the problems addressed by REINVENT is the highest among the target groups. To further **raise awareness among the scientific community**, we keep in touch with researchers doing related work (e.g. at institutions that are part of REINVENT as well as others, and Horizon 2020 sister projects) and ensure presence in broad academic networks.

To **raise awareness among industry partners and stakeholders** it is important to reach out through established channels and take the advantage of the advisory board and partner networks. Since REINVENT will have something interesting to say about pathways to decarbonisation, we expect that there will be strong demand for this new knowledge and understanding. Near-zero emissions is a newly realised challenge for the future of the four sectors and companies are just beginning to assess options, develop roadmaps and consider policy implications and potential strategies. REINVENT results can support such processes. So far this expectation has been accurate and stakeholders have been signing up for REINVENT's events with great interest.

To **raise awareness among policy-makers**, it is important to understand that they are often quite occupied with muddling through in ongoing policy processes and dealing with near-term problems (e.g., rescuing a policy which is challenged by the EC on the ground of state-aid rules or influencing sustainability criteria for biofuels so not to disadvantage certain actors). For effective dissemination among public policy-makers REINVENT will therefore seek to align research and results to relevant ongoing debates.

In other cases, e.g., with the Swedish commission working on long-term goals, a roadmap for Sweden, and a climate policy framework REINVENT results can be exploited directly in different parts of the process. Pathways to decarbonisation of industry and agriculture under the new climate policy architecture of the Paris Agreement will be an important policy topic in EU and Member States in the coming years. Not least to follow up on the EU long-term strategic vision (COM(2018)733). Currently, the relevant

actors are yet to be reached. Here it is expected that events held by the European Commission will help with this. REINVENT will also disseminate internationally through, for example, the Low Carbon Society Research Network (LCS-Rnet) which was established in 2008 on the initiative of the G8 Environment Ministers' Meeting (with Wuppertal Institute and UKERC as national nodes).

To **raise awareness among civil society and general public**, REINVENT ensures active presence in online spaces, in particularly the project's website and twitter, both of which are designed to be appealing and easy to navigate. Individual researchers in REINVENT are also encouraged to communicate about what they do to broader public, for example, via the media or public lectures.

2) Capacity building

REINVENT's outcomes include a range of different materials intended to build the capacity to understand and act on low carbon transitions in the 'hard to reach' sectors. Key to REINVENT are processes of co-design and co-learning. To achieve this, at least **eleven workshops** will be arranged by WP 1, 3, 4, and 6 in the participant countries and other relevant spaces (e.g. Brussels, where the EU institutions are based). Furthermore, REINVENT's work includes building tools (D2.1 Decarbonisation innovations database), providing an overview of technological options (D4.1), developing scenarios (D4.2) and writing recommendations for different audiences. The **Decarbonisation Pathways Portal** (D6.3) is an easily accessible one-stop space for these tools and measures, where different companies, municipalities, sector organisations, regional boards and others can try the tools and adapt them to their specific contexts. REINVENT's long-standing sector expertise allows us to tailor the Portal to different audiences. Through the **route to capacity building**, REINVENT is expected to have impact on future strategies, policies and ultimately emission reductions, through its work around co-design and mutual learning. For this purpose, we also collaborate with initiatives such as ECF's IT50 (Industrial Transformation 2050).

3) Replication

The **replication route** is about enabling more innovation in the sectors. REINVENT is designed to account for the multiplicity of innovations for decarbonisation that are emerging from within particular sectors at different stages of the value chain. The mapping (WP2) and in-depth case study work (WP3) represent two methodological approaches underpinning this **route to impact**. To make this material useful, we create 'good practice'

notes and examples for industry (Task 6.6). To enable the innovations for decarbonisation to be replicated, REINVENT will produce a **Handbook of decarbonisation innovation** for carbon-intensive sectors (D6.6). The Handbook will, for example, enable actors in these sectors to find information about new sources of finance (e.g. green bonds) and the different types of technical and social innovation that can be tried. The Handbook also contains information about how to assess the impacts and implications of these interventions (Developed in WP5).

4) Sustaining change

The sustaining change route is about making sure that a low carbon transition is sustained, and not reversed. In this route, **the co-design aspects of the REINVENT work programme are central**. REINVENT explores new approaches needed for evaluation of low carbon transitions (D6.6). REINVENT has, furthermore, chosen to partner with some major stakeholders and organisations that by their volume and presence are able to define what is the new normal. Together with our partners, REINVENT will facilitate smaller group meetings in the organisations to explore how the findings can be used, and what the wider implications for the business are (we do the same with policy). REINVENT will achieve this through with the partner organisations and through networks provided by the advisory board.

Dissemination & communication activities

1) *Identification and list of contact information*

A list of REINVENT stakeholders has been made and is updated throughout the program. The list contains contact information on individual and organisational level and includes the following major groups: scientific, political, commercial, public groups and countries. There is close contact to scientific communities in participating institutions, as well as a constant search for new spaces for expanding the network. REINVENT also identifies key industry and policy events – of local, regional, national and supranational character, and aims to be present at these (e.g. local industry network events, regional industry events in North Rhine Westphalia, Almedalen in Sweden, COP23 and COP24).

2) *Self-monitoring of impact activities*

These include participant feedback from events, evaluation of the content available on the website, social media access and streaming and post-project follow up interviews and survey with stakeholders and Advisory Board.

Members of REINVENT have in general been very attentive to dissemination and communication activities, which is a standing item at the management group and biannual meetings. Self-monitoring has informed the amended DACS – in how REINVENT runs the website, the presence and communication in social media, the opening up for broader public and the clearer matching of key deliverables and audiences that has been added to this document.

3) *Translation and designed information*

The target groups have very different levels of background knowledge and all information has to be adjusted in a way that optimises the impact on specific target groups. For this purpose, we may translate some material to the languages of the participant institutions, Swedish, German and Dutch.

4) *Website and web-presence*

A REINVENT specific website has been set up and is continuously updated: <http://reinvent-project.eu>. There is also a twitter account, where information about REINVENT and themes relevant to it is shared: https://twitter.com/REINVENT_EU.

The website has key information about REINVENT, including its sectors, participants and contact details. It is a depository for all public outcomes of the project, which are published in *Documentation & publications* section. There is also an Events section, where ongoing events REINVENT is involved in are posted. Events, deliverables and academic publications posted on the website are shared via REINVENT's twitter account, where suitable. The **Decarbonisation portal** (D6.6) will be integrated into the website and its content will be released as the project progresses, which will help to build up interest in and awareness of REINVENT's work.

Twitter communication reaches all the key target groups but also broader audiences, opening REINVENT's research to interested public. We do not consider the number of twitter subscribers to be a measure of impact, but still find this channel a helpful way to share our research, primarily with REINVENT's stakeholders.

The **Decarbonisation innovations database** (D2.1) is published both on the website and Zenodo – a research depository (https://zenodo.org/record/1284945#.W_cVuC3Mw1i), so that it can be used by scholars outside REINVENT's scientific circles. By the time of writing the updated DACS, it has been downloaded 104 times.

5) *Scientific publications*

REINVENT will deliver peer-reviewed publications (published articles, book chapters, conference proceedings) targeted to special journals and scientific conferences on the topic. The REINVENT budget covers fees for publication rights of scientific papers that are displayed on the REINVENT website (and elsewhere) along with public reports. By the mid-term of the project, four scientific publications have already come out of REINVENT. More are expected as the project progresses and upon as well as after its completion,

6) *Other specific activities*

A conference will be arranged at the end of the program (M48), with the final program meeting on the day before. The conference will be co-designed together with the partners and the advisory board and tie into contemporary key discussions and policy developments to maximise its impact. The specific place and theme of the conference will be discussed at the annual program meeting and decided at the project executive board meeting.

7) *Communication materials*

Communication materials of REINVENT available to all participants include the following:

- One ready-made power point presentation in English for all REINVENT participants to use at conferences official meetings (D7.8). The presentation contains basic information about the project and the participants.
- Two project posters – an artistic poster that communicates the vision of REINVENT and a scientific poster that communicates the content of the project
- A roll-up with basic information about REINVENT, which communicates its vision in an artistic way
- A brochure that communicates both the content and vision of REINVENT
- Two professionally written policy briefs about REINVENT and its main results will be published on the website and distributed to the media.

Participants' responsibilities

Work Package (WP) leaders are responsible for disseminating the outcomes of respective WPs. They are assumed to be coordinators of relevant dissemination and communication, together with the **project coordinator (PC)** and the **project coordinator assistant (PCA)**, unless someone else has been explicitly appointed. The following WP leaders have been appointed:

Harriet Bulkeley (WP1 at UDUR), Teis Hansen (WP2 at ULUND), Katja Pietzner (WP3 at WI), Detlef Van Vuuren (WP4 at PBL), Agni Kalfagianni (WP5 at UUTRECHT), Johannes Strippel (WP6 at ULUND), Ekaterina Chertkovskaya and Lars J Nilsson (WP7 at ULUND) and Lars J Nilsson (WP8 at ULUND).

The leaders of WP7 are responsible for the communication materials and are to be kept informed on any dissemination activities of REINVENT by all the participants. However, scientific posters and presentations are also produced by other participants of REINVENT, in dialogue with the communication team. For example, for the stakeholder workshop in November 2018 the Communication team was involved in designing the posters for the Gallery Walk, while the posters were then created by the different research teams.

Project participants and respective WP leaders are to adapt the language and communication accordingly depending on stakeholders engaged with.

Alignment with other documentation

DACS outlined in this document is aligned with other documentation of REINVENT, in particular, the **Data Management Plan** (DMP) and the **Internal Communication Plan** (ICP). The latter two should be considered as part of DACS.

DMP covers a lot of information within the DACS, including: the handling of research data during and after the project; what data will be collected, processed or generated; what methodology and standards will be applied; whether data will be shared/made open access; how and how data will be curated and preserved.

ICP is the key document outlining administrative management and reporting procedures, and ensuring high quality of research undertaken in the project.

Keeping DACS up-to-date

While this version of DACS has been updated by the mid-term of the project and is likely not to change substantially, it is open for amendments, should they be needed, to leave scope for improvement of dissemination and communication processes.

It may also be updated to be in line with DMP and ICP.