Work Package 5 - Milestone MS15
30 June 2019:

The "Story of Climate Change" as partner event at ECCA 2019

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Lead beneficiary: BELSPO-CS

Project full title: CSA Strengthening International Cooperation on climatE change REsearch
Grant Agreement number: 690462
Funding scheme: Horizon 2020 SC5-02-2015

Project acronym: SINCERE
Project start date: 1st February 2018
Duration: 48 months
The overall objective of SINCERE work package 5 (WP5) is raising the visibility and attractiveness of JPI Climate for international research partners and promoting climate research cooperation within JPI Climate at international level.

Tasks 5.1 and 5.2 are intended to further develop the existing corporate communication identity of JPI Climate and broaden the target audience. Existing links with relevant platforms, projects and their activities will be further developed by alignment with the conferences like ECCA 2019, Adaptation Futures 2018 and in the context of GFCS.

The “Story of Climate Change” as partner event at EU Green Week in Brussels was foreseen in 2018, unfortunately due to the time constraint it was not possible to organise in May 2018 and has been postponed to the 2019 edition (MS15), but after inquire about the Green Week in 2019, it became clear that the topics do not fit SINCERE’s purposes. WP5 has decided to organise the related event at the ECCA2019 conference in Lisbon, Portugal instead. This has been announced to the project coordinator and approved.

About ECCA

The biennial European Climate Change Adaptation conference is convened by projects that have received funding from the European Union’s Horizon 2020 Research and Innovation Framework Programme.

Climate change is considered by many to be the challenge of the 21st century. The urgency and severity of this challenge call for integrated ways of looking at responses to reduce the risks associated with environmental and social stressors, and ensure a secure future for humans and ecosystems. A cooperative approach allows us to improve learning and knowledge exchange in order to deliver optimal solutions. This is particularly important in relation to the goals and targets of the three major international agreements: Paris, Sendai Framework for DRR and the Sustainable Development Goals.

Themes

1. Data, methods and approaches in Climate Change Adaptation and Disaster Risk Reduction
2. Co-production of knowledge, solution and services
3. Communication, data sharing and decision support
4. Institutions, governance, citizens and social justice
5. Global climate challenges
6. Climate risk management and resilience

SINCERE WP5 engagement

SINCERE project WP3 and WP5 teams participated in the organisation of a side event on 27 of May and was actively involved in the activities offered at the booth during the conference on 28-31 of May.

Aim: To engage delegates & visitors – especially younger adults & students/teenagers – with the JPI Climate and associated project booth at ECCA 2019 using social media platforms, creating an online and real life buzz around our theme and core messages within the event and externally with a legacy beyond the closing date of ECCA 2019.
Objectives: All event participants and delegates take away the messages that:

- JPI Climate is the go-to source for European world-leading expertise in innovative climate services research and applications supporting climate change adaptation
- JPI Climate has excellent inter-sectoral and inter-disciplinary routes into stakeholder and citizen communities through effective, trusted, reliable and meaningful communication and engagement
- JPI Climate is making a meaningful and leading/significant contribution to societal change to meet the needs of climate change adaptation
- The leading researchers of today and tomorrow’s game-changing researchers work on climate services projects through JPI Climate

Figure 1: JPI Climate frontpage with JPI Climate contribution announcement at ECCA 2019

Activities & delivery #ECCA2019:

Activity: Publicise JPI Climate’s involvement ahead of ECCA 2019 – side event & booth
Delivery:
- ECCA2019 page on JPI Climate website
- Bespoke content including blogs, listicles, countdown & interviews from JPI Climate, ERA4CS, SINCERE, Action Groups etc
- All supported by posts on Twitter & LinkedIn
- JPI Climate newsletter – 2 pre and post ECCA 2019 issues

Outcomes:
- People who have already booked look at details of our side event
- People making their decision are encouraged to book and attend our side event
- Members of JPI Climate-associated projects engage with our communications & are inspired to join our communications campaign
- ECCA organisers acknowledge the added value of our involvement & promote our comms
- Guest speakers at our side event & the main event see the publicity and are impressed!
- Any of our stakeholders attending the event are impressed too!
- JPI Climate gains value from publicity eg new connections, renewed connections, brand recognition...

JPI Climate-associated project members benefit from focused communications pre and post ECCA 2019 including access to all our event and side event content, e.g. presentations, pictures, videos

Activity: Twitter posts @JPIClimate

Delivery:
- Encourage people to book for side event; announce speakers
- Tag in associated project booths
- Use teasers to build up expectations for our booth activities, including prizes on offer
- Support ECCA 2019 messaging through re-Tweets
- Design Twitter cards, flash video clips etc to carry our messages

Outcomes:
- Attract people to plan to visit the JPI Climate side event, Booth & associated booths
- Extend awareness of JPI Climate and its activities beyond ECCA 2019 to a wider audience
- ECCA 2019 re-Tweet our posts

Activity: LinkedIn [https://www.linkedin.com/groups/5011791/](https://www.linkedin.com/groups/5011791/)

Delivery:
- From April 1 post weekly countdown messages & links to our website content
- Create longer, stand-alone posts with more detailed info
- Encourage people to book for side event; announce speakers
- Direct people to other relevant pages on our website

Outcomes:
- Create a pre-event buzz around our side event and booth activities
- Start to build followers on social media platforms
- Generate website traffic
- Encourage attendees to our side event
- Delegates make a note to visit our booth
- Our posts are shared

**Activity:** Launch JPI Climate Instagram account JPIClimate@ECCA2019

**Delivery:**
- Set launch date – promote to all members of all our projects
- Create a ‘wall’ (backdrop) within the booth
- Before launch, build up a series of engaging images ready to post every day as a countdown to ECCA 2019
- Research most effective hashtags
- Create an engaging profile
- Speak with an informal, personal (not corporate) voice in posts
- React as things happen
- Respond promptly to people’s comments

**Outcomes:**
- Create a new route to engaging young people with climate services & JPI Climate
- Build up an early following
- Busy and high quality, friendly feed which will grow during the event

**Activity:** Sign a pledge

**Delivery:** Word a pledge and ask people to commit to it with a thumbs up or heart prop saying "I signed up to ...." so they can take a photo and post it.

**Outcomes:**
Good angle for a post event press release or blog "People pledged to ... at the JPI Climate booth at ECCA 2019

**JPI Climate side event "Climate services: state of affairs, relevance for users and the way forward" at ECCA2019**

JPI Climate invited those interested in climate service to join the side event "JPI Climate services: state of affairs, relevance for users and the way forward" on 27th of May at 13:00 before the official start of the ECCA2019 Conference.

The theme of the side event was Climate Services for decision-making, with a specific focus on climate finance and aimed to showcase various Europe-made climate services and develop a good understanding of further climate services developments and research investments needs, to look for synergies with other initiatives and international networks and explore the role of climate services as support to climate smart investment decisions and as mobilizer of financial recourses for adaptation and mitigation, in a sustainable future perspective. You can find a blog on the ECCA website about "Climate services research holds the key to building investor confidence in adaptation".
The side event went very successful and gathered 70 participants including researchers, academics, practitioners, financial operators, policymakers, private sector and research funders that invest in climate service research. The participants expressed a great interest in the role of climate services in adaptation to climate change.

Key Notes were given by Daniela Jacob (Climate Services Centre Germany) about the climate services landscape in Europe and beyond, Frank McGovern (chair of JPI Climate) about Climate Services in JPI Climate: climate information relevant for users, the outlook was presented by Diogo de Gusmão-Sørensen (Head of Climate Services, European Commission).

Pitch presentations of climate services projects ClimINVEST, CLIM2POWER, CitiSense, CoCliME were showcased to the audience and feedback provided representatives from ERA4CS/H2020 projects: DustClim, APPLICATE & S2S4E, INNOVA, EVOKED.

Mitigation and adapting to climate change requires the mobilization of substantial financial resources. An opportunity is currently opening for climate services tailored for the specific needs of the financial and investment sector. The panel discussion touched upon policy and business relevant questions and requirements that can inform and foster a fruitful exchange between the scientific community and financial and investment institutions and provided insights and views of current needs and offerings in terms of climate products and services, projected changes in those needs and where JPI Climate could be a partner in supporting these users and the broader climate service community.

It kicked-off further networking and exchange activities within the climate services community throughout the ECCA2019 conference e.g. at the JPI Climate/SINCERE/ERA4CS/Climateurope booth. The side-event and booth was co-organised by JPI Climate and the H2020 CSA SINCERE project in collaboration with ERA4CS and Climateurope.

Figure 2: JPI Climate’s side event announced at the ECCA 2019 Conference website
Figure 3

JPI Climate side-event at ECCA Conference

JPI Climate side-event “Climate services: state of affairs, relevance for users and the way forward” on 27th of May, 2019 started before the official opening of the ECCA2019 conference and aimed to showcase various European climate services and develop a good understanding of further climate services developments and research investments needs. It was an opportunity to share knowledge and insights from the different fields involved in the climate services area.

The side-event was very successful and gathered 80 participants including researchers, academics, practitioners, financial operators, policymakers, private sector and research funders that invest in climate service research. The participants experienced a great interest in the role of climate services in adapting to climate change.

Key talks were given by Dominik Jacobs (Climate Services Centre Germany) about the climate services landscape in Europe and beyond, Peter Stott (Chair of JPI Climate) about climate information relevant for users, the output was presented by Diogo de Guindos Santamaria (lead of Climate Services, European Commission).

Richt presentations of climate services projects CEME4V, Climifinder, Climatetex, CoESIDE were introduced to the audience and feedback provided representatives from EUMETWEA, projects: DUO4D, EUPRIS, ADELAIDE, NAVIGA, ECUIS.

Rapid and adopting to climate change requires the rationalization of substantial financial resources. An opportunity is currently opening for climate services funded for the specific needs of the financial and investment sector. The panel discussion touched upon policy and business network questions and requirements that can inform and foster a fruitful exchange between the scientific community and financial and investment institutions. The panel discussed provided insights and moves of current needs and offered opportunities for climate products and services, projected changes in those needs and views. JPI Climate could be a partner in supporting these users and the broader climate services community.

*Photograph taken by Olga de Jong*

Figure 4

JPI Climate at the ECCA 2019 Conference

The fourth edition of the European Climate Change and Adaptation Conference (ECCA) will be held between 28–31 May 2019, in Lisbon Portugal, and aims to:

- Provide a space that fosters a dialogue among a diverse range of actors from academia, government, business and community on the multiple aspects of climate change adaptation
- Promote the communication and knowledge exchange between researchers, practitioners and policymakers
- Foster integrated solutions and inspire action
- Support ongoing efforts to enhance the coherence and synergy between CCA and OPM research, policy and practice
- Expose key challenges and initiatives in action
- Provide a space for connecting and networking, excellence on research and innovation for CCA
- Enhance the role of European funding frameworks for research and innovation

JPI Climate will contribute to this Conference with a side-event and a breadth of participation.

The theme of this side-event is Climate Services for Decision-making, with a specific focus on climate finance. The side-event will take place at the same venue as ECCA. You can find more information on the programme here. You can find a list of the ECCA website about "Climate services research holds the key to building investor confidence in adaptation".

A special Instagram account has been launched in order to provide you with news and pictures about the ECCA2019 preparations and the happenings during the May 2019 Conference. Follow us @JPIClimate @ECCA2019 (virtual campus).
Side event Agenda

ECCA 2019 | Lisbon | 28–31 May: OFFICIAL Side-Event on May 27, 2019

JPI Connecting Climate Knowledge for Europe

Climate services: state of affairs, relevance for users and the way forward

MONDAY, 27 May 1:00 pm - 5:45 pm at the CCB

Over the last few years Europe has substantially invested in research for the development of climate services with the objective to make complex climate data usable for decision makers. JPI Climate, H2020 and Copernicus are European key players in this area. A whole network of European researchers is currently working on the development of credible, relevant and legitimate climate services.

Climate services are positioned to become a source of key strategic information for many sectors. One sector in particular, the financial sector, is increasingly interested in the use of climate information to support investment decisions. Moreover, lack of finance is recognized as one of the main barriers to the adaptation to climate change. Climate services may have a role in unlocking finance for adaptation purposes.

Within the JPI Climate side-event, we aim to showcase various Europe-made climate services and will set-up a discussion on different aspects concerning their development:

1. Methods and engagement processes for user-tailored development
2. Actionable climate services – Next steps for JPI Climate
3. Looking for synergies with other initiatives and international (science) networks: valorisation, matchmaking and outreach
4. Exploring the intrinsically interlinked roles of climate services both as support to climate smart investment decisions and as mobilizer of financial resources for adaptation and mitigation, in a sustainable future perspective.

This side-event will start before the official opening of the ECCA2019 conference and is free of charge. It will kick-off further networking and exchange activities within the climate services community throughout the ECCA2019 conference e.g. at the JPI Climate/ERA4CS/Climateurope booth. The side-event and booth will be co-organised by JPI Climate and the H2020 CSA SINCERE project in collaboration with ERA4CS and Climateurope.

Target audience and objectives

The target audience includes researchers, academics, private sector and research funders that invest in climate service research. They will get to know the difficulties and success factors of developing climate services. Further, an overview of different service development approaches will be provided. The goal is to develop a good understanding of further climate services developments and research investments needs.

Secondly, the side-event is also meant for practitioners, businesses, financial operators and policymakers to increase their knowledge about the climate services landscape in Europe.

1 Fundação Centro Cultural de Belém (CCB), Praça do Império, 1449-003 Lisboa, Portugal

An event under the lead of SINCERE WP3 with contributions from SINCERE/Niagenen Environmental Research (Annemieke Goed & Ingrid Coninx), SINCERE/UKCC (Giulia Galluccio), JPI Climate/RECOPE (Petra Manderscheid), SINCERE/REKU (Martha Hahn), ERA4CS and Climateurope (Iles Ate, C), and UKCP (Roger Street).

SINCERE is a EC H2020 Coordination and Support Action (Grant agreement ID: 776695) led by JPI Climate

JPI Climate Central Secretariat: petra.manderscheid@jpi-climate-belipsa.be
### JPI Climate Side-Event programme

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>13:00 – 13:30</td>
<td>Opening by Frank McGovern (Chair of JPI Climate Governing Board)</td>
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<td></td>
<td>Key Note by Daniela Jacob – Climate Services Centre Germany</td>
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<td>“The climate services landscape in Europe and beyond”</td>
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<td>Key Note by Frank McGovern – JPI Climate</td>
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<td>“Climate Services in JPI Climate: climate information relevant for users”</td>
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<td>Outlook by Diogo de Gusmão-Sorensen - Head of Climate Services, European Commission</td>
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<td>13:30 – 13:40</td>
<td>Brief interview with the three key note speakers</td>
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<td>13:40 – 15:00</td>
<td>Pitches of climate services projects with short feedback by representatives from ERA4CS and</td>
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<td>Horizon 2020 projects followed by active and facilitated exchange with the audience</td>
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<td>Pitch presentations of climate services projects</td>
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<td>- ClimINVEST by Sophie Dejonckheere (CICERO, Norway)</td>
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<td>- CLIM2POWER by Sofia Simões and Filipa Amarim (CENSE, Portugal)</td>
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<td>- CitSense by Lotta Andersson (SMHI, Sweden)</td>
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<td>- CoClimE by Séamus Heffernan (Marine Institute, Ireland)</td>
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<td>Short feedback by representatives from ERA4CS / H2020 projects:</td>
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<td>- Athanasios Votsis (FMI, Finland) (involved in DustClim)</td>
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<td>- Marta Terrado (BSC, Spain) (involved in APPLICATE &amp; S2S4E)</td>
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<td>- María Mañez Costa (GERICS, Germany) (involved in INNOVA)</td>
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<td>- Amy Oen (Norwegian Geotechnical Institute) (involved EVOKED)</td>
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<td>15:00 – 15:45</td>
<td>World Cafe - tables hosted by presenters addressing topics such as</td>
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<td>- Lessons learned and methods to increase relevance and quality of climate services from the</td>
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<td>users’ perspectives</td>
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<td>- What is the future for JPI climate? What is next? Knowledge gaps and requirements - priorities</td>
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<td>for JPI Climate</td>
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<td>- What are interesting international networks/organisations that JPI Climate should connect with</td>
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<td>to valorise the JPI Climate Services?</td>
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<td>- In the light of the growing relevance of climate services in supporting financial and</td>
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<td>investment decisions, which role do you envisage for the JPI Climate?</td>
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<td>15:45 - 16:05</td>
<td>Sharing highlights of the World Cafe discussions: Roger Street and Rob Swart</td>
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<td>16:05 – 16:20</td>
<td>Coffee Break</td>
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Mitigating and adapting to climate change requires the mobilization of substantial financial resources. The awareness about this urgent and momentous change in the financial world is rapidly rising both within the policy and business communities and the financial community worldwide, and relevant steps are already being taken in these communities and the climate service community. A key factor for this emerging role for climate services is the requirement for robust, relevant and credible knowledge and evidence that can be used to support financial decisions and investments in the context of climate change. Thus, a major window of opportunity is currently opening for climate services tailored for the specific needs of the financial and investment sector.

The panel discussion will touch upon policy- and business-relevant questions and requirements that can inform and foster a fruitful exchange between the scientific community and financial and investment institutions. The intention is that this panel discussion would provide insights and views into current needs and offerings in terms of climate products and services; the extent to which currently available products and services are meeting these users’ needs (i.e. relevance, usability, legitimacy and credibility); projected changes in those needs (foresight); and the extent to which JPI Climate could be a partner in supporting these users and the broader climate service community.

Panelists: Moderation by Sally Stevens (Institute for Environmental Analytics)
- Aldo Ravazzi (Italian Ministry of the Environment)
- Paolo Proli (AMUNDI SGR)
- Sarah Duff (EBRD)
- Franz Immler (European Commission - EASME) (invited)
- Eric Hoa (CEO Climate KIC)
- Roger Street (UKCIP)
- Sophie Dejonckheere (ClimiINVEST)
- Copernicus C3S (tbc)

17:35 - 17:45 Wrap-up and concluding remarks by Frank McGovern (Chair of JPI Climate GB)
As part of their communication and dissemination efforts, JPI Climate and Climateurope participated in the 4th European Climate Change Adaptation conference between 28 and 31 May 2019. The two initiatives showcased their activities to the conference participants through a joint booth (number 22). The booth benefitted from its strategic location (next to the booth of the Executive Agency for Small and Medium-sized Enterprises (EASME), from the European Commission, and conveniently located near a coffee table) to attract a large number of visitors.

The activities in the booth included informal exchanges with interested visitors and distribution of flyers about JPI Climate activities (SINCERE, AXIS, ERA4CS), presentations by representatives of ERA4CS projects, showcasing JPI Climate promotional videos (ERA4CS and SINCERE), and a very popular photo booth, where the visitors could take advantage of the different props available to make their pledges regarding climate action. Some examples included eating and travelling in a more climate-friendly manner, as well managing water more sustainably:
I pledge to buy local and seasonal
I pledge to eat no meat for four days a week
I pledge 3 vegan days a week
I pledge to take 3 minutes shower
Sing a 3 minutes song for your shower
I pledge a happy and healthy life to my grandchildren
A plastic free office for researchers
Climate Action Now!
I pledge to save water for my friends the frogs
I pledge to travel by train on every journey under 16 hours
We pledge not to fly to the next ECCA2021
Improve water use efficiency in wineries and vineyards
I pledge to hug more trees

The photos were widely shared via different social media channels, including Instagram and Twitter.

The distribution of complimentary reusable coffee cups further raised the interest of the conference participants in JPI Climate and Climateurope and also contributed to increase the number of visits to the booth.

The booth was also visited by high-level participants, including Jean-Eric Paquet, the European Commission’s director-general for research and innovation, and Jian Liu, the Chief Scientist and Director of the Science Division from UN Environment.

JPI Climate and Climateurope also hosted the Climate-KIC Networking Session (28 May 2019) at the booth, as a way to explore synergies between these initiatives and the respective communities.

**Pictures of the activities at the booth**
All visitors who expressed the interest about the JPI Climate activities received as a giveaway present - special bamboo cup promising to use it everywhere where plastic cups are offered.

In the end of conference the next ECCA was announced. It will be held in Ljubljana, 2021 and organised by the JPI Climate in cooperation with SINCERE, AXIS and ERA4CS projects.