



ACHIEVING HIGH-INTEGRITY VOLUNTARY CLIMATE ACTION

D5.1 – CDE plan

WP5 – Communication & dissemination

30/06/2024

www.achieveproject.eu



Funded by
the European Union

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 or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.

Copyright Message

This report, if not confidential, is licensed under a Creative Commons Attribution 4.0 International License (CC BY 4.0); a copy is available here: <https://creativecommons.org/licenses/by/4.0/>. You are free to share (copy and redistribute the material in any medium or format) and adapt (remix, transform, and build upon the material for any purpose, even commercially) under the following terms: (i) attribution (you must give appropriate credit, provide a link to the license, and indicate if changes were made; you may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use); (ii) no additional restrictions (you may not apply legal terms or technological measures that legally restrict others from doing anything the license permits).

Grant Agreement Number	101137625		Acronym	ACHIEVE
Full Title	Achieving High-Integrity Voluntary Climate Action			
Topic	HORIZON-CL5-2023-D1-01-05			
Funding scheme	HORIZON EUROPE, RIA – Research and Innovation Action			
Start Date	January 2024	Duration	48 months	
Project URL	https://www.achieveproject.eu			
EU Project Advisor	Andreas Palialexis			
Project Coordinator	Stichting Radboud Universiteit (RU)			
Deliverable	D5.1 – CDE plan			
Work Package	WP5 – Communication & dissemination			
Date of Delivery	Contractual	30/06/2024	Actual	28/06/2024
Type of Deliverable	Report	Dissemination Level	Public	
Lead Beneficiary	Fondo Mundial para la Naturaleza Colombia - WWF Colombia (WWF)			
Responsible Author	Jonathan David Sanchez Rippe			WWF
	Thomi Nanasi			HOL
Contributors	Georgios Xexakis (HOL), Nicolás Bustamante (WWF), Luli Pesqueira (WWF)			
Reviewer(s)	Francisco J. Arjona Madueño (RU), Kaustubh Thapa (RU), Birka Wicke (RU), Sander Chan (RU)			
Keywords	outreach, audience, stakeholder engagement, key exploitable results			



EC Summary Requirements

1. Changes with respect to the Description of Action (DoA)

No changes with respect to the work described in the DoA.

2. Dissemination and uptake

This deliverable will serve as a reference document among consortium partners to support the communication, dissemination, and exploitation activities of the project.

3. Short summary of results (<250 words)

This is the CDE strategy of ACHIEVE's information and results of the project to relevant audiences and stakeholders. The strategy defines the scope of communication, dissemination, and exploitation in the context of ACHIEVE and sets the CDE targets of the project as well as quantifiable indicators for specific activities that will be monitored throughout the project's duration. Next, the report identifies the target audiences of the project and users of the knowledge generated, ranging from individual citizens and environmental, climate, and civil society NGOs to policymakers, scientists, and private sector entities. In order to reach and engage with these different groups, a diverse selection of promotional channels is suggested. These promotional channels include, among others, the project's website, social media (e.g., X and LinkedIn), a stakeholder engagement platform, synergies with other relevant projects, and 12 capacity building webinars, starting on July 2024. A visual identity and a logo for the project have been developed and used in the design of the project website while other promotional materials that will be developed include articles, infographics, videos, and presentations.

4. Evidence of accomplishment

This report.



Preface

In recent years an unprecedented number of voluntary climate commitments have been made by a wide array of non-state and subnational actors. These voluntary climate actions aim to reduce greenhouse gas emissions and build climate resilience and are crucial for lowering risks of exceeding warming limits. However, the full potential of voluntary climate action can only be realised when integrity-related concerns are overcome. ACHIEVE aims to identify opportunities to strengthen and scale up high-integrity voluntary climate action towards achieving net-zero emissions by mid-century. The project will generate transformative and timely scientific insights on the role, effectiveness and integrity of voluntary climate action including carbon credits; assess the integrity and impacts of such action; analyse how policies and regulations, and high-integrity voluntary climate action can strengthen each other; and use scientific findings to support the scaling up of high-integrity voluntary action. This will be achieved through a highly inter- and transdisciplinary consortium that, from the start, actively engages policymakers and other societal stakeholders in co-creating outcomes that respond to end users’ needs. ACHIEVE is aligned with the Work Programme of Cluster 5, Destination 1 “Climate sciences and responses for the transformation towards climate neutrality” as the project directly contributes to advancing knowledge and providing solutions for climate change specifically on high integrity voluntary climate action. ACHIEVE will develop transition pathways to climate neutrality that integrate voluntary climate action by cities, regions and companies; it will develop novel social science insights for climate action; contribute to better understanding sustainability co-benefits and trade-offs; and increase transparency and trust in voluntary climate action by strengthening integrity and making scientific results easily accessible for different stakeholder groups.

List of participants

RU – Stichting Radboud Universiteit	NL	
NCI – NewClimate Institute for Climate Policy and Global Sustainability GGMBH	DE	
PBL – Ministerie van Infrastructuur en Waterstaat	NL	
OEKO – Oeko-Institut E.V. – Institut fuer Angewandte Oekologie	DE	
E3M – E3-Modelling AE	EL	
UEF – ITA-Suomen Yliopisto	FI	
CATIE – Centro Agronomico Tropical de Investigacion y Enseñanza Catie	CR	
SU – Stockholms Universitet	SE	
HOL – HOLISTIC IKE	EL	
WWF – Fondo Mundial para la Naturaleza Colombia - WWF Colombia	CO	
DP – CDP Worldwide (Europe) Gemeinnützige GmbH	DE	
UOXF – The Chancellor, Masters and Scholars of the University of Oxford	GB	



Executive Summary

ACHIEVE aims to identify opportunities to strengthen and scale up high-integrity voluntary climate action to contribute towards achieving net-zero emissions by mid-century in the EU and globally, informed by a robust scientific understanding of their effectiveness and integrity, and their relation to policies at different levels of governance. This report describes an effective strategy for the communication, dissemination, and exploitation (CDE) of ACHIEVE's results to relevant audiences and stakeholders.

The overall targets of the project include: (1) Support the development, improvement and scaling up of voluntary climate action towards net zero transition in the EU and globally; (2) Provide a comprehensive mapping of current voluntary climate initiatives; (3) Develop a framework for assessing high-integrity voluntary climate action; (4) Conduct systematic assessments of voluntary climate initiatives; (5) Develop recommendations on strengthening and scaling up high-integrity voluntary climate action through improved monitoring, reporting and verification, and enhanced cooperation and data access between data providers, analysts and users; (6) Develop recommendations on how international, EU and national policies and regulations, and high-integrity voluntary climate action can mutually strengthen each other; (7) Produce transition pathway scenarios for subnational authorities, financial institutions and companies to support different stakeholders and policymakers in their design, inclusion and scaling up of voluntary climate efforts; and (8) Increase the capacity for assessing and improving the integrity of voluntary climate initiatives worldwide, by making methods, models, data and research findings openly accessible, sharing best practices and engaging policymakers and stakeholders across developed and developing countries.

Next, the report identifies the target audiences and stakeholder groups of the project as well as the promotional channels and activities to reach and engage them. The project audiences and stakeholders range from individual citizens and environmental, climate, and civil society NGOs to policymakers, scientists, and private sector entities and will be further refined during the project. In order to reach these different audiences and stakeholders, a diverse selection of promotional channels and activities are suggested. Central to the communication and dissemination process is the ACHIEVE's website, providing a one-stop-shop for the users to learn about the project and find links to every promotional material and research products of the project. Additionally, a Stakeholder Platform will be developed for dissemination and to facilitate exploitation of project's results, supplying policymakers and other stakeholders with interactive and tailor-made information about project outcomes and possibilities for networking. Similarly, 12 capacity building webinars are planned in the project in order to train stakeholders on how to use and implement ACHIEVE's results at a global scale. External communication channels are also envisioned to play an instrumental role to the project's CDE, including social media (e.g., X and LinkedIn), partner websites and events such as conferences and workshops, and synergies with other relevant projects.

A tailor-made visual identity and logo for the project have been developed. This visual identity is used already in the design of the project website and will be used throughout the project for promotional materials including articles, infographics, videos, posters, and presentations.



Contents

1	Introduction.....	1
2	Targets of the CDE Plan.....	3
2.1	The three pillars of promotion: Communication, Dissemination, and Exploitation	3
2.2	Overall targets	3
2.2.1	Creating a living document.....	3
2.2.2	Providing Key Exploitable Results (KERs) to various stakeholders	3
2.2.3	Open Science.....	4
2.2.4	Going paper-free	4
2.2.5	Continuous monitoring of CDE activities and indicators.....	4
2.3	Monitored CDE activities and indicators	5
3	Target audiences.....	7
4	Promotional channels.....	9
4.1	ACHIEVE website	9
4.2	Stakeholder Platform	11
4.3	Capacity development webinars	13
4.4	Social media.....	13
4.4.1	X (formerly known as Twitter)	14
4.4.2	LinkedIn.....	14
4.4.3	BlueSky	14
4.4.4	YouTube	14
4.5	News websites and blogs.....	14
4.5.1	The Guardian	15
4.5.2	EURACTIV	15
4.5.3	The Conversation.....	15
4.5.4	Carbon Brief.....	15
4.5.5	ClimateChangePost.....	15
4.5.6	ClimateChangeNews.com	15
4.5.7	Energypost.eu.....	16
4.5.8	Huffington Post.....	16
4.5.9	Reuters	16
4.6	Online collaboration and sharing platforms.....	16



4.7 Data and publication repositories 17

4.8 Partners’ websites/blogs 17

4.9 Scientific conferences 18

4.10 Policy conferences..... 18

4.11 Workshops, other events and media 19

4.12 Synergies..... 19

5 Branding and promotional materials21

5.1 Visual identity and logo.....21

5.2 Templates21

5.3 Icons and graphics.....21

5.4 Project posters21

5.5 Project presentation.....22

5.6 Media articles and podcasts.....23

5.7 Scientific publications.....23

5.8 ACHIEVE newsletter.....23

6 References.....25

Table of Figures

Figure 1. ACHIEVE's homepage and key outcomes 10

Figure 2. ACHIEVE's partners on the project website 11

Figure 3. Framework for achieving the Stakeholder Platform’s objective of information supply. 12

Figure 4. Framework for achieving the Stakeholder Platform’s objective of peer-to-peer learning. 12

Figure 5. ACHIEVE's logo21

Figure 6. Excerpt from the project’s presentations22

Figure 7. Newsletter subscription form24

Table of Tables

Table 1. KPIs for communication measures.....5

Table 2. KPIs for dissemination measures5

Table 3. KPIs for exploitation measures6





Table 4. Target audiences and communication methods 7

Table 5. Targets and plan per social media channel 13



1 Introduction

In recent years, an unprecedented number of voluntary climate commitments have been made by a wide array of non-state and subnational actors. These voluntary climate actions have several aims, such as reducing greenhouse gas emissions and building climate resilience. Together, these actions can contribute significantly to the achievement of the Paris Climate Agreement.

Yet, non-state and local actors' environmental claims are often unsubstantiated. Some voluntary actions rely on the deployment of controversial carbon offsets or the use of debatable technologies (e.g., for carbon capture and storage). This raises questions of integrity and suspicions of greenwashing. Integrity is therefore key to realizing the promise of voluntary climate action by many actors, and to prevent and combat (the effects of) climate change.

Achieving High-Integrity Voluntary Climate Action (ACHIEVE) is a research project that will identify opportunities to strengthen and scale up voluntary climate action, with the aim of achieving a worldwide net-zero society by 2050. The project will:

- Generate transformative and timely scientific insights into the role, effectiveness, and integrity of voluntary climate action (including carbon credits).
- Assess the integrity and impacts of such action.
- Analyse how policies and regulations and high-integrity voluntary climate action can strengthen each other.
- Use scientific findings to support the scaling up of high-integrity voluntary action.

This will be achieved through a highly inter- and transdisciplinary consortium. From the start, the project will actively engage policymakers and other societal stakeholders in co-creating outcomes and mapping societal needs. This report describes an updated strategy for the communication and dissemination of ACHIEVE's results to wide audiences and specific stakeholder groups, respectively. This report also includes exploitation measures that will ensure the effective implementation of ACHIEVE's results in the route to societal impact. The CDE Plan discusses the target audiences and their characteristics, and outlines communication channels to share project results in line with Open Science so that they are openly available and easily accessible to everyone. The plan also describes a list of methods for each target group, such as communication materials, visual identity and social media packs, external conferences, synergies with other projects, and more. Additionally, it outlines ways in which ACHIEVE consortium can follow relevant research and novelties in the fields of climate action and relevant subjects.

The CDE Plan has the following objectives: (1) facilitating communication about project results and successes to manifest the impact of the project to a wider audience through stakeholder engagement, both online and in-person; (2) creating means to disseminate results to stakeholders and policymakers, the interested public, businesses and the scientific community, and to motivate them to exploit ACHIEVE's results; (3) promoting the exploitation potential of the results for the identified stakeholders, both during and beyond the project life, through partners' networks and ongoing activities. These objectives, along with other special requirements for ACHIEVE, are described in more detail in Chapter 2.

The CDE Plan is then structured based on the following critical questions on the dissemination process:





1. TO WHOM? Identification of the targeted audiences and stakeholder groups to which the project will be promoted (see Chapter 3).
2. HOW? Analysis of potential promotional channels and materials, and selection of the most appropriate ones, according to the targeted audience and the message to be disseminated (see Chapters 4 & 5).
3. WHAT? Creation and planning of the CDE activities. A chapter of implemented activities will be developed in future updates of the CDE Plan for the second and third reporting periods.





2 Targets of the CDE Plan

2.1 The three pillars of promotion: Communication, Dissemination, and Exploitation

Communication is the process of informing the widest possible audience, including the media and the wider public, regarding the project and its results. For ACHIEVE, the main objective will be to reach out to different stakeholders and show how ACHIEVE's conceptualization and implementation could lead to more transparent and science-based voluntary climate action.

Dissemination is the process of transferring produced knowledge and results to enable others to use and exploit them. Dissemination focuses on the results and outcomes of the project, rather than the project itself, as well as the ways in which they can be exploited by interested parties. Main audiences suitable for dissemination are the ones who can use the results in their operation. In the case of ACHIEVE, these are policymakers at different policy levels, researchers, NGOs, and business actors who take, or are taking part in climate action.

Exploitation is the effective use of project results through scientific, economic, political, or societal routes of utilization. The objective of exploitation is to go one step further than dissemination and turn research and innovation actions into concrete value and impact for society. Thus, the main audiences of exploitation are the same as the ones suitable for dissemination.

Overall, ACHIEVE's CDE plan will summarise the strategy and concrete actions and activities that will guarantee: (i) a concrete use of the key exploitable results (KERs) by key stakeholders during and beyond the project duration (exploitation); (ii) making the project's results and data public for stakeholders to use (dissemination); and (iii) promoting and communicating project's messages to multiple audiences including citizens (communication).

The CDE measures that are planned in ACHIEVE will be constantly adapted to stakeholders' needs through co-creation. Central in this process will be the Stakeholder Advisory Board, that is already established, and that includes policymakers and representatives from financial institutions, subnational authorities, research institutes and universities, NGOs, and climate conventions.

2.2 Overall targets

2.2.1 Creating a living document

The CDE Plan has been developed in month 6 and will be updated two more times (Months 19, 37). The project's co-creation approach also ensures that the Plan is constantly informed by stakeholder feedback and monitoring of engagement in CDE activities. This two-way communication will be especially prominent in the development and operation with the other partners through work package 6 (WP6) - Project management & governance.

2.2.2 Providing Key Exploitable Results (KERs) to various stakeholders

ACHIEVE will produce a variety of KERs for different stakeholder groups. The most important KERs are the



following:

- **Standardised frameworks for integrity assessment of voluntary climate action and carbon credit schemes:** It will provide current and relevant science-based knowledge for policymakers to base policies on high-integrity voluntary climate action with demonstrated true climate impact that prevents greenwashing, build trust in this type of climate action by citizens, and give researchers tools to monitor and assess integrity of voluntary climate action.
- **Transition pathways:** Emissions pathways towards net zero are co-created to guide non-state actors, translating scenarios commonly used in IPCC reports and EU policy impact assessments to pathways for specific actor groups.
- **Roadmap for stakeholders:** ACHIEVE will produce actor and sector-specific roadmaps that tackle integrity challenges in voluntary climate action, including addressing potential technology lock-ins.
- **Policy recommendations for scaling up:** They will guide policymakers to make the policies that ensure the integration of high integrity voluntary climate initiatives into transition pathways for cities, regions, and the private sector. The adoption of this KER will ensure that the high-integrity voluntary climate action defined in ACHIEVE will lead to emission reduction in compliance with the Paris Agreement and the European Green Deal.
- **Nourishing and maintaining an active stakeholder community:** ACHIEVE will develop a unique network where relevant actors interact to contribute to meeting the goals of the Paris Agreement and of the European Green Deal. Through this network, stakeholders will be able to (i) connect with and learn from peers, (ii) have a transparent overview of the research process, (iii) access new findings and knowledge as they emerge, (iv) expand their knowledge and expertise, and (v) access information about the most prominent voluntary climate actions. The stakeholder community will be based on the existing community of Alliances for Climate Action (ACAs), which is coordinated by ACHIEVE's partner, WWF. ACAs include 4984 members from various stakeholder groups from academia, municipalities, companies, investors, and civil society from all over the world.

2.2.3 Open Science

The Intellectual Property strategy of the project will be based on Open Science. We will strive for more collaboration, reuse, and sharing of knowledge between ACHIEVE's beneficiaries and its stakeholders. As such, research outputs will be available for open and free use under an appropriate Creative Commons licence (e.g. CC BY SA and CC BY), unless the consortium agrees on an exception in cases of commercial sensitivity (which the ACHIEVE consortium does not expect given current project plans).

2.2.4 Going paper-free

The CDE strategy is designed to be as much paper-free as possible. Printed material will be used sparingly and only when deemed necessary to the CDE activity at hand.

2.2.5 Continuous monitoring of CDE activities and indicators

To ensure that the results of ACHIEVE will be successfully communicated, disseminated, and exploited,



targets for most of the CDE activities have been set (see Table 1 in the next Section). Progress towards these targets will be monitored regularly to confirm that the project is on track to achieve them or take corrective measures if needed. The communication channels and materials to achieve these targets are detailed in Chapters 4 & 5. Finally, CDE progress will be monitored by at least four team members in the context of a dedicated work package (WP5).

2.3 Monitored CDE activities and indicators

To ensure that the results of ACHIEVE will be successfully communicated, disseminated and exploited, targets for the most pertinent CDE activities have been set (Tables 1-3). Progress towards these targets will be monitored regularly, to confirm that the project is on track to achieve them or take corrective measures if needed. A dedicated team and work package will ensure that the targets of the following tables are met.

Table 1. KPIs for communication measures

Communication measure	Target stakeholder groups	KPIs
Project website	All stakeholder groups	2,000 unique visitors per year 30% of return visitors <70% bounce rate
2 newsletters per year	Policymakers, voluntary climate initiatives, researchers, business actors, cities and sub-national authorities	300 total recipients
Social media channels	All stakeholder groups, mainly academics (through X, former Twitter. e.g., “#energytwitter” or “#voluntaryclimateaction” communities), business actors (through LinkedIn), and the wider public	At least 48 posts in social/traditional media (12 per year) 500 followers on LinkedIn
Science Cafes, guest lectures and public events	General public and policymakers	1 Science Café per year 2 public events to promote project work per year
Interviews in national television or radio stations	General public	3 interviews
Blog posts, press releases, articles	Policymakers, voluntary climate initiatives, researchers, business actors, general public	About 5 podcasts and 5 blog items

Table 2. KPIs for dissemination measures

Dissemination measure	Target stakeholder groups	KPIs
Publications in international open access peer-review journals in climate science and policy	Policymakers, voluntary climate initiatives, researchers	>20 articles published
Presentations in international	Policymakers, voluntary climate initiatives,	>20 presentations



conferences, advisory committees and other organisations	standard setting organisations, businesses, cities and sub-national authorities, financial institutions, NGOs, climate foundations and conventions, researchers	
Policy briefs built on ACHIEVE's findings	All stakeholder groups	4 policy briefs sequentially published before each of the 4 COP meetings during ACHIEVE
Lectures at RU, SU, UOXF, UEF	Students at ACHIEVE partner universities	Lectures based on ACHIEVE's research
Open data strategy	Policymakers, voluntary climate initiatives, re- searchers including modellers, complementary EU projects and EU initiatives	Public databases in the open data sharing platform I2AM PARIS and in public data repositories (i.e., Zenodo); open access for the C-CID tracker
Cooperation with complementary EU projects/ initiatives	Complementary EU projects and EU initiatives	4 cooperation meetings, coupled with the co-creation workshops (M12, M24, M36, M46)
Final project conference	Open to all stakeholder groups	1 final conference (M46)

Table 3. KPIs for exploitation measures

Exploitation measure	Target stakeholder groups	KPIs
Stakeholder engagement and co-creation	All stakeholder groups	One virtual interactive stakeholder engagement platform. 4 exploitation sessions integrated into the co-creation workshops of ACHIEVE (M12, M24, M36, M46; see also Table 2)
Capacity building	Policymakers, businesses, cities and sub-national authorities	12 webinars for capacity building (around 3 per year), integrated into the programs of ACAs
Strategy ensuring the legacy of ACHIEVE	All stakeholder groups, mainly actors belonging in the ACA's community	Strategy for maintaining the stakeholder platform beyond the project's lifetime and through the ACAs network





3 Target audiences

An understanding of stakeholders' interests, drivers, and barriers is essential for effective communication and dissemination, and for facilitating an effective implementation of project's results (exploitation). Understanding stakeholder motivations will enable the consortium to effectively engage, communicate with, and promote current and future dialogue between different stakeholders. The audience of CDE actions consists of a diverse set of groups with their own characteristics, communication preferences, and different engagement to ACHIEVE's activities. Table 4 shows the target audiences that have been identified at the project's start, along with the main communication methods used for every audience.

Table 4. Target audiences and communication methods

Target audiences	Main communication methods
<p>Policymakers and public sector entities</p> <p><u>Significance:</u> key stakeholders for the integration of high-integrity voluntary climate action into policies and transition pathways.</p>	<ul style="list-style-type: none"> Stakeholder platform Pitch meetings Policy briefs and commentaries Conferences and events (e.g., COP meetings, Carbon Forum) Alliances for Climate Action (ACAs) Newsletters
<p>Sub-national authorities and cities</p> <p><u>Significance:</u> key stakeholders in defining local and regional needs that can be translated and upscaled into transition pathways.</p>	<ul style="list-style-type: none"> Dissemination workshops and events Stakeholder Platform Science Café
<p>Private sector entities and their respective associations</p> <p><u>Significance:</u> stakeholders that are committed to reduce their emissions through participation in VCIs and carbon credit schemes, or through individual action.</p>	<ul style="list-style-type: none"> Social media posts Infographics and videos Stakeholder platform Alliances for Climate Action (ACAs)
<p>Environmental, climate, and civil society NGOs</p> <p><u>Significance:</u> key players in fostering and monitoring voluntary climate action, NGOs will be one of the main targets of capacity building programmes developed in ACHIEVE.</p>	<ul style="list-style-type: none"> Stakeholder platform Social media posts News articles Infographics and videos Alliances for Climate Action (ACAs) Newsletters



<p>Scientists and researchers</p> <p><u>Significance:</u> These stakeholders are key to advance the state of the art and excellence of voluntary climate action research in different disciplines. Users of newly developed methods (e.g., standardised assessment frameworks).</p>	<ul style="list-style-type: none"> • Stakeholder Platform • Scientific publications • Scientific conferences • Newsletters
<p>Citizens, including subgroups such as students</p> <p><u>Significance:</u> Essential to ensure the societal acceptance of voluntary climate initiatives. This also includes students at universities who will be able to assess voluntary climate action in their careers.</p>	<ul style="list-style-type: none"> • Social media posts • News articles • Infographics and videos
<p>Media</p> <p><u>Significance:</u> Promoting the findings of the project to the wider public.</p>	<ul style="list-style-type: none"> • Press releases • News articles

The list of stakeholders for ACHIEVE will be populated based on the initial list given in the Grant Agreement and from the members of ACAs. More stakeholders will be identified based on the contacts and networks of each ACHIEVE partner. In line with the rules of the European General Data Protection Regulation (GDPR), exchanging contact and sensitive information between partner organizations in the consortium will be avoided, unless an explicit informed consent is provided by the stakeholder. Each partner organization will oversee establishing, maintaining, and contacting their own stakeholders, under the coordination of the WP6 and WP5 teams and the advice of the Scientific Advisory Board. Nevertheless, stakeholders that are part of the stakeholder platform will form a centrally organised pool of contacts for promoting events, after providing their informed consent to receive invitations for ACHIEVE’s project activities.

Apart from communication, dissemination and/or exploitation purposes, ACHIEVE will be using activities to connect with stakeholders outside the consortium and invite them to actively participate in the project’s activities. Stakeholders will provide knowledge throughout the project’s activities. Feedback and suggestions will be collected from a variety of individuals from different stakeholder groups, with complementary skills and backgrounds to increase the robustness of the project’s results.



4 Promotional channels

At the heart of ACHIEVE's CDE plan is the design and implementation of promotional channels and means to reach target audiences, disseminate messages and outputs, and ensure their exploitation. The promotional channels are the routes through which the messages may find the desired destinations, including ACHIEVE's website and the Stakeholder Platform, posts on social media, participation in conferences, and others. The promotional means are the media that encapsulate the promoted messages and distribute it via the channels, i.e., publications, infographics, or videos.

Each combination of promotional channel and means is unique and it serves a different purpose and level of promotion. For example, a scientific publication or a working document is a report with more technical details, aiming to give scientists and researchers a more thorough aspect of an outcome of the project. On the other hand, an infographic is more suitable to present the fundamentals of the project and its results to a broader audience, while a policy brief is expected to specifically target policymakers.

4.1 ACHIEVE website

The ACHIEVE website¹ serves as a one-stop shop for the project's promotional process. It is used for all three pillars of promotion and provides access to every promotional material of the project. The website was released online in April 2024. It will be continuously updated throughout the project and stay online for at least two years after the project ends. It consists of several informational webpages on the project's description, concept, information about the partners, objectives, work structure, specific activities and events, major outcomes, reports, publications, infographics, etc.

In terms of design, the website was designed to be as accessible as possible reflecting transparency and integrity in climate action and aiming to reverberate with ACHIEVE's audiences from policymaking, corporations, and NGOs. On the technical implementation, the website has been developed using the Drupal 10 framework and a responsive web design, enabling access from different screen sizes and devices, including desktops, tablets, and smartphones.

Aiming to increase the visibility and traffic of the website as well as the number of downloads of ACHIEVE outputs, the website is promoted through other communication and dissemination channels of the project such social media, blog articles, newsletters, etc. Moreover, several news items containing relevant keywords are posted on the website to boost search engine optimisation and place the website at the top of search engine results for relevant queries.

Through the website the user can access the Stakeholder Platform and all other deliverables, publications, and information about actions of the project. Figures 1 and 2 showcase the websites homepage.

¹ <https://achieveproject.eu>



Achieving High-Integrity Voluntary Climate Action

ACHIEVE is a Horizon Europe project that aims to strengthen and scale up **high-integrity voluntary climate action** towards achieving **net-zero emissions** by mid-century.

[Learn more ↗](#)



Key outcomes



Frameworks for integrity assessment



Transition pathways



Roadmap for stakeholders



Policy recommendations for scaling up



Stakeholder community



Figure 1. ACHIEVE's homepage and key outcomes

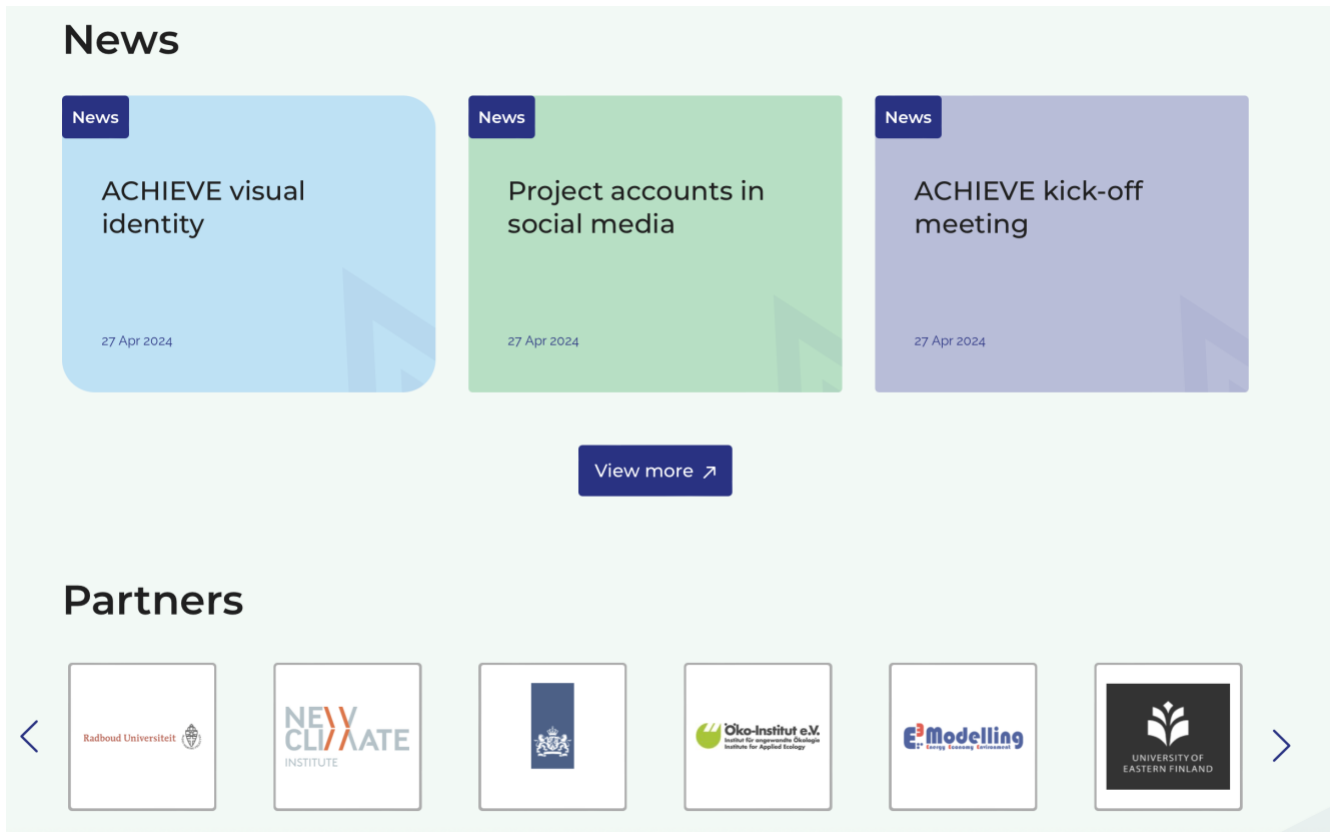


Figure 2. ACHIEVE's partners on the project website

4.2 Stakeholder Platform

Along with the project's website, the Stakeholder Platform will be a major outlet for ACHIEVE's outputs. The Stakeholders Platform will include results on the high integrity principles for voluntary climate action. Additionally, the data, assumptions, parameters, and outcomes of the WPs will be synthesized and integrated into the platform.

A first collection of requirements for the platform has already been performed by WWF, in the context of a Master thesis project (Biver et al., 2024) at the University of Barcelona and the EU-CHARM program for university mobility². The participating students used the interviews with members of ACAs and analysed them through the Behavioural Change Wheel framework to identify what topics the platform should prioritise. This study resulted in the main objectives for the platform, namely providing information supply and facilitating peer-to-peer learning. A five-dimensional framework is also proposed to achieve each objective (Figures 3 and 4).

The platform is currently under further design and development and the first version will be released by Month 17 (May 2025).

² <https://www.charm-eu.eu>

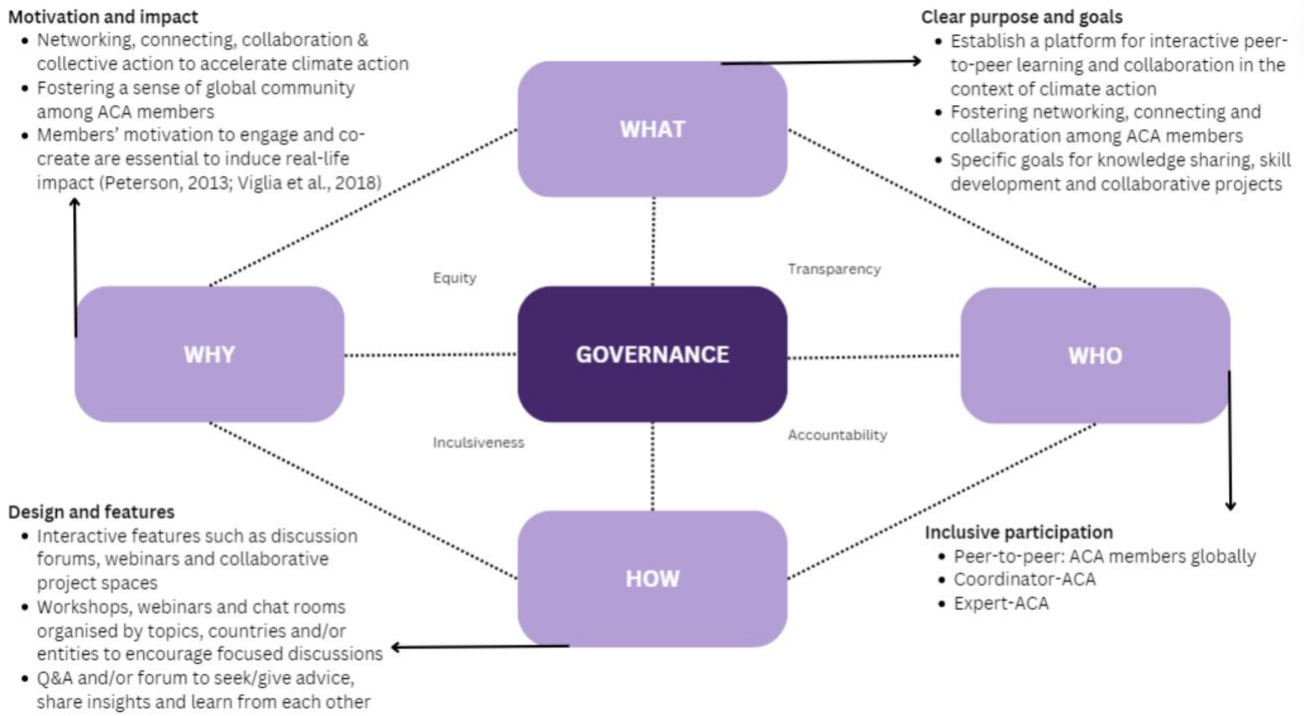


Figure 3. Framework for achieving the Stakeholder Platform's objective of information supply.

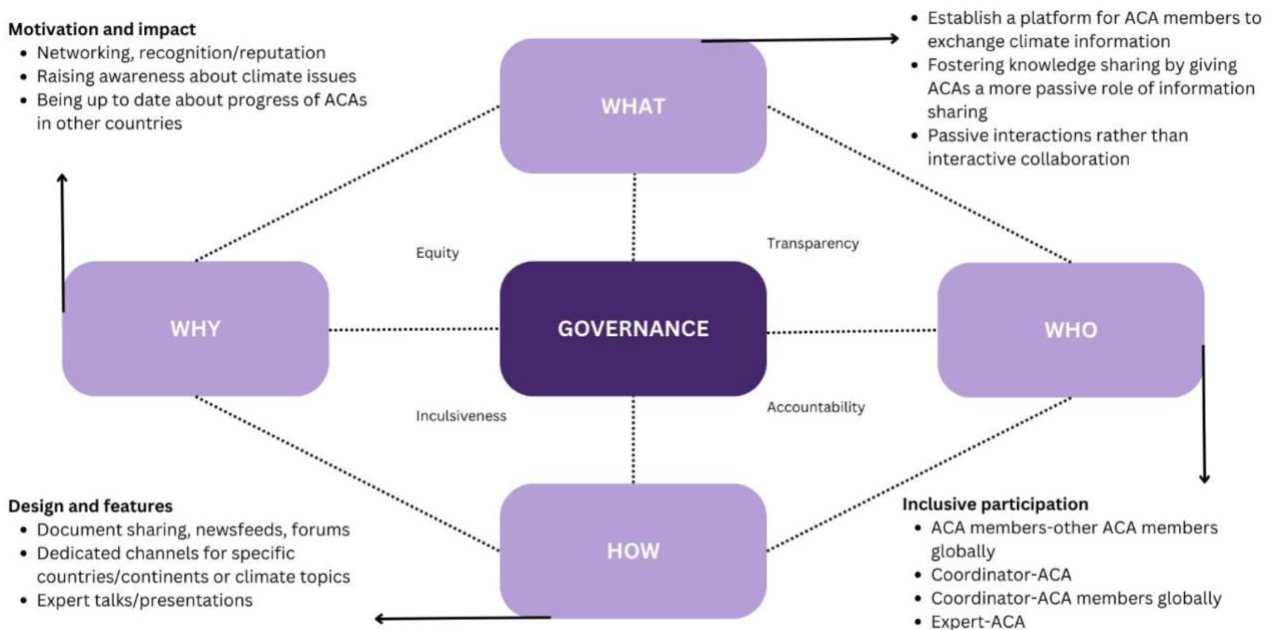


Figure 4. Framework for achieving the Stakeholder Platform's objective of peer-to-peer learning.



4.3 Capacity development webinars

With the objective of equipping actors around the world with the toolkit and knowledge to implement and discern high-integrity voluntary climate initiatives, the consortium will design and offer 12 capacity development webinars. In these efforts, special attention will be given to: (i) reaching key actors that can act as leverage points for promoting high-integrity criteria; (ii) exploring new, attractive formats to share information; and (iii) producing accompanying materials and guidance in local languages that can be readily and widely disseminated. Webinars will be integrated into the programs of the Alliances for Climate Action and their number and frequency will be adjusted to needs within these Alliances.

The first webinar will take place on 3 July 2024 with the title '*Promoting High Integrity Voluntary Climate Action - The road to COP29 and Beyond*'. It will discuss the latest developments in voluntary climate action by non-state and subnational actors (including companies, cities and cooperative initiatives) and the pathway from SB60 to COP29 and beyond. It will particularly focus on what role researchers, analysts, and data providers can play in promoting high integrity action.

4.4 Social media

Social media are online platforms to exchange opinions, knowledge, and expertise along a wide audience and can be a highly effective means for hosting marketing and promotional campaigns. Social media will be extensively used by the project to promote messages and results to the wider public and relevant stakeholder groups. Table 4 presents the aim and planning per social media channel.

Table 5. Targets and plan per social media channel

Social media	Purpose	Plan
LinkedIn	Increase ACHIEVE's visibility in the scientific, policymaking, and business community	At least one post per month on the project's progress and relevant current affairs. Posts will be more frequent later in the project when more results will be delivered.
X	Increase ACHIEVE's visibility in the scientific and policymaking community, as well as in the civil society	Ad hoc posts on the project's progress
BlueSky	Increase ACHIEVE's visibility in the scientific and policymaking community.	Will replicate the content from X and LinkedIn to ensure that it reaches audiences in BlueSky.
YouTube	Hosting and promoting ACHIEVE videos, including the WP4 webinars, as well as interviews and explanatory videos on the concept and main	Add all videos during the project's progress





	outputs.	
--	----------	--

4.4.1 X (formerly known as Twitter)

X is an online social networking service in which users post and interact with short messages (less than 280 characters). It is ideal for short announcements of project outcomes and will be used on an ad hoc basis. Via its X account³, ACHIEVE reaches a wide range of diverse audiences.

4.4.2 LinkedIn

LinkedIn is a business and employment-oriented social network, allowing individuals and organisations to promote their professional progress and outcomes. ACHIEVE's page linked to the ACA page⁴ in LinkedIn is used to target more specialized audiences within the scientific, policymaking, and business community and provide detailed information about its project outcomes.

4.4.3 BlueSky

BlueSky, a decentralised social network designed as an alternative to X (formerly known as Twitter), represents a breakthrough in digital communication. Launched in 2023, the social platform provides a space for genuine interaction and connection for both individuals and brands. BlueSky distinguishes itself from other social media platforms through several innovative features and a new approach to digital interaction, primarily driven by its underlying protocol technology, which would enable individuals to create their own communities within the platform. ACHIEVE will use BlueSky as a complementary platform to X.

4.4.4 YouTube

YouTube will be used for hosting and promoting ACHIEVE videos, including webinars, interviews, explanatory videos on the concept and main outputs. An ACHIEVE YouTube account has been already created and will be populated with new videos once they are available.

4.5 News websites and blogs

The following section presents a list of high-calibre media websites that will be contacted to communicate and disseminate ACHIEVE's outputs to a wide audience. The list is indicative and non-exhaustive, and will be modified or extended whenever necessary.

³ <https://twitter.com/achieveproject>

⁴ <https://www.linkedin.com/company/101599413>



4.5.1 The Guardian

The Guardian⁵ is an acknowledged British daily newspaper founded in 1821 reaching a total of 24.9 million people each month. It features a section dedicated to the environment, with subtopics on climate change, wildlife, energy, and pollution. The Guardian also has a great history researching the integrity of carbon credits and would thus be a very matching outlet for ACHIEVE's work. It is envisaged that the project's outcomes can be promoted via the Guardian to a wide variety of audiences fulfilling all three pillars of promotion.

4.5.2 EURACTIV

EURACTIV⁶ is an independent pan-European media network specialized in EU policymaking, covering policy processes upstream of decisions. It provides free and localized news about EU policy in twelve languages, and together with its media partners reaches 1.7 million users across Europe and the rest of the world.

4.5.3 The Conversation

The Conversation⁷ is an independent source of news, analysis, and expert opinion, written by academics and researchers and delivered directly to the public. It is estimated that its global audience is about 38.2 million readers per month. It is envisaged that ACHIEVE results can be promoted via The Conversation to audiences appropriate for dissemination and exploitation.

4.5.4 Carbon Brief

Carbon Brief⁸ is website specialised on news related to climate science and policy in Europe and internationally. The website publishes explainers and interviews from scientific projects and could be thus hosting some of the future results of ACHIEVE.

4.5.5 ClimateChangePost

ClimateChangePost⁹ features the latest news on climate change and adaptation with a special focus on Europe. Many of its articles present latest results from scientific publications and reports, making it an ideal conduit for ACHIEVE to reach a wide range of its target audiences.

4.5.6 ClimateChangeNews.com

An international platform¹⁰ that covers climate change news, analysis, commentary, video, and podcasts focused on developments in global climate politics.

⁵ <https://www.theguardian.com/>

⁶ <https://www.euractiv.com/>

⁷ <https://theconversation.com/>

⁸ <https://www.carbonbrief.org/>

⁹ <https://www.climatechangepost.com/>

¹⁰ <https://www.climatechangenews.com>





4.5.7 Energypost.eu

Energy Post¹¹ provides an open platform to exchange and debate energy topics for policymakers, market players, analysts, and other stakeholders and could be used to reach specialized audiences for ACHIEVE's results.

4.5.8 Huffington Post

Huffington Post¹² is an American news aggregator and blog, with localized and international editions (12 million viewers). Among other topics, the website covers environmental, climate, and lifestyle issues, making it appropriate for sharing project results to the wider public.

4.5.9 Reuters

Reuters is an international news agency renowned for its accurate and swift coverage of global events. Its significance in covering climate change lies in its ability to provide detailed reports and rigorous analysis, helping to inform and raise awareness among a global audience about the urgency of the climate crisis and its implications.

4.6 Online collaboration and sharing platforms

Horizon Results Platform

The Horizon Results Platform is a website by the European Commission that promotes the outputs of EU research and innovation projects. ACHIEVE's insights will be promoted in the section "Results of Interest to Policy Makers"¹³.

Climatechangemitigation.eu

Climatechangemitigation.eu is a portal that collects and disseminates information from different EU-funded research projects on climate change mitigation. ACHIEVE will use the portal¹⁴ to promote its results to scientific and policymaking communities working on mitigation topics.

Energy Cities

Energy Cities¹⁵ is a network of 1,000 local governments in 30 countries that establish a trustful dialogue between citizens, local leaders, and EU & national institutions to accelerate the energy transition in Europe.

Capacity4Dev

Capacity4Dev¹⁶ is the European Commission's knowledge sharing platform for development cooperation

¹¹ <https://energypost.eu/>

¹² <https://www.huffpost.com/>

¹³ <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform/search?resultType=1&isExactMatch=false&order=DESC&pageNumber=1&pageSize=50&sortBy=publicationDate>

¹⁴ <http://climatechangemitigation.eu/>

¹⁵ <https://energy-cities.eu/>

¹⁶ <https://capacity4dev.europa.eu/en>





aiming to improve capacity building. The platform has over 25,000 members who share, learn, and collaborate on the fields of sustainable development. This channel is ideal for dissemination and exploitation purposes in the context of the capacity development activities of ACHIEVE.

4.7 Data and publication repositories

Zenodo

Zenodo is a platform developed by CERN and funded by the EU with the goal to provide an easy-access data repository for scientific data from all over the world and from every discipline. ACHIEVE's Zenodo community¹⁷ will form a central hub for providing open and unrestricted access to the project's publications and data.

Open Research Europe

Open Research Europe is an open access publishing platform for European Commission-funded researchers. We will strive to publish ACHIEVE's scientific outputs in influential journals and also consider Open Research Europe as a potential outlet.

OpenAIRE

OpenAIRE¹⁸ is a science-related portal, the mission of which is to provide unlimited, barrier-free, open access to research outputs financed by public funding in Europe. The use of OpenAIRE will enable ACHIEVE, on one hand, to report more effectively and efficiently the scientific, and other, outcomes of the action and, on the other, to reach a wide community of scientists, policymakers, and stakeholders interested in EU-funded research in general.

4.8 Partners' websites/blogs

Most consortium partners have websites featuring news on their research activities. In these websites, articles on the progress of ACHIEVE and announcements on recent reports or upcoming events will be published. Partners' websites that had already published about the start of the project include the websites of Radboud University, NewClimate Institute for Climate Policy and Global Sustainability, Ministry of Infrastructure and Water Management, Öko-Institute - Institute for Applied Ecology, E3-Modeling, University of Eastern Finland, Tropical Agricultural Research and Higher Education Center, Stockholm University, University of Oxford, HOLISTIC, World Wide Fund for Nature Colombia, and CDP Europe.

¹⁷ https://zenodo.org/communities/achieve_heu

¹⁸ <https://www.openaire.eu/>





4.9 Scientific conferences

ACHIEVE partners will participate in scientific conferences to disseminate the project results to the scientific community. Additionally, conferences will be used to monitor relevant research in fields related to voluntary climate action, carbon credits and other relevant topics.

The following conferences have been assessed as relevant to the project:

- Annual Meeting of the Integrated Assessment Modelling Consortium¹⁹
- International Sustainability Transitions Conference²⁰
- Annual Conference of the Earth System Governance research network²¹
- Wageningen Centre of Sustainability Governance conference²²
- Annual International Sustainable Development Society Conference²³
- What Works Climate Solutions conference²⁴
- Climate Action Data 2.0 – Working groups²⁵

ACHIEVE's members have already applied for most of these conferences to present the project's goals and working plan through presentations and workshop organisations. In the upcoming years, more conference participations will take place to present the project's results.

4.10 Policy conferences

Along the duration of ACHIEVE, the 29th, 30th, 31st, and 32nd sessions of the Conference of the Parties (COP29, COP30, COP31 and COP32) will take place in 2024, 2025, 2026, and 2027 respectively. These conferences offer great opportunities to reach out to policymakers, NGOs, industrialists, scientists, and other audiences and promote the project. Apart from COPs, ACHIEVE will aim to participate in the following conferences:

- European Sustainable Energy Week Conference²⁶
- Bonn Climate Change Conference²⁷

¹⁹ <https://www.iamconsortium.org/annual-meetings/>

²⁰ <https://www.ist2021-karlsruhe.de/ist2021-en/index.php>

²¹ <https://www.earthsystemgovernance.org>

²² <https://www.wur.nl/en/activity/wcsg-conference-2024-governing-sustainability-transformations.htm>

²³ <https://isdrs.org>

²⁴ <https://whatworksclimate.solutions/>

²⁵ <https://wiki.climatedata.network>

²⁶ <https://interactive.eusew.eu>

²⁷ <https://unfccc.int/sb60>



4.11 Workshops, other events and media

Several workshops will be organized while the project is running. The results of all workshops will be disseminated on relevant platforms and through all the social media that are used during ACHIEVE's progress.

The following workshops have been planned or implemented by ACHIEVE consortium partners:

- Side event at the Bonn Climate Change Conference (SB60) (3-13 June 2024)
- Stakeholder engagement workshop in the context of ACHIEVE's Assembly Meeting (3-4 July 2024)

ACHIEVE consortium partners have also already participated in relevant workshops, for example the Camda/CAD2.0 workshop "Showcasing Climate Data/Digital Innovation"²⁸ and the interdisciplinary scientific workshop "Offsetting: multidisciplinary research perspectives on a controversial tool of climate governance", both in May 2024.

4.12 Synergies

Synergies with relevant projects and clustering activities can increase the outreach potential of the project's outputs and raise awareness among a broad spectrum of stakeholders. The following projects have been suggested by ACHIEVE's consortium partners as potential synergies:

- **GreenDeal-NET**²⁹ (The European Green Deal: Governing the EU's Transition towards Climate Neutrality and Sustainability) is a Jean Monnet Network co-funded through the EU's Erasmus+ programme. The Network aims to dissect the European Green Deal, and the complex set of governance challenges related to sustainability and climate neutrality it poses and deepen our understanding of what a fair and effective climate transition could look like by focusing on the governance of the European Green Deal, by acting as a platform for collaboration and debate on teaching and research.
- **NDC ASPECTS**³⁰ will provide inputs to the Global Stocktake and support the potential and gender-responsive revision of existing NDCs, as well as the development of new NDCs for the post-2030 period. The project will particularly focus on four sectoral systems that are highly relevant in terms of the greenhouse gas emissions they produce yet have thus far made only limited progress in decarbonization. These sectors are transport and mobility (land-based transport and international aviation & shipping), emission-intensive industries, buildings, and agriculture, forestry, and land-use, including their supply by and interaction with the energy conversion sector.
- **DIAMOND**³¹ will update, upgrade, and fully open six Integrated Assessment Models that are

²⁸ <https://docs.google.com/document/d/1EWjpi0kindTsoW72w0GV-wrPX-6tSAGTHEv12c4y3U/edit>

²⁹ <https://www.greendealnet.eu>

³⁰ <http://www.ndc-aspects.eu>

³¹ <https://climate-diamond.eu>





emblematic in scientific and policy processes, improving their sectoral and technological detail, spatiotemporal resolution, and geographic granularity. It will further enhance modelling capacity to assess the feasibility and desirability of Paris-compliant mitigation pathways, their interplay with adaptation, circular economy, and other SDGs, their distributional and equity effects, and their resilience to extremes, as well as robust risk management and investment strategies.



5 Branding and promotional materials

Several types of promotional materials are envisaged to promote ACHIEVE's scope, objectives, and results in different stages of the project. All promotional materials will have a consistent and distinctive visual identity which has been already created. Most items of the communication package have been developed during the first six months of the project and are presented below in the order that they became available.

5.1 Visual identity and logo

To support brand recognition, the ACHIEVE logo was created and will be used in all promotional material and the website (Figure 5). The logo was custom-made for ACHIEVE and aims to reflect the need for transparency of voluntary climate action through its clear lines as well as the climate and energy transition through the colour grading from left to right.



Figure 5. ACHIEVE's logo

5.2 Templates

Throughout the duration of ACHIEVE, a variety of documents will be circulated among partners, disseminated to stakeholders, published on social media, or printed and shared at the events. Examples of such document templates include Microsoft Word templates for project deliverables (used in the current document) and other types of reports, and Microsoft PowerPoint templates for presentations. To consolidate ACHIEVE's visual identity and ensure uniformity and recognisability, specific templates were created for each document types using the same format, colours, and styles across all materials.

5.3 Icons and graphics

Icons and graphics were produced for the website, reports, and social media with the aim to support comprehensibility of the project's outputs and methodologies and make them more attractive. The graphics will be consistent and distinctive to ACHIEVE's brand identity and promote familiarity with the project to its audience.

5.4 Project posters

Multiple posters on ACHIEVE will be created for conferences and events, showcasing the project's objectives and vision. Posters will be available on the project's website.





5.5 Project presentation

A project presentation about ACHIEVE has been created, containing basic information about the project’s objectives, activities, and members (Figure 6). The presentation is provided in two formats with different number of slides to suit the requirements of various events and conferences.

ACHIEVE
ACHIEVING HIGH-INTEGRITY VOLUNTARY CLIMATE ACTION

April 2024

Project overview

www.achieveproject.eu

The ACHIEVE project has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement No 101137625.

ACHIEVE
ACHIEVING HIGH-INTEGRITY VOLUNTARY CLIMATE ACTION

Project aim: Identify opportunities to strengthen and scale up **high-integrity voluntary climate action** to contribute to achieving net-zero emissions by mid-century in the EU and globally

- **Inter- & transdisciplinary approach**
- **12 partners** from 5 EU and 3 non-EU countries: academic institutions, research organization, data disclosure organization, environmental NGO, dedicated partners on comm & diss
- **Jan 2024 – Dec 2027**

Co-creation/stakeholder engagement

Dissemination, communication platform

www.achieveproject.eu

Funded by the European Union

Figure 6. Excerpt from the project’s presentations





5.6 Media articles and podcasts

ACHIEVE will produce at least five media articles and five podcasts tailored to targeted audiences which will be then disseminated via the promotional channels identified in Section 4. All partners will support this process by suggesting media contacts at the national level and extending the list of envisioned media outlets.

5.7 Scientific publications

Scientific publications are one of the key means of disseminating the project's results to the research community and building scientific credibility for the project's work. Scientific articles will be published in open-access, high-quality, peer-reviewed journals. Partners will also be encouraged and assisted in publishing their results in a series of working papers. These activities will ensure that the project and its results will be made known to the public at large and in a timely manner. The consortium will submit at least 20 peer-reviewed articles to scientific journals.

Since ACHIEVE's research work has not yet produced deliverables, the bulk of publications are expected later in the project. Nevertheless, one publication has already been produced by ACHIEVE consortium members [with acknowledgements to the project](#):

Kuramochi, T., Deneault, A., Chan, S., Smit, S., & Pelekh, N. (2024). Supporting the Paris Agreement through international cooperation: Potential contributions, institutional robustness, and progress of Glasgow climate initiatives. *Npj Climate Action*, 3(1), 1–10. <https://doi.org/10.1038/s44168-024-00106-4>

Two other publications have also been published by consortium members and relate to ACHIEVE's work even when they are not acknowledging it due to their publication prior to the start of the proje

1. Biver, A., Litsenburg, B. van, Ballemans, D., Dugué, E., & Trendafilova, K. (2024). *Final Report: The ACHIEVE platform*. Master thesis project. University of Barcelona.
2. Roelfsema, M., Kuramochi, T., & den Elzen, M. (2024). Comparing the ambition of EU companies with science-based targets to EU regulation-imposed reductions. *Npj Climate Action*, 3(1), 1–11. <https://doi.org/10.1038/s44168-024-00098-1>

5.8 ACHIEVE newsletter

An electronic newsletter will be regularly issued providing information on the project development and events. While during the 1st project year, we will publish only one newsletter due to the lack of content, in the 2nd year we aimed to publish 3 or more if needed, and we will continue to do so in the following years.

The newsletter will incorporate inputs from all partners on progress and key outcomes of the project. Its key aim is to raise awareness about the ongoing work of the action and its relevance to policymaking at the EU and national level.

In compliance with the GDPR, a person will be included on the newsletter mailing list only if informed and explicit consent has been given earlier, and the possibility of withdrawing the consent will be clearly explained. Consents will be provided either by filling out an online subscription form or by direct email in



case of personal contacts. The subscription form on the website is shown in Figure 7.

Figure 7. Newsletter subscription form



6 References

Biver, A., Litsenburg, B. van, Ballemaans, D., Dugué, E., & Trendafilova, K. (2024). *Final Report: The ACHIEVE platform*. Master thesis project. University of Barcelona.

Roelfsema, M., Kuramochi, T., & den Elzen, M. (2024). Comparing the ambition of EU companies with science-based targets to EU regulation-imposed reductions. *Npj Climate Action*, 3(1), 1–11.

<https://doi.org/10.1038/s44168-024-00098-1>

