



ACHIEVING HIGH-INTEGRITY VOLUNTARY CLIMATE ACTION

D5.2 – CDE plan - Update

WP5 – Communication & dissemination

07/07/2025

www.achieveproject.eu



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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	Chara Sifaki			
Project Coordinator	Stichting Radboud Universiteit (RU)			
Deliverable	D5.2 – CDE plan update			
Work Package	WP5 – Communication & dissemination			
Date of Delivery	Contractual	31/07/2025	Actual	07/07/2025
Type of Deliverable	Report	Dissemination Level	Public	
Lead Beneficiary	Fondo Mundial para la Naturaleza Colombia - WWF Colombia (WWF)			
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Reviewer(s)	Birka Wicke (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

This is the first update of ACHIEVE's strategy for the communication, dissemination, and exploitation (CDE) of project results. The strategy defines the scope of CDE in the context of ACHIEVE and sets targets and 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., LinkedIn), a stakeholder platform, synergies with other relevant projects, and 12 capacity building webinars. 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 include articles, infographics, videos, and presentations. Finally, the report provides recommendations for next steps based on the progress on CDE indicators during the first 18 months of the project.

4. Evidence of accomplishment

This report.

5. Disclosure statement on the use of generative artificial intelligence (AI)

ChatGPT and Microsoft Copilot was used for proofreading and optimising the text flow of the report. The authors critically reviewed the outputs of the tool before integrating them with their own work. No other generative artificial intelligence application was used in the research presented in 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 the first update to the 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.

To achieve these targets, the CDE strategy outlined in this report identifies the target audiences and stakeholder groups of the project as well as the promotional channels and activities to reach and engage with 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 has been 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. In the next reporting period, ACHIEVE will work on further refining and populating the platform, focussing on content creation, stimulating stakeholder registration and stakeholder interaction with each other and the project content. Similarly, capacity-building webinars are planned in the project to train stakeholders on how to use and implement ACHIEVE's results at a global scale. External communication channels have been set up and their reach will be expanded as they play an instrumental role in the project's CDE, including social media (e.g., 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 also 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. Finally, the report provides recommendations for next steps based on the progress on CDE indicators during the first 18 months of the project.





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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 realising 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 has actively engaged policymakers and other societal stakeholders in co-creating outcomes and mapping societal needs. This report describes the first update to the 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 Communication, Dissemination, and Exploitation (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 (see Chapters 4 & 5 for implemented activities and Chapter 6 for next steps).

Since its inception, ACHIEVE has been dedicated to fostering high-integrity voluntary climate action as a critical component of the global transition to net-zero emissions by mid-century. The project's early efforts (Months 1–18) focused on establishing a solid foundation for communication, stakeholder engagement, and dissemination of emerging insights. With the launch of the project website and the Stakeholder Platform, the creation of the visual identity, and the participation in multiple policy and academic events, ACHIEVE successfully laid the groundwork for broader visibility and network-building across its ecosystem of actors.

This updated CDE Plan reflects a strategic evolution. The primary focus now shifts from awareness-raising to stakeholder activation, co-creation of knowledge, and tangible uptake of project results. Drawing on the experience and feedback of partners and early users, the updated strategy provides a detailed roadmap for ensuring that ACHIEVE's outputs are not only visible but actively used to shape climate action decisions, policies, and practices.

The CDE plan integrates ongoing lessons learned, especially in relation to cross-project synergies and prioritises the role of the Stakeholder Platform as the central hub for community engagement, content dissemination, and strategic outreach. Throughout, the Plan remains fully aligned with Open Science principles, GDPR compliance, and the Horizon Europe policy mandate to ensure that public research creates meaningful impact.



2 Targets of the CDE Plan

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

Communication focuses on reaching broad and diverse audiences, including the public, policymakers, businesses, and academia. In the updated phase, communication efforts aim to deepen engagement with existing networks—especially the Alliances for Climate Action (ACA)—and stimulate dialogue around integrity in voluntary climate action through tailored narratives and campaign-style activities on platforms like LinkedIn and BlueSky.

Dissemination emphasises delivering project outputs in formats tailored to specific user groups. The updated strategy includes the development of simplified integrity assessment tools, interactive explainers, and thematic use cases that bridge research with decision-making contexts. Dissemination is also enhanced through proactive targeting of conferences, open-access publications, and digital repositories.

Exploitation seeks to ensure that project outputs are applied and scaled by relevant actors. This involves building pilot applications of ACHIEVE tools (e.g., city-scale transition pathways, sector-specific integrity assessments) in collaboration with frontrunner stakeholders, ensuring that outputs directly influence real-world climate action planning and monitoring.

Overall, ACHIEVE's CDE plan summarises 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 representatives of key stakeholders relevant for voluntary climate action.

2.2 Overall targets

2.2.1 Creating a living document

The CDE Plan remains iterative, with another update scheduled at Month 37. Its evolution incorporates feedback from consortium partners, insights from monitoring CDE indicators, and co-creation processes with stakeholders through ACA, COP events, and thematic workshops.

2.2.2 Providing Key Exploitable Results (KERs) to various stakeholders

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

1. Standardised frameworks for integrity assessment of voluntary climate action and carbon credit schemes (produced in WP1 and refined through application in WP2).





2. Emissions pathways towards net zero to guide non-state actors (developed in WP4 based on insights from WPs 2 and 3).
3. Roadmap for stakeholders to ensure high integrity and climate effective voluntary climate action (produced in WPs 3 and 4).
4. Policy recommendations for scaling up high-integrity voluntary climate action (produced in WP4).
5. Active stakeholder community supported by a stakeholder platform (developed in WP4).

2.2.3 Open Science

ACHIEVE remains fully committed to the Horizon Europe Open Science agenda. The project will ensure that all research outputs, including datasets, models, and reports, are openly accessible through trusted repositories like Zenodo and Open Research Europe. Where feasible, materials will be published under Creative Commons licenses, enabling reuse and adaptation by other researchers and practitioners worldwide.

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 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	Progress by M19	Next steps & ideas
Project website	All stakeholder groups	2,000 unique visitors per year 30% of return visitors <70% bounce rate	377 unique visitors in 2024 200 unique visitors in 2025 as of today	Promote further the website through news items, registration forms, etc.
2 newsletters per year	Policymakers, voluntary climate initiatives, researchers, business actors, cities and sub-national authorities	300 total recipients	2 newsletters sent in 2024 ¹ 227 recipients (48 through the website and 179 through LinkedIn)	Continue as RP1
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	Around 55 posts on LinkedIn and other platforms 503 followers on LinkedIn 854 on Bluesky	Continue as RP1 (switch to BlueSky instead of X)
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	Presentations in two side-events at COP29 and two in SB62 (see our website ² and Section 4.10)	HOL can organise a Science Café in Greece, potentially jointly with the Municipality of Athens
Interviews in national television or radio stations	General public	3 interviews	6 interviews in online media (see our website ³ and Section 5.6)	Continue as RP1, aim for TV/radio channels too
Blog posts, press releases, articles	Policymakers, voluntary climate initiatives, researchers, business actors, general public	About 5 podcasts and 5 blog items	3 blog items (see our website ⁴ and Section 5.6)	Aim for podcasts

¹ <https://www.achieveproject.eu/communication/newsletters>

² https://www.achieveproject.eu/news?event_type=2

³ <https://www.achieveproject.eu/communication/media>

⁴ https://www.achieveproject.eu/news?event_type=11

Table 2. KPIs for dissemination measures

Dissemination measure	Target stakeholder groups	KPIs	Progress by M19	Next steps & ideas
Publications in international open access peer-review journals in climate science and policy	Policymakers, voluntary climate initiatives, researchers	>20 articles published	2 papers acknowledging ACHIEVE (see our website ⁵ and Section 5.7)	1 preprint acknowledging ACHIEVE 9 papers in progress
Presentations in international conferences, advisory committees and other organisations	Policymakers, voluntary climate initiatives, standard setting organisations, businesses, cities and sub-national authorities, financial institutions, NGOs, climate foundations and conventions, researchers	>20 presentations	3 presentations in scientific conferences (see our website ⁶ and Section 4.9) 4 presentations in UNFCCC’s COP and SB meetings (see our website ⁷ and Section 4.10)	1 conference panel will be organised with 15 papers (ECPR, August 2025)
Policy briefs built on ACHIEVE’s findings	All stakeholder groups	4 policy briefs sequentially published before each of the 4 COP meetings during ACHIEVE	3 published (see our website ⁸ and Section 5.8)	2026 and 2027 policy brief (TBD)
Lectures at RU, SU, UOXF, UEF	Students at ACHIEVE partner universities	Lectures based on ACHIEVE’s research	2 lectures done by RU	More planned lectures (TBD)
Open data strategy	Policymakers, voluntary climate initiatives, researchers 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	Beta-version of Global Datalab – C-CID database online ⁹	Full version is under development; produce training materials and videos; release the CDP data processing script as open access.
Cooperation with complementary EU projects/ initiatives	Complementary EU projects and EU initiatives	4 cooperation meetings, coupled with the co-creation workshops	2 ongoing synergies with RETOOL ¹⁰ and BioCAM4 ¹¹	Cooperation meetings with EU projects (DIAMOND, ENTICE) and

⁵ <https://www.achieveproject.eu/publications/scientific-publications>

⁶ https://www.achieveproject.eu/news?event_type=19

⁷ https://www.achieveproject.eu/news?event_type=2

⁸ <https://www.achieveproject.eu/publications/policy-briefs>

⁹ <https://globaldatalab.org/c-cid/>

¹⁰ <https://www.retoolproject.eu>

¹¹ <https://biocam4.com>



		(M12, M24, M36, M46)	See Section 4.13 for more details.	joint webinars (TBD)
Final project conference	Open to all stakeholder groups	1 final conference (M46)	Not relevant yet	TBD

Table 3. KPIs for exploitation measures

Exploitation measure	Target stakeholder groups	KPIs	Progress by M19	Next steps & ideas
Stakeholder engagement and co-creation	All stakeholder groups	One virtual interactive stakeholder platform. 4 exploitation sessions integrated into the co-creation workshops of ACHIEVE (M12, M24, M36, M46; see also Table 2)	First version of the platform in progress ¹² 1 co-creation workshop with ACAs Monterrey, January 2025 (see our website ¹³ and Section 4.11)	More content is needed for the platform - work in progress Next co-creation workshop in M24 (TBD)
Capacity building	Policymakers, businesses, cities and sub-national authorities	12 webinars for capacity building (around 3 per year), integrated into the programs of ACAs	3 webinars organised (July 2024, May 2025, June 2025) For more information, see our website ¹⁴ and Section 4.3.	Ideas for next webinars: C-CID launch (TBD) Agrifood paper (TBD)
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	Not relevant yet	Integration of C-CID into long-term GDL platform

¹² <https://platform.achieveproject.eu>¹³ https://www.achieveproject.eu/news?event_type=3¹⁴ https://www.achieveproject.eu/news?event_type=20



3 Target audiences

An essential component of the CDE strategy is the tailored engagement of diverse stakeholder groups, each of whom has different roles, informational needs, and potential to act upon the ACHIEVE outputs. The project refines its audience segmentation to focus efforts where uptake and co-creation opportunities are highest. Table 4 presents all the target audiences along with relevant communication methods that will be used to reach them.

Table 4. Target audiences and communication methods

Target audiences	Main communication methods
<p>Policy makers 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 high integrity 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>	<ul style="list-style-type: none"> Social media posts News articles



<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">• 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



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.

4.1 ACHIEVE website

The ACHIEVE website¹⁵ remains the central online entry point, with regular updates to reflect progress, events, and results. It serves a wide audience, from citizens to policymakers, offering deliverables, brief summaries, infographics, and embedded videos. It is tightly integrated with the stakeholder platform to ensure a seamless flow of information. 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. Figures 1 showcase the website’s homepage.

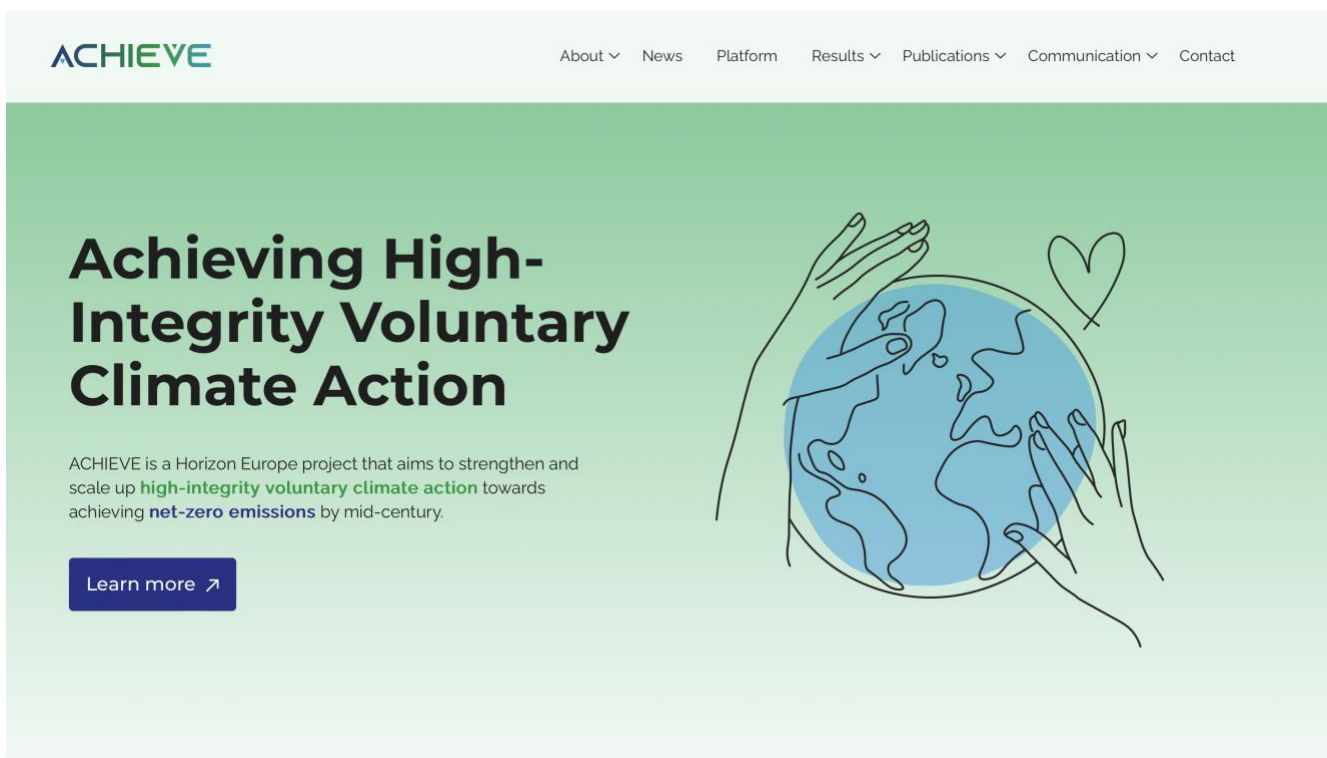


Figure 1. ACHIEVE's homepage

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,

¹⁵ <https://achieveproject.eu>

corporations, and NGOs (Figure 2). 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 as 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 all deliverables, publications, and information about actions of the project.

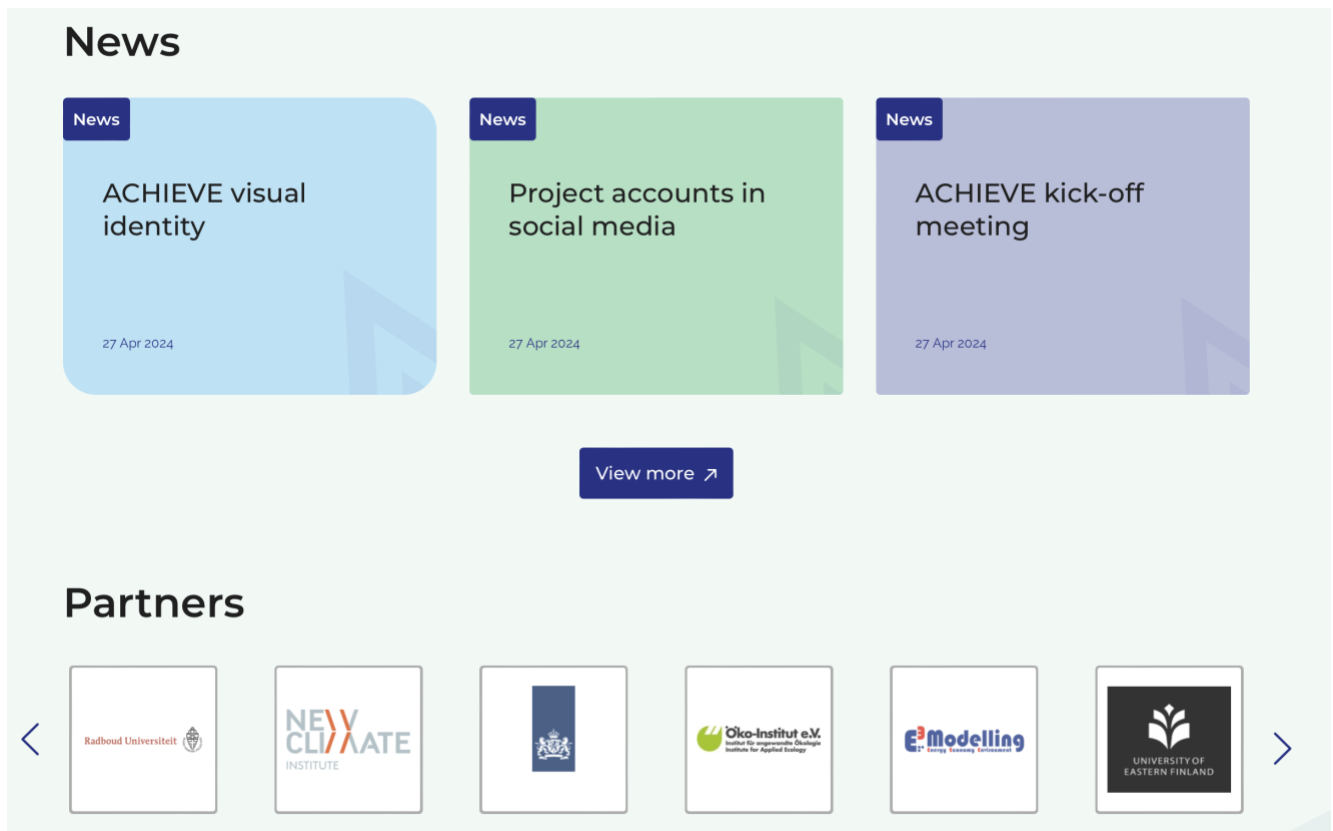


Figure 2. ACHIEVE's partners on the project website

To further strengthen visibility and engagement, the ACHIEVE website will be promoted using a variety of additional strategies, including:

- Encouraging project partners and stakeholders to share it via their channels;
- Including the link in email signatures, presentation materials, and at relevant events;
- Creating short, engaging multimedia content (e.g., videos, infographics) that links back to the website;
- Participating in conferences and webinars and directing audiences to the website for more information;

- Using QR codes on printed materials for easy access;
- Keeping the site updated with fresh content to sustain search engine relevance.

These combined efforts aim to maximise the reach and impact of the ACHIEVE website throughout the project's lifecycle and beyond.

4.2 Stakeholder Platform

The Stakeholder Platform¹⁶, hosted on the ACA's (Alliances for Climate Action) infrastructure, is the central hub for stakeholder collaboration across the ACHIEVE project. It will enable interaction, feedback, and co-creation through several integrated features:

- Showcasing cases studies, success stories, and the C-CID tracker.
- Offering interactive tools, editable glossaries, and regular surveys.
- Enabling discussion forums and thematic interest groups.
- Supporting structured peer reviews, co-creation campaigns, and collaborative content threads.

The first version of the platform was released in May 2025; it is currently under further design and development and will be then promoted to stakeholders. See Figure 3 for a screenshot of the first version of the platform.

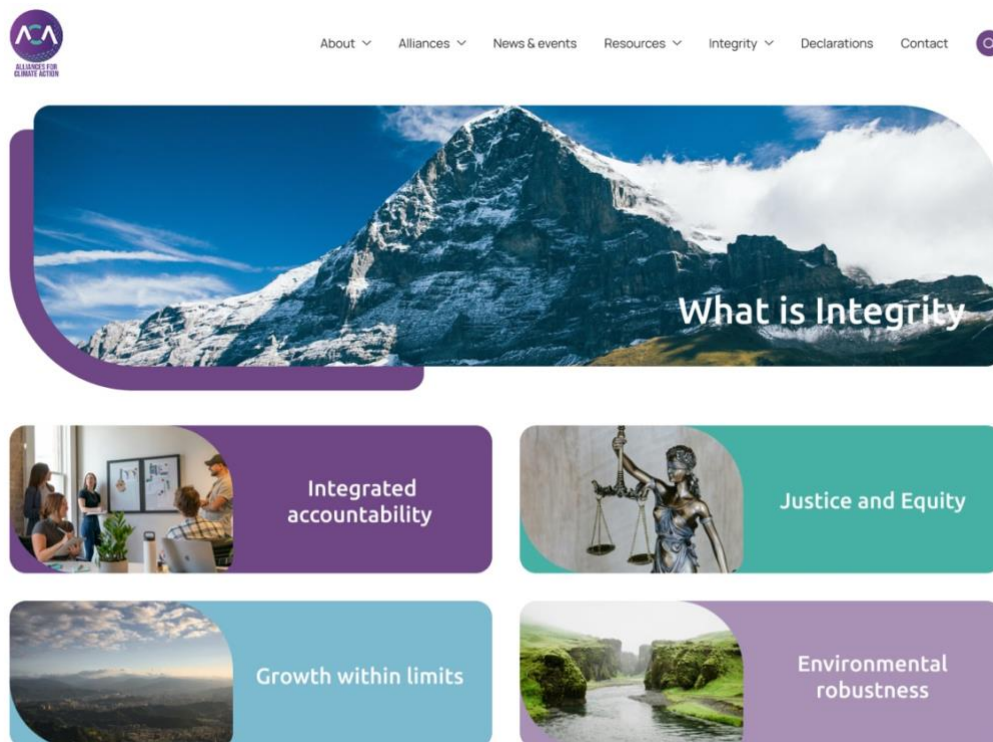


Figure 3. The Stakeholder Platform of ACHIEVE, integrated within the ACA website

¹⁶ <https://platform.achieveproject.eu>



As we look toward the second half of 2025 and the road to COP30, the core thematic focus for ACA will be multilevel governance. This approach emphasises the coordination and collaboration between national governments, subnational authorities, and non-state actors in driving forward effective climate action. This topic will be informed by and intertwined with ACHIEVE's activities that focus on cities, companies, and other non-state actors, such as the modelling exercises on the upscaling of non-state climate action in the context of WP4.

In the coming months, ACA's activities will primarily concentrate on:

- Subnational and non-state actor engagement in the NDC update process.
- Organising Local Townhall COPs.
- Supporting the Local Leaders Forum in the lead-up to COP30.

The unifying thread across these initiatives is strengthening multilevel governance structures that ensure more inclusive and effective implementation of national climate commitments. To reflect this evolving focus, we propose adding a new tab on the ACHIEVE website, positioned alongside the existing "Integrity" section, specifically dedicated to Multilevel Governance. This space would highlight related tools, case studies, events, and partner contributions. Initial content can be developed and shared soon, with further materials added progressively. In 2026, as ACHIEVE begins generating additional outputs, will propose gradually expanding this space to also explore integrity in the context of NDC implementation, ensuring a natural thematic progression.

4.3 Capacity development webinars

Capacity development webinars form a key tool for learning and engagement. Each webinar will offer a mix of knowledge delivery, scenario simulations, and real-life case analysis. The sessions are designed to be multilingual and interactive, with post-event resources hosted on the platform and YouTube. Three webinars have been organised by M19 of the project:

1. **Cities and Citizens:** Partnering for Climate Action: Identify and collect suitable and successful opportunities for citizen participation and civic engagement. Good examples will be presented, their success characteristics identified and options for a wider dissemination discussed. Took place on 27/06/2025, organised by Öko-Institut, HOLISTIC, and WWF.
2. **Advancing Net-Zero Integrity:** Updates from Voluntary and Regulatory Arenas: An insightful event that explores key developments in Net Zero Integrity across both voluntary and regulatory domains, unpacking major updates from SBTi, Draft ISO Net Zero Standard, GHG Protocol, the EU's CSRD, CSDDD, and more. It took place on 20/05/2025, organised by Radboud University and NewClimate Institute.
3. **Promoting High Integrity Voluntary Climate Action** - The road to COP29 and Beyond: The webinar presented 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. Took place on 03/07/2024, organised by Radboud University and WWF.



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 5 presents the aim and planning per social media channel.

Table 5. Social media channels

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. Project partners have agreed to stop using X (formerly known as Twitter) as a communication channel. Updates will continue via LinkedIn, Bluesky, the website, and the Stakeholder Platform.
BlueSky	Increase ACHIEVE's visibility in the scientific and policymaking community.	Will replicate the content from LinkedIn, website and Stakeholder Platform 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 outputs.	Add all videos during the project's progress

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 account¹⁷, ACHIEVE reaches a wide range of diverse audiences.

Following a recent internal discussion, project partners have agreed to discontinue the use of X (formerly Twitter) as an official communication channel for ACHIEVE. This decision reflects both strategic

¹⁷ <https://twitter.com/achieveproject>



communication priorities and broader concerns shared across the consortium. Going forward, updates and engagement will continue through other platforms such as LinkedIn, Bluesky, the ACHIEVE website, and the Stakeholder Platform, which remain the central spaces for visibility and interaction.

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 in LinkedIn¹⁸ is used to target more specialised 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 uses BlueSky¹⁹ to substitute 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, non-exhaustive, and will be modified or extended whenever necessary.

4.5.1 The Guardian

The Guardian²⁰ 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.

¹⁸ <https://www.linkedin.com/company/101599413>

¹⁹ <https://bsky.app/profile/achieveproject.bsky.social>

²⁰ <https://www.theguardian.com/>



4.5.2 EURACTIV

EURACTIV²¹ is an independent pan-European media network specialised in EU policymaking, covering policy processes upstream of decisions. It provides free and localised 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 Conversation²² 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 Brief²³ 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

ClimateChangePost²⁴ 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 platform²⁵ that covers climate change news, analysis, commentary, video, and podcasts focused on developments in global climate politics.

4.5.7 Energypost.eu

Energy Post²⁶ provides an open platform to exchange and debate energy topics for policymakers, market players, analysts, and other stakeholders and could be used to reach specialised audiences for ACHIEVE's results.

4.5.8 Huffington Post

Huffington Post²⁷ is an American news aggregator and blog, with localised 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.

²¹ <https://www.euractiv.com/>

²² <https://theconversation.com/>

²³ <https://www.carbonbrief.org/>

²⁴ <https://www.climatechangepost.com/>

²⁵ <https://www.climatechangenews.com>

²⁶ <https://energypost.eu/>

²⁷ <https://www.huffpost.com/>





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"²⁸.

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 portal²⁹ to promote its results to scientific and policymaking communities working on mitigation topics.

Energy Cities

Energy Cities³⁰ 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

Capacity4Dev³¹ is the European Commission's knowledge sharing platform for development cooperation 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 community³² will form a central hub for providing open and unrestricted access to the project's publications and data.

Open Research Europe

²⁸ <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>

²⁹ <http://climatechangemitigation.eu/>

³⁰ <https://energy-cities.eu/>

³¹ <https://capacity4dev.europa.eu/en>

³² https://zenodo.org/communities/achieve_heu





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 consider Open Research Europe as a potential outlet.

OpenAIRE

OpenAIRE³³ 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 the one hand, to report more effectively and efficiently the scientific, 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, PBL, Öko-Institute, E3-Modeling, University of Eastern Finland, CATIE, Stockholm University, University of Oxford, HOLISTIC, WWF Colombia, and CDP Europe.

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.

By July 2025, ACHIEVE partners have given three presentations in scientific conferences, acknowledging the project:

1. **IMAGE Symposium 2024**³⁴ (29/11/2024): Marc Roelfsema presented the upcoming modelling work of ACHIEVE in the IMAGE Symposium in Utrecht
2. **WCSG Conference 2024**³⁵ (16/10/2024): Our member, Lauri Peterson from the University of Finland, delivered the presentation 'Cooperative and Individual Climate Commitments: Insights from Subnational Actors' Climate Efforts' at the Wageningen Centre of Sustainability Governance (WCSG) Conference 2024. The presentation highlighted key findings on the climate initiatives and contributions of subnational actors.
3. **What Works – Climate Solutions Summit 2024**³⁶ (11/06/2024): Our partners Takeshi Kuramochi and Mark Roelfsema presented “What works in non-state climate action”.

Additionally, Sander Chan (RU) and Lauri Peterson (UEF) will chair a session at the European Consortium

³³ <https://www.openaire.eu/>

³⁴ <https://www.pbl.nl/en/image/news/image-symposium-2024>

³⁵ <https://www.wur.nl/en/activity/wcsg-conference-2024-governing-sustainability-transformations.htm>

³⁶ <https://whatworksclimate.solutions/program/>





for Political Research (ECPR) General Conference 2025 in the Aristotle University of Thessaloniki on the 26 – 29 August 2025. The session is called “Strengthening Integrity of Voluntary Climate Action in Turbulent Times”³⁷ and is directly related to ACHIEVE’s topics. More details on this session and all other participations to scientific conferences are given in the ACHIEVE website³⁸.

In the upcoming years, more conference participations will take place to present the project’s results. The following conferences and meetings have been assessed as relevant to the project:

- Annual Meeting of the Integrated Assessment Modelling Consortium³⁹
- International Sustainability Transitions Conference⁴⁰
- Annual Conference of the Earth System Governance research network⁴¹
- Annual International Sustainable Development Society Conference⁴²
- Climate Action Data 2.0 – Working groups⁴³
- ECOMONDO – The Green Technology Expo⁴⁴

4.10 Policy events

Along the duration of ACHIEVE (2024-2027), four sessions of UNFCCC’s Conference of the Parties (COPs) will take place, along with their preparatory Bonn Climate Change Conferences (SB meetings). These conferences offer great opportunities to reach out to policymakers, NGOs, industrialists, scientists, and other audiences and promote the project.

During the first 18 months of ACHIEVE, project partners organised four side events acknowledging ACHIEVE:

1. **SB62 - Introducing the Oxford Principles for Responsible Engagement with Article 6** (26/06/2025): The new ‘Oxford Principles for Article 6’ were developed by a wide range of academics from Oxford and beyond (including ACHIEVE partner Öko-institut), providing essential guidance and guardrails to enable this international framework to be used in a responsible manner. This study was partially prepared acknowledging ACHIEVE funding.
2. **SB62 - Scaling High-Integrity Nature-Based Climate Action – Bridging Research, Practice, and Finance** (21/06/2025): Nature-based climate action holds immense potential to address the intertwined crises of climate change, biodiversity loss, and social injustice. In response to Brazil’s COP30 “Global Mutirão” vision, this official UNFCCC SB62 side event chaired by Sander Chan (RU) highlighted high-integrity and inclusive approaches that deliver meaningful outcomes for both people and planet.

³⁷ <https://ecpr.eu/Events/Event/SectionDetails/1528>

³⁸ https://www.achieveproject.eu/news?event_type=19

³⁹ <https://www.iamconsortium.org/annual-meetings/>

⁴⁰ <https://www.ist2021-karlsruhe.de/ist2021-en/index.php>

⁴¹ <https://www.earthsystemgovernance.org>

⁴² <https://isdrs.org>

⁴³ <https://wiki.climatedata.network>

⁴⁴ <https://en.ecomondo.com/en>





3. **COP29 – High-integrity nature-based climate action - Perspectives from the Global South** (20/11/2024): ACHIEVE’s member Sebastian Reyes de la Lanza (Radboud University) presented initial results from the project at this year’s UN Climate Change Conference (COP29) in Baku, Azerbaijan. The panel discussion focused on how to scale initiatives that integrate climate and biodiversity goals. ACHIEVE’s contribution centred around an initial integrity assessment of 267 Climate Cooperative Initiatives (CCIs) recognised by the UNFCCC.
4. **COP29 – Presentation at the ACAs learning session on the Japan Climate Initiative** (15/11/2024): Our member Takeshi Kuramochi (NewClimate Institute) presented a learning session on “Non-state Climate action in Japan: What’s unique about it?”. The session was part of the Fellowship Program of the Alliances for Climate Action which was organised by fellow ACHIEVE partner Luli Pesqueira (WWF) in the context of UNFCCC COP29 in Azerbaijan.

For further details, visit the ACHIEVE website⁴⁵. Apart from COPs, ACHIEVE will aim to participate in other policy conferences such as the European Sustainable Energy Week⁴⁶.

4.11 Co-creation workshops

As part of its stakeholder engagement process, ACHIEVE partners will organise at least four co-creation workshops with stakeholders to inform the project’s research and validate results. One workshop already took place by Month 19 of the project:

1. **Workshop: Ambition and Integrity in Climate Action (23/01/2025)**: The aim of this workshop in Monterrey, Mexico was to evaluate the different dimensions that relate to integrity in voluntary climate action initiatives, as found in the literature. ACHIEVE members Luli Pesqueira (WWF) and Sebastian Reyes de la Lanza (Radboud University) engaged with participants from the Alliance for Climate Action in Mexico to explore the relevance and completeness of such dimensions. Additionally, workshop participants also took the chance to talk about the upcoming NDC update process and ways to contribute, as well as to provide an update on the priorities of each organisation.

Two other relevant workshops were held alongside the M6 meeting of ACHIEVE. Their aim was to co-create the Stakeholder Platform and the high-integrity principles of ACHIEVE along with all project partners. More details about all the co-creation webinars can be found on the ACHIEVE website⁴⁷.

4.12 Other events

ACHIEVE consortium partners have already participated in relevant workshops and meetings that were organised by third parties:

1. Technical workshops: Tracking and Recognition of Subnational Climate Action on the NAZCA portal (19/6/2025)

⁴⁵ https://www.achieveproject.eu/news?event_type=2

⁴⁶ <https://interactive.eusew.eu>

⁴⁷ https://www.achieveproject.eu/news?event_type=3



2. Workshop on the role of NAZCA's CCI tracking towards COP 30 and beyond (18/6/2025)
3. Exploration of data exchange and interoperability between WP1 ACHIEVE and ClimBio Frontiers project. (27/5/2025)
4. Net-zero targets in the agrifood sector: Agrifood companies exchange (11/12/2024)
5. RU/EZK uitwisseling high integrity carbon market (4/12/2024)
6. ACAs meeting at COP29 (16/11/2024)
7. SBTi workshop on the role of CDR in 1.5°C aligned corporate net zero transitions: agenda (8/10/2024)
8. Presentation of Financial Institutions research to UNEP FI (6/9/2024)
9. Camda/CAD2.0 - Showcasing Climate Data/Digital Innovation (5/8/2024)
10. Offsetting: multidisciplinary research perspectives on a controversial tool of climate governance (23/5/2024)

For more details, see the relevant section at the project website⁴⁸.

4.13 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.

ACHIEVE has already established synergies with the following projects:

- **RETOOL**⁴⁹ will advance our understanding of how to address the twin challenges of responding to the climate imperative while strengthening and reinvigorating democratic governance. In collaboration with the ACHIEVE project, it will work to make complex climate-related terminology more accessible to a broader audience through explanatory videos and a user-friendly glossary.
- **BioCAM4**⁵⁰ is an interdisciplinary and trans-sectoral research partnership aiming to develop methodologies for mapping nature-based climate action trends worldwide and assessing local opportunities and challenges, engage practitioners from local farming and tourism sector, and foster leadership and research collaboration in the Global South. A joint side event in the UNFCCC SB62 meeting has been conducted in June 2025, highlighting high-integrity and inclusive approaches that deliver meaningful outcomes for both people and planet⁵¹.

The following projects have been suggested by ACHIEVE's consortium partners as potential synergies and collaboration will be explored in the next reporting period:

- **ENTICE** addresses the complex and underexplored links between trade, climate, and industry by developing data-driven insights and innovative modelling tools. It aims to clarify how trade policies influence environmental outcomes and how climate measures affect global trade. This synergy will

⁴⁸ https://www.achieveproject.eu/news?event_type=4

⁴⁹ <https://www.retoolproject.eu>

⁵⁰ <https://biocam4.com>

⁵¹ <https://www.achieveproject.eu/news/scaling-high-integrity-nature-based-climate-action-bridging-research-practice-and-finance>



support ACHIEVE in effectively communicating the Integrity Framework to industry stakeholders.

- **DIAMOND**⁵² will update, upgrade, and fully open six Integrated Assessment Models that are emblematic in scientific and policy processes, improving their sectoral and technological detail, spatiotemporal resolution, and geographic granularity. A joint webinar could be organised with ACHIEVE on how to model climate action from non-state actors.
- **Paludi4all**⁵³ aims to identify and promote innovative solutions for expanding paludiculture across Europe. By comprehensively assessing its environmental, economic, and social impacts, Paludi4All delivers valuable insights to support the scaling up of paludiculture and advance the EU's climate and nature restoration objectives. Paludiculture reduces greenhouse gas emissions compared to drained peatland agriculture, but it is not always profitable. Carbon credits may provide an additional income that could make this innovative farming system more economically viable.
- **Paluwise**⁵⁴ will drive the development of advanced solutions for the productive use of rewetted degraded peatlands with the aim to reduce greenhouse gas emissions from peatlands while providing opportunities for farmers. As for Paludi4all, carbon credits may allow paludiculture to become economically viable for farmers.

⁵² <https://climate-diamond.eu>

⁵³ <https://www.paludi4all.eu/>

⁵⁴ <https://paluwise.eu/>



5 Branding and promotional materials

ACHIEVE maintains a distinctive visual identity aligned with themes of integrity, transparency, and climate ambition. The branding toolkit includes custom icon packs, colour schemes, layout templates, and accessibility guidelines. These elements are applied across all content to ensure recognition and coherence.

5.1 Visual identity and logo

The ACHIEVE logo (Figure 4) is used in all promotional material (Figure 5) and the website. 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 4. ACHIEVE's logo



Figure 5. Visual identity

5.2 Templates

Templates have been developed for a wide array of materials, from policy briefs and reports to event slide



decks and stakeholder feedback forms. New templates enable interactive formats, such as PDFs with embedded media and web-first designs optimised for social sharing and mobile access.

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

Project posters are tailored for specific events and formats, including digital banners, A0 academic posters, and roll-ups for conferences.

5.5 Project presentation

A project presentation about ACHIEVE has been created, containing basic information about the project’s objectives, activities, and members (Figures 6 and 7). The presentation is provided in two formats with different number of slides to suit the requirements of various events and conferences.



Figure 6. Project presentation template



Overarching themes & activities

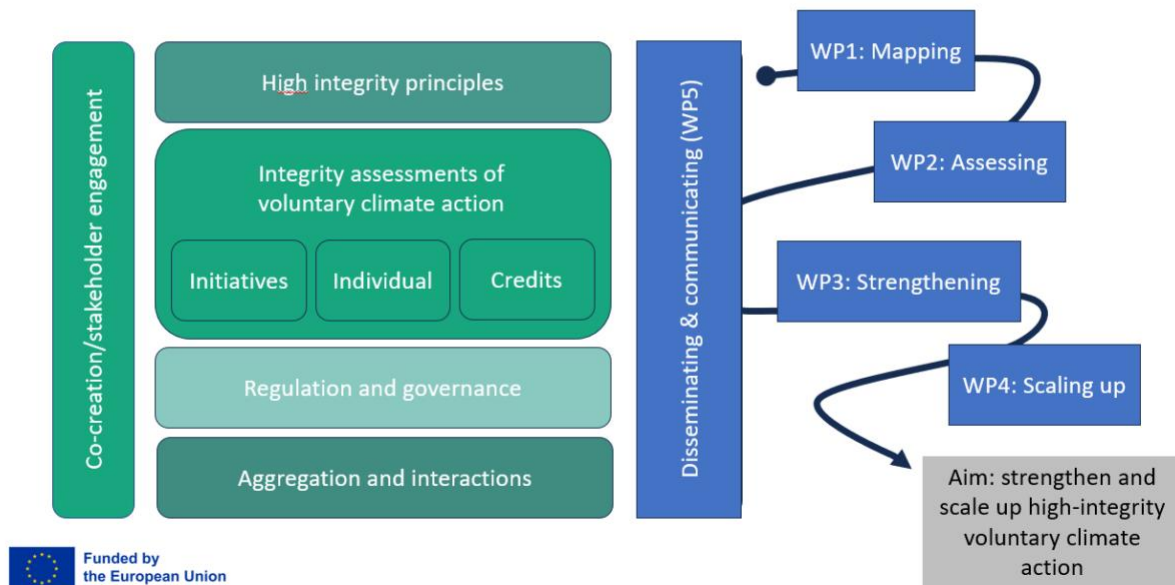


Figure 7. Excerpt from the project’s presentation

5.6 Media articles, blog posts, 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.

By July 2025, ACHIEVE partners have been featured in six articles in online media⁵⁵:

1. **BNN-VARA** (26/11/2024): “In recent weeks, the annual climate summit has taken place. The poorer countries left dissatisfied, while Western politicians sounded satisfied. What about that?” (translation from Dutch)⁵⁶
2. **NRC** (25/11/2024): “COP29 has failed and that is about much more than money” (translation from Dutch)⁵⁷
3. **de Volkskrant** (24/11/2024): “Scientists respond to climate summit agreement: 'This is a step back'” (translation from Dutch)⁵⁸
4. **Vox Independent Magazine of Radboud University** (22/11/2024): “PhD candidate speaks at

⁵⁵ <https://www.achieveproject.eu/communication/media>

⁵⁶ <https://www.instagram.com/demarkeronline/reel/DC18Zsat-Lw/?hl=en>

⁵⁷ <https://www.nrc.nl/nieuws/2024/11/25/cop29-is-mislukt-en-dat-gaat-over-veel-meer-dan-geld-a4874361>

⁵⁸ <https://www.volkskrant.nl/wetenschap/wetenschappers-reageren-op-akkoord-klimaattop-dit-is-een-stap-achteruit~be50b0fe/?referrer=https%3A%2F%2Fwww.google.com%2F>



climate summit: ‘Large-scale action is needed to address climate change impacts’⁵⁹

5. **NRC** (18/11/2024): “Denmark wants to achieve climate goals with CO2 tax for farmers” (translation from Dutch)⁶⁰
6. **Rd.nl – Reformatorisch Dagblad** (12/11/2024): “First COP agreements open door for greenwashing” (translation from Dutch)⁶¹

Similarly ACHIEVE partners authored three blog items related to project work (read on the website⁶²):

1. **COP 29: Implications of COP outcomes for nonstate and cooperative climate action** (06/12/2024)
2. **From fragmented commitments and pledges to a cohesive force for high integrity climate action** (13/09/2024)
3. **Net zero or zero sense: three reasons to rethink financial institution's voluntary targets** (07/06/2024)

For the next reporting period, we are exploring the development of a podcast series comprising five episodes. This series will articulate the project’s objectives, provide guidance on effectively utilising the Stakeholder Platform, highlight the project’s expected legacy, and discuss the challenges encountered throughout the implementation process. Further details will be shared as the series progresses.

5.7 Scientific publications

Scientific publications are key for 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, two publications have already been produced by ACHIEVE consortium members acknowledging the project:

1. Chappell, E. N., Hendriks, C., Hoeks, S., Huijbregts, M. A. J., Hanssen, S. V., & Wicke, B. (2025). Carbon offsetting in city climate action: role, determinants and characteristics. *Climate Policy*, 1–16. <https://doi.org/10.1080/14693062.2025.2499606>
2. 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->

⁵⁹ <https://www.voxweb.nl/en/phd-candidates-speak-at-climate-summit-large-scale-action-is-needed-to-address-climate-change-impacts>

⁶⁰ <https://www.nrc.nl/nieuws/2024/11/18/denemarken-wil-met-co2-belasting-voor-boeren-klimaatdoelen-halen-a4873584>

⁶¹ <https://www.rd.nl/artikel/1084396-onderzoeker-eerste-afspraken-cop-openen-deur-voor-greenwashing>

⁶² <https://www.achieveproject.eu/news/cop-29-implications-cop-outcomes-nonstate-and-cooperative-climate-action>





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For more details on the scientific publications, see the respective section on our website⁶³. Additionally, a preprint has been also prepared and is under review:

- Straub, S., Frederic, H., Day, T., Kuramochi, T. (2025). Assessing and validating corporate low-carbon transition strategies: A comparative analysis of approaches and methodologies [Preprint]

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 project:

- 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>

5.8 Policy briefs

Policy briefs will be the main channel for disseminating policy-relevant insights of the project. By July 2025, three policy briefs have been published acknowledging ACHIEVE funding:

1. Van den Wall Bake, K., Reyes de la Lanza, S., Wicke, B., Thapa, K., & Chan, S. (2024). *Achieving High Integrity Cooperative Climate Initiatives*. ACHIEVE project. <https://doi.org/10.5281/zenodo.14191297>
2. Schneider, L., Fallasch, F., Siemons, A., Lauer, S., & Haase, I. (2025). *Conditions for Using International Carbon Credits towards the EU's 2040 Climate Target*. Öko-institut. <https://www.oeko.de/fileadmin/oekodoc/Conditions-for-using-international-carbon-credits-towards-the-EU-climate-target.pdf>
3. Johnstone, I., Schneider, L., Michaelowa, A., Grandpré, J., Kuci, S., Ahonen, H., Probst, B.S., Lezak, S., Hale, T., La Hoz Theuer, S., Omukuti, J., Reséndiz, J.L., Fankhauser, S., Abebe, S., and Hepburn, C. (2025). *Oxford Principles for Responsible Engagement with Article 6*. University of Oxford. https://www.smithschool.ox.ac.uk/sites/default/files/2025-06/The_Oxford_Principles_for_Responsible_Engagement_with_Article_6.pdf

For more details on the policy briefs, see the respective section on our website⁶⁴.

5.9 ACHIEVE newsletter

The ACHIEVE newsletter is evolving into a participatory medium, with regular issues structured around events, tools, and contributions from stakeholders. Since it started, two newsletters have been issued, including digest summaries, calls for feedback, and analytics to refine future content (see example in Figure 8). The upcoming third edition of the newsletter will include contributions from all partners, highlighting key progress and outcomes of the project. Its primary objective is to raise awareness of ongoing activities

⁶³ <https://www.achieveproject.eu/publications/scientific-publications>

⁶⁴ <https://www.achieveproject.eu/publications/policy-briefs>



and their relevance to policymaking at both the EU and national levels, while ensuring full compliance with GDPR. The subscription form is available on the project website, as shown in Figure 9.

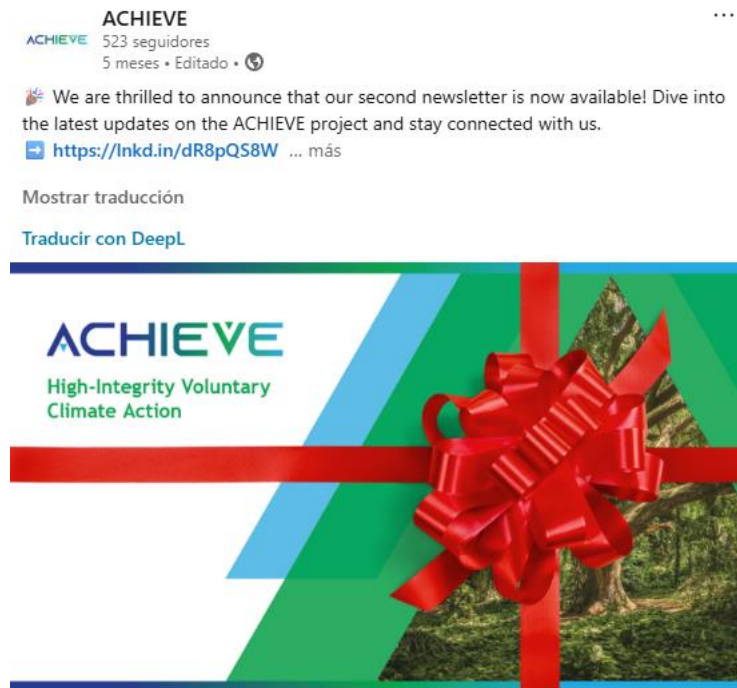


Figure 8. ACHIEVE Newsletter N.2

Figure 9. Newsletter subscription form



6 Next steps

During the first year of the ACHIEVE project, communication and dissemination efforts focused on establishing a clear visual identity, launching the project’s website, building a presence on key social media platforms (LinkedIn, X, and Bluesky), and developing initial content including updates, event highlights, and stakeholder engagement activities. The ACHIEVE website, launched in April 2024, serves as the central hub for project information and outreach, providing access to all public-facing deliverables.

With a solid foundation in place, the next phase of ACHIEVE will focus on broadening reach, deepening engagement, and enhancing visibility of project outputs. These next steps aim to align communication and dissemination with the upcoming release of research findings, tools, and stakeholder materials, while also supporting ACHIEVE’s strategic goals.

Website

- The site will continue to be updated with new videos, infographics, event summaries, and partner outputs, including shared resources with the projects synergy partners such as RETOOL project and a joint glossary and explanatory video series.
- Analytics will be monitored to assess visitor engagement and target improvements in user experience and returning traffic.

Social Media

- Content will be regularly posted on LinkedIn and Bluesky, with a particular focus on project milestones, insights from partners, and accessible summaries of technical outputs.
- Following a decision by all partners, X (formerly Twitter) will no longer be used. Instead, efforts will concentrate on strengthening presence on platforms more aligned with the project’s audience and values. For instance, we will explore creating an account at the We Don’t Have Time platform⁶⁵, a media platform for climate action, with a mission to democratise knowledge about climate solutions and inspire and mobilise global action.
- As the video glossary and other multimedia content become available, short clips will be widely shared to increase accessibility and visibility of key concepts such as voluntary climate action, different integrity dimensions, etc.

Newsletter

- The third ACHIEVE newsletter will feature contributions from all partners, showcasing progress and relevance to EU and national policy.
- The newsletter subscription form is available on the website and in the LinkedIn group and promotion will be intensified to increase the subscriber base via partner networks and social channels.
- A minimum of two newsletters per year is planned, with flexible scheduling based on the release of project outputs.

⁶⁵ <https://www.wedonthavetime.org/our-community>



Stakeholder Platform

- Following its initial release in May 2025, the Stakeholder Platform will be further developed to enhance interactivity, usability, and thematic content.
- The platform will support co-creation, feedback on deliverables, and engagement through tools such as surveys and interest-based forums.
- Additional training materials and walkthroughs will help users navigate and contribute to the platform more effectively.
- A dedicated Multilevel Governance section will be launched to highlight upcoming activities related to subnational and non-state actor engagement in NDC processes, including Townhall COPs and the Local Leaders Forum.

Podcast Series

- We are currently considering the development of a five-episode podcast series as a way to communicate the project's goals, explore key challenges in climate governance, and reflect on the anticipated legacy of ACHIEVE. This concept aims to reach both expert and general audiences by offering accessible, engaging insights into complex climate policy topics.
- If pursued, the podcast would serve as a valuable tool to broaden outreach and deepen understanding of the project's work.

Glossary & Video Series

- In collaboration with the RETOOL project, ACHIEVE will co-develop a user-friendly glossary of complex climate terms, supported by a series of short explanatory videos. These resources will be available on both project websites and shared widely through social media to enhance public understanding of climate policy language.
- To support wider and more effective engagement, we will produce a dedicated video tutorial demonstrating how to navigate and use the Stakeholder Platform. This video will guide users through the platform's key features such as submitting feedback, joining thematic groups, and accessing interactive tools and will serve as a practical resource for both new and returning users. The aim is to make the platform as accessible and user-friendly as possible for a diverse range of stakeholders.

Media & Publications

- As scientific outputs mature, the project will contribute articles and blog posts to external media outlets, aiming to extend reach beyond the research community.
- ACHIEVE partners are currently working on nine publications, reflecting ongoing collaboration with related initiatives. These findings will be submitted to academic journals and presented at relevant conferences, contributing to the broader scientific and policy dialogue on climate action and governance.

This next phase will focus on translating ACHIEVE's growing body of work into engaging, accessible, and policy-relevant outputs, helping to amplify the project's impact across EU member states and global climate governance spaces.

