

Media and Communication Plan



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D4.4 Media and Communication Plan

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CONFESS

Consistent representation of temporal variations of boundary forcings in reanalyses and seasonal forecasts

Research and Innovation Action (RIA)

H2020- LC-SPACE-18-EO-2020 Copernicus evolution: Research activities in support of the evolution of the Copernicus services - Copernicus Climate Change Service (C3S)

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1 Executive Summary

CONFESS will improve the reliability and usability of C3S information in the land-atmosphere coupled system by exploiting new and improved Earth Observations data records of land-cover/use, vegetation states and surface-emitted aerosols delivered across different Copernicus Services.

Communication plays a major role in ensuring that results are taken up by the scientific and wider community and the general public is informed about the project.

The CONFESS communication instruments and activities are defined, namely the web portal, workshops, and involvement in external conferences, workshops, exhibitions, and publications.

Target audiences are defined including the wider community as well as both CONFESS partners and wider weather and climate communities.



2 Introduction

2.1 Background

A climate resilient society requires reliable monitoring and forecasting information of the climate trends, patterns and disturbances, both at global and regional scales. Through consistent representation of temporal variations of boundary forcings in reanalyses and Seasonal forecasts, CONFESS will contribute to the emerging societal need for an enhanced Copernicus Climate Change Service (C3S) that can support adaptation and mitigation strategies facing increased frequency and intensity of climate extremes.

The aim of CONFESS is to improve the reliability and usability of C3S information in the land-atmosphere coupled system by exploiting new and improved Earth Observations data records of land-cover/use, vegetation states and surface-emitted aerosols delivered across different Copernicus Services. CONFESS developments will be integrated consistently for use in future C3S systems, enhancing the service's accuracy by representing annual changes of land use, and adding satellite-derived and prognostic vegetation states along with aerosols emissions due to hazardous/extreme events such as volcanic eruptions and large-scale biomass burning (e.g. wildfires).

The added capacity to represent temporal variations and trends of these variables and the occurrence of hazardous/extreme events will be supported by a rapid uptake of new Earth Observations. The impact on the Earth system will be evaluated by assessing the quality of global reanalysis as well as seasonal forecasts using state-of-the-art modelling systems.

The infrastructure and knowledge developed within CONFESS will contribute to improve the C3S capabilities for reliable monitoring and forecasting with particular focus on extremes.

2.2 Scope of this deliverable

2.2.1 Objectives of this deliverable

This deliverable defines the communication plan, outlining communication objectives, channels, audiences and approach and providing scripts and templates.

2.2.2 Work performed in this deliverable

The communication plan was developed for the CONFESS project.

2.2.3 Deviations and counter measures

No deviations have been encountered.



3 Communication

3.1 Aim of this communication strategy

The aim of this strategy is to support the CONFESS project as it delivers its mission to improve the reliability and usability of C3S information by capitalizing on the synergies between Copernicus services, and pave the way for a continuous evolution of the services.

3.2 Objectives

The objectives for communication are as follows:

- ECMWF and Partner staff are fully aware of CONFESS activities and of opportunities to get involved, ensuring that staff can act as ambassadors for the project as and when relevant and appropriate.
- Consortium partners are equipped with material allowing them to communicate effectively and consistently throughout the consortium.
- Key stakeholders within the EU are properly informed and involved, with platforms ensuring a regular and smooth flow of two-way communication.
- Programmes of activities within the CONFESS consortium on one hand, and the broader community on the other, are shared so opportunities for engagement and dissemination are maximised for the benefit of all.

3.3 Channels

Channels at our disposals are:

- a. Digital
 - i. Websites (CONFESS project website, ECMWF and all other partners websites).
 - ii. Electronic newsletter.
 - iii. Videos, animations, graphs...

- b. Events
 - i. C3S Annual General Assembly.
 - ii. CONFESS internally organised workshops.
 - iii. Training courses/familiarisation sessions.
 - iv. Session organization in international conferences (e.g. EGU General Assembly)
 - v. Attendance at international conferences and other events.

- c. Publications
 - i. Project updates.



- ii. Scientific papers.

3.4 Audiences

Audience	Rationale
ECMWF Staff	To ensure that staff can act as brand ambassadors as and when relevant, hence maximising CONFESS visibility.
ECMWF corporate partners (governance, cooperation agreements, academic partners...)	All our corporate partners are involved and have a high profile in meteorology and/or climate. Their understanding of CONFESS will benefit the project, either at a scientific level through collaborative activities, or as a message multiplier (as and when activities require broader dissemination).
Project Partners (public and private sectors) as primary audiences but also as message multipliers	Project partners are going to be one of the project’s primary channels of communication. It is in the consortium’s shared interest that the project should benefit from the broadest visibility as possible. Some of their own audiences will be valuable to the project as a whole.
EU institutions – as a primary audience but also as message multipliers	They will need to be reassured that their investment is delivering and will also have an interest in ensuring that CONFESS activities and those of the other EU-funded projects are coordinated.
EU Copernicus (C3S) members – as primary audience but also as message multipliers	As a primary audience, the project partners will need to ensure that projects activities are coordinated to ensure we seize opportunities as and when relevant and appropriate. As message multipliers, it is also very likely that each of those bodies will have very valuable audiences which could help CONFESS dissemination.
Scientific community	Scientific credibility as well as potential involvement in project
Specialist media (technology and science)	Indispensable to give the project the scientific credibility it will need in both the scientific and technological spheres. <i>Generalist media</i> <i>Will need to reach out to this audience in order to raise awareness of scalability issues within general public circles. This may however only be possible at a later stage.</i>

3.5 Approach

3.5.1 Developing a narrative

CONFESS is an inherently complex, jargon-filled initiative, and many of our audiences will be comfortable with a level of complexity. However, with CONFESS aiming to improve the C3S Reanalysis and Seasonal Forecasts capabilities, and the expected impact not only on C3S but downstream applications and their end-users, we should aim to develop a high level, accessible script/narrative/elevator pitch to convey this to audiences who are less familiar, in particular to equip intermediaries and multipliers with an easy way of explaining its significance. Such content should also be used as an introduction/wrap for more complex pieces of collateral, to ensure we cater for a range of audiences, taking them on a journey from headline/general to complex/technical.



3.5.2 Integration of messaging

The reanalysis and seasonal forecasts landscape is busy and there are other projects (EU as well as national projects) with equally significant goals under way. ECMWF and its partners should capitalise on this by integrating messaging about CONFESS into their broader narratives, for instance in conference speeches, in blogs, interviews and in high level web content. This will avoid it being seen as separate to or buried under existing programmes. Finding a concise way of explaining the connection will be important

3.5.3 Cumulative activity

We should recognise that the project is at an early stage, is spread over multiple years and its implications are long term. Our communication activity should reflect this, seeking to first build awareness and familiarity among project partners, ECMWF staff and corporate partners, before extending to the wider scientific community, media and public at a stage where there are advances and deliverables to show.

3.5.4 Optimising our assets

Each of CONFESS project partners is a respected body within their community, and all are strongly involved in the success of this project. It is therefore appropriate that we should focus on them as message multipliers. Our approach will be to work with each member of the consortium to understand who their audiences are, the type of relationship they have with those specifically relevant to CONFESS, and build a joined-up plan that optimises each activity of the CONFESS partners.

This approach will allow us to make the most of each of our activities, and will, at the same time, force us to be coordinated.

3.5.5 Calendar

At this early stage of the project, and with the main source of information the actual project description and the Exploitation and Dissemination Plan, the Communication Plan will be primarily articulated around a subset of the contractual milestones (as per the DoA) which cover and govern the life of the project.

Milestone Number	Title	Due date
MS11	Project initiated	31 st December 2020
MS1,5,6,8	First implementations available and experiments defined	31 st October 2021
MS3, 9	First experiments and simulations completed	31 st October 2022
MS12	Final reports and datasets released	31 st October 2023

3.5.6 Announcement classification and choice of channels

Each milestone announcement will be used as an opportunity to engage with specific audiences, more likely to be interested and react to the specifics of the announcement. The size, channels and resources allocated will depend of the impact we are aiming to reach.



We are using the traditional Gold, Silver and Bronze categories to ensure that our partners, who will be involved in these campaigns can plan around those announcements with enough notice.

The way we are cataloguing announcements is as follows:

Gold: All partners within the consortium involved.

- Press release (degree of specialism will depend on actual announcement and intended reaction).
- Top news on websites of all partners.
- Engagement with all stakeholders and utilisation as message multipliers (request that information be disseminated within their own channels to reach their own audiences).
- Development of a core script used as narrative for all attendances at international conferences around the announcement.
- Acceptance of invitations to international conferences around the announcement to maximise opportunities for dissemination of key messages.

Silver: Invitation to all partners to get involved, based on relevance of announcement to their own activities.

- Possible press release.
- Top news on websites of involved partners.
- Core script to be used at all international conferences around the announcement period.

Bronze: ECMWF's announcement – support welcome but not requested.

- Top news on ECMWF website.

Though not all milestones will be of interest to all our stakeholders, we are making them all 'Gold' as they will be an effective and somehow natural way to articulate our opportunities for outreach. We will work with the relevant partners to draw media-friendly stories from the actual content.



The plan below is a starting point based on the contractual milestones and deliverables and will be continuously updated responding to the developments of the project.

Nr	Title	Due Date	Content	Channels	Audiences
MS11	Project Initiated	31 Dec 2020	<ul style="list-style-type: none"> ▪ Project has successfully started ▪ A kick-off meeting was held ▪ All work packages have started to work on their focus areas (introduction of the focus areas) ▪ Highlights of the forthcoming results 	<ul style="list-style-type: none"> ▪ Presentation to ECMWF staff ▪ Soft launch of EU website ▪ Launch of first series of material 	<ul style="list-style-type: none"> ▪ Wider EU research community ▪ C3S stakeholders ▪ Weather and climate community ▪ Other stakeholders ▪ Internal Consortium
MS1,5,6,8	First implementations available and experiments defined	31 Oct 2021	<ul style="list-style-type: none"> ▪ Release of <ul style="list-style-type: none"> ○ long-term gap free harmonized LC and LAI data ○ equilibrated land simulation that considers prescribed vegetation variability based on ERA5 forcing. ▪ Implementation of Volcanic Forcing in IFS ▪ Definition of experiments 	<ul style="list-style-type: none"> ▪ News item for Intranet of all partners disseminated ▪ Press release ▪ Attendance at relevant conferences ▪ Graphics and animations of datasets 	<ul style="list-style-type: none"> ▪ Wider EU research community ▪ C3S stakeholders ▪ Weather and climate community ▪ Other stakeholders ▪ Internal Consortium
MS3, 9	First experiments and simulations completed	31 Oct 2022	<ul style="list-style-type: none"> ▪ Release of land simulations including interactive vegetation and land cover effects based on ERA5 forcing ▪ Experiments with prescribed forcings (land cover and aerosol) completed 	<ul style="list-style-type: none"> ▪ News item for Intranet of all partners disseminated ▪ Press release ▪ Attendance at relevant conferences ▪ Graphics and animations of datasets 	<ul style="list-style-type: none"> ▪ Wider EU research community ▪ C3S stakeholders ▪ Weather and climate community ▪ Other stakeholders ▪ Internal Consortium



<p>MS12</p>	<ul style="list-style-type: none"> • Final reports and datasets released 	<p>31 Oct 2023</p>	<ul style="list-style-type: none"> ▪ Project has successfully finished ▪ Highlights of the main results ▪ Their impact on the communities (how they are being used) 	<ul style="list-style-type: none"> ▪ News item for Intranet of all partners disseminated ▪ Press release ▪ Attendance at relevant conferences ▪ Graphics and animations of datasets 	<ul style="list-style-type: none"> ▪ wider EU research community ▪ C3S stakeholders ▪ weather and climate community ▪ other stakeholders
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3.5.7 CONFESS Script

A core script is a tool developed to help handling communications across the range of topics the project is covering. It brings together key messages, significant facts and background material in a single document to ensure that the project communications are consistent and factually correct.

It is especially useful when working within a consortium of partners from diverse scientific and technical backgrounds ensuring that the project is speaking with a single voice, and it offers its stakeholders consistent and coherent access to information.

A good core script informs briefings, provides the background material for press releases and articles, and it gives partners a clear narrative when preparing for interviews. It ensures that all those involved in handling the project can deliver the same story and use common information.

In summary, a core script is an invaluable tool for effective communication as it ensures a common understanding of a complex issue.

It is paramount to note that the script, like the Communication Plan it is part of, is a living document which needs to be updated regularly.

3.5.7.1 C3S Reanalysis and Seasonal Forecasts capabilities

The 2015 Paris Climate Conference recognized that under the undeniable threat of climate change society must now become resilient to changes in climate over the coming decades. Adaptation and mitigation strategies require quantitative estimates of the changing character of climate and weather extremes, such as violent wind storms, flash floods, or persistent anomalies in planetary-scale circulation patterns leading to pervasive flooding in some regions and seasons, and long-lived drought and extremes of heat in others. The European Commission has responded to this emerging societal need by establishing the Copernicus Climate Change Service (C3S). C3S supports society by providing authoritative information about the past, present and future climate, at European and Global scale. This information is instrumental for the realization of the EU Green Deal, enabling actions in support of climate change mitigation and adaptation by policy makers and businesses. Currently, C3S information fosters strategic planning for the green economy, supporting actions on renewable energies, biodiversity, health, water and food security. The quality of the C3S information has granted Europe a leading role in climate services. Maintaining this leading role requires a continuous evolution.

C3S use one of the most sophisticated and well-validated Earth System Models (ESM) and data assimilation capabilities, able to consistently and synergistically integrate a wealth of Earth Observations (EO) data to estimate the past and present state of the climate, and to propagate this information into the future via initialised predictions. This capability is exemplified by the recently delivered ERA5 atmospheric reanalysis, which consistently provides information of the history of the earth atmosphere from 1950 to present. The term Reanalysis refers to the cluster of scientific methods used for developing a comprehensive record of how weather and climate are changing over time. Reanalysis optimally blends observations and a numerical model that simulates the Earth system. EO data are combined objectively to generate a synthesised, consistent, and gap-free estimate of the state of the system. The availability of such information enables many other downstream applications and services- ocean and land monitoring, insights into past extremes, attribution of current ones, verification of climate projections, and enables the production of reliable seasonal and near-term



forecasts. C3S also deliver seasonal forecasts of the probability of occurrence of anomalous weather patterns across the globe. In the context of a changing climate, there is an increasing demand for these seasonal outlooks, as anomalous weather patterns are paradoxically becoming the norm. Reanalysis and Seasonal Forecasts are closely linked: the reanalysis provides the observational anchor for the initialisation, verification and calibration of seasonal forecasts; both share similar modelling infrastructure.

3.5.7.2 *Confess ambition*

A climate resilient society requires reliable monitoring and forecasting information of the climate trends, patterns and disturbances, both at global and regional scales. Through consistent representation of temporal variations of boundary forcings in reanalyses and Seasonal forecasts, CONFESS will contribute to the emerging societal need for an enhanced Copernicus Climate Change Service (C3S) that can support adaptation and mitigation strategies facing increased frequency and intensity of climate extremes.

The aim of CONFESS is to improve the reliability and usability of C3S information in the land-atmosphere coupled system by exploiting new and improved Earth Observations data records of land-use, vegetation states and surface-emitted aerosols delivered across different Copernicus Services. CONFESS developments will be integrated consistently for use in future C3S systems, enhancing the service's accuracy by representing annual changes of land use, and adding satellite-derived and prognostic vegetation states along with aerosols emissions due to hazardous/extreme events such as volcanic eruptions and large-scale biomass burning (e.g. wildfires).

The added capacity to represent temporal variations and trends of these variables and the occurrence of hazardous/ extreme events will be supported by a rapid uptake of new Earth Observations. The impact on the Earth system will be evaluated by assessing the quality of global reanalysis as well as seasonal forecasts using state-of-the-art modelling systems.

By exploitation of improved observational records delivered across different Copernicus Services, CONFESS will improve the C3S capabilities for monitoring and predicting extreme events and produce reliable climate trends, it will increase the relevance of the services to represent hazardous events and their impact, and it will prepare the ground for rapid uptake of new observations. This will be achieved by enabling a consistent representation of the temporal variability of chemical and biological elements of land surface state and atmospheric composition in future C3S reanalyses and seasonal forecasting systems, by taking stock of the latest harmonized data sets and further inclusion of prognostic models for these new earth system components.

CONFESS strategic objectives are:

1. Representation, for the first time, of temporal variations of land cover and vegetation in C3S systems by exploiting state of the art Copernicus observational datasets
2. Improved temporal representation of tropospheric aerosols by harmonization of CMIP6 and CAMS datasets.
3. Increased prognostic capabilities by inclusion of prognostic vegetation and new capabilities for response to volcanic and biomass burning emissions.

These objectives will support the two main goals: to exploit recent advances in observational climate records for building a climate resilient society, and to prepare the C3S reanalysis and seasonal



forecasting systems for the rapid uptake of future observational data. The target is to ensure that the information provided by the upcoming C3S services achieves the highest level of quality and impact within a realistic time frame.

3.5.7.3 *A collaborative endeavour*

CONFESS is funded by the European Commission (EC) European Union's Horizon 2020 research and innovation programme under the Space programme call "Copernicus evolution: Research activities in support of the evolution of the Copernicus services - Copernicus Climate Change Service (C3S)". The call recognised that "Copernicus operational services are not static, but need to evolve with recognised and emerging user requirements and EU policies".

To achieve the goals of CONFESS brings together 4 partners from 4 European countries (International/United Kingdom, France, Spain, Italy). Through ECMWF, the reach is extended beyond these 4 countries due to the member and cooperating states of this international organisation of European Interest. The partnership presents a well-balanced mixture of operational and research centres (ECMWF, Meteo-France, BSC) and research centres (CNR-ISAC) necessary to address the challenges of the CONFESS project.

3.5.7.4 *Partner details*

The **European Centre for Medium-Range Weather Forecasts** (ECMWF) is an international organisation supported by 34 European and Mediterranean States. ECMWF's longstanding principal objectives are the development of numerical methods for medium-range weather forecasting, the operational delivery of medium-to-seasonal range weather forecasts for distribution to the meteorological services of the Member States, to lead scientific and technical research directed to the improvement of these forecasts, and the collection and storage of appropriate meteorological data. Moreover, ECMWF is the entrusted entity for both the Copernicus Climate Change Service (C3S) as well as the Copernicus Atmosphere Monitoring Service, and has the leading expertise in Reanalysis

Meteo-France (MF) is the French national meteorological service, and its research department primarily made of the Centre National de Recherches Meteorologiques (CNRM) has an excellent track record in research activities ranging from meteorology to climate prediction and projections, as well as upper ocean, surface hydrology and atmospheric modelling. Meteo-France is a provider for the Copernicus Climate Change Service (C3S) for operational seasonal predictions.

Barcelona Supercomputing Centre (BSC), the national supercomputing centre in Spain, is a centre of excellence on e-Science, with a multidisciplinary research team with a strong Earth Sciences department, including climate prediction and atmospheric composition. BSC has a track-record on the evaluation of seamless predictions through a deep analysis of the strengths and weaknesses of state-of-the-art climate forecast systems and the most up-to-date observational datasets. BSC counts with strong expertise on atmospheric composition, and is actively involved in climate model development with the EC-Earth European climate model.

The **Institute of Atmospheric Sciences and Climate of CNR** (CNR-ISAC) excels on the scientific understanding of the climate system following multidisciplinary approach across Earth System components, modelling and observations. It has a track-record of research work targeting the water cycle, climate variability, extremes and climate hotspots. EC-Earth is the modelling platform platform adopted by CNR-ISAC to integrate developments on land and vegetation modelling.



4 Conclusion

This deliverable provided the media and communication plan including strategies and instruments.

The plan is naturally evolving over the course of the project, responding to new developments both within the project as well as external, and will therefore be revisited and updated regularly.



Annex I: Templates

Power Point Template

10/02/2021

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CONFESS
Consistent representation of temporal variations of boundary forcings in reanalyses and seasonal forecasts



BSC Barcelona Supercomputing Center
Centro Nacional de Supercomputación



10/02/2021 CONFESS Meeting 1



10/02/2021 CONFESS Meeting 2



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Questions?

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10/02/2021 CONFESS Meeting 3



Poster Template

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<h1>Poster Title over 2 lines maximum</h1>		
<h3>Authors</h3>		
Text	Text	
Text	Text	
<p>The CONFESS project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004156.</p>		
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Document History

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0.1	Daniel Thiemert (ECMWF)	30/01/2021	Initial version
0.2	Daniel Thiemert (ECMWF)	10/02/2021	Version for internal review
1.0	Daniel Thiemert (ECMWF)	25/02/2021	Final version

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Internal Reviewers	Date	Comments
Roberto Bilbao (BSC)	22/02/2021	Approved with comments
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Estimated Effort Contribution per Partner

Partner	Effort
ECMWF	0.5
Total	0.5