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COACCH

CO-designing the Assessment of Climate Change costs

H2020-SC5-2016-2017/H2020-SC5-2017-OneStageB

D6.8 – Media and social media engagement

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Dissemination Level		
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	
CI	Classified, as referred to in Commission Decision 2001/844/EC	

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Version log

Version	Date	Released by	Nature of Change
1	29.11.21	CMCC	1 st Draft
2	29.11.21	CMCC	Draft revised by Deputy Coordinator
3	30.11.2021	CMCC	Final draft revised by Coordinator

Summary

Deliverable 6.8 provides information on the media and social media engagement of COACCH project. It includes data on press releases, press reviews, webinars realized during the project, videos and infographics produced, newsletter outreach, and data on social media followers and engagement on the project social media channels.

1. Introduction

As part of its Communication and Dissemination Plan, COACCH project developed different dissemination activities to gain the attention of a wide and differentiated audience. Several press releases were produced, and national and international press gave relevance to some of the project results and outputs. The project also developed different media products such as webinars, videos, infographics and newsletters disseminating its activities. Finally, COACCH created and manages two social media accounts: Twitter and Facebook. In this deliverable, the results of these dissemination efforts will be presented.

2. Media

When COACCH project was officially kick-started, CMCC produced a press release both in English and Italian language; later during the year, Wegener Center produced another press release in the occasion of the partners' meeting at the University of Graz to coordinate their research. Very recently, Project Coordinator Francesco Bosello collaborated to the "Results in brief" article on the CORDIS website, where the project main results and outputs are showcased. These results also gained interest from national and international press, as can be seen in the press reviews section. Moreover, during its lifetime the project has produced 21 videos, four infographics and a newsletter (8 issues) sent out to a constantly growing contacts database. In the below sections, all of these dissemination efforts are illustrated. All the documents are also available on the [project website](#).

1. Project press releases/articles

November 19, 2021 – [To address a global problem, focus on the local impacts](#) (CORDIS, Results in brief, six languages)

Feb 20, 2018 – [Assessing climate change costs in Europe: the innovative approach of the COACCH project](#) #COACCH Project - CMCC)

Feb 20, 2018 – [I costi dei cambiamenti climatici in Europa: dal progetto COACCH un approccio innovativo per valutarli](#) (COACCH Project – CMCC, Italian language)

July 10, 2018 – [Von Missernten bis Migration](#) (Wegener Center, German language)

In addition to these, the section “Highlights” on the COACCH website has been kept active with a total of 97 published news about the project (activities, results, publications, events...). They can be accessed [here](#).

2. Press reviews

November 22, 2021 – [Results Pack on Climate neutrality, 2nd edition - Climate neutrality: Pathways for achieving the European Green Deal Objectives](#) (CORDIS)

October 27, 2020 – [Energy at risk: the impact of climate change on supply and costs](#) (Eurekalert)

September 19, 2019 – [Dal turismo alla salute – tutti gli effetti del clima che cambia](#) (La Repubblica, Italian language)

January 26, 2018 – [El Instituto TIDES de la ULPGC participa en la reunión de lanzamiento del proyecto europeo COACCH](#) (Universidad de Las Palmas de Gran Canaria)

February 5, 2018 – [Assessing costs of climate change thanks to EU funding](#) (EASME)

March 2, 2018 – [Horizon 2020 projects on decarbonisation of the economy help to reach Paris Agreement](#) (EASME)

July 10, 2018 – [Von Missernten bis Migration](#) (Wegener Center, German language)

3. Webinars

During the project duration, COACCH realized three webinars:

1. Insights from the COACCH project I: Climate change impacts on agriculture, forestry, fisheries and coastal areas
2. Insights from the COACCH Project II: Climate impacts on labor productivity and energy
3. Insights on COACCH Project III: The macroeconomic implications of climate induced socio-economic tipping points

The webinars gained a strong interest in the audience, with a total number of registrants of 864, total participants 495, and 72 between questions and comments in total.

4. Newsletters

COACCH project prepared and sent out 7 newsletters during the project lifetime. The number of newsletter subscribers has increased constantly throughout time, and the last issue (sent in October 2021) was sent to 179 external recipients. Of these recipients, 78 described themselves as pertaining to the research sector, 53 to the policy making sector, 19 to the general public, 17 to the business sector, 8 to the investment sector and 4 to the media sector.

5. Infographics

The project has produced four infographics on its main outputs and results: “COACCH project at a glance”; “COACCH macro-economic impacts”; “Sectoral assessments”; “Insights on climate policy actions”. They can all be found on the project website [here](#), and in the dedicated deliverable D6.7.

6. Videos

During the project lifetime, a total of 21 videos were created and uploaded on the project [Youtube Channel](#) and [website](#).

- Videos on COACCH results and outputs (x4). These videos are more broadly assessed in the dedicated deliverable D6.6
- Recording of COACCH Final Conference
- Video tutorials for the COACCH Climate Change Impact Scenario Explorer (x2)
- COACCH presentation video for ECCA2021
- Recordings of COACCH Webinars (x3)
- Presentation videos on the project by different partners showed during COACCH 3rd Co-Design Workshop on 3-4- December 2020 (x4)
- Video- pills of COACCH made by different partners at ECCA 2019 (x5)
- COACCH project video presentation by Project Coordinator Francesco Bosello during the kick-off meeting

In addition to these, COACCH was mentioned in three videos by Kees van Ginkel’s Vlog (Deltares) in which he speaks about some of COACCH outputs and other relevant topics. They can also be found on the COACCH website [here](#).

3. Social Media engagement

1. Twitter

Engagement through the Twitter account gained traction as the project activities developed and their corresponding outputs were also announced through this

channel. As can be seen in Figure 1, Twitter followers have been increasing steadily since the activation of the account (2018). COACCH project currently has 532 followers.

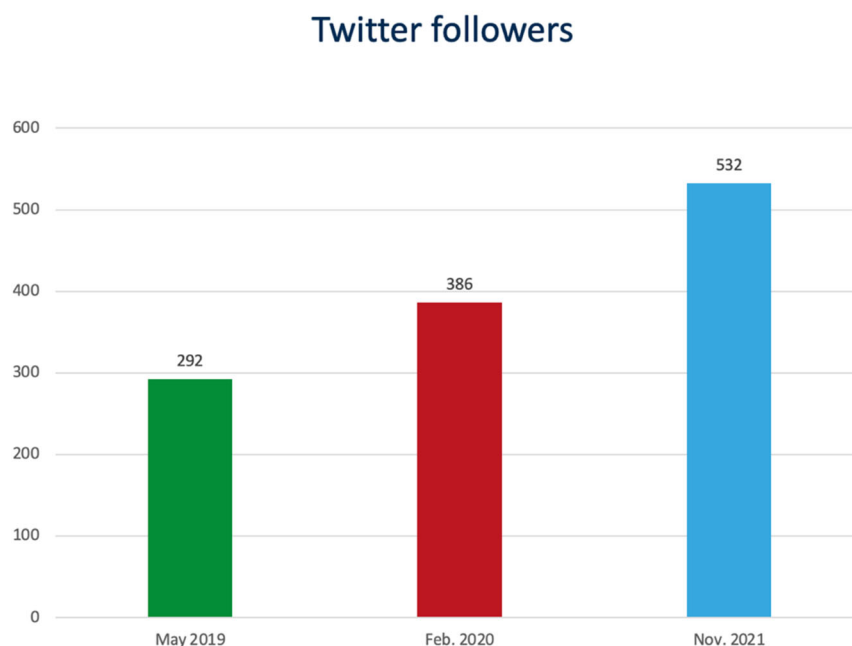


Figure 1: COACCH Twitter followers since May 2019 until November 2021. Source: Twitter

Twitter impressions and engagements

COACCH Tweets earned **8.6K impressions** over the **91-day** period **31 Aug. 2021 – 29 Nov. 2021 (95 impressions per day)**.

Impressions are the number of times users saw the Tweet on Twitter. Engagements are the total number of times a user has interacted with a Tweet (clicks on any part of the Tweet, replies, retweets, like or follow).

Top Tweets

As can be seen in Figure 2, the most successful Tweets concerned COACCH's participation to the COP26 and the project's Final Conference.







Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	COACCH Project @COACCH_EU · Oct 20 #COACCH goes to @COP26 ! Join us & many others in our #COP26 Side Event "The Journey from Scientific insights to Societal Action" ✅ All info & registration here ow.ly/TNgf50GuoHJ @CmccClimate @ECRA_Climate @euatweets @IIASAVienna @ClimatePsychol @soclimpact pic.twitter.com/BpMlsrckmg			1,064	19	1.8%
	COACCH Project @COACCH_EU · Nov 3 #COACCH was at @COP26 ! Side Event "The Journey from Scientific insights to Societal Action" 📺 video recording now available! coacch.eu/events/coacch-... @CmccClimate @ECRA_Climate @euatweets @IIASAVienna @ClimatePsychol @soclimpact pic.twitter.com/V1FDeGe7v1			1,012	24	2.4%
	COACCH Project @COACCH_EU · Nov 17 #COACCH Final Conference just kick-started! Project Coordinator Francesco Bosello is presenting the project's Facts & Figures. Tune in now! 📺 bit.ly/30y5PxK @CmccClimate pic.twitter.com/uak4LwSTRO			668	21	3.1%
	COACCH Project @COACCH_EU · Oct 5 👋 Welcome to our brand new #ClimateChange #Impact #ScenarioExplorer! A user-friendly web-based tool developed to target a wide range of users, from policy makers to the general public. Have a look ✅ scenarioexplorer.coacch.eu @CmccClimate pic.twitter.com/PJqUJFPyJ			568	32	5.6%
	COACCH Project @COACCH_EU · Oct 25 #COACCH team published another #PolicyBrief! The Economic Cost of Climate Change in Europe: Policy Results You can download it here ow.ly/7Xo950Gxlec @CmccClimate pic.twitter.com/lxQBMqMQol			548	32	5.8%
	COACCH Project @COACCH_EU · Nov 15 #COACCH Final Conference is about to start! Join us on 17 November 2021, 10.00 am- 4.10 pm CET on Zoom. We will present and discuss all the findings, tools & results of this 4-year journey. Don't miss it! ✅ All info & registration ow.ly/Lh9g50GupxU @CmccClimate pic.twitter.com/DSfPgnjRSo			471	19	4.0%

Figure 2: COACCH Top Tweets in the last 3 months. Source: Twitter Analytics

2. Facebook

The number of Facebook followers and likes grew at a steady pace since the activation of the account (2018), as we can see from Figure 3 and Figure 4.

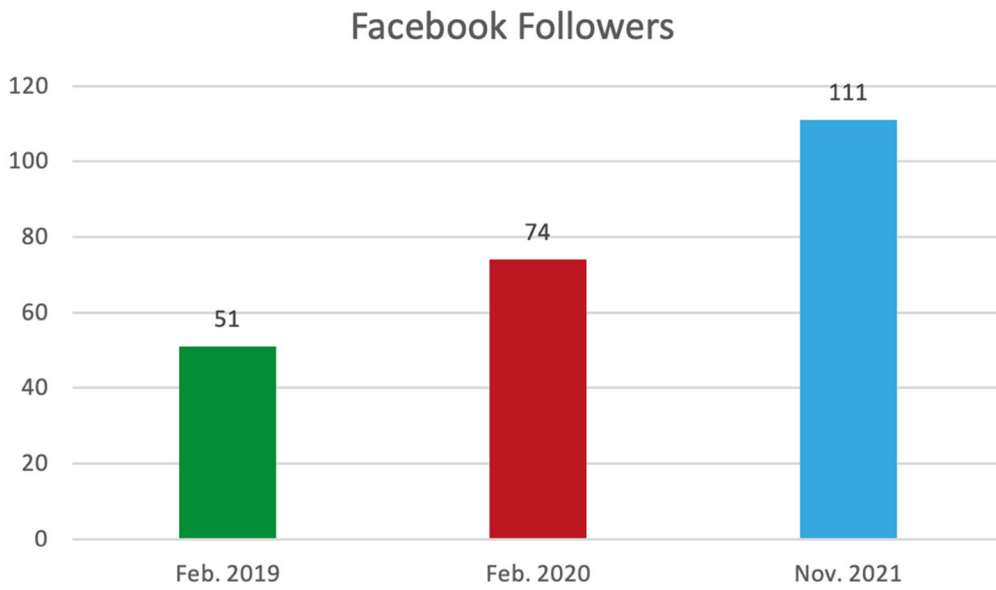


Figure 3: COACCH Facebook followers since 2019 until 2021. Source: Facebook Insights

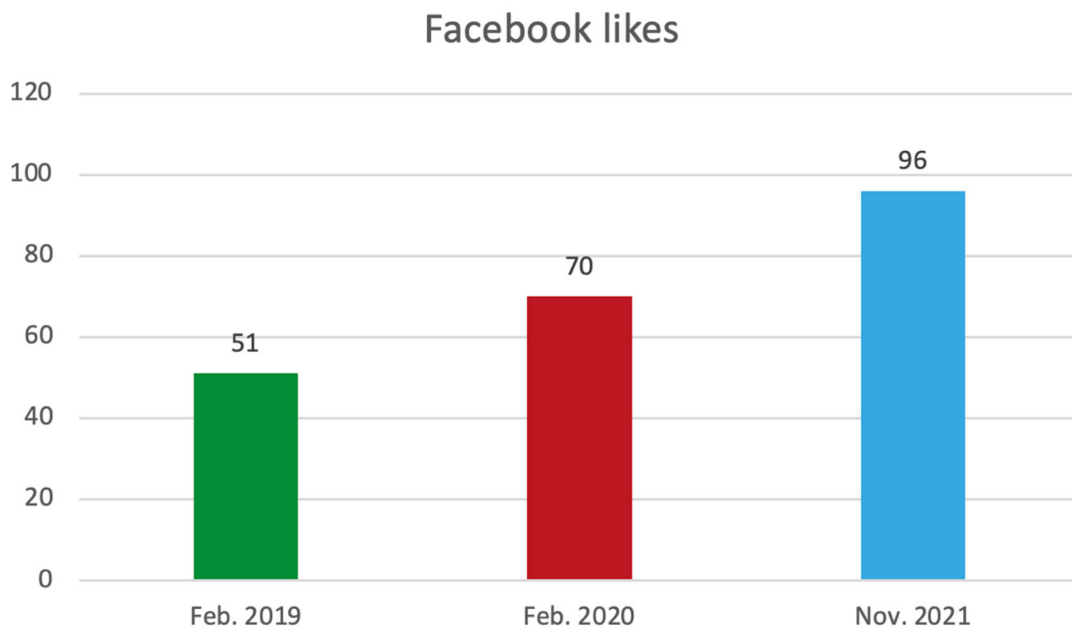


Figure 4: COACCH Facebook likes since 2019 until 2021. Source: Facebook Insights

Published	Post	Type	Targeting	Reach
11/26/2021 10:17 AM	 Did you miss #COACCH Final Conference? You can watch the			11 
11/25/2021 10:42 AM	 TODAY! #COACCH at 2021 EU Conference on modelling for policy			15 
11/15/2021 12:00 PM	 #COACCH Final Conference is about to start! Join us on 17			17 
11/11/2021 9:24 AM	 #COACCH Final Conference is approaching! Join us on 17			308 
11/05/2021 12:24 PM	 #COACCH Final Conference is approaching! Join us on 17			17 
11/03/2021 11:50 AM	 #COACCH was at @COP26 ! Side Event "The Journey from Scientific			21 
10/29/2021 4:10 PM	 Welcome to #COACCH Final Conference! Join us on 17			20 
10/25/2021 2:50 PM	 #COACCH team published another #PolicyBrief! The Economic Cost of			21 
10/25/2021 9:55 AM	 The latest #COACCH newsletter is out! Did you miss it? You can read it			20 
10/20/2021 3:00 PM	 Welcome to #COACCH Final Conference! We are happy to invite			186 
10/20/2021 12:00 PM	 #COACCH goes to COP26! Join us & many others in our #COP26 Side			23 
10/05/2021 12:45 PM	 Welcome to our brand new #ClimateChange #Impact			36 

Figure 5: COACCH Facebook posts since October until 29 November 2021. Source: Facebook Insights

As shown in Figure 5, in the last three months COACCH project's peak of outreach on Facebook exceeded 300 users. The topic of the post was the project's Final Conference.

4. Final remarks

We would like to underline that all the different media products created throughout the project will remain available and free to download on the [COACCH website](#), which will be kept alive for five years after the project closure as a legacy of the activities realized and the results reached.