

TRANS

lighthouses

MORE THAN GREEN

Lighthouses
of transformative
nature-based solutions
for inclusive communities

Deliverable D1.3
Dissemination package



Funded by
the European Union



Dissemination package

List of Authors, Contributors and Reviewers

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| | |
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List of acronyms and abbreviations

EC: European Commission

EEAB: External Ethical Advisory Board

EU: European Union

GDPR: General Data Protection Regulation (Regulation (EU) 2016/679)

KPI: Key Performance Indicator

KER: Key Exploitable Result

NBS: Nature Based Solutions

SMEs: Small and Medium-sized Enterprises

WP: Work Package

Executive summary

Deliverable D1.3 describes the communication of the TRANS-lighthouses project in terms of:

- **image/identity**, i.e. project brand and its application, institutional profile, package and messaging;
- **tools and channels** through which awareness is raised about the activities and outputs of the project, i.e. website, newsletter, social media, videos.

The **deliverable D1.1**, as an initial version of the plan for communication, dissemination, and exploitation of results of the TRANS-lighthouses project, anticipated and integrated contents expected in the **deliverable D1.3**. This integrated approach facilitated the collaborative work with the involvement of many partners to structure and develop the communication and dissemination of the project,

The plan for communication, dissemination, and exploitation of results is strategically underpinned by the core of the TRANS-lighthouses' objectives in terms of living knowledge co-construction, knowledge sharing, and synergies building. It is transversely operationalized across the work packages, based on 8 objectives. The present deliverable **D1.3 mainly focuses on measures of objective 1 to 'raise awareness about the project's activities and results' to organise the communication of the project.**

Therefore, deliverable D1.3 firstly reproduces the **overview of the TRANS-lighthouses project**, which constitutes the project's institutional profile and messaging, as a basis for the development of communications materials, such as fact sheets, leaflet/flyer, posters, and to support partners in networking activities and public events. This project overview includes abstract, composition of its consortium, the definition of its ambition and approach, its objectives and work plan, its assessment cases, and pilot cases.

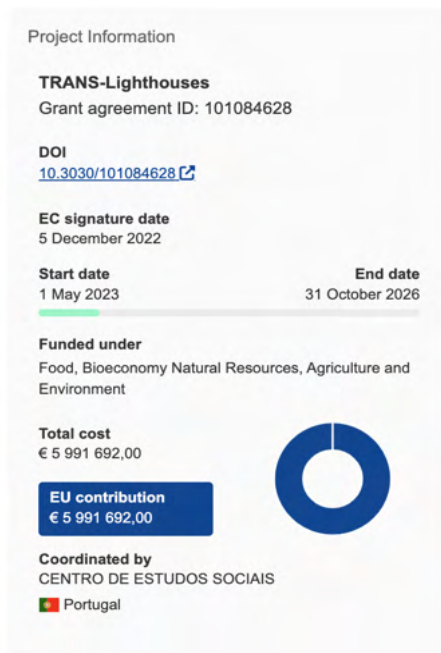
Secondly, deliverable D1.3 enters in a more specific and detailed way the project's **development of the project's narrative, messages and language**. In respect to the latter, it includes:

- The project's **brand** and its application;
- Communication **templates** and **materials** already developed and others under development;
- The project's **digital tools and digital strategy**, covering public repository, website, newsletter and social media.
- WP6 **community-centric website**, an active presence on **social media platforms**, and targeted community engagement events with youth to foster community involvement

In conclusion, Deliverable D1.3 presents a comprehensive dissemination strategy for the TRANS-lighthouses project, outlining systematic approaches to share project results, engage stakeholders, and maximize the impact of research outputs. By defining clear dissemination objectives, identifying target audiences, and establishing multi-channel communication mechanisms, the strategy ensures that the project's innovative nature-based solutions and research findings reach academic, policy, and public domains effectively.

1. Project overview

1.1. Abstract



<https://cordis.europa.eu/project/id/101084628>

Figure 1: CORDIS profile

The TRANS-lighthouses project aims to understand the strengths and limitations in the design and implementation of nature-based solutions. Based on material and immaterial evidence, it proposes to contribute to rethinking and reframing the main elements that compose the complexity of creating socially and ecologically just solutions.

As a project funded by the European Union under the Horizon Europe programme (grant agreement 101084628), lasting from May 2023 to October 2026 and with a budget 5.9 million euros, TRANS-lighthouses strengthens socio-politics as part of the public agenda for nature-based solutions towards systemic change.

TRANS-lighthouses also integrates a network of "lighthouses" in urban, rural, coastal and forest areas. The "lighthouses" are a metaphor for a set of local governance arrangements and instruments, within multi-stakeholder networks and concerted groups.

They are aimed at improving the contributions of nature-based solutions and achieving, in an integrated way, ecological, social and economic objectives. To this end, new governance models will be tested, as well as approaches and tools for co-creation in small scale but big picture projects that can be upscaled over time.

Accordingly, each lighthouse is composed of living knowledge labs, assessment cases, pilot cases and international associated partners. In these spaces, the interaction of different knowledges, experiences and roles will support the assessment of ongoing solutions and the testing of new ones. In this way, it is intended to prioritise the perspectives of citizens, in dialogue with other interested actors for their co-creation.

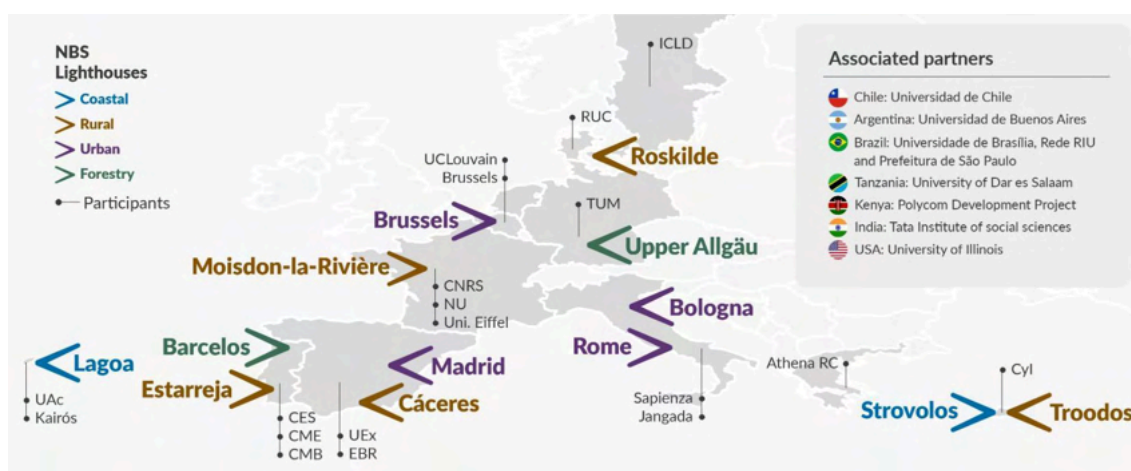


Figure 2: TRANS-lighthouses map

1.2. Consortium

The consortium of TRANS-lighthouses project comprises research and innovation performing organisations, policy-making institutions and civil society organisations, with 19 European partners from 10 countries. In terms of international cooperation, TRANS-lighthouses also integrates 9 associated partners from 7 countries in the Americas, Africa and Asia.

| Participants / Europe | |
|--|----------|
|  | |
| Centre for Social Studies (CES) | Portugal |
| Roskilde University (RUC) | Denmark |
| Technical University of Munich (TUM) | Germany |
| The Cyprus Institute (Cyl) | Cyprus |
| Centre National de la Recherche Scientifique (CNRS) | France |
| Nantes Université (NU) (Affiliated to CNRS) | France |
| Université Gustave Eiffel (uni. Eiffel) (Affiliated to CNRS) | France |
| University of Louvain (UCLouvain) | Belgium |
| Sapienza, Università di Roma (Sapienza) | Italy |
| University of Extremadura (UEx) | Spain |
| Universidade dos Açores (UAc) | Portugal |
| ATHENA Research Centre (ARC) | Greece |
| Economias BioRegionales (EBR) | Spain |
| Município de Estarreja (CME) | Portugal |
| Município de Barcelos (CMB) | Portugal |
| Ville de Bruxelles - Stad Brussel (Brussels) | Belgium |
| Swedish International Centre for Local Democracy (ICLD) | Sweden |
| Associazione Jangada Onlus (Jangada) | Italy |
| Cooperativa de Incubação de Iniciativas de Economia Solidária (Kairós) | Portugal |

Table 1: EU participants

International cooperation / Associated partners



| | |
|--|-----------|
| Universidad de Chile | Chile |
| Universidad de Buenos Aires | Argentina |
| Universidade de Brasília | Brazil |
| Prefeitura de São Paulo | Brazil |
| Tata Institute of social sciences | India |
| University of Illinois | USA |
| University of Dar es Salaam | Tanzania |
| Polycom Development Project | Kenya |
| Rede de Incubadoras Universitárias de Apoio e Fomento à Economia Solidária do Paraná - RIU | Brazil |

Table 2: Associated partners

1.3. Ambition and approach

The project's ambition is to become a European reference in terms of socio-political challenges, in order to locally support nature-based projects and solutions. The assessment of the benefits and effects of solutions already developed aims to recognize practices and disseminate more economically and socially fair guidelines for their implementation.

Therefore, the acronym of the project TRANS-lighthouses stands for:

| MORE THAN GREEN - Lighthouses of transformative nature-based | |
|--|--|
| T ransformative | contributing to the full potential of NBS with communities |
| R eflexive | grounded in assessment and critical analysis |
| A ctivist | aiming at socioeconomic and political changes |
| N etworked | acting together across borders, disciplines and sectors |
| S olutions | multidimensional and nature-based governance |
| lighthouses | leading research in action |

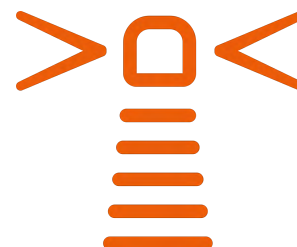


Table 3: Acronym

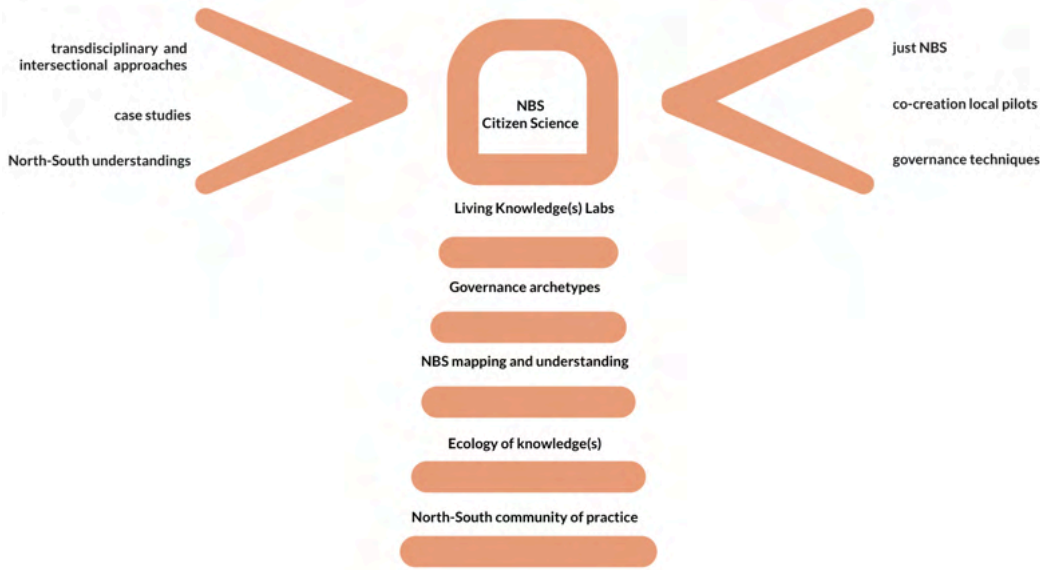
| Conceptual approach | |
|--|---|
|  | |
| Network – diversity & community of practice | Network of NBS' lighthouses for inclusive communities, in urban, rural, coastal and forested areas, bringing together a diversity of European and international partners. |
| Interlinking metaphor – enhancing NBS contributions | Metaphor for a set of local arrangements and instruments grounded on a concerted and networked group of multiple actors committed to enhancing NBS contributions towards interlinked ecological, social and economic targets. |
| Testing small scale, but big-picture projects | Approach for testing new governance models and co-creation approaches and tools on small scale but big-picture projects that can be upscaled over time. |
| Living knowledge labs, assessment cases, pilot cases & international observers | Dedicated to assessing ongoing NBS and testing new ones, prioritising the perspectives of citizens and stakeholders for valuing and co-creating NBS. |

Table 4: Conceptual approach

1.4. Objectives and work plan

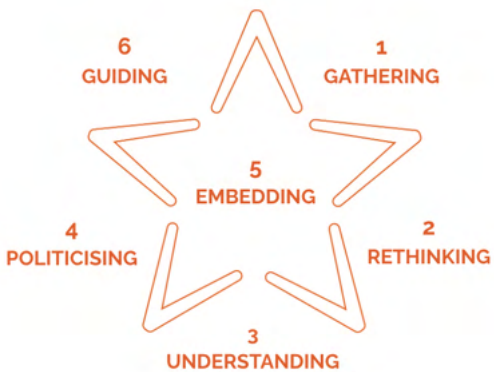
| Objectives | |
|---|--|
|  | 1. GATHERING transdisciplinary perspectives through North-South community of practice |
| | 2. EXPANDING NBS definition through a reflexive framework to recognize diverse forms of knowledge |
| | 3. UNDERSTANDING the range of potential and limitations in NBS design and implementation |
| | 4. POLITICISING governance for just transition |
| | 5. EMBEDDING co-creation processes into governance arrangements |
| | 6. GUIDING an engaged and transformative communication |

Table 5: Project's objectives

Work plan / Work packages



| Work packages | Leading partner |
|--|----------------------------|
| 1 Project and consortium management Overall coordination of the work plan and consortium / Gender+ dimension | CES-UC Portugal |
| 2 Living knowledge co-production and Place-based research Expanding the conventional approaches to NBS by developing reflexive and critical frameworks | RUC Denmark |
| 3 Research in action and assessment Research, assessment and deepening the analysis of social, political and cultural contexts. | TUM Germany |
| 4 Innovative governance for NBS co-creation Gathering partners with experience in research and intervention regarding participatory models of governance | CES-UC Portugal |
| 5 Pilot cases implementation through co-creation Interconnects the research activities with real-world co-creation cases | Cyl Cyprus |
| 6 Community-based communication and citizen science Communication and interaction with citizens in the deployment of NBS | uni. Eiffel-CNRS France |
| 7 Ethics requirements Sets out the 'ethics requirements' the project must comply with | CES-UC Portugal |

Table 6: Work plan / Work packages

1.5. Assessment cases and pilot cases

| Assessment cases | | | Pilot cases | | |
|--|------------------------|-----------------|--|------------------------|-----------------|
| Location | Connecting lighthouses | Leading partner | Location | Connecting lighthouses | Leading partner |
| Brussels / Belgium | > | Brussels | Brussels / Belgium | > | Brussels |
| Bologna / Italy | > | Sapienza | Rome / Italy | > | Sapienza |
| Troodos / Cyprus | >> | Cyl | Strovolos / Cyprus | >> | Cyl |
| Estarreja / Portugal | > | CME | Estarreja / Portugal | > | CME |
| Barcelos / Portugal | >> | CMB | Barcelos / Portugal | >> | CMB |
| Lagoa / Portugal | >> | UAc | Azores / Portugal | >>> | UAc |
| Regenerative farming network / Denmark | > | RUC | Regenerative farming network / Denmark | > | RUC |
| Madrid / Spain | >> | UEx | Cáceres / Spain | >> | EBR |
| Upper Allgäu / Germany | > | TUM | > Coastal > Urban > Rural > Forestry | | |
| Moisdon-la-Rivière / France | > | NU-CNRS | | | |

Table 7: Assessment and pilot cases

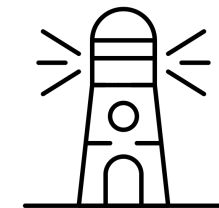
| Transversal operationalisation across project's key results work packages | | |
|---|--|--|
| Project's key results | Objectives and measures | Work packages & tasks |
| The project's successful implementation | → 1. Raise awareness about the project's activities and results > 1.1. Set out how the consortium organises the communication of the project in terms of image/identity, as well as tools and channels through which awareness is raised about activities and results > 1.2. Coordination, monitoring and appropriation of communication and dissemination tools and channels | Tasks 1.1, 1.5, 1.6 (connection with work package 6) |
| Community practice of | → 2. Showcase the plurality of models, strategies and findings from a diversity of contexts > 2.1. Involving associated partners in a community of practice | Tasks 1.2, 1.3 |
| Expanded conceptual framework and assessment for NBS | → 3. Co-disseminate living knowledge >3.1. Scientific dissemination of expanded conceptual framework and assessment for NBS >3.2. Developing ways for inclusive knowledge and practice dissemination | Work packages 2 & 3 (connection with work package 6) |
| Science for citizens and policy makers | → 4. Bring science to citizens and policy makers >4.1. Living no one behind in research >4.2. Providing a space for long-term relationships with policy makers | Tasks 3.3, 3.6 (connection with task 6.5) |
| Co-governance innovations towards co-creation of NBS | → 5. Develop roadmaps, tools and capacity building for co-governance innovations towards co-creation of NBS >5.1. Production of transition roadmaps for the replication of co-governance methodologies >5.2. Amplifying youth and older adults' involvement with research and guidelines for the co-creation of NBS | Tasks 4.4, 4.5 (connection with task 6.4) |
| Living Knowledge(s) Labs | → 6. Achieve visibility in the local communities and document the process of local actions >6.1. Communication for social mobilisation and citizen engagement. >6.2. Documentation of local action and practice | Tasks 5.1, 5.2, 5.5 (connection with work package 6) |
| 7. Citizen science global framework for NBS | → 7. Better communicate the science of NBS, by supporting citizens' local knowledges and enhancing mutual trust >7.1. Developing a citizen science global framework for NBS | Work package 6 |
| 8. Research data and knowledge | → 8. Potentialize research data and knowledge in terms of intellectual property >8.1. Compliance with open access principles >8.2. Management and protection >8.3. Ethics compliance | Work packages 1 & 7, task 2.5 |

Table 8: Transversal operationalisation

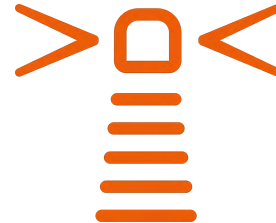
2. Brand

2.1. From small-scale/big-picture projects to shining rays

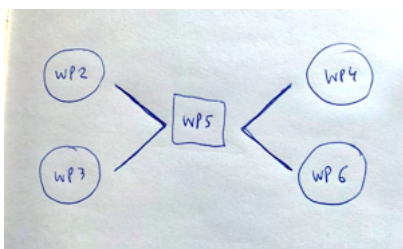
From small-scale/big-picture projects to shining rays



Created by Flatart
from Noun Project



From presentation template - [Communications project's database on Basecamp / Templates](#)



From presentation template - [Communications project's database on Basecamp / Templates](#)



From Pictures & Videos database on Basecamp / [Kick-off event - June 2023](#)












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From [Communications project's database on Basecamp / Brand-Logo](#)

From [Download centre for visual elements](#)

Table 9: Brand: from small-scale/big-picture projects to shining rays

2.2. Application guidelines

| Brand application guidelines | | |
|--|---|--|
| Basic usage guidelines | <ul style="list-style-type: none"> - Never change or distort the logo. - Never use different typefaces or colours. - Ensure good logo legibility, namely by using adequate size and colour version. | |
| Vertical application MAIN |  | Horizontal application  |
| Monochromatic negative versions | <p>To be used when a colour version is not possible.</p>  | |
| Colour negative versions | <p>Anticipating different brand applications, two coloured versions are defined to be used over the following background colours: corporate orange and grey.</p>  | |
| Minimum sizes and safety margins | <p>- Usage of logo below the indicated sizes should be avoided.</p> <p>- Also, in order to guarantee good logo legibility, no other visual elements should be present within the specified safety margins</p>  | |
| Colour codes |  <p>PANTONE Orange 021C CMYK 4 77 100 0 RGB 232 96 36 HEX #e86024 RAL 6018</p>  <p>PANTONE 432 C CMYK 70 54 60 37 RGB 68 79 76 HEX #444f4c RAL 6018</p> | |
| Logo usage on different colour backgrounds | <p>On coloured backgrounds, the choice of the logo version should always favour the best contrast possible.</p>  | |
| Typography | <ul style="list-style-type: none"> - Raleway - Open Font License - https://fonts.google.com/specimen/Raleway | |
| EU emblem and funding statement art. 17 - Grant agreement | <p>- Use of the EU emblem in communication, displayed prominently and correctly, in combination with a simple funding statement</p> <p>- Ready-to-use funding statements/download centre for visual elements (in all EU languages, and in 14 non-EU languages): https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en</p> <p>- In publications, reports and more complex written document/materials use also: <i>"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them."</i></p>  <p>Funded by the European Union</p> | |

From [Communications project's database on Basecamp / Brand-Logo](#)

Table 10: Brand application guidelines




2.3. Communication templates and materials





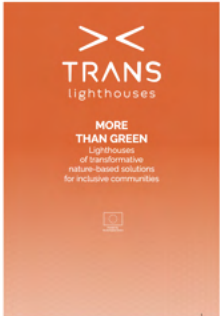


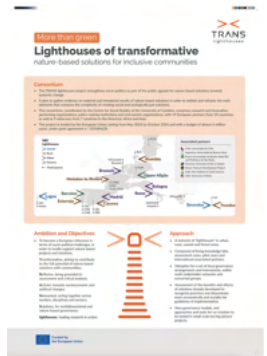

Communication templates and materials are compiled and made accessible to partners on the Basecamp internal collaborative platform: [\[TRANS-L\] Headquarters > Docs & Files > Communications](#).

Besides that, to ensure visual consistency across all project-related communications, a set of Social Media Canva templates has been developed. These templates are accessible to all partners through a shared Canva account.

As established under task 1.5 on communication and dissemination, the communication templates and materials will be produced:

- in such a way that they can be appropriated and adapted by teams for local use and dissemination to target local stakeholders, communities and citizens;
- in English, considering that translation into local languages will be provided by the respective consortium partners (Portugal, Denmark, Germany, Cyprus, France, Belgium, Italy, Spain) and associated partners (Chile, Argentina, Brazil, India, USA, Tanzania, Kenya);
- in consultation with the participants of work package 6 dedicated to community-based communication and citizen science.

| Communication templates and materials | | | | Version / Update |
|---------------------------------------|---|--|--|------------------|
| Types of material | Purpose / Description / Use / Snapshots | | | |
| Institutional profile and messaging | <p>> Project overview included in communication, dissemination and exploitation plan</p> <p>> Basis for the development of fact sheet, leaflet/flyer and posters to support partners in networking activities and public events</p> <p>1. Project overview</p> <p>1.1. Abstract</p> <p>1.2. Consortium</p> <p>1.3. Ambition and approach</p> <p>1.4. Objectives and work plan</p> <p>1.5. Assessment cases and pilot cases</p> <p>1.6. Stakeholders analysis: categories, communication preferences and interests</p>    | | | V1 |

| | | | | | | |
|---|--|--|--|--|--|-----------|
| <p>Template of project presentations</p> | <p>> .ppt file with a summary of the project to be used and adapted by partners in their project presentations</p> |  |  |  |  | <p>V1</p> |
| <p>Template of deliverables</p> | <p>> .doc file for the development of deliverables/reports</p> <p>> It includes guidelines and good practices about:</p> <ul style="list-style-type: none"> - formatting possibilities; - inclusion of information/analysis on communication, dissemination, and exploitation of results, as well as ethical issues foreseen or faced; - process of collaborative elaboration and definition of authorship and roles; - fonts sources and formats. |  |  |  | | <p>V1</p> |
| <p>Posters</p> <ul style="list-style-type: none"> - About the project - Cases | <p>> Project overview to support partners in networking activities and public events</p> <p>> Consortium, ambition and objectives, approach</p> <p>> A1 - 594 x 841 mm</p> | <p>> 10 Assessment cases:</p> <ul style="list-style-type: none"> - NBS short description - geographic area - relevance - governance - challenges - who owns the land - synergies - local partners - SDGs | <p>> 8 Pilot cases</p> <ul style="list-style-type: none"> - social characterisation - motivation - existing NBS - leverage resources - challenges - governance - small scale NBS testing - who owns the land - synergies - local partners |  |  | <p>V1</p> |

| | | | | | | |
|--|---|--|--|---|---|-----------|
| <p>Press release and media materials</p> | <p>> Press release #1 developed to be adapted by partners and announce the launching of the project</p> <p>> Other press releases will be developed and shared by partners along the project</p> <p>> Press releases, media appearances and materials are compiled and made accessible to partners on the Basecamp internal collaborative platform</p> |  <p><i>New European consortium to delve into the socio-political dimensions of nature-based solutions</i></p> |  <p><i>CES-UC lidera estudo sobre a participação de cidadãos/ãs no desenho de soluções baseadas na natureza</i></p> |  <p><i>Presentation of research project. 21, 22, 23 June 2023. São Miguel (Azores)</i></p> |  | <p>V1</p> |
| <p>Materials for events</p> | <p>> Roll-up</p> <p>> Badges</p> <p>> Invitation letter</p> <p>> Certificate of attendance</p> <p>Print and digital materials to be reused in all events</p> |  |  |  |  | <p>V1</p> |

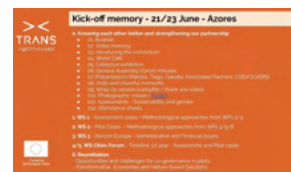
Organisation of consortium meetings

- > Booklet of kick-off event
- > Memory of kick-off event
- > Agenda of online consortium meetings
- > Work packages presentations:
Reporting & Planning

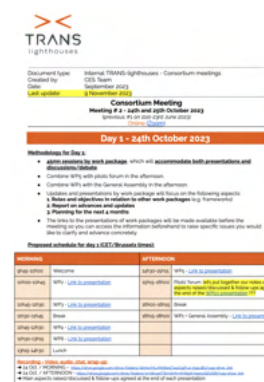
Agenda/programme, dynamics, workshops, visits, practical information: formats, methodologies, materials as inspiration and lessons learned for all consortium meetings



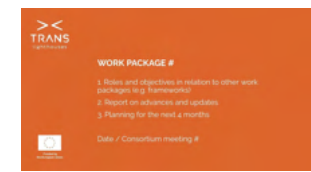
- Programme "Let's get together and know each other better!"
- Overview of the project
- Practical information



- *Wrap-up of workshops, roundtables and dynamics*
- *General assembly minutes*
- *Assessments*
- *Attendance sheets*
- *Presentations*
- *Materials*
- *Photos and video recordings*



*Online format: 45mn sessions
by work package; Pilots forum;
dialogue with sibling projects
and associated partners*

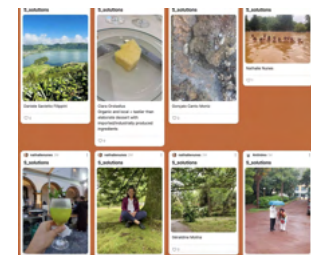
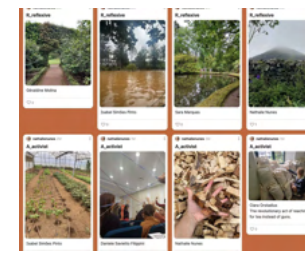
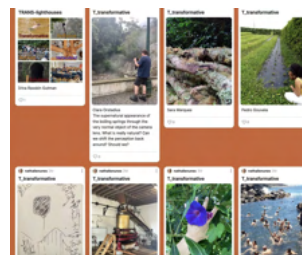


- Roles and objectives in relation to other work packages
- Reporting: key activities developed; achievements; challenges & shortcomings, improvements needed
- Planning for next 4 months: key activities; interactions with other tasks, WPs, partners; expected results

 V_1

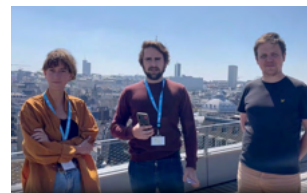
Padlet

- > Launched at the kick-off event held in June 2023, in Azores as "Photographic Mosaic"
 - > The concept is an inspiring experiment for participants to record their emotions, visions and perspectives
 - > The participants were challenged to take pictures of elements that relate to the acronym of "TRANS-lighthouses"
- To be continued and embedded on the website

 V_1

Videos

- > Video memory:
 - recorded for the kick-off meeting by partners' teams and edited by Kairos;
 - to be used on the website for partners' presentation
- > Other videos to be developed, such as:
 - documentation of Living Knowledge Labs
 - democracy labs: webinars, animations
 - videos produced by youth
 - institutional video on the project
 - webinars and conferences



Brussels
Belgium



ICLD
Sweden






*Jangada
Italy*




Cyl
Cyprus

 V_1

| | | | |
|---|---|--|-------------------|
| Database of pictures and videos | <p>> Pictures taken by partners are made available and organised by categories and events.</p> <p>The naming of files include:</p> <ul style="list-style-type: none"> - what (keywords) - numbering (for similar ones) - who (credit) |   <p>Observers8_Stage_Fabio_Cyl_ByCML.JPG</p> | V1 |
| Database of presentations / participation in events | <p>> Partners are invited to share presentations and participations in events:</p> <ul style="list-style-type: none"> - as a matter of compilation/reporting - to support the presentations/participations of other colleagues | | under development |
| Flyer/leaflet /brochure | <p>> To be developed based on institutional profile and messaging</p> <p>> To support partners in networking activities and public events</p> | | under development |
| Letterhead template | <p>> To be developed based on brand application guidelines</p> | | under development |




Project Updates



The month of June celebrated a significant milestone for the TRANS-lighthouses project, which aims to address the socio-political challenges of Nature-Based Solutions (NBS). The TRANS-lighthouses project, sponsored by the European Union, aims to develop fairer and more equitable guidelines for the implementation of NBS.

[Read more](#)


Publications/Outputs



TRANS-lighthouses Consortium

The consortium of TRANS-lighthouses project comprises research and innovation performing organizations, policy-making institutions and civil society organisations, with 16 European partners from 16 countries, in terms of international cooperation. TRANS-lighthouses also integrates 9 associated partners from 7 countries in the Americas, Africa and Asia.

[Read more](#)



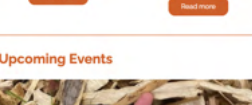
TRANS-lighthouses Kick-off meeting, Azores

The kick-off event, held on the picturesque Azores island of Sao Miguel from 21st to 23rd of June 2023.

Marked the beginning of collaboration among various multidisciplinary partners involved in the project.

[Read more](#)

Upcoming Events



Cras sollicitudin felis sit amet tincidunt dignissim

Sed tempus est at faucibus euismod. Phasellus urna mauris, facilisis a aliquam ac. Suspendisse viverra molestie lacus. In hac habitasse platea dictumst. Mauris molestie scelerisque et, eget condimentum eros sagittis id.

15.05.2024

[Read more](#)

Partners Blogs

Semper Tempus

Nam eu scelerisque sem. Suspendisse viverra molestie lacus. In hac habitasse platea dictumst. Proin ut mi sed arcu aliquam aliquet.

[Read more](#)

Aliquam Felis Enim

Nam eu scelerisque sem. Suspendisse viverra molestie lacus. In hac habitasse platea dictumst. Proin ut mi sed arcu aliquam aliquet.


[Read more](#)

Funding by the European Union

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The row contains six posters for the TRANS Light Case Study. Each poster has a unique background image and a specific call to action. The posters are: 1. A group of people in a meeting, with the text 'NAME OF THE EVENT IN CITY, COUNTRY'. 2. A lighthouse on a rocky shore, with the text 'Name of the pilot case'. 3. A person writing on a notepad, with the text 'INSERT HERE THE TITLE OF THE BLOG POST'. 4. A mountain landscape with the text 'WORLD ENVIRONMENT DAY'. 5. A mountain landscape with the text 'WE WOULD LIKE TO HEAR FROM YOU'. 6. A lighthouse on a rocky shore with the text 'JOIN US IN OUR DISCUSSION WITH EXPERTS'. Each poster includes the TRANS logo and a call to action to register in the link.

Table 11: Communication templates and materials

3. Institutional Dissemination Strategy

In this section of the report, we will provide a comprehensive overview of the digital tools and channels utilized by the TRANS-lighthouses project to effectively raise awareness about its activities and outputs. Our strategic approach encompasses a public repository, a dedicated website, a regular newsletter, and an active presence on social media platforms.

For each of these components, we will detail their structure and functionality, as well as how they contribute to our overall communication strategy. We will also discuss performance monitoring mechanisms that enable us to assess the effectiveness of these tools in reaching our target audiences and achieving our dissemination goals. This structured analysis will demonstrate how our digital strategy not only enhances visibility but also promotes collaboration and knowledge sharing among stakeholders across partner countries.

3.1 Public repository: Zenodo

As established in the data management plan (v1, deliverable D1.2), deliverables and research results of the project classified as public (i.e. unless restricted by [GDPR](#) or deliverables considered confidential), as well as all scientific publications deriving from it, will be made publicly available with open access:

- at the project's website, and/or
- in the Zenodo trustworthy open repository through the TRANS-lighthouses community¹, under the supported Creative Commons Attribution 4.0 International licence, in addition to the European Commission Funded Research (OpenAIRE) Community².

3.2 Website

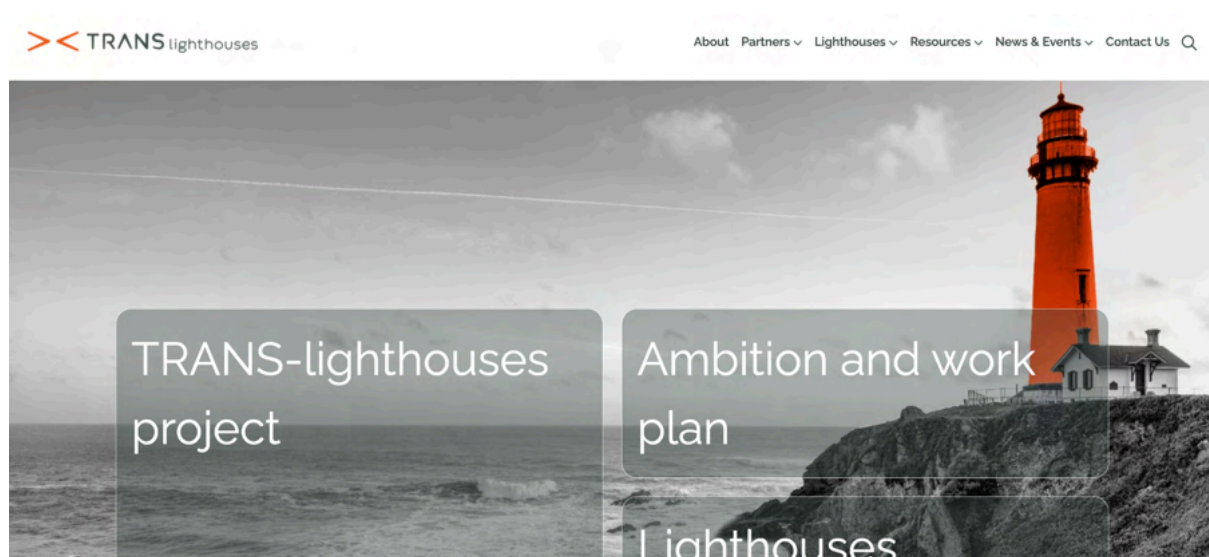


Figure 3: Screenshot of project's website

The TRANS-lighthouses website plays a pivotal role in the project's dissemination efforts, serving as a central hub for sharing vital information and engaging with diverse stakeholders. By providing comprehensive details about the project's objectives, methodologies, and outcomes, the website ensures that both specialized audiences and the general public have access to relevant and actionable information.

¹ <https://zenodo.org/communities/trans-lighthouses/>

² <https://zenodo.org/communities/openaire/>

The domain www.trans-lighthouses.eu is registered by CES-UC and includes a hyphen for improved readability. Hosting services are provided by CES-UC and will continue for two years following the project's conclusion. To ensure secure communications between the server and its visitors, CES-UC has purchased a Secure Sockets Layer (SSL) certificate for the domain trans-lighthouses.eu. This certificate encrypts data exchanges, enhancing the security of interactions on the website.

3.2.1. Website Structure

The TRANS-lighthouses website is structured to effectively disseminate information through a well-organized and user-friendly layout. The main sections of the website include About, Partners, Lighthouses, News and Events, and Resources, each designed to provide comprehensive information on different aspects of the project.

The About section offers an overview of the project's objectives, methodology, and work plan, providing visitors with a clear understanding of TRANS-lighthouses' goals and approach.

The Partners section highlights the collaborative nature of the project by detailing the consortium members, associated partners, and ethics commission. The interactive map feature allows visitors to visualize the project's geographical scope, emphasizing its pan-European dimension. The inclusion of sibling projects demonstrates the broader context of TRANS-lighthouses within the field of nature-based solutions.

The Lighthouses section, featuring assessment and pilot cases with specific pages for each, allows for in-depth exploration of the project's practical applications. This structure enables stakeholders to access detailed information about the assessment and pilot cases initiatives, promoting knowledge transfer and potential replication.

The News and Events section, complete with a calendar for events and a section for articles, blogposts and news, keeps visitors informed about project developments and upcoming activities. This dynamic content encourages ongoing engagement with the project's progress and allows for the community to register in the events if the events are public.

Besides that, the TRANS-lighthouses project website features a Press Room section where visitors can explore the press coverage, download communication materials, review media appearances, and access all issues of the TRANS-lighthouses newsletter. This continually updated resource ensures that stakeholders, researchers, and the public can stay informed about the project's developments and engage with its latest outputs, fostering wider awareness and understanding of the projects' initiatives.

The Resources section is particularly valuable for dissemination, offering access to research and innovation outputs, citizen science initiatives, and the public repository (Zenodo). Finally, by providing contact information, newsletter signup, and social media links, the website ensuring a continuous flow of information and opportunities for involvement. This comprehensive structure effectively promotes the dissemination of TRANS-lighthouses by offering multiple entry points for different audiences, from researchers and policymakers to citizens and community organizations.

3.2.2. Functioning

The TRANS-lighthouses project employs a comprehensive communication strategy for its website, designed to ensure efficient and consistent dissemination of project information. This approach combines collaborative efforts among project partners with centralized management to maintain high-quality standards. At the core of this strategy is a website back office system that enables efficient website management. The project manager, responsible for updating the website, oversees this process to ensure consistent quality content delivery. A dedicated team comprising representatives from each partner organization, led by the CES team's appointed communication officer follows established guidelines to facilitate the collaborative development of content for the website.

To optimize website back office operations, the project has implemented several best practices:

1. Partners contribute with content by submitting requests via a designated LinkedIn & YouTube (SoMe), Website & Newsletter Requests sheetsheet. This sheet encourages partners to provide detailed information, including draft text and relevant visuals, well ahead of the intended publication date.
2. The communication officer utilizes this system to maintain a content calendar that ensures a diverse range of updates and continuous engagement on the website.
3. All contributions undergo a thorough review process to ensure compliance with ethical content standards and gender-sensitive communication policies.
4. Partners are directed to specific sections of the Communication, Dissemination, and Exploitation Plan v1 for comprehensive guidance on these standards.

| Event Calendar Request | | | | | | | | |
|--|---|---------------|-----------------------|--------------------|---|---|--------------|---------------|
| Our Website & Newsletter Calendar Events section is your go-to hub for all project-related gatherings, including webinars, events, workshops, and stakeholders are always informed about the latest opportunities to engage with our project. In this section we should provide comprehensive details about each upcoming event, including dates, venues, and key topics: https://trans.lgh | | | | | | | | |
| Date of request | Partner requesting | Category | Location of Event | Date of the Event | Copy | Registration link | Agenda | Image |
| Please inform us of the date when you are making this request | Please indicate which institution you represent | Type of event | Mention if its online | | Please include all pertinent information about the event, including any links and calls to action. Keep in mind that the content of this copy may be subject to adjustments to suit our institutional communication needs. | Include link | Include Link | Include Image |
| 06.11.2024 | CMB | Workshop | Barcelona | October - December | As part of the Playground is Nature pilot project, to be implemented in 3 pilot schools in the municipality of Barcelos, a 50-hour training workshop began in October 2024 to enable teachers to work with students to co-create NbS ideas for their schools' playgrounds. This training will run until mid-December and has trainers specialising in the project's themes such as NbS, the implementation of participatory budgeting and the | | | |
| 11.11.2024 | CES | Conference | Coimbra | 14-15.11.2024 | TRANS-lighthouses is a participating in the organisation of the event which will run from 13 to 16th november CES, CMB and UAC partners will be participating as speakers and presenters in the event. | https://ces.ucp.pt/culturs-c/7d-4f6a#4f6a | | |
| | | | | | Between December 2024 and February 2025, information sessions for parents will be held at the 3 pilot schools, with the aim of publicising the Recreation is Nature project and its lessons about the importance of nature in | | | |

Figure 4: Screenshot of LinkedIn & YouTube (SoMe), Website & Newsletter Requests sheetsheet

3.2.3. Performance Monitoring of TRANS-lighthouses Website

The TRANS-lighthouses project has integrated Google Analytics into its website to enhance performance monitoring and improve dissemination strategies. This tool allows the project team to collect and analyze data on user interactions, traffic patterns, and engagement metrics. By leveraging these insights, it's possible to identify trends and make informed adjustments to optimize content and user experience. Through regular analysis of key performance indicators, the project can better understand which sections of the website resonate most with visitors, enabling targeted improvements that align with audience interests. This data-driven approach not only enhances the effectiveness of communication efforts but also ensures that the TRANS-lighthouses project maintains high standards of quality and relevance in its dissemination activities. Ultimately, the integration of Google Analytics supports a more strategic dissemination of information.

3.3 Newsletter

3.3.1 Overview

The newsletter keeps stakeholders informed about project developments, activities, and outcomes. The TRANS-lighthouses project plans to distribute its newsletter every three months, ensuring that stakeholders receive timely updates and relevant information. This quarterly schedule allows the time to compile meaningful content, including project updates, highlights of pilot cases, featured blog posts, and insights from partners.

The TRANS-lighthouses project employs a proactive approach to grow its newsletter subscriber base. Thus, to encourage sign-ups, the project will launch targeted campaigns on social media platforms, promoting the benefits of subscribing and a prominent sign-up form is integrated into the website, making it easy for visitors to join the mailing list.

3.3.2 Functioning and Structure of the newsletter

The newsletter is designed to provide concise and relevant information, including highlights of recent events, summaries of research findings, partner's blog posts, and detailed insights into pilot cases and announcements related to upcoming activities. Each item includes links to more comprehensive content on the project's website. This format provides subscribers with essential updates at a glance while encouraging deeper exploration of the full content available online.

Mailchimp is the distribution platform for the newsletter, which is seamlessly integrated with the project website. This integration allows for efficient management of subscriber lists.

The functioning of the newsletter relies on effective communication between the project manager and partners. To gather relevant information, the project manager utilizes a dedicated LinkedIn & YouTube (SoMe), Website & Newsletter Requests sheet. This tool enables partners to submit their updates and contributions systematically, ensuring that all content is collected in an organized manner. By streamlining this process, the project manager can effectively curate and compile information for each newsletter edition.

3.3. Performance Monitoring of TRANS-lighthouses Newsletter

Through Mailchimp's reporting features, the project key metrics such as open rates, click-through rates, and subscriber engagement can be tracked. This data-driven approach enables continuous improvement, allowing the team to refine the messaging and better cater to the interests of the audience. Moreover, Mailchimp's integration with the TRANS-lighthouses website facilitates seamless data collection and monitoring.

3.4 Social media

The choice of social media platforms depended on the project's goals, target audiences, and communication strategy. A social media strategy and plan content need to be created accordingly, considering also:

- who and how frequently the chosen platforms will be updated;
- unlike the website that serves as a business card and explanation, social media platforms typically require constant updates and investment, some more than others;
- to create and post relevant and adequate/professional contents (visuals and messaging);
- to prepare and implement rigorous and efficient planning for posts, elaboration/design of contents;
- to allocate budget for paid advertising or sponsored content;
- to monitor and moderate interactions;

- content curation;
- compliance with data protection, as well as in terms of intellectual property and data ownership;
- to report regularly on the impact of posts, the evolution of the audience of our social media account/profile, and other social media metrics;
- local groups engaged in the Living Knowledge Labs of pilots may also develop their local social media pages, which will be managed autonomously by them, and may also relay our messages/posts;
- we may also rely on the pages of partners and their institutions.

A preliminary assessment has been conducted to guide the choice of which social media platform we will invest our efforts in. Firstly by mapping possible social media platforms, and, secondly by considering both advantages/benefits and challenges in use and maintenance.

| Preliminary assessment for social media strategy and content plan | | |
|--|----------------------------|---|
| Platforms | Decision | Justification |
| > LinkedIn > Padlet > YouTube | Suitable | - Appropriate target audiences - Manageable - Available resources for investment |
| > Instagram > ResearchGate > Academia.edu > EurekAlert! > ScienceDaily > The Conversation > SciDev.Net | Needing further assessment | Further assess: - relevance - our management capacity - available resources for investment |
| > Facebook > X (Twitter) > SlideShare | Not suitable | - No added value - Heavy management and resources needed - Overlapping community-driven communication |

Table 12: Preliminary assessment for social media strategy and content plan

3.4.1 LinkedIn Page

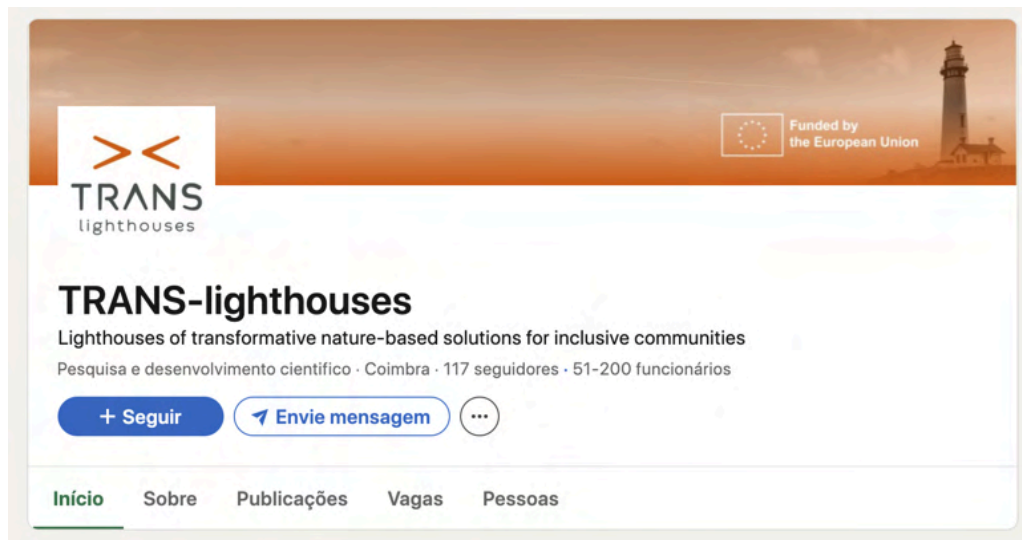


Figure 5: Screenshot of project's LinkedIn Page

The linkedin page of the TRANS-lighthouses can be found at <https://www.linkedin.com/company/trans-lighthouses>.

3.4.1.1 Internal Communication Strategy for TRANS-lighthouses on LinkedIn

TRANS-lighthouses initially engaged a communication agency to support the development of a social media strategy but after careful consideration decided not to proceed with the external agency and instead manage social media communications internally.

The TRANS-lighthouses project has implemented a structured communication approach for its LinkedIn presence, designed to ensure efficient, effective, and consistent dissemination of project information. This approach involves a collaborative effort among project partners while maintaining centralized management to uphold quality standards.

The TRANS-lighthouses project has established a communication framework centered around a communications group (referred as Community of practice at the D1.1) comprising representatives from each partner organization and set forth by the CES team's designated communication officer, who leads the project's social media efforts. This group operates under guidelines to ensure a structured process for the collaborative creation of consistent and high-quality content on the project's LinkedIn page. For instance, partners wishing to promote project-related events or share updates are required to submit their requests through a designated LinkedIn&Youtube (SoMe), Website & Newsletter Requests sheet. This sheet prompts partners to provide comprehensive information, including draft post copy and any necessary visual content, well in advance of the desired posting date. Based on that system, the communication officer manages a content calendar to maintain a balanced distribution of post types and ensure consistent activity on the LinkedIn page.

All submitted content undergoes an approval workflow, during which it is reviewed for compliance with ethical content guidelines and gender-sensitive communication policies. Partners are directed to specific sections of the Communication, Dissemination, and Exploitation Plan v1 for detailed information on ethical content guidelines and gender-sensitive communication policies. This structured approach fosters collaboration while ensuring that the TRANS-lighthouses LinkedIn presence consistently reflects the project's high standards and objectives. It allows for creativity in content creation while maintaining rigorous quality control, thus effectively supporting the project's dissemination goals.

3.4.1.2 Content Strategy

The primary aim of the TRANS-lighthouses LinkedIn page is to enhance the visibility of the project and its objectives. The page will actively promote public participation in the development and implementation of the project, encouraging community involvement and feedback. Additionally, it serves as a key channel for disseminating information about the project's results, ensuring that the project's findings are accessible to a broad audience and contribute to ongoing discussions in the field.

The LinkedIn page targets a diverse audience, including project partners, researchers, stakeholders, policymakers, and higher education students. It aims to facilitate global knowledge exchange and foster academic interest while engaging individuals interested in social sciences. This approach broadens outreach and enhances the project's impact.

The LinkedIn content strategy encompasses:

- Regular updates on project activities, including research progress, workshops, and fieldwork.
- Showcasing assessment cases and pilot cases activities upon partners' request
- Announcing upcoming events and calls for papers.
- Publishing public deliverables including key project outputs and reports.
- Sharing in-depth articles on NBS topics and project findings.
- Recognizing commemorative days relevant to the project's objectives.

Messaging Approach

The TRANS-lighthouses project has implemented a messaging approach for its LinkedIn communications, ensuring alignment with ethical content guidelines and gender-sensitive communication policies. The tone is professional, positive, and action-oriented, aimed at fostering engagement among followers. Content is crafted to be concise and engaging, capturing attention in users' feeds. Visual elements, including images, infographics, and videos, are thoughtfully incorporated to enhance engagement and convey information effectively.

Relevant hashtags are strategically employed to increase discoverability, while all project partners are consistently tagged to boost visibility and encourage cross-promotion. Each post includes a clear call-to-action, inviting follower interaction and participation.

Visual strategy

To ensure visual consistency across all project-related communications, a designer has created a set of Social Media Canva templates (Table 11: Communication templates and materials). These templates are accessible to all partners through a shared Canva account. When requesting a post, partners in the communications group are expected to create the visual content using these templates and to incorporate high-quality images taken during project events.

This approach serves a dual purpose: it enables partners to create visually cohesive content for the project's LinkedIn page while also allowing them to utilize the templates for their social media platforms. Partners are encouraged to use both the visuals created in Canva and the copy of the posts as inspiration for their social media efforts. By leveraging these resources, partners can maintain a cohesive brand image while also tailoring content to suit their platform. Additionally, the existing post copy serves as a reference point, helping partners craft engaging narratives that resonate with their audiences in their national languages.

3.4.1.3. Performance Monitoring of TRANS-lighthouses LinkedIn Page

Monthly performance monitoring is conducted to gather data on the metrics of the TRANS-lighthouses LinkedIn page, focusing on post engagement and audience growth. This ongoing analysis allows for continuous improvement of the communication strategy. By systematically reviewing these metrics, the project team can identify trends and make informed adjustments to enhance the effectiveness of their social media presence.

By maintaining a focus on these key performance indicators, the TRANS-lighthouses LinkedIn page not only effectively disseminates project information but also fosters meaningful engagement with stakeholders. This commitment to data-driven strategies ensures that high standards of quality and consistency are upheld in all communications.

3.4.2 Youtube Channel

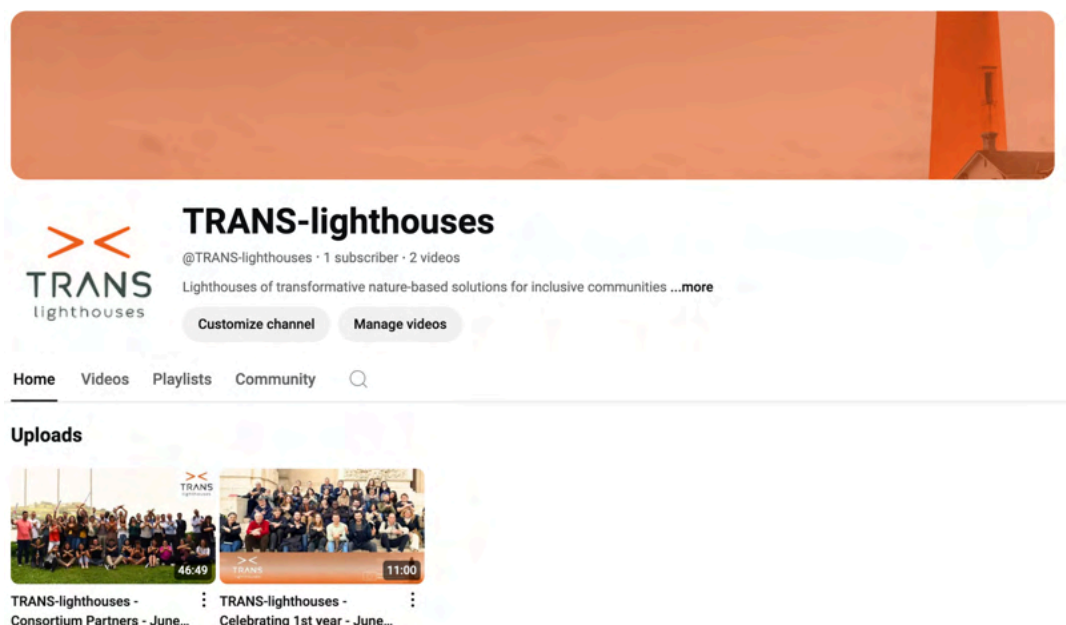


Figure 6: Screenshot of project's Youtube Channel

The TRANS-lighthouses YouTube channel will play a crucial role as both a social media platform and a repository for disseminating project outputs. It can be found at <https://www.youtube.com/@TRANS-lighthouses>

By leveraging the power of video, the channel will facilitate effective communication and engagement among diverse stakeholders, including policymakers, researchers, and community members. The channel will serve as a centralized hub for project-related content, making it easier for partners to access and share valuable resources. This repository will include institutional videos that outline the project's objectives and achievements, as well as interviews with key stakeholders that provide insights into local governance practices NBS and public webinar recordings.

The TRANS-lighthouses YouTube channel will not only host a variety of pre-recorded video content but will also serve as a platform for sharing public webinars, further enhancing the project's dissemination efforts. By making these webinars available on YouTube, the project can reach a wider audience and facilitate ongoing discussions around Nature-Based Solutions (NBS) and participatory governance. Additionally, future webinars can be conducted live on YouTube, allowing real-time engagement with participants. This feature will enable viewers to interact through live chat, ask questions, and provide immediate feedback, creating a more dynamic and participatory experience. The ability to livestream events will significantly amplify the reach and impact of the project's findings, fostering a collaborative environment where stakeholders can share insights and best practices across partner countries.

Moreover, the YouTube channel's structured playlists will allow for targeted dissemination of specific outputs from various tasks. For instance:

1. **Animated Videos:** Developed under Deliverable 3.7, these videos will explore Lab Democracy for NBS, presenting complex concepts in an accessible format.
2. **Youth-Led Videos:** As part of Deliverable 4.5, a series of videos will be produced by youth representatives from each pilot site, showcasing innovative governance strategies for NBS.
3. **Co-Governance Guidance Videos:** Under Deliverable 4.4, informative videos will provide practical insights into co-governance practices for the co-creation of NBS.

The integration of this channel into broader communication strategies is essential. Partners are encouraged to promote their contributions by sharing links on social media platforms and embedding videos in newsletters or websites. This cross-promotion will amplify the reach of the content, ensuring that it reaches targeted audiences across Europe.

The YouTube channel, includes several playlists which will be refined and completed with uploaded videos over time. Partners are encouraged to share videos on the TRANS-lighthouses YouTube channel by submitting requests through the LinkedIn&Youtube (SoMe), Website & Newsletter Requests sheet. By utilizing this structured approach, partners can effectively contribute their videos, enhancing the channel's content and promoting collaboration within the project.

Ultimately, the TRANS-lighthouses YouTube channel is designed to maximize the impact of the project's dissemination efforts. By serving as an accessible repository of knowledge and a platform for engagement, it will support the project's goals while promoting sustainable practices across partner countries. The strategic use of video content will ensure that the project's findings are effectively communicated, fostering collaboration and driving meaningful change in governance models related to Nature-Based Solutions.

The TRANS-lighthouses project is focused on enriching its YouTube channel with high-quality content, including the production of at least one institutional video, lasting 5-7 minutes. This video will provide a comprehensive overview of the project's objectives and achievements. In addition to the institutional video, we will create short videos (1-2 minutes) that highlight specific pilot cases, as well as brief interview videos featuring project partners to share their insights and experiences. To ensure a professional standard, we will hire a skilled videographer to manage all aspects of production, from filming to editing. This strategic approach will enhance our YouTube channel, effectively communicating the project's goals and impacts while fostering greater engagement with our audience.

3.4.3 Padlet

The Padlet for the TRANS-lighthouses project serves as an interactive platform to showcase various resources, insights, and contributions related to the project. It includes sections for different themes, such as nature-based solutions, stakeholder engagement, and project updates. It can be found at https://padlet.com/TRANS_lighthouses/trans-lighthouses-tr5epwshix3ua01j

Key features of the Padlet include:

- Resource Sharing: The platform allows partners to visual content that is relevant to the project's objectives.
- Collaborative Input: Users can contribute their insights and experiences, fostering a collaborative environment that encourages knowledge exchange among partners.
- Visual Organization: The layout is visually organized, making it easy for users to navigate through different topics and access information quickly.
-

Overall, this Padlet acts as a valuable tool for communication and collaboration within the TRANS-lighthouses project, enhancing engagement among stakeholders and promoting a shared understanding of the project's goals and activities.

4. WP6 Strategy for Dissemination

In this section, we provide a comprehensive overview of the digital tools and channels deployed in the TRANS-lighthouses project to enhance awareness of its activities and outputs under Work Package 6 - Community-based communication and citizen science.

Our strategic dissemination approach integrates a community-centric website, an active presence on social media platforms, and targeted community engagement events with youth to foster community involvement. Additionally, we have supported pilot cases with creating dedicated social media channels and community events to promote local engagement. Each component is designed to foster collaboration, raise visibility, and encourage knowledge sharing among diverse stakeholders across partner countries. Performance monitoring mechanisms ensure the effectiveness of these tools in achieving dissemination goals.

4.1 Community Website

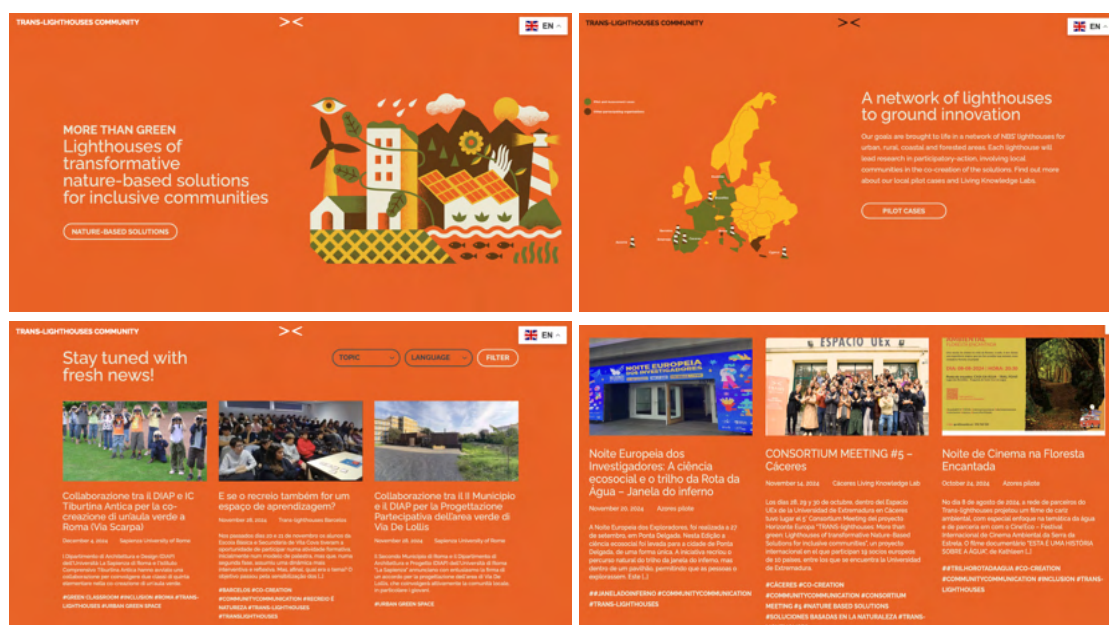


Figure 7: Screenshot of TRANS-lighthouses Community Website

The TRANS-lighthouses Community website (www.translighthousescommunity.eu) is a digital platform designed to disseminate information about nature-based solutions (NBS) and youth involvement activities in pilot cases. Its primary goal is to facilitate community-driven communication of NBS.

Given its focus on community and youth engagement, the website's visual identity was carefully crafted to reflect these priorities. The Jangada team chose a less formal visual approach to create a welcoming community atmosphere, where users can easily share and discuss community activities, particularly those featuring young people as key participants.

The creative process behind the website's visual elements, especially the homepage image, involved brainstorming various NBS-related components. An illustrator was commissioned to compose these elements, followed by multiple revisions and adjustments. This process included sharing drafts with project partners via Basecamp to ensure collaborative input.

The resulting visual design aligns with the project's objectives, having been developed through a shared creation process and approved by all project members. This approach ensures that the

website's appearance effectively supports its role as a platform for sharing community activities and promoting NBS initiative.

The website includes:

1. **Dedicated Subsites for Living Knowledge Laboratories (LKLs):** Each pilot case has a tailored subsite highlighting its socio-political context, objectives, and NBS strategies. These subsites promote collaboration by showcasing case-specific methodologies, results, and best practices.
2. **Dynamic Content:** The website hosts regular blog posts, resource sharing (e.g., training materials, guidelines, and toolkits), and press releases, ensuring stakeholders are well-informed about project progress and updates.
3. **Participatory Features:** The platform includes tools for community interaction, enabling stakeholders to share their experiences and contribute to discussions on sustainable practices.

The TRANS-lighthouses community website embodies a participatory and collaborative framework, aligning with educommunication principles. It serves as a central hub for co-creation and knowledge exchange across the diverse regions where the pilots are located. The website's stakeholders include active participants in pilot case communication activities and members of their communities who seek information about ongoing initiatives.

Young people are identified as key stakeholders, prompting a strong emphasis on digital communication through popular formats such as Instagram posts and reels. This approach aims to engage youth effectively.

To fulfill its primary purpose as a platform dedicated to various pilot communities, the TRANS-lighthouses community website is designed to be multilingual. This feature enables community members involved in communication activities to express themselves in their native languages. Similarly, website users from the reference community can access content in their mother tongue, fostering a stronger sense of inclusion in the process. This is particularly important considering that not all participants are fluent in English, as observed during training activities.

While the multilingual approach is central, the website also offers the option to translate all content into English via web browser. This feature ensures that users can access information from other pilots, promoting cross-cultural understanding and knowledge sharing.

By prioritizing multilingual functionality, the website underscores the rich intercultural aspect of the TRANS-lighthouses project. This approach not only facilitates better communication but also celebrates the diversity of the participating communities, enhancing the overall collaborative spirit of the initiative.

Its primary goals include:

- Promoting systemic change by integrating socio-political dimensions of NBS into public agendas.
- Enhancing stakeholder engagement through accessible and actionable information.
- Providing a repository for resources, fostering long-term learning and adaptation.

4.2 Community Social Media

4.2.1 Instagram Channel



Figure 8: Screenshot of TRANS-lighthouses Community Instagram account

The Instagram profile **@translighthouses_community** is in its early stages of development and represents a promising beginning in complementing the community website. Designed to target younger audiences, the platform focuses on visually engaging and interactive content. Managed by Jangada, it aims to:

- **Expand Outreach:** Initially focused on reposting website content and announcing updates, the platform directs users to explore in-depth resources.
- **Utilize Visual Storytelling:** Early posts include videos, image galleries, and infographics that are well-suited for social media, offering an accessible alternative to static web pages.
- **Engage Young Audiences:** By leveraging Instagram's popularity among youth, the profile connects with groups participating in the project, fostering a sense of involvement.
- **Foster Cross-Pilot Awareness:** Using vehicular English, the profile shares activities from various pilot cases, promoting mutual inspiration and overcoming potential language barriers.

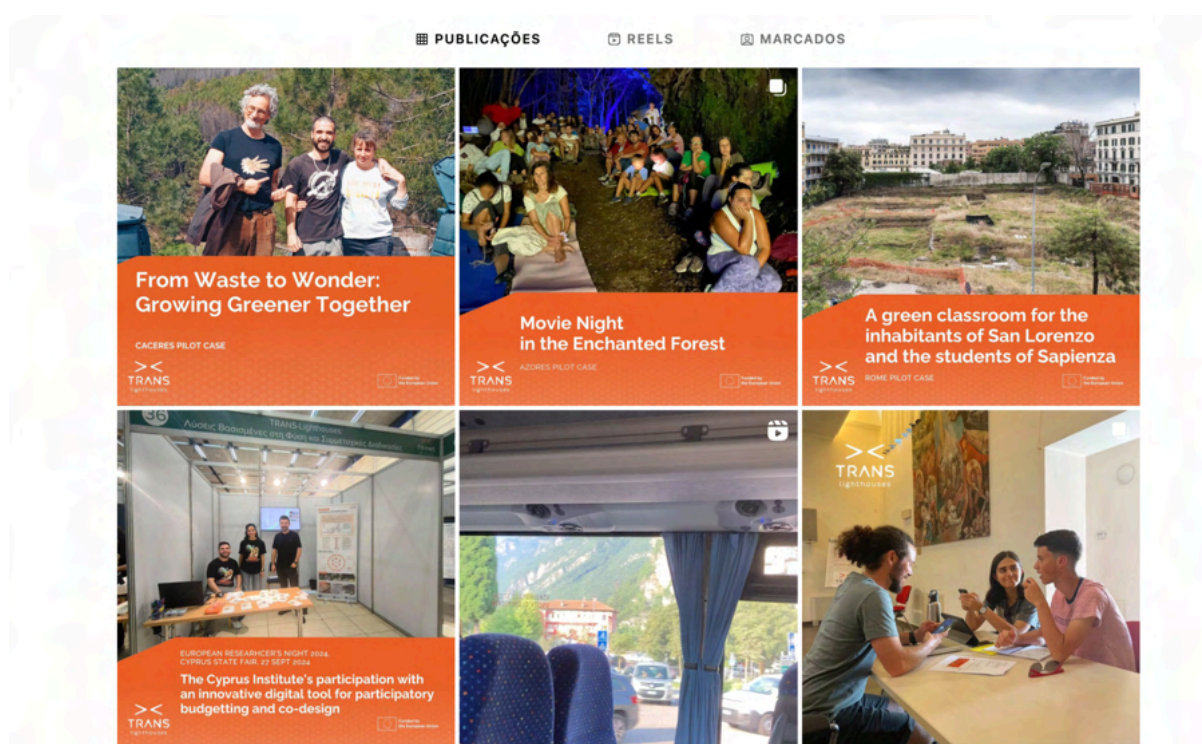


Figure 9: Screenshot of TRANS-lighthouses Community Instagram account (Feed)

While still in progress, the Instagram dissemination strategy has begun with posts highlighting activities such as the **In-Person Training in Trento (July 2024)** and other early-stage pilot initiatives. As the platform evolves, it plans to incorporate interactive features like polls, Q&A sessions, and hashtags to further enhance engagement and collaboration among stakeholders.

4.2 Events with Youth

The **Deliverable 6.9: Community-Driven Communication Based on Youth Protagonism** outlines plans and actions targeting youth, emphasizing training and guidelines for local pilot teams. Key initiatives include:

- **Training Programs:** Sessions on educommunication, digital tools, and NBS.



Figure 10: Screenshot of a training program session on Zoom

- **Guidelines for Engagement:** Practical frameworks for involving youth in communication and co-creation activities.



Figure 11: Some pages of the Guidelines for Engagement

- **Digital Platform Integration:** Tools that support collaborative documentation and community engagement.



Figure 12: Screenshot of the TRANS-lighthouses Community Website's section on pilot cases

These events aim to position youth as catalysts for change, empowering them to assume proactive roles in promoting and implementing NBS while mobilizing their communities.

The project's community dissemination strategy employs a multi-pronged approach, utilizing the community website, Instagram account, and youth-focused training sessions to raise awareness about the project and its objectives. The website serves as a central information hub for stakeholders, offering a comprehensive platform to share updates, resources, and pilot case results, ensuring transparency and accessibility across regions. Complementing the website, the Instagram account extends the project's reach by targeting younger demographics through visually engaging content. By utilizing interactive features such as polls, stories, and multilingual posts, the Instagram account not only facilitates communication between pilot regions but also encourages participation and collaboration among diverse communities. The training sessions conducted by Jangada play a vital role in empowering local youth and stakeholders. These sessions equip participants with practical skills in digital storytelling, educommunication strategies, and content creation, enabling them to actively contribute to the project's dissemination efforts. By providing tools to document and share experiences, the training ensures effective communication of the project's objectives and NBS benefits to a wider audience. Collectively, these initiatives enhance the project's visibility while establishing a sustainable framework for community engagement, capacity building, and cross-regional knowledge exchange. This comprehensive approach ultimately amplifies the long-term impact of the project's outcomes.

4.3 Pilot Cases

4.3.1 Social Media Channels

Each pilot case is encouraged to establish localized social media channels tailored to their communities. These channels amplify the dissemination of project activities by:

- Sharing updates specific to each pilot case.
- Engaging local stakeholders with culturally relevant content.

4.3.2 Community Events

Pilot cases have organized community-driven events, such as workshops, citizen science activities, and NBS presentations. These events serve to:

- Foster direct interaction between stakeholders.
- Collect feedback and insights for refining strategies.

4.3.3 Digital Tools

Local communication platforms have been vital in supporting engagement and documentation across the pilot cases. To enhance the capacity of participants in utilizing these tools effectively, a series of training sessions were conducted, focusing on the following topics:

- Canva and WordPress Training:
 - *Canva*: Participants were trained in using Canva to create visually appealing content, including social media graphics, infographics, and promotional materials. This skill enables them to produce professional-looking visuals that enhance the impact of their communication efforts.
 - *WordPress*: Training on WordPress equipped participants with the ability to manage and update the dedicated subsites for each pilot case on the community website. They learned how to publish blog posts, share resources, and keep their communities informed about ongoing activities.
- Educommunication E-Book:
 - An Educommunication eBook was developed and distributed to participants as a comprehensive guide. It provides in-depth guidance on effective communication strategies, combining educational and communication approaches to empower youth and communities in advocating for NBS. The eBook covers topics such as the role of youth in promoting sustainable practices, techniques for digital environmental communication, and fostering citizen participation.
- Content Creation Workshops:
 - Producing Articles, News, and Interviews: Participants learned journalistic techniques to create compelling written content, enhancing their storytelling abilities to inform and engage their audiences effectively.
 - Photography for Communicating NBS Projects: Training sessions focused on photography skills, teaching participants how to capture impactful images that visually convey their project's activities and outcomes.
 - Social Media Content Creation: Workshops covered creating engaging content for platforms like Instagram, including:
 - *Memes and Carousels*: Techniques for designing creative and dynamic posts that maximize audience reach and engagement.
 - *Stories and Reels*: Utilizing Instagram's features to share real-time updates and behind-the-scenes glimpses of project activities.
 - Podcast Production: Participants were introduced to podcasting as a medium for education and advocacy. The training covered scripting, recording, editing, and distributing podcasts to share their messages in an accessible audio format.
- Digital Storytelling and Communication Planning:
 - Strategic Communication: Sessions on planning and executing effective communication campaigns, including identifying target audiences, crafting key messages, and selecting appropriate channels.
 - Digital Engagement Tools: Training on using interactive features to enhance community engagement, such as:
 - *Polls and Q&A Sessions*: Encouraging audience participation and feedback through interactive social media features.
 - *Hashtags and SEO Practices*: Learning how to increase content visibility and reach by using relevant hashtags and optimizing content for search engines.
- Ethical Communication Practices:
 - Emphasis was placed on the importance of ethical considerations in digital communication. Participants were guided on responsible content creation,

- respecting diverse voices, and adhering to principles of fairness, accuracy, and accountability.
- Utilizing the Digital Platform:
 - Website Navigation and Contribution: Participants received hands-on training on accessing the community website, navigating different sections, and contributing content to their pilot case subsites.
 - Collaborative Tools: Introduction to tools that facilitate teamwork and information sharing among participants from different regions, fostering a sense of community and shared purpose.

These training topics were developed during the in-person meeting in Trento and through a series of webinars. They aimed to empower participants with practical skills and knowledge to effectively use digital tools for communication and engagement in their local contexts. The training sessions conducted by Jangada included the use of participatory tools such as Canva for the creation of visually appealing and accessible communication materials, WordPress for managing and updating dedicated subsites for pilot cases, and interactive social media features like polls, stories, and reels on Instagram to engage and mobilize community members, especially younger audiences. Additionally, participants were trained in digital storytelling techniques, which empowered them to share their experiences and project outcomes in an engaging manner, fostering local and cross-regional collaboration. These tools enable stakeholders to actively contribute to the dissemination process by co-creating content, documenting activities, and engaging their communities effectively, further amplifying the project's reach and impact.

By mastering these tools, participants can:

- Document and Share Their Work: Create and disseminate content that highlights their activities, achievements, and learnings in implementing NBS.
- Engage Their Communities: Utilize social media and the website to foster dialogue, raise awareness, and mobilize support for their initiatives.
- Enhance Collaboration: Connect with other pilot cases, share best practices, and build a network of engaged stakeholders across different regions.
- Promote Sustainability: Advocate for sustainable practices by effectively communicating the benefits and importance of NBS to a broader audience.

By integrating these digital tools and training topics into their communication strategies, participants contribute significantly to the project's overall dissemination goals. They help to raise awareness about the TRANS-lighthouses project, promote collaboration, and encourage knowledge sharing among stakeholders in partner countries.

4.4 Current Progress and Impact

1. Digital Dissemination:
 - The website and Instagram account have significantly increased visibility, drawing attention to project milestones and engaging a wide audience.
 - Performance is monitored through metrics like website traffic, social media engagement rates, and audience demographics.
2. Youth Engagement:
 - Training programs have equipped young participants with the skills to lead communication initiatives.
 - Tools like the Educommunication E-Book and interactive webinars have enhanced capacity building.
3. Community Integration:
 - Events and workshops have strengthened local involvement, enabling stakeholders to co-create NBS solutions

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