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instrument of the
European Community



RAINBO

Communication Plan



Comune di Bologna



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Document Summary

To plan the communication activities of a project involving multiple partners and wanting to reach a varied target of stakeholders – associations, citizens, public institutions, researchers - is probably one of the most important actions to improve management and coordination.

This short document aims to provide methodological support for the planning and communication of RainBO (LIFE15 CCA/IT/35), taking into account the high complexity of the project in its technical part and its need to reach a multi-targeted audience.



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1. The Rain BO project

RainBO project targets climate changes: its high level objective is the improvement of knowledge, methods and tool for the characterization and forecast of heavy rains potential impacts, such as the hydrological response of small basins (flash flooding) and the vulnerability of assets in the urban area.

The increase of resilience is pursued by supporting the preparation and reaction to such disruptive phenomena both in:

- 1) medium-long term, as territorial planning and preparation to emergency response
- 2) short term, as early warning of hazardous conditions.

Warning protocols and forecasting models about heavy rainfall initiating flash floods from small basins are different from other protocols and models (e.g. from large basins or waterways). Rainfall intensity and duration, topography, soil conditions, and ground cover contribute to flash flooding. Uncertainty comes from the lack of data and direct observation through appropriate field sensors. High temporal and spatial resolution are required to monitor scenario evolution and apply predictive models. Critical infrastructures (e.g. road/railways transport networks, electricity/gas distribution) and buildings for primary services (e.g. hospitals, schools) in the urban area shall be monitored as potential targets.

RainBO intermediate objectives concern:

- 1) availability of an adequate information system to provide territorial and census data (e.g. population, buildings), risks maps (e.g. hydrogeological) and information on critical infrastructures/buildings
- 2) implementation of an advanced infrastructure for environmental monitoring
- 3) availability of hydrogeological models driven by fields of precipitation for the forecasting of flash floods in small basins
- 4) development of a flexible and scalable software platform to integrate data and models
- 5) demonstration of actions impact and of the effectiveness of the proposed methods and tools.

Partners included in the Project:

Coordinator: Lepida Spa

Partners: Agenzia regionale per la prevenzione, l'ambiente e l'energia dell'Emilia Romagna (Arpae), Comune di Bologna, Meteorological and Environmental Earth Observation (MEEO), NIER Ingegneria Spa

Project duration: 37 months

Starting date: 1st July 2016

End date: 31st July 2019

Total Budget: 1.227.632,00 Euro

EU co-financing: 677.656,00 Euro

RainBO in Actions

C1 ACTION 1 - Analysis of RainBO system requirements

C2 ACTION 2 - Study, design and implementation of the new monitoring infrastructure

C3 ACTION 3 - Study, design and implementation of the prototype of the RainBO software platform

C4 ACTION 4 - Test and validation through Bologna pilot case

C5 ACTION 5 - Replicability and transferability – Establishment and Management of RainBO Advisory Board

D1 ACTION 1 - Monitoring of the impact of the project actions

E 1 ACTION 1 - Communication and dissemination of results

F 1 ACTION 1 – Project Management

2. Communication and dissemination of results

This work package's objective is the increase of the visibility of RainBO project, which aims at reducing the impact of climate change on urban areas, with particular attention to the hydrogeological risk.

The goal is to promote the project according to the available time and budget, as well as depending on the deliverables agreed in the project submission.

This work package embodies the global communication strategy for RainBO project, both in terms of internal and external communication.

Beneficiary responsible for implementation:

CoBo (Bologna Municipality)

The action will be carried out by the Municipality of Bologna. Lepida SpA will mainly be involved in the dissemination to the potentially users of the realized platform, even if, for its role of coordinating beneficiary, it will strictly cooperate with CoBo in all the communication and dissemination activities.

Bologna Municipality, as case study, will organize dissemination activities involving all partners according to their specific competencies in the RAINBO project, as well as the main local stakeholders such as private citizens, policy makers, citizens and trade associations.

The action will last for the whole duration of the project, from July 2016 to July 2019. The After-LIFE actions will last till July 2024.

The main goal of the action is to communicate the results of the project at a regional, national and European level and in the meantime to provide a communication tool for the project itself.

Dissemination tools and strategies are listed below.

1) A Project Web-site, user-friendly and suitable for a large audience, will be designed, implemented and maintained by Bologna Municipality, and hosted by Lepida's Data Center.

It will be available within the 3rd month from the project's start, implemented and updated at least twice a month.

It will be maintained and updated for 5 years after the project's end. Visits and access will be monthly monitored.

A section of the web-site will be used as a project management tool with the following items:

- Information about the project: objectives, actions, participants, partners;
- Links to European and international institutions working on adaptation topics;
- Links to consultants and suppliers of relevant technology and infrastructure;
- Contact points for comments, suggestions, information exchange;
- Project's deliverables, documents, best available practices and existing adaptation plans.

The web-site will be designed on a CMS (Content Management System) platform, to allow an easy management and the addition of future functionalities and tools. The Web application master will be in Italian with some parts available in English. Search Engine Optimization (SEO) functionalities will be enabled to improve the RainBo web-site positioning on the major search engine.

The graphic of web-site will be defined together with the overall graphic image of the project, making the LIFE project co-funding apparent.

2) The basic image of the project will be defined in compliance with the LIFE Common Provisions. The goal is to create a strong, appealing and coherent project image in line with the project aims and messages to be communicated.

The visual RAINBO identity will include:

- the logo and official project colours;
- an easy-to-use and adaptable templates (news releases, information sheets, reports, deliverables, powerpoint slide, brochure, generic poster);
- the RAINBO Concept Image to be used to summarize and easily communicate project scopes.

Although the official language of the project is Italian, the RAINBO material will be widely available across Europe in English.

3) 8 Notice Boards will be created on the 6th project month, describing the project objectives and main activities, the consortium partners, the LIFE financial contributions to activities.

The Notice Boards will be accessible and visible to the public to the 37th month of the project and beyond the co-financing LIFE duration.

4) The Layman's Report presents the project, its objectives, its actions and its results to a general public. It will be known to at least 25.000 people. The document will be published in Italian and in English on project website and on papers.

5) Lepida SpA, in agreement with all the partners, will draw-up general guidelines aimed at identifying a common framework of awareness and consensus building action. The basic feature to be taken in consideration in developing the communication tools is the presence of LIFE Program logo, the visibility of EC contribution and information/references on the program. Follow-up activities will be drafted from the project's start and three months before the project's end the detailed follow-up plan will be finalized.

As a minimum, the partners will attend the ICLEI Resilient Cities yearly Conference, and other yearly conferences dealing with the project's main topics. The project coordinator will organize information events at the Smart City Exhibition Bologna, a fair held yearly in Bologna dealing with topics such as enabling platforms, new governance patterns, new services and new practices of collaboration among citizens by focusing on ICT tools.

Project's results will be disseminated also via the Climate KIC platform.

6) To spread the image of the project in all the planned and upcoming events, periodic informative materials (newsletters, short documents describing project progresses, flyers and brochures, videos and tools demo) will be produced; smart-phone interactive apps and web 2.0 means will be also created. The electronic information material will provide practical and useful information to support the selection and diffusion of adaptation measures in European cities and will present RAINBO results to a wider broader audience. The task will provide at least: 100 articles on press and web; 3 informative articles on newspapers; 100.000 leaflets distributed during project duration and 2 interviews (in Italian and English) to be broadcasted on local tv and web sites. All the materials will be delivered according to partners' needs.

Web dissemination materials will be delivered at least once a month to subscribers; Relevant news and events will be timely and properly communicated to all the interested stakeholders.

A detailed Communication Strategy plan will be available on the 2nd project month.

7) To better share the project's issues within municipalities and public institutions, at least 6 events (community meetings, public events) will be organized to raise awareness and interest. Meetings and activities of the International Advisory Board will facilitate dissemination among European countries.

8) A challenging part in the dissemination process is the stakeholders engagement through an awareness step-build process. The engagement strategy refers to the Agenda 21 guidelines and to the experience gained in BLUEAP project.

Involved stakeholders (at least 40) will be public authorities, companies and private subjects.

Stakeholders engagement will mainly be organized in thematic sessions and focus groups. The meetings will focus on the definition of system requirements, the implementation of testing phase for the crowdsourcing app of the monitoring infrastructure and the testing of software platform; they will be programmed in order to ensure an effective a focused involvement.

A communication platform in a dedicated section of project website will be set up for survey submission and interaction among participants.

9) Networking is the starting point of project, as it is naturally linked with an other EU Project (LIFE+) named BLUEAP, whose results constitute its beginning.

This phase will be carried out through contacts with other EU projects (LIFE, Horizon2020, FP7): the networking activities will start with a census of the most representative dealing with climate change topics.

Information and expertise exchanges are going to be organized and planned; coordinator of other relevant EU projects will be interviewed and resulting interviews will be published on the web site. Two workshops will be organized in Bologna.

Networking activities will be also implemented through the Climate KIC platform, particularly from the "Built environment" area.

3. Target audience

The communication strategy includes various targeted audiences:

3.1 Internal communication

Using the tools provided, all project partners will be able to share and disseminate information.

In order to share experiences both with the target groups and within the partnership, peer exchanges will be encouraged. As, though at different levels, with various technologies and backgrounds, they are all in the position to contribute to the implementation of the project goals, all identified groups will be asked to actively participate in contributing their own skills.

3.2 External communication

This audience is comprised of all the people/institutions who are not part of the project but might be interested in it. Namely:

- Experts in climate change
- Climate change communities (associations, experts, members of Parliament, governments, etc.)
- Experts in the field of public health and safety
- Local authorities (mayors, deputy-mayors in charge of safety...)
- Environmental workers (in direct contact with the concerned populations)
- Stakeholders
- Citizens living near rivers, lakes, etc.
- The general public
- The media
- European institutions
- Local, regional, international authorities
- Other European projects on this theme
- Other European networks on this theme

The communication strategy for RainBO project will be rolled out in four steps:

- Phase 1: Editing of the Project graphic image and launch of the website
- Phase 2: Implementation of the communication strategy, day to day
- Phase 3: Communication and Dissemination events & final conference
- Phase 4: Sustainability of the project after life

4. The Communication Strategy

4.1 Preliminary step / Transversal tools

The creation of the project logo and the editing of a graphic identity will allow all the project partners to use the same visual message, providing the unity and visual recognition of the RainBO project.

Cervelli in azione managed the creation of all the graphic layout for the project dissemination materials.

4.1.1 Logotype

This is the logo created for RainBO. Its use is mandatory, for all the project's documents, communication materials and events. The European Commission logo is included in all documents related to the project.



Project logo in b/w and colour version

4.1.2 The leaflet

The leaflet will concisely and effectively communicate the aims of the project.

It is targeted to specialist and the general public, and contains all the main information about the project, such as a brief description of the project and its main products/documents to be created and the contacts of the project partners.

The version is in English and Italian.

The format is agreed among the project partners during the graphics processing. Different versions will be printed during the project, in order to better describe the progress made and the state of the art.

Leaflets will be distributed throughout the duration of the project at events organized as part of RainBO and during other events organized or participated by the partners of the project, which will address the issues of RainBO.

The leaflet contains the logo of the European Commission, the project logo, the logos of the partners, images, the reference to the web-page and social networks.

It is planned to print 2000 leaflet in different version during all the project duration.



Partners



RainBO platform



Architettura aperta
Open architecture



Interfaccia web sempre disponibile
Web user interface always available



Integrazione dati territoriali
Local data integration



Integrazione modelli di simulazione idrologici 3D
Integration of 3D hydrological simulation models

Informazioni & contatti

Information & contacts

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grafica: studio 100

RainBO Progetto Life



Cos'è il progetto RainBO?

Il progetto RainBO propone il miglioramento della conoscenza, metodi e strumenti per reagire in risposta a fenomeni di precipitazione estrema.

I nostri obiettivi

Lo scopo del progetto è quello di creare una piattaforma software a supporto della gestione di eventi di pioggia intensa.

- **On line** attraverso il monitoraggio continuo del fenomeno, della sua evoluzione e generazione di "warning" in caso del raggiungimento di soglie critiche.
- **Off line** tramite la simulazione del fenomeno e dei suoi possibili impatti sul territorio.

What is the RainBO project?

The RainBO project aims to improve the knowledge, methods and tools in response to extreme weather events.

Our objectives

The objective of our project is to create a software platform that controls intense rainfalls.

- **On line** by constantly monitoring the phenomenon and its evolution and by generating a "warning" if the critical threshold is reached
- **Off line** by simulating the phenomenon and its potential impacts on the territory.

Cosa vogliamo ottenere

- Una struttura di monitoraggio basata su un sistema integrato di sensori tradizionali e nuove tecnologie.
- Un sistema di early-warning che aumenti la capacità di riconoscere con anticipo situazioni meteorologiche potenzialmente critiche.
- Un sistema capace di simulare in tempo di pace scenari possibili attraverso l'utilizzo di modelli idrologici, dati territoriali e modelli di vulnerabilità e consentire una pianificazione delle azioni utili alla gestione e mitigazione delle criticità rilevate.
- Uno strumento di supporto per la definizione di un protocollo di risposta agli impatti potenziali di eventi catastrofici sul territorio a rischio.

What we want to do

- A monitoring framework based on an integrated system of traditional sensors and new technologies.
- Create an early warnings system in order to increase the ability to identify potentially critical weather events in advance.
- Create a system that simulates potential scenarios, during low-risk seasons, by using hydrological models, territorial data and vulnerability models, in order to plan useful actions to control and mitigate the critical situations emerged from the surveys.
- Develop a supporting tool in order to determine a protocol in response to the potential impacts of catastrophic events in high-risk territories.



Canale delle Moline, Bologna

La Commissione Europea, nell'ambito del Programma LIFE, Climate Change Adaptation, ha co-finanziato il progetto RainBO, coordinato da Lepida SpA, e con la partecipazione di ArpaE, Comune di Bologna, Meteorological and Environmental Earth Observation Srl (MEEO), NIER Ingegneria SpA, in qualità di partner.

RainBO prevede la sperimentazione su due casi pilota: il torrente Ravone a Bologna e il fiume Parma nell'omonima città. In entrambi i siti verrà installata una rete di sensori collegati alla piattaforma SensorNet, di Lepida SpA, integrata con un sistema innovativo di stima delle precipitazioni basato sull'attenuazione del segnale radio in caso di pioggia.

Within the LIFE Climate Change Adaptation programme, the European Commission has co-funded the RainBO project, coordinated by Lepida SpA, in collaboration with its partners: ARPA ER, Municipality of Bologna, Meteorological and Environmental Earth Observation Srl (MEEO), NIER Ingegneria SpA.

RainBO will focus on two pilot trial situations: the stream Ravone, in Bologna, and the river Parma, in the homonymous city. In both cases, a network of sensors connected to the SensorNet platform provided by Lepida SpA will be implemented. This network will be integrated with an advanced system evaluating the rainfalls based on attenuation of the radio signal in case of rain.



RainBO leaflet (Version November 2016)

4.1.3 Letterhead

The letterhead is used as tool for official communications and requests related to the RainBO project.

It contains the logo of the European Commission, the project logo, the logos of the partners; the letterhead is also used as head of all the documents and deliverables, and contains information about the document such as title, version, dissemination level, date of preparation, editor, related action and summary.



Letterhead sample

4.1.4 Presentation template

The presentation template is used for all the presentations related to the project. Partner will use the template to disseminate the project results in internal, external and institutional meetings that will be attended during and after the project duration

The presentation contains the logo of the European Commission, the project logo, the logos of the partners.



4.1.5 Notice board

The notice board will be used to spread information about the project during the event organized and participated by the partners. The notice board contains the logo of the European Commission, the project logo, the logos of the partners, as well a clear explanation of the project structure and main goals.

The print of two different versions of the noticeboard (one at the beginning of the project, illustrating the main objectives and one at the end of the project, illustrating the main results obtained) will be evaluated by the consortium.

4.2 Project web-site

The website is the primary communication tool of the project, for both internal and external audiences and it is target to general and specialized public.

The website will be kept, with the technical and scientific contribution by each partner, throughout the duration of the project.

The working language will be Italian; reports and other documents will be drawn up in English. The languages of the website will be Italian and English. The URL of the official website will be connected to the major search engines on the web, e.g. Google, AltaVista, Yahoo.

The project web site will contain the logo of the European Commission, the project logo, the logos of the partners, photos and pictures of project activities; an introduction to the project including its main objectives, the implemented activities, the results and products created; the main contacts and addresses of the partners; documents and deliverables of the project activities; links to partner sites and to institutional sites.

4.2.1 Web structure and design

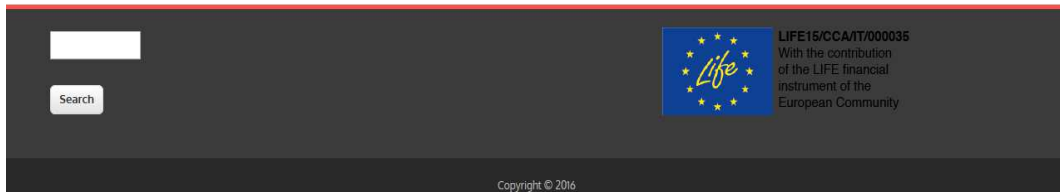
The project web site is implemented by Janus, a company working on software development and web applications. Janus develops the layout of the project web site and its updating.

The address of the website is www.rainbolife.eu

Benvenuti in RainBo Life

Non è stato creato alcun contenuto per la prima pagina. [Iscriviti a](#)

Partners



Project web site – Demo version

4.2.2 Summary of the results on the website

The tool Google Analytics will be installed on the website, which will allow measuring the success of the website, based on several criterias such as number of unique viewers, number of pages seen, pages seen per visit, average time spent on the site, and geographical information.

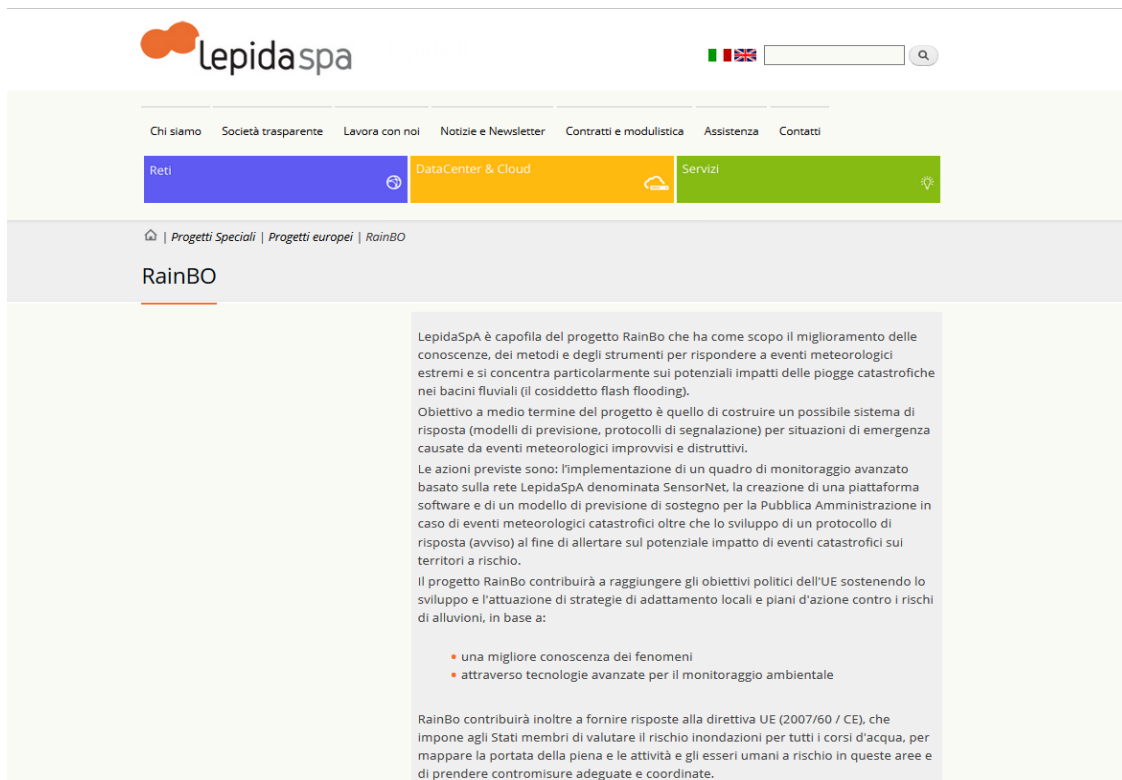


Google Analytics page sample

4.2.3 Description of the project on the websites of the partnership

In order to spread the knowledge of the project and its related activities within the stakeholders of every partner and to increase the networking activities, a web page in the partners' web site will be created.

This web page will contain a brief description of the project and the partnership, and the link to the official website of the project.



RainBO web page on Lepida web site

4.2.4 Social Networks

A Facebook page (RainBO LIFE - @liferainbo) dedicated to the project is active on the web launch event. It contains the main information about the project, the RainBO logo and a slogan. The page posts the main information about the project events and other related projects.

A twitter account (#rainbolife) is active as well: the account posts the main information about the project events and retweets information about the project and its related topics.





RAINBO



RainBO LIFE

 @liferainbo

Home

 Post

 Informazioni

REAGIRE AI FENOMENI CLIMATICI ESTREMI
 CON EFFICACIA E TEMPESTIVITÀ

#rainbolife



Ti piace
 Pagina seguita
 Condividi
 Altro

Scopri di più
 Invia messaggio





RAINBO



RainBO LIFE

 @liferainbo

Home

 Post

 Informazioni

 Video

 Foto

 Note

 Persone a cui piace

Crea una Pagina

Ti piace
 Pagina seguita
 Condividi
 Altro


RainBO LIFE

 2 h · 🌐

Dal lancio del Programma LIFE della European Commission nel 1992, in Italia sono stati cofinanziati 795 progetti. Di questi, 477 con focus sull'innovazione ambientale e 280 sulla tutela della natura e della biodiversità. Nell'ambito del nuovo programma LIFE, i progetti finanziati rappresentano un investimento complessivo di 1,2 miliardi, di cui 570 milioni con fondi UE.

Su: bit.ly/life-italy, puoi esplorare la mappa interattiva con tutti i progetti.

#rainbolife #LIFE_Programme



1

 Condivisione: 1

Mi piace
 Commenta
 Condividi

RainBO Facebook page



RainBO twitter page

4.3 Press release

The press release aims to involve the press (specialized, generalist, on the web, local) in the events related to the activities of the project. The involvement of the press will be helpful to increase participation in the project's public events and to better spread the project results.

Press releases will be drafted and sent to the main national newspapers, local, general, specialized and web media at least three days before the events.

All releases will contain a standard introduction to the project, partners and clear description of the event, the link to the project site, the contact person, the logos of the European Commission and of the project partners.

Press releases will be edited and spread by Cervelli in Azione together with all the partners.

4.4 Publication of news/articles

The publication of articles related to the RainBO project is a very important to spread the project results and to raise the project profile.

The articles will be edited for the web and paper press and will target both general and specialized media dealing with risks related to climate change, risk prevention, sensor processing and research.

Local press will also be targeted.

It is planned to edit 100 articles on press (web and paper) and 3 informative articles on newspapers.

Publications will be edited and spread by Cervelli in Azione together with all the partners.

4.4.1 Press release for media and specialized media

The main goal is to disseminate the project description and some key aspects of its activities.

Publication for non specialized media will be clear and simple, as the target is a non-specialist audience
Publication for specialized media will better describe the project data, projections and analysis, as the target is a skilled audience engaged in blue infrastructures, monitoring and modelling techniques, civil protection and alert systems.

The language and subject will be more specific than the one used for general press, as well as the description of the project activities.

All the articles will describe the partnership, the project duration; they will contain a reference to the LIFE financial instrument.

4.4.2 The newsletter

In order to effectively reach on time bodies and organizations concerned with the project goals and topics of the project, direct communication with the identified target audience is deemed as necessary.

The newsletter will be sent every **three months** and will target the database built up throughout the duration of the project. Its editorial content will propose the "best of" of all the articles posted on the website and in the newspapers during the previous **three months**.

Each partner will contribute to the editing and the gathering of the articles and will provide a list of contacts for the mailing.

4.5 The Layman's Report

The publication is to be seen as an important output of the project, which will gather all information, researches, conclusions of RAINBO project.

The information about the project will be explained in concise and clear way, in order to easily disseminate its results through a non-specialist audience. Specialized audience and decision makers will use find in the layman's Report all the information and an exhaustive summary which can be useful for insights and follow-ups.

It is planned to make the document known by at least 25.000 people.

The Layman's Report will contain a short introduction to the project and partners the link to the project site and to other social networks, the contact person, the logos of the European Commission and of the project partners.

The Layman's Report will be available on Italian and English, both in electronic and printed format.

5. Events participation

The participation to event aims to spread the project result and to increase the networking activity relate to the project main topics.

The dissemination, through the participation in external meetings or whenever a partner is invited to speak at public events, will serve to present the project and the most effective ways will be determined and evaluated directly by the partner itself together with the consortium.

The project will be presented through the dissemination materials of the project; in case of a presentation, the project presentation template will be used.

The presentation will refer to the partnership and to the LIFE financial instrument.

The participation to events, conferences, seminars, congresses will be accurately documented with invitation letters, photos, programmes and presentation held.

A list of the events participated and the collected material will be constantly updated.

6. Events organisation

The organisation of events is strictly related to the stakeholder engagement process core action of the RainBO project.

Specific events will target an expert and non-expert audience.

Each partner will contribute to the events organisation using its own network of relationships at the local, national and transnational levels and will inform about the RainBO objectives and results.

6.1 Stakeholder involvement launch event

The launch event of the project took place on 15th December 2016. The main goal of the event was to present the project to a selected public, and to start the stakeholder engagement process.

The contact list was compiled by every partner and included National and Regional (associations) territorial administrations, Local associations of territorial administrations, Elected representatives of territorial administrations, Citizens, Business, Experts and media representatives, Universities and research institutes, NGOs and other public bodies such as Land Reclamation Authorities.

This categories were drafted in order to ease the stakeholders mapping and involvement. The event and the preliminary stakeholders involvement was made on regional scale.

Stakeholders were invited to sign for the event, in order to better organise the discussion after the official presentation of the project.



Bologna, 15 dicembre 2016
Mambo Sala eventi, Via Don Minzoni 14
ore 09.00-13.00

Presentazione del Progetto Life RainBO Reagire ai fenomeni climatici estremi con efficacia e tempestività

■ Per partecipare alla giornata è necessario registrarsi all'indirizzo: <https://goo.gl/1xFfaE>



RainBO Save the Date

6.2 The Final Conference

The final conference is a key-element of the communication plan. Final results of the project will be presented to a wider audience, and national and European institutions will be involved. The event will take place in Bologna and every partner will work on its organisation.

A communication campaign on the final conference will be launched at least two months before the event through a special newsletter to the RAINBO larger network (through the database) and all the partners' networks.

A press release will be sent one month before and two weeks after the event. Journalists will be invited to attend the conference. The general press conference will include a general presentation of the project, a short summary of its results and a short presentation of each of the partners.

Printed documents such as schedules, notice boards, leaflets will be produced for the final conference; the layman's Report will be presented as well.

7. Communication towards experts, other European projects and European institutions

Throughout the years, the Consortium has gathered a vast amount of contacts involved in various projects that deal with climate change, water management, climate analysis and sensor techniques.

This is also due to the active networking activity which has been carried out from every partner also for other project dealing with the RainBO main topics.

These contacts will be kept active and constantly informed on the state of the art of the project; participation to event on a national and European level will enhance the communication of the project results towards other experts engaged in other European projects and experts of other European institutions.

Every partner will communicate the results to its contacts at the European Union/Council level, sharing the main achievements and lessons learned.

8. Participatory process planning and implementation

Taking advantage of the stakeholder engagement process carried out during the BLUEAP project, the project has the ambition to show how it is possible to tackle flood risks through innovative modelling and local alert systems.

In order to face the different needs, which may arise in the sectors covered, specific approaches need to be foreseen.

Stakeholders have been divided into categories, from public bodies to trade and citizens associations, and are set out in more detail below.

The participatory process involves institutions responsible for different aspects of the Bologna area territorial management:

ASTER (Consortium for innovation and technology transfer of Emilia-Romagna)

Emilia Romagna Region Territorial Department on Infrastructure Deployment

Emilia Romagna Region Water Management Agency (ATERSIR)

Po Basin Authority

Regional Reno Basin Authority

Regional Conca e Marecchia Basin Authority

Municipality of Bologna - Porto-Saragozza district

Local Health Service

Urban Center Bologna

Water utility (HERA)

Reno River Land Reclamation Authority

Renana Land Reclamation Authority

Villa Ghigi Foundation

Internal stakeholders involvement was carried out toward partners' different Departments:

Municipality of Bologna - Civil Protection

Municipality of Bologna – Unit for soil Protection

Municipality of Bologna – Department of Statistics

Municipality of Bologna – Digital Agenda and Information technologies

Metropolitan City – Land planning and Mobility Department

Metropolitan City – Metropolitan Masterplan and Infrastructures Department

Metropolitan City – Environmental Department

AerpaE – Regional Water Department

AerpaE – Regional Energy and Environment Assessment Department

AerpaE – Regional Air Quality Department

AerpaE – Regional Health Department

As the replicability of the system is one of the main goal of the project, different municipalities and authorities in the Emilia-Romagna Region have been involved through the Lepida network, as well as other regions:

Parma Municipality

Parma Municipality Civil Protection

Novellara Municipality

San Secondo Municipality

Cervia Municipality

Borghi Municipality

Fornovo Municipality

Cento Municipality

Pianura di Ferrara Reclamation Authority

Piedmont Region

Liguria Region

Toscana Region

Trento Province

Lombardia Region

Lombardia Region Civil Protection

National Civil Protection

Research institutes are also a very important part for the knowledge exchange. The one involved are:

National Research Institute (CNR)

Italian National Agency for New Technologies, Energy and Sustainable Economic Development (ENEA)

University of Bologna – Faculty of Engineering

Centro Euro-Mediterraneo sui Cambiamenti Climatici (CMCC)

The participatory process objectives are to increase stakeholders' knowledge and awareness on land vulnerability and to gain suggestions and expectations for the system requirements, disseminate technical knowledge.

The main steps for the stakeholders engagement are the mapping of the main local, national and European actors, the definition of the working methodology, the presentation of the project through a public event and 2 workshops in the different actions of the implementation phase.

Each workshop will be led by a facilitator, who leads the discussion according to the appropriate context and timing, with a colleague responsible for taking the minutes of the meeting.

9. Day to day communication on the project

The communication campaign of the RAINBO project and its dissemination depend above all on the amount and quality of information provided by the partners and by the project leader.

9.1 Document sharing

Each partner has to provide, at least once a month, information about their work package or their structure. All the technical and administrative documents related to the project are stored online and available to all partners.

Regular exchange of information related to the deliverables and other project documents is made through mail exchange, skype conferences and phone calls.

9.2 Seminars/ meetings

The project coordinator will be organized a general meeting with all the project partners at least every three months. During the meetings every partner will show the state of the art for the actions of which he is responsible; discussions about the actions and the communication of the results will be carried out as well. Every partner can organized meetings related to the actions of which he is responsible: all the partners are invited to these meeting.

For every meeting, signsheets, agenda and minutes are collected.

Meetings can be held also through web and skype conferences.

10. Evaluation

Each partner will have to give a feedback on the results. This will the consortium to complete the information compiled about the number of web connections, and the number of press articles published.

10.1 Indicators

Media / Tools	Indicators	Expected Results
Press Release	Number of press releases	At least 4
Publication of news	Number of articles	At least 50 on press and web
Presence on partners' websites	Number of web appearances on partner's websites	100%
Back-links on websites dealing with RAINBO projects	Number of web appearances	To be defined
Connections to RAINBO website	Number of connections to the website	500 "unique viewers" expected
Facebook page	Number of "like"	500 expected
Twitter page	Number of followers	200 expected
Newsletter	Number of newsletters sent	500 contacts
Leaflets	Number of printed leaflets	2000
Leaflets	Number of leaflet versions	3

Notice boards	Number of notice boards	10
Layman's Report	Number of prints	2000 (to be confirmed)
Stakeholders involved	Number of stakeholders	150 expected
Participation to events	Number of participation to events related to the project by each partner	30 expected
Organization of events	Number of events organized	4 (launch of the project, 2 stakeholder engagement workshops, Final conference)

11. After the project

The Website will remain online for at least 5 years after the conclusion of the foreseen activities.

The consortium will provide, at the end of the project, the database of contacts to all partners and will keep alive the network of experts created by the project by sending them information regarding the main topic of RainBO.

It is also expected to publish at least one article per year on the project results for at least 5 years after the conclusion of the foreseen activities.