



Nature Meets Innovation for Climate Resilience

D7.2. Plan For Dissemination and Exploitation Including Communication Activities – V1



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1. Executive summary

The continuous increase of frequency and intensity of extreme weather events caused by anthropogenic climate change require effective communication for transitioning to safer critical infrastructures and communities. The **Plan for Dissemination and Exploitation including Communication activities** for the Med-IREN project is designed to ensure the maximum outreach and impact of the project. This comprehensive plan is built on three main pillars—**Communication**, **Dissemination**, and **Exploitation**—each supporting Med-IREN's mission to protect local communities and businesses from climate extreme events across the Mediterranean region and beyond. Together, these components aim to increase awareness, encourage upscale of the nature-based solutions, and ensure the project's interventions are accessible, usable, and relevant for a diverse range of stakeholders.

The ambition of Med-IREN is to develop diverse nature-based solutions in order to create resilient communities and critical infrastructures towards climate hazards such as wildfires and floods. The project will be showcased in five lighthouse regions across the Mediterranean (Granollers, Spain; Provence-Alpes-Côte d'Azur, France; Ischia, Italy; Tuscany, Italy; Egaleo, Greece), and the solutions and interventions will be replicated into four regions (Larnaka, Cyprus; Sitia, Greece; Burgas, Bulgaria; Helsinki, Finland) across the EU. Partner regions will deeply engage with stakeholders to jointly develop further and implement robust, evidence-based climate resilience action plans, effectively serving as testing grounds for the replicability, adaptability and scalability of a range of climate resilience innovations.

The development and implementation of cross-sectoral strategies that incorporate combinations of social, technological, digital, business, governance and environmental solutions to common climate resilience challenges are at present constrained by knowledge deficits and uncertainties, as well as science-policy stakeholder gaps. Med-IREN will bridge these gaps and address existing uncertainties by further developing, adapting and integrating state-of-the-art technical know-how, innovative tools and collaborative practices to support transparent, evidence-based risk and vulnerability analyses and robust decision-making processes. We will utilise system dynamic modelling to understand relationships among and trade-offs between different resilience innovations, providing tools for informed decision-making tailored to engage stakeholders and support European regions and communities exposed to significant climate change impacts. New scientific insights, along with a framework of interoperable tools, methodologies and demonstrated solutions, will enable European regions to develop their own resilience plans and transformative adaptation pathways.

The purpose of the Deliverable 7.2 is to present the dissemination and exploitation plan including communication activities, which will give guidance on how to raise awareness, engage stakeholders, and promote the project and its related results, achievements, and generated knowledge.