



Project No 282846

LIMITS

**Low climate IMpact scenarios and the Implications of required Tight
emission control Strategies**

FP7-Cooperation-ENV

Collaborative project

Small or medium-scale focused research project

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Dissemination plan

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PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Dissemination Plan

Name of all participants to the redaction of the report ^a

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1. LIMITS dissemination strategy

The dissemination and exploitation of project results are fundamental components of the whole strategy devised by LIMITS and will take place during the entire project's life. The dissemination activities will be promoted by the Project Coordinator (PC) with the active collaboration of all Partners. All the tasks of WP6 are dedicated to information, communication and dissemination activities targeting:

- i) the international academic and scientific community;
- ii) the European policy makers;
- iii) the general public, within Europe but also outside Europe.

Every effort will be made to produce appealing multimedia material showcasing to the public at large the activities performed within LIMITS.

The LIMITS partners' dissemination tools will be the starting point of the dissemination plan, which will take advantage of them, in order to achieve the maximum dissemination of the project's results. Such dissemination tools are used daily by the partners and they are therefore well established.

The dissemination instruments include:

- i) the institutional websites of each project partner (and in particular the media and press release sections);
- ii) the partners' mailing lists –institutional mailing lists and FP projects' contact lists - each of which contains thousands of targeted contacts (e.g. FEEM's mailing list contains 10.000 contacts, categorized per area of interest and type of institution);
- iii) the partners' Newsletters;
- iv) books and working papers series of the partners;
- v) conferences, seminars and events organised by the partners, which will offer occasions to share the project's results.

Moreover, the close involvement of essentially all project partners in the IPCC work related to the 5th assessment report will allow to increase the visibility and outreach of the project by means of presentations and inclusion of the LIMITS relevant output into the IPCC report.

Additional dissemination instruments and exploitation of the results of the project will be implemented through well targeted mechanisms, built specifically to meet LIMITS' dissemination objectives.

Four main dissemination lines will be applied:

- 1) Awareness: the first will be the creation of promotional and informational material on the project, with the purpose of creating further awareness and stimulate interest among relevant actors;
- 2) Internet communication: the second dissemination line will focus on exploiting the wide communication potential of the internet;
- 3) Publications: the third dissemination line will consist in presenting LIMITS' research and results in working papers published in peer review literature, policy briefs and in local articles in the national and international press;
- 4) Presentations, Events and Networks: the fourth dissemination line will cover participation in meetings, workshops and conferences, presentations of project results, establishment of networking, direct contacts with other researchers, policy makers, local authorities, stakeholders, etc.

All four lines will address the three main target groups (the academic and scientific community, policy makers, the general public).

Table 1.1 summarises the different dissemination mechanisms that will be developed under the LIMITS research projects, along with their main targeted audience and the methods of assessment for each of them.

Targeted public	Mechanisms/tools	Measurements of success
Academic and Scientific community	<ul style="list-style-type: none"> - Web-site - Working Papers - Publications in peer-reviewed journals - Final Conference 	<ul style="list-style-type: none"> - Counting visitors - N. of publications - N. of participants from the academic and scientific community at project events
Policy makers	<ul style="list-style-type: none"> - Web-site - Project presentation - E-Newsletters - Stakeholders' Workshops - Final Conference - Policy Briefs 	<ul style="list-style-type: none"> - Counting visitors - N. of download of the project presentation - E-Newsletter Mailing lists - N. of stakeholders involved and interested in the project events - N. of Policy Brief downloaded and sent to Policy Makers

General public	<ul style="list-style-type: none"> - Web-site - Project presentation, poster, fliers - Articles in local, national and international press - Final Conference 	<ul style="list-style-type: none"> - Counting visitors and downloads - N. of download of the project presentation - N. of articles in the press - N. of participants from Media at project events
Communication among LIMITS partners	<ul style="list-style-type: none"> - Intranet - E-Newsletters - Project Steering Committee meetings - Video/tele conferences 	<ul style="list-style-type: none"> - N. of download of the project documents - N. of internal and virtual meetings - N. of participants at internal project meetings

Table 1.1: Tools and measurement of success of the dissemination/communication activities

Any dissemination activities and publications in the project, including the project website will specify that the project has received Community research funding and display the European emblem. When displayed in association with a logo, the European emblem will be given appropriate prominence.

2. Awareness

An initial package of promotional and information material on the project will be prepared, with the purpose of creating further awareness and stimulate interest among concerned actors. It will be designed to inform all interested stakeholders (ranging from the general public to policy makers and scientists) about the general aims and research activities of the LIMITS project.

The package will include:

- i) the Project Presentation (LIMITS brochure and presentation in power point, both in English and Chinese);
- ii) News/Press releases;
- iii) the Project Fact Sheet.

2.1 *Project presentation*

A basic project presentation, both in Power Point and in the form of an identity brochure, has been prepared and will be regularly updated during the project implementation.

This is the basis of the presentation made by the Consortium partners at the various external events, and contains basic information about the project, main aims and motivation, envisaged events and contact information.

The package will also be used as a concise set of information when approaching relevant stakeholders.

Both the LIMITS brochure and presentation in power point have been prepared in English and Chinese.

Both the LIMITS brochure and presentation in power point are downloadable from the “Outreach page” of the LIMITS website at: http://www.feem-project.net/limits/03_outreach_02.html.

2.2 *News/Press releases*

The consortium will regularly publish news releases and provide updated information on the project in order to ensure the media attention.

A dedicated section for the media of the LIMITS website (http://www.feem-project.net/limits/08_media.html) is visible and easily accessible; this will be regularly updated with simplified contents, in order to facilitate the journalists to reach swiftly the information and to stimulate the debate around the project. Brief articles will be made available from the project web-site, drawing attention to the potential value of the project in popular and specialised media.

2.3 *Project Fact Sheet*

The Project Fact Sheet, requested by EC, will be drafted and updated regularly by the project Coordinator. It will include, in a pre-formatted template, clear, understandable, up-to date information on the Project and results targeted to a wide audience, in order to give clear indications on policy/societal relevance.

The Project Fact Sheet can be downloaded from the “Outreach page” of the LIMITS website at: http://www.feem-project.net/limits/03_outreach_02.html.

3. Internet communication

The second dissemination line will focus on exploiting the wide communication potential of the internet through the following tools:

- i) An interactive web-site;
- ii) An entry in the Wikipedia;
- iii) Electronic mailing lists;
- iv) External E-Newsletter;

v) Interactive Web-based Scenario Tool.

3.1 *Interactive Web-Site*

The LIMITS web-site (<http://www.feem-project.net/limits/>) was setup in November 2011 (month 2) and is continuously updated by FEEM.

This interactive web-site has been established as a major and official information channel for the project.

It provides clear and concise information on LIMITS' activities, including: partnership, work plan and outline of work packages, schedule of meetings, their participants and proceedings, main publications, links to other interesting web-sites, contact details, and so forth.

The web-site aims to provide partners with a dynamic working tool that overcomes geographical distances. It also represents the main "business card" of the project to the outer world (stakeholders, research community, civil society, etc.).

The web-site hosts an Intranet, an internal working e-space dedicated to intra-partnership communication.

The timely and efficient flow of information between partners is essential to ensure an efficient implementation of the project activities. Intranet enables partners located in different countries to interact through a different set of web facilities. Intranet hosts also the continuously updated scientific mailing list of the project, spurring them on communicating regularly in a spirit of free, creative and constructive dialogue.

The provision of an interactive web page and e-correspondence allows saving on travel costs, because it makes meetings among the partners less necessary.

The intranet service is mainly directed at the following activities:

- Circulation of preliminary, preparatory and internal work (both at scientific and administrative levels)
- On-line exchanges of information and documents
- Fora for internal debate (refinement of the work plan, revision of tasks, etc.)

The web-site is also aimed at disseminating information on LIMITS's activities to the outer world, with a view to favour collaboration (so as to possibly develop follow-up initiatives and to explore ways to self-sustain the project beyond its duration) and an increasingly concerted approach between the Consortium, the EU and other interest parties both within and outside Europe.

In this respect the web-site acts as an informative tool covering:

- Brief and clear information on the project (funding scheme, objectives and work plan, partnership, objectives, time schedules of meetings and workshops);
- Outline of project activities;
- Data, research output and main publications;
- Useful documentation, links and references in *pdf* files.

The design of the web-site builds upon the following criteria:

- i) *visual communication*: use of colours and/or photos, web pages easy to browse, information kept short and links included to web-sites, publications, and so forth;
- ii) *verbal communication*: use of simple phrasing, no jargon used to attract the widest audience possible, e-devices user friendly;
- iii) *data communication*: data and research outputs available in a user-friendly format.

Moreover, LIMITS web-site has been designed following the Best Practice Guidelines of EU Project Web-sites.

A dedicated section for the media is visible and easily accessible; this will be regularly up-dated with simplified contents, in order to facilitate the journalists to reach swiftly the information and to stimulate the debate around the project. Brief articles will be made available from the project web-site, drawing attention to the potential value of the project in popular and specialised media.

To facilitate easy interaction between LIMITS and the outer world, an information e-mail service on the web-site has been established: limits@feem.it. This service could be used by visitors to learn more on LIMITS as such and to submit questions, tips or comments. The information e-mail service may thus help identify other issues that are relevant to the implementation of the project and that have not been raised by the partnership. The web-site and the dedicated email accounts are managed by the project coordinator (FEEM) under its web-site.

3.2 *Entry in the Wikipedia*

An entry in the Wikipedia on LIMITS will be produced and regularly updated until the end of the project and beyond.

3.3 *Electronic mailing lists*

Electronic mailing lists will be established to ensure prompt communication between the LIMITS partners on all scientific and administrative issues and between the partners and the outside scientific and policy communities.

A first e-mailing list will be organised for all intra-consortium information sharing and communication. Confidential communication remains restricted to the consortium. Telephone, fax devices and/or video conferences are other valid instruments of communication among participants. This intra-consortium mailing list can be downloaded from the intranet area of the LIMITS web-site, at: <http://www.feem-project.net/limits/reserved/reserved.html>.

3.4 *External E-Newsletter*

An external E-Newsletter will target other scientific organisations and interested parties/stakeholders/policy makers with an interest in being updated on LIMITS's activities.

This external e-Newsletter will be produced annually.

3.5 *Interactive Web-based Scenario Tool*

In order to facilitate the wide-spread use and dissemination of the scenario quantifications of this proposal, an interactive web-based scenario tool will be developed.

The scenario tool will provide interactive features for downloading of scenario data and visualization of key findings of the assessment.

The tool will be based on standardized formats developed by IIASA in collaboration with the Integrated Assessment Modeling Consortium (IAMC) who is facilitating the coordination of the IPCC AR5 scenario development across different research communities.

The application of the scenario tool will thus also foster comparability and consistency of the scenario data reporting with the IAMC-IPCC scenario activities.

4. Publications

The third dissemination line will consist in presenting LIMITS' research and results in working papers published in peer review literature, policy briefs and in local articles in national and international press.

Publication activities will be actively pursued in specialised journals and newspaper.

The publications will comply with the open-access publication strategy of the European Commission¹. Publications will include the following statement (from GA art. II.30.4): "The research leading to these results has received funding from the European Community's Seventh Framework Programme FP7/2007-2013 under grant agreement n° 282846 (LIMITS)."

All LIMITS publications can be downloaded from the "Outreach page" of the LIMITS website at: http://www.feem-project.net/limits/03_outreach_01.html.

¹ Commission Decision C(2008) 4408 final

4.1 *Working papers*

First preliminary versions of the research papers will be disseminated through the working paper series of FEEM, posted on the FEEM web-site (where they are downloadable free of charge), and the other partners, to make the best efforts to ensure open access to these articles within six months.

In particular, the working paper series of FEEM is currently included in the Economics Research Institutes Paper Series of SSRN, RePEc and in Econlit.

Links to the working papers will be posted on the “Outreach page” of the LIMITS website at: http://www.feem-project.net/limits/03_outreach_01.html.

Working papers will be meant as intermediate outputs and their aim is precisely to stimulate the debate and to encourage broader understanding and discussion/debate on the themes.

4.2 *Policy Briefs*

Two Policy Briefs will be published both in English and Chinese.

The Policy Briefs will summarise the key outcomes/insight gained throughout the project and will be distributed through the partners’ scientific and policy networks.

4.3 *Publications in local, national and international press and in peer-reviewed journal (Special Issue)*

Publications in local, national and international press and in peer-reviewed journals (Special Issue) will also be actively sought to inform both the public at large and the scientific audience of the results of the LIMITS studies.

In particular the LIMITS results will be published in the peer review literature, which, if consistent with the IPCC deadlines, will be possibly quoted in the 5th assessment report.

A minimum number of 5 scientific publications in the peer reviewed literature is endeavoured in the project.

These publications will show consistency with the main research themes of the project first four WPs.

5. Presentations, Events and Networks

The fourth dissemination line will cover participation in meetings, workshops and conferences, presentations of project results, establishment of networking, direct contacts with other researchers, policy-makers, local authorities, stakeholders, etc.

All partners will actively inform their policy networks about the outcomes of the project by specific briefings of policy officers, bringing LIMITS in discussions and specific presentations in relevant meetings.

5.1 *Final Conference*

The Final Conference represents a clear means of dissemination of LIMITS' results to the wider public. Its main aim will be to raise public awareness on the research field covered by LIMITS, to bring interested parties at different levels closer to EU research and to give account of how public money is spent and to foster research in the European Research Area. The final conference will also provide the opportunity to share preliminary ideas on research gaps that remain to be filled as a follow-up to the LIMITS research activities.

It will be organised by FEEM in Brussels at the end of the project (month 36).