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Grant Agreement Number	892089 ENERGEE Watch
Full Title	Peer to peer learning in regional and local authorities to timely and accurately define, monitor and verify their sustainable actions
Торіс	LC-SC3-EE-16-2018-2019-2020 - Supporting public authorities to implement the Energy Union
Start Date	1 September 2020 End Date 31 August 2023
Project URL	https://energee-watch.eu/
Project Coordinator	IEECP
Deliverable	6.3 Summary of Communication Pack of ENERGee Watch
Work Package	6
Date of Delivery	August 2023
Nature	Report Dissemination Level Public
Lead Beneficiary	UPRC
Responsible Author	Sophia Theodoropoulou (UPRC) Email stheodor@unipi.gr
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Keywords	Communication, dissemination, outreach, engagement, target audience, engagement campaign, ENERGee Watch



Preface

The overall aim of ENERGee Watch is to launch an easy and replicable peer to peer learning program to enable regional and local authorities to timely and accurately define, monitor and verify their sustainable actions. The learning focuses on regional/provincial authorities and their agencies that are responsible for collecting and overseeing the monitoring of mitigation and adaptation measure indicators in order to empower them to make use of best practices. The learning programme is structured into four (4) courses: i) data collection, ii) monitoring & verification, iii) indicators for adaptation to climate change, iv) data display, dissemination, and validation by final users. ENERGee Watch launched 3 learning cycles between 2020-2023 offering these 4 courses (twelve in total) to a total of 70 participating mentees. The learning program entailed tools such as mentoring, site visits, tailored guidebooks and guided practice exchanges to enable the proper matching of peer groups and proper knowledge replication.

No	Participant Name	Short Name	Country Code	Logo
1	Institute for European Energy and Climate Policy (IEECP)	NETHERLANDS	NL	IEECP INTITY FOR ISHOPAN EXCEST AND CLIMATE POLICY
2	European Federation of Agencies and Regions for Energy and the Environment (FEDARENE)	BELGIUM	BE	FEDARENE
3	Technoeconomics of Energy and Environmental Systems Laboratory – University of Piraeus (UPRC – Teeslab)	GREECE	GR	TEES lab Technocoronics of Energy Systems
4	Auvergne-Rhône Alpes Energy Environment (AURA-EE)	FRANCE	FR	Auvergne Rhône-Alpes Energie Environnement
5	Energy Agency of Savinjska, Šaleška and Koroška region (KSSENA)	SLOVENIA	SI	KSSENR
6	lle de France Regional Energy and Climate Agency (IAU IDF)	FRANCE	FR	PARIS RECION ACENCE RECIONALE ENERGIE-CLIMAT
7	South East Energy Agency (SEEA)	IRELAND	IE	SOUTH EAST ENERGY AGENCY
8	Energy Agency of Plovdiv (EAP)	BULGARIA	BG	EHEPTURHA ATTHUM ATTHUM ACENCY OF PLOVDIV
9	Alba Local Energy Agency (ALEA)	ROMANIA	RO	alea 🛟
10	Cyprus Energy Agency (CEA)	CYPRUS	CY	Cyprus Energy Agency



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Executive summary

Communication activities stood at the heart of ENERGee Watch acting principally as important enablers in increasing project's visibility and recognition value, and maximising public awareness and outreach. As such, they specifically focused on establishing a well-balanced information sharing towards the target audience at the right time and through the right means ensuring the large spreading of the ENERGee Watch's content and outcomes. These were revolving around the sustained engagement of a wide network of local/regional public authorities and energy/climate agencies, which would be trained through an innovative peer-to-peer leaning program about monitoring, reporting and verification (MRV) practices for both adaptation and mitigation policies, and would be enhanced to disseminate practical knowledge and expertise beyond the ENERGee Watch participants and lifetime.

This report is the third and final update of the "Summary of Communication Pack of ENERGee Watch" (Deliverable 6.3), and as such, it delineates all relevant actions carried out since the beginning of the project towards achieving the aforementioned goals. Among others, these include, but not limited to, the creation of a distinctive and visually appealing brand identity for the ENERGee Watch expressed in the form of the project's logo and the accompanying brand guidelines, and the development of a number of standard and more specialised materials and means for further promoting, diffusing and sharing the project scope and activities.

A mix of different visual communication material suitable for supporting a strong e-presence of the ENERGee Watch is also a core aspect of the project's communication pack. More on this type of material is available on "Summary of Visual Communication Material", which is closely linked to this report.



1 Introduction

Consistent and content-rich communication had been strategic to showcasing and spreading the ENERGee Watch results to the largest possible concerned audience, and inter alia pave the way for their successful take-up beyond the end of the project. To deliver on this, various types of communication material were developed through the whole execution of the ENERGee Watch to amplify and widespread its key messages across a broader network of local and regional authorities all around Europe.

A brief overview of the batch of communication materials developed to accommodate such a purpose is provided in **Table 1** below. More details are found in the remainder of this report.

Table 1. Progress of main communication means

Type of Communication Material	September 2020 – August 2023
Design of the Logo	✓
Templates	✓
Institutional Presentation	✓
Icons of the 4 Thematic Learning Courses	✓
Leaflet	-
Poster & Roll ups	✓
Design of Assessment Survey	✓
Project Fiches	✓
Handbooks	✓

1.1 Objectives and scope of the report

This report follows and builds on the previous update submitted in February 2022, and accompanies and documents the design, implementation, and deployment of the ENERGee Watch project Communication Pack developed over the 36-month duration of the project to share and disseminate:

- the knowledge collected, processed and accumulated in preceding WPs to external stakeholders through a series of specific and concrete actions.
- such knowledge to potential beneficiaries and interested stakeholder groups such as regional authorities, municipalities, networks of European cities etc.

In order to facilitate such a diverse information exchange and thus achieving its desired mission, the ENERGee Watch Communication Pack entailed a variety of means and tools, each of which had a clear role and purpose. Yet, their common purpose was to support building a strong and outstanding visual identity for the ENERGee Watch project, while increasing impact of its expected objectives and outcomes. Among other, these entailed setting up a proper replication mechanism for best spreading the ENERGee Watch learning program methodological novelties beyond the ENERGee Watch countries and the lifetime of the project.



1.2 Structure of the report

Apart from this introductory part, the report is organised in the following sections:

Section 2	Describes the key elements developed to build the ENERGee Watch's visual identity. These comprise of the project's official logo and the different types templates prepared to facilitate the production of a wide range of official and public deliverables, reports and project presentations.
Section 3	Offers a complete overview the standard communication material, which formed the basis for effectively communicating about ENERGee Watch over the project's duration. Tools such as the standard project presentation, leaflets and poster/roll ups are presented in this section.
Section 4	Presents the different types of more specialised material developed to accommodate the project's special communication needs, such as the effective execution and the future replication of the ENERGee Watch peer-to-peer learning programme.

The report closes with a short conclusion section, which summarises all actions described in this report and the effort undertaken to deliver on them



2 Visual identity

Building an attractive and consistent visual identity for the ENERGee Watch facilitated meeting our communication and dissemination objectives, contributing to the overall perception of the project and its profile, and making it recognizable at a glance. Further than that, it is expected to keep enhancing the broad awareness and recognition of the project even beyond its lifetime.

In brief, the visual identity of ENERGee consists of the colours, elements, and shapes used in the promotional materials and reports of the project. It also consist of the logo and the harmonised project templates developed for use by all project partners in all their internal and external project communication (presentations, reports and documents and publications). These elements were associated and included in all project documentation (paper or electronic) and publicity material relating to the ENERGee Watch.

2.1 Logo

Visual recognition is one of the most important milestones that a project envisages to achieve in order to establish its brand and sustain its legacy even after the funded period has ended. This is feasible through the design of a logo that comprises the basis for a project's visual and graphical identity. The logo designed for the ENERGee Watch served well to that effect.

Before its final selection, several alternatives¹ were prepared and discussed among the partners, whereas, an online survey was conducted in order to decide which one of them best suits and reflects the project's scope. In total, 23 survey participants indicated their preferences by voting for a maximum of two logos from the offered options (Error! Reference source not found.).

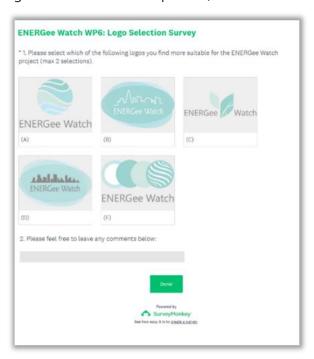


Figure 1. Logo survey options

¹ These alternatives are presented in detail in **Appendix A**.





As shown in **Figure 2** below, logo option (E) had received particular attention due to its unique aesthetical design, which blends the name of the project with the imagery, in such a way that forms a beautiful, yet simple, visual relationship.

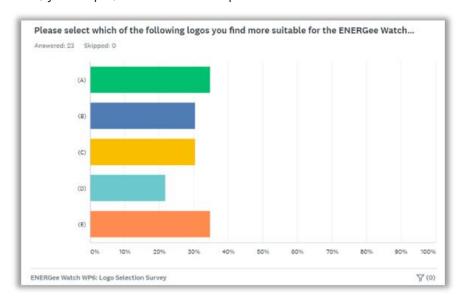


Figure 2. Logo survey results

Overall the official ENERGee Watch logo (Figure 3) served well in making the project name recognisable and memorable since it is designed as being:

- Self-representative.
- Easily conceived.
- Memory grasping.
- O High quality on a colour and grey scale format.



Figure 3. The official ENERGee Watch logo



2.2 Templates

From the beginning of the ENERGee Watch project, different types of document templates were prepared for being used by consortium partners for structuring and generating their report and presentation outputs. More specifically, a total of five templates were prepared for documents such as reports/deliverables, case studies, agendas, presentations, etc and stored on the project's SharePoint (the online folder of choice used by the Consortium throughout the full project). A more detailed presentation for each of them can be found in **Appendix B**.

From a graphical point of view, ENERGee Watch templates adopt an eye-catching style, feature simplicity and minimalism, share the same format and style, and, where appropriate, they apply all project's recognizable visuals to perpetuate its recognition with each dissemination opportunity.



Figure 4. ENERGee Watch templates



3 Standard communication material

This chapter presents the communication and informational material, which formed the basis for effectively communicating about ENERGee Watch. All means of communication foreseen here were adapted accordingly, depending on the message and the target audience each time. The purpose was two-fold:

- O fostering coordination and fluent flow of information, and
- soincreasing cohesiveness and promoting engagement among a broader network of cities and regions across the EU, and

In doing so, the ENERGee Watch standard communication materials served well as useful working tools for all consortium partners and external stakeholders, who wanted (or are still willing) to contribute to the project's sustainability over time.

3.1 Project presentation

A standard power point presentation (Error! Reference source not found.) introducing briefly the ENERGee Watch was created for dissemination purposes at relevant events and occasions.



Figure 5. The ENERGee Watch standard presentation

The original presentation was regularly updated by consortium partners, as the project was progressing and/or according to the type and size of audience/events where the project was presented.

3.2 Leaflet

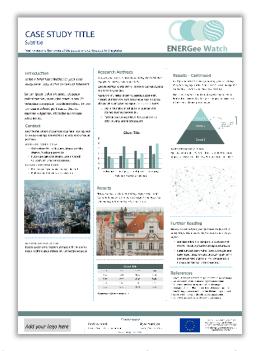
The key purpose of developing leaflets was to be used as printed hard copies in physical meetings/conferences for dissemination among stakeholders and to other interested parties. However, due to the COVID-19 outbreak and the restrictions that were implemented, in-person events and activities (such as workshops, seminars, conferences etc.) were suspended for an extended period. Given that our communication and dissemination efforts focused mainly on developing online material and electronic means of dissemination. These alternatives communication means aimed at describing the project's activities in a way that could successfully attract target audience's attention.



3.3 Poster and Roll-ups

Publicity posters and roll-ups for ENERGee Watch were created and used as promotional material at a number of events organised by project partners or hosted by other relevant initiatives. Both were meant to support the promotion of these venues as well as the project itself to an external audience.

With regards to the posters, they intended to target local, regional authorities and their energy agencies by promoting key information about the scope and the methodological approach of the learning programme and the project. In addition, another poster was created towards the end of the project to showcase a brief introduction about ENERGEE Watch, its implementation methodology and its main outcomes.





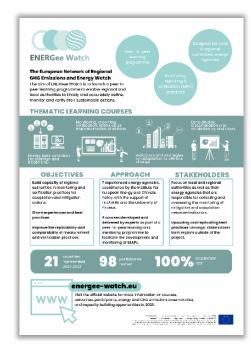


Figure 7. ENERGee Watch poster

To further support partners' promotional activities and enable them to viably advertise their national replication events, high quality editable templates for roll-ups, reflecting the project's trademark identity, were prepared. In particular, the design of the roll-up aimed to include general information about the ENERGee Watch project and a brief description about the replication event to be promoted.

The following (Figure 8) is a good example of a well-designed banner developed for ALEA to accommodate its promotional and engagement effort. Project's partners that were responsible for organising and leading national replication events were also encouraged to create similar promotional material.





Figure 8. ENERGee Watch roll-up for ALEA



4 Specialised communication material

4.1 Design of the online "Needs Assessment Survey"

At the beginning of the ENERGee Watch an online "Needs Assessment" Survey² was conducted and filled out by local and regional authorities, and their energy agencies. The aim of the Survey was to identify the characteristics and the needs of each region, and then to build the ENERGee Watch learning programme appropriately. In this way the ENERGee Watch ideas was introduced to municipalities and regions from the very start cultivating the most favourable conditions for creating opportunities for potential cooperation.

The graphic design of the *Assessment Survey* reflected the visual identity of ENERGee Watch material to obtain coherence and made the survey easily recognisable by the audience as part of the ENERGee Watch outcomes. At the same time, the design was simple, without many graphic details, in order to make it readable for the users to complete it.



Figure 9 Online Needs Assessment Survey introductory page

4.2 Icons of the four thematic learning courses

For each one of the four ENERGee Watch thematic courses, namely, "Data collection (acquisition and treatment)", "Data monitoring and validation", "Indicators for adaptation to climate change" and "Data display, dissemination and validation by local authorities", four different icons were designed, so as to make them easily recognisable. All icons blended aesthetically with the content of each course with the aim to provide a more appealing visual representation and draw attention of the target audiences or familiarise them with the learning content.

The line arts of the ENERGee Watch thematic courses' icons are presented in **Appendix C**.

² The survey and its results are presented in detail in the "Results of the needs assessment survey" report available here: https://energee-watch.eu/background-needs-assessment/





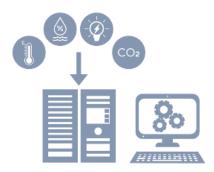


Figure 10. Data collection (acquisition and treatment)



Figure 11. Data monitoring and validation



Figure 12. Indicators for adaptation to climate change



Figure 13. Data display, dissemination and validation by local authorities" course



4.3 Project fiches

As part of the ENERGee Watch's peer learning programme, an additional set of promotional material was developed to enhance the communication and dissemination efforts and to engage new participants via the project's social media channels and website. The set of <u>Project Fiches</u> that was produced served as an eye-catching material aiming to provide an overview of each of the four ENERGee Watch courses programme (1.Data collection (acquisition and treatment), 2. Data monitoring, reporting and verification, 3. Indicators for adaptation to climate change, 4. Data display, dissemination and validation by local authorities) and the personal experiences of the mentees.

In particular, for each respective learning course, the fiches contained information about:

- Each regional organisation, including its size, services provided, vision and resources.
- O Best practices and lessons learned during the learning programme.
- The positive impacts of the best practices adapted by the regions within the project, for the territory and the stakeholders involved.
- The barriers and the difficulties the regions faced while adapting the best or less successful practices.

Regarding the design of the project fiches, the aim was to present in a structured and succinct manner the relevant information about the ENERGee Watch learning programme and its four thematic courses, while maintaining visual interest and being aesthetically pleasing. Lastly, the visual approach for the project fiches aimed at engaging the audience, and enhancing the overarching visual identity of the ENERGee Watch project.

The developed Project Fiches for each learning course are presented in detail in **Appendix D**.



Figure 14. Project Fiches Course 1



4.4 Handbooks

The four <u>Learning Handbooks</u> developed include main information about the four thematic courses of the peer-learning programme. In particular, the Handbooks were designed as to provide an overall description of each course, the topics and the objectives covered, while introducing the mentors responsible for each learning course. Also, to point out the methods that will be used and identified in each learning topic as well as the expertise and learning offer of ENERGee Watch to this particular topic. In practice, the ENERGee Watch Handbooks served as the main instruction and information tool for the mentees.

The four ENERGee Watch Handbooks are presented in detail in **Appendix E**.



Figure 15. Handbook Course 1



Figure 16. Handbook Course 2





Figure 17. Handbook Course 3



Figure 18. Handbook Course 4



Conclusion remarks

ENERGee Watch's communication and dissemination actions closed-up at a good pace, with a range of different and appropriate types of communication material having been identified, developed and used from the very beginning of and throughout the whole duration of the project's lifetime. Ranging from the standard elements deployed to build a strong visual identity for the ENERGee Watch to more specialised means specifically designed to accommodate the unique objectives and the corresponding activities of the ENERGee Watch peer-learning programme, all these tools helped us create a plentiful communication pack for promoting the project to a wider audience, and for supporting its forward-looking replication ambition.

The main purpose of this report was to describe the key components of the complete ENERGee Watch's communication pack. It is complemented by the final report on the "Summary of visual communication material" (Deliverable 6.4), which offers a thorough overview of the (online) means designed to underpin all the engagement effort carried-out over the 36-month duration of the project. Together the two documents delineate the full set of the ENERGee Watch's publicity material developed for supporting the project's overall communication and dissemination purposes.



Appendix A

Preliminary Logo concepts



















Appendix B

Agenda template

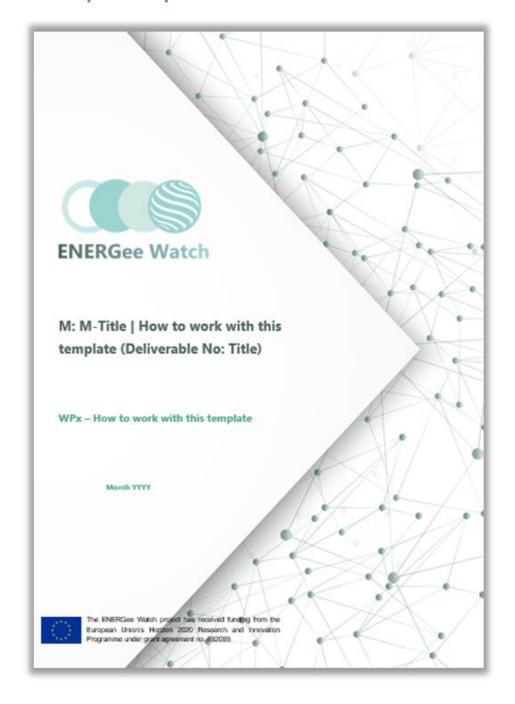








Deliverable/Report template









Preface

The overall aim of ENERGee WATCH is to launch an easy and replicable peer to peer learning program to enable regional and local authorities to timely and accurately define, monitor and verify their sustainable actions. The learning will focus on regional/provincial authorities and their agencies that are responsible for collecting and overseeing the monitoring of mitigation and adaptation measure indicators in order to empower them to make use of best practices. The learning programme is structured in four (4) modules: i) data collection, ii) monitoring & verification, iii) indicators for adaptation to climate change, (v) data display, dissemination and validation by final users. ENERGee Watch will launch 4 modules per year (one per each topic, twelve in total) with a total of 72 participating mentees. The learning program will entail tools, such as mentoring, site visits, tailored guidebooks and guided practice exchange will enable the proper matching of peer groups, and proper knowledge replication.

No	Participant Name	Short Name	Country Code	Logo
1	Institute for European Energy and Climate Policy (IEECP)	NETHERLANDS	NL	⊘ IEECP
2	European Federation of Regions and Energy agencies (FEDARENE)	BELGIUM	BE	DARENE
3	Technoeconomics of Energy and Environmental Systems Laboratory – University of Piraeus (UPRC – Teeslab)	GREECE	GR	T TEESlab
4	Auvergne-Rhône Alpes Energy Environment (AURA-EE)	FRANCE	FR.	Auvergne Rhône-Alges
5	Energy Agency of Savinjska, Šaleška and Koroška region (KSSENA)	SLOVENIA	SI	KSSENR
6	lle de France Regional Energy and Climate Agency (JAU IDF)	FRANCE	FR.	AREC SOUL TEACH
7	3 Counties Energy agency (3 CEA)	IRELAND	IE	3cea
8	Energy Agency of Plovdiv (EAP)	BULGARIA	BG	TOTAL TOTAL
9	Alba Local Energy Agency (ALEA)	ROMANIA	RO	alea 🍨
10	Cyprus Energy Agency (CEA)	CYPRUS	CY	Cyprus Energy Agency



The ENERGIAM Wintch project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 882089.

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1. How to work with the style sheets (E-Chapter Title).....

Figures

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 6

 Figure 2: E-FigureCaption
 10

Tables



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How to work with the style sheets (E-Chapter Title)

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Figure 1: Here you can see all relevant stylesheets

Source: E-FigureSource

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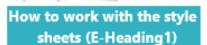


Policy Brief template

Policy Brief ENERGee Watch Issue #? Month, Year **Title of Policy Brief Key Points/Summary** Short summary for the policy brief. Authors Organisation, (email) Name Organisation, (email) Scientific Coordinator Organization, (email) Legal Coordinator Name Organization, (email Editor Name Organization, (email) Dissemination Leader Organization, (email The ENERGEM Watch project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 802029.







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ENERGee Watch

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1.3 Copy/Paste texts from other documents

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Footnotes

For footnotes there is the style E-Footnote¹.

Please also be aware the numbering² of the footnotes is elevated. Sometimes while copying a text it happens that the numbering isn't elevated anymore.

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Choice of listings

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² Be aware that the numbering of footnotes can manually be clievated via "ang +"





2 Graphics/Tables

Graphics

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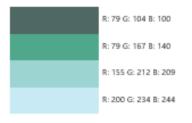


Figure 2: E-FigureCaption

Source: E-Flaure Source

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in case a new graphics should be designed it is suggested to be developed using the basic colours and rectangles.



Tables

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Source: E-FigureSource

The source of the table can be written below the table with the style E-FigureSource.

Formula

This shows the example of a formula:

E-Formula: avoided emissions lk (VElk) = ΣI (spVFlk • QI)

quantity of heat or power generated with RE sources

spVF: specific avoided emission

(Always enumerate your mathematical equations, (1), (2), etc.)

Special Headings

There is the option to highlight specific paragraphs via special headings. See the next few examples.

E-Highlighted Topic

Can be used to highlight a topic within a paragraph.

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is for e.g. used on the front page or can also highlight a matter.

E-HighlightedTextCentered

is for e.g. used on the front page



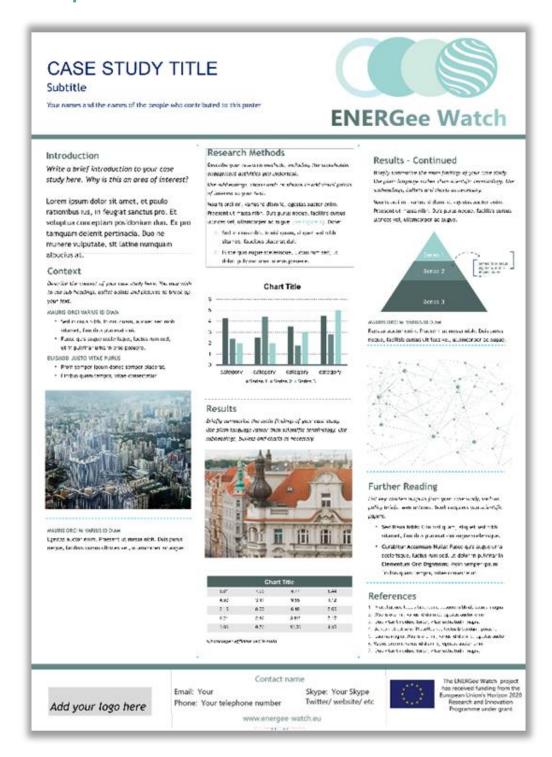
The ENERGias Wintch project has received funding from the European Union's Horison 2020 Research and Innovation Programme under grant agreement No 802089.

Page | 2





Poster template







CASE STUDY TITLE

Subtitle

Your names and the names of the people who contributed to this poster



Introduction

Write a brief introduction to your case study here. Why is this an area of interest?

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Context

Describe the context of your case study here. You may wish to use sub-headings, bullet points and pictures to break up your text.

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Research Methods

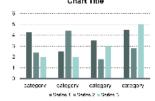
Describe your research methods, including the suckeledies engagement activities you undertook.

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Chart Title



Results

Eriofly summarise the main florings of your case study Use plain language rather than scientific terminology. Use subheadings, bullets and charts as necessary.



Chart Title					
5.01	7.19	9.77	5.44		
4.50	3.11	9.55	1.12		
2.13	0.00	6.10	5.65		
E.21	2.16	a.111	7.17		
2.00	8.70	10.50	4.45		

hinomosper efficient section suita

Results - Continued

Briefly summarise the main findings of your case study. the pinin language rather than scientific terminology, the scaleadings, bullets and charts as necessary.

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Further Reading

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References

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Phone: Your telephone number www.energee-watch.eu

Add your logo here

Contact name Email: Your

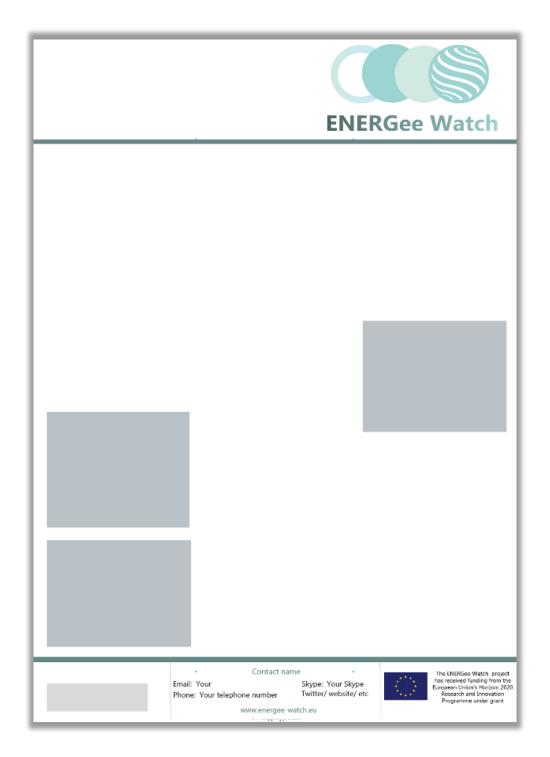
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The ENERGee Watch project has received funding from the unopean Union's Horizon 2020 Research and Innovation Programme under grant









Power Point Presentation template

















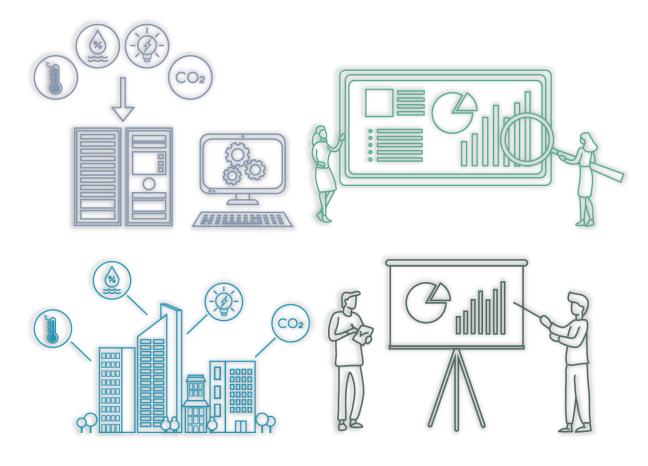






Appendix C

Thematic Courses Icons – Line arts





Appendix D

Project fiches

Course 1: Data collection (acquisition and treatment)







Course 2: Data monitoring and validation





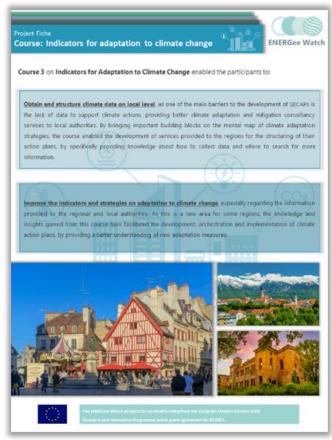






Course 3: Indicators for adaptation to climate change







Course 4: Data display, dissemination and validation by local authorities



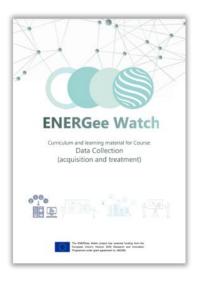




Appendix E

Handbooks

Course 1: Data collection (acquisition and treatment)















Deliverable 6.3 – Summary of Communication Pack ENERGee Watch



















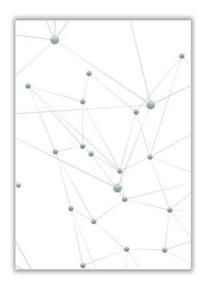






Course 2: Data monitoring and validation







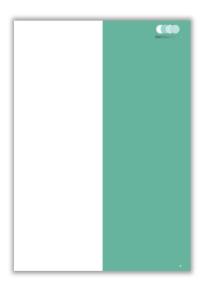


Deliverable 6.3 – Summary of Communication Pack ENERGee Watch







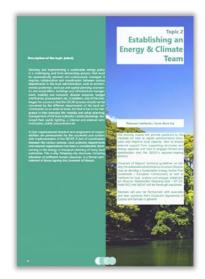
































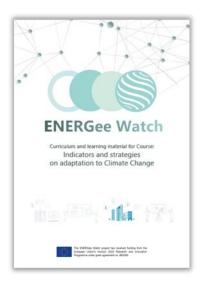


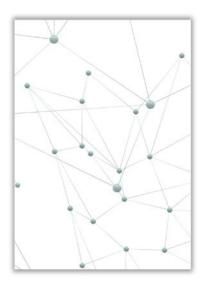






Course 3: Indicators for adaptation to climate change











































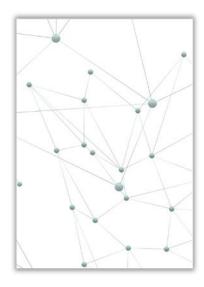












Course 4: Data display, dissemination and validation by local authorities











































