

D6.1 Communication and Dissemination Plan

1

Deliverable	Version	Author(s)	Date
6.1 Communication Plan	0.1	Jon Xavier OlanoPozo (URV) Maria Martínez (URV)	24/03/2026
	0.1 Reviewed	Athanasios Argyrou (UPTA)	22/04/2026
	1.0 Consolidated	Jon Xavier Olano Pozo (URV) Maria Martínez (URV)	21/05/2026
	1.1	Hanna K. Lappalainen (UHEL)	22/05/2026
	2.0	Jon Xavier Olano Pozo (URV) Maria Martínez (URV)	27/05/2026

Foreword

This Communication and Dissemination Plan sets out the common framework through which EMPOANDES will communicate its objectives, activities and results throughout the project lifecycle. It has been conceived as a practical and living document, designed to support coordinated visibility, partner amplification, stakeholder engagement and the dissemination of project outputs in line with the official WP6 milestones and deliverables. Beyond ensuring coherence and compliance with Erasmus+ visibility requirements, the plan aims to make communication an operational tool for strengthening institutional collaboration, supporting uptake of results and increasing the long-term impact of EMPOANDES in the Andean region and Europe.



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



Contents

1. Introduction and scope.....	6
1.1 Purpose of the Communication & Dissemination Plan.....	6
1.2 Scope, boundaries and operating principles.....	6
Scope.....	6
Boundaries.....	7
Operating principles.....	7
1.3 Links to WP6 and interfaces with other WPs.....	8
1.4 Reference framework: Erasmus+ visibility rules and partners' institutional policies	9
2. Strategic approach: coordinated and distributed communication.....	11
2.1 Rationale: why a hub-and-spoke model (website/LinkedIn + partners).....	11
2.2 Core principles (coherence, local adaptation, efficiency, traceability).....	11
2.3 Cascade communication model (central → partners → local audiences).....	12
2.4 Continuous improvement loop (plan–publish–measure–adjust).....	13
3. Alignment with partners' communication strategies	15
3.1 What “alignment” means in EMPOANDES	15
3.2 Minimum mapping of partner constraints and opportunities.....	16
3.3 Operational alignment mechanism (validation, approvals, lead times).....	16
3.4 “Ready-to-use” partner packages (media kit, templates, copy blocks).....	17
3.5 Local adaptation rules: how to tailor without losing coherence	18
3.6 Evidence and traceability repository (what is stored, how and where).....	18
3.7 Partner amplification KPIs (alignment, replication rate, coverage).....	18
4. Communication objectives	20
4.1 Overall objectives	20
4.2 Phase-based objectives (by project stage).....	21
Phase 1 – Project launch and mobilisation (early stage)	21
Phase 2 – Implementation and engagement (mid stage)	21
Phase 3 – Results, uptake, and consolidation (late stage)	22
4.3 Objectives linked to inter-institutional alignment (amplification and consistency)....	22
5. Target audiences and information needs	24
5.1 Audience segmentation (primary and secondary)	24
5.2 Needs by segment (what they need and why).....	24
5.3 Role of partners in reaching local audiences (access and legitimacy).....	25
6. Key messages and project narrative	27
6.1 Umbrella message	27
6.2 Audience-specific key messages	28
6.3 Messages by output type (training, tools, pilots, materials)	30
6.4 Terminology consistency: recommended and avoided wording.....	31
7. Visual identity, materials and compliance (Erasmus+ + partners)	36
7.1 Project visual identity (logos, versions, permitted uses).....	36
7.2 Co-branding with partner institutions (rules and priorities).....	37
7.3 Official templates (Word/PPT/LinkedIn assets).....	38
7.4 Erasmus+ visibility checklist and disclaimers	39
7.5 Photo/video policy, consent and attribution	39
8. Channels, tools and publication architecture	41
8.1 Project website (structure, responsibilities, update cadence)	41
8.2 LinkedIn (single social channel): formats, cadence, tagging conventions	42
8.3 Partners' institutional channels (web/newsletters/LinkedIn) as amplifiers	44



D6.1 Communication Plan

8.4 Asset and evidence repository management (materials, proof, metrics)	46
9. Editorial strategy and content plan	48
9.1 Content types (news, milestones, explainers, events, results)	48
9.2 Editorial calendar (monthly/quarterly)	50
9.3 Integrated workflow with partners (who proposes, validates, publishes)	51
9.4 Multilingual/localisation approach	52
10. Action plan and timeline (rolling 12-month plan)	54
10.1 Immediate actions	54
10.3 Event-driven dissemination and cross-project synergies	59
11. Communication governance and roles	60
11.1 Communication Board: mandate, frequency, decision rules	60
11.2 WP6 lead: coordination duties	61
11.3 Partner focal points: responsibilities, minimum commitments and reporting	61
11.4 Approval pathways	62
11.5 Issue handling	63
12. Monitoring, KPIs and reporting	65
12.1 Channel KPIs (website, LinkedIn, partner channels, events)	65
12.2 Alignment KPIs (partner amplification rate, coverage, consistency)	66
12.3 Quarterly evidence and metrics logging	67
12.4 Reporting to the Communication Board (format and frequency)	68
13. Risks and mitigation measures	70
13.1 Inter-institutional coordination risks (alignment, timing, priorities)	70
13.2 Narrative/visual coherence risks	71
13.3 Privacy and consent risks	72
13.4 Mitigation plan and owners	72

1. Introduction and scope

In EMPOANDES, communication is not treated as a standalone activity: it is an enabling function that supports stakeholder engagement, recruitment for trainings, visibility of results, and, critically, institutional legitimacy through alignment with partners' communication strategies.

1.1 Purpose of the Communication & Dissemination Plan

The purpose of this Communication Plan is to establish a shared, operational framework to plan, coordinate, implement, and monitor EMPOANDES communication activities in a consistent and measurable way. Specifically, it aims to:

- **Ensure coherent project visibility across all partners and territories**, using a common narrative, key messages, and visual identity.
- **Enable a distributed amplification model**, where the project's central channels (website and LinkedIn) are reinforced through partners' institutional channels and networks.
- **Provide practical guidance for producing and publishing content** (what, when, by whom, and with which approval steps), ensuring that communication is timely and traceable.
- **Support the uptake of project outputs** (training actions, materials, tools and methodologies) by clearly communicating their availability, relevance, and intended use.
- **Define KPIs and evidence requirements to monitor performance**, report progress to governance bodies (Communication Board and Executive Board), and adjust the approach based on results.

Ultimately, the plan ensures that communication contributes directly to the project's impact pathway by connecting EMPOANDES activities and results with the audiences that need them.

1.2 Scope, boundaries and operating principles

Scope.

This plan covers all communication activities performed under WP6 during the project lifetime, including (but not limited to):



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



D6.1 Communication Plan

- Website content management (news, resources, events, outputs).
- LinkedIn communication (project-level posts, partner amplification guidance).
- Communication packages for partners (ready-to-use text, visuals, links, tagging guidance).
- Dissemination support for events, trainings, workshops, and public-facing milestones.
- Evidence collection, KPI tracking and internal reporting.

7

Boundaries.

The plan intentionally excludes:

- Detailed scientific dissemination strategies for peer-reviewed publication outputs (covered by relevant WPs and partner research strategies but supported by WP6 when visibility is needed).
- Formal exploitation and commercialisation measures beyond communication aspects (addressed in exploitation-related sections/outputs if applicable).
- Internal administrative communication unrelated to project visibility (e.g., financial management communications).

Operating principles.

EMPOANDES adopts an alignment-driven and partner-amplified communication model grounded in full compliance with both **partner institutional requirements** and **European Commission/Erasmus+ visibility and communication rules**.

First, all public communication must be compatible with partners' internal communication policies (covering approval procedures, tone-of-voice constraints, and branding/co-branding rules) while also meeting EU funding acknowledgement requirements (e.g., correct use of the EU/Erasmus+ emblem and the prescribed funding statement/disclaimer across core assets and publications).

Second, while EMPOANDES communicates through a shared narrative and consistent key messages, content is designed to function across multiple contexts: partners may adapt language, framing and sector relevance to local audiences without undermining the project's core story.

Third, communication is treated as an evidence-based function: every action should generate traceable proof (e.g., links, screenshots, event programmes, attendance figures when relevant) and systematically feed KPI monitoring and reporting.



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



Fourth, content must prioritise accessibility and clarity, particularly when addressing stakeholders beyond the climate domain, using plain language and practical relevance rather than technical detail.

Fifth, the plan balances timeliness with governance by applying fast-track publication routes for routine communications, while introducing additional validation steps for sensitive messages or high-visibility announcements.

Finally, efficiency is ensured through reusability: WP6 will rely on shared templates and modular content blocks to reduce workload, accelerate production, and maintain consistency across partners and outputs.

1.3 Links to WP6 and interfaces with other WPs

This Communication Plan is the operational instrument of WP6 (Communication, Dissemination & Exploitation). WP6 provides the coordination structure (Communication Board), tools (media kit, templates), channels (website and LinkedIn), and monitoring system (KPIs and evidence logging).

At the same time, WP6 depends on continuous inputs from other WPs, because meaningful communication requires real project content. Therefore, the plan establishes clear interfaces:

- WP2–WP5 (technical and educational development, trainings, pilots): provide milestones, training announcements, agendas, participation data, photos (with consent), and outputs to be published and promoted.
- WP1 (management and coordination): validates high-level messages when needed (e.g., strategic announcements, external positioning), and ensures coherence with overall project governance.
- All WPs: nominate focal points (or provide a contact) responsible for transmitting communication-ready inputs to WP6 on a regular basis.

WP6 acts as the integrator: it translates WP progress into coherent public communication, packages it for partner amplification, and tracks performance and evidence. In addition, WP6 communication activities are explicitly aligned with the formal WP6 milestones and deliverables schedule. The communication system described in this plan is intended to support the visibility, uptake and evidence base of the main WP6 outputs, including the operational launch of the web portal at M3, the delivery of D6.1 at M6, the preparation and dissemination of D6.2 at M18, and the final WP6 deliverables D6.3, D6.4 and D6.5 at M36.



1.4 Reference framework: Erasmus+ visibility rules and partners' institutional policies

All EMPOANDES communication activities will comply with two complementary reference frameworks:

(a) Erasmus+ visibility and communication requirements.

WP6 ensures that the project correctly applies the required acknowledgement elements (e.g., EU/Erasmus+ emblem, funding reference text and disclaimers) across core assets such as the website, templates, posters, presentations and social media visuals, in line with the official guidance applicable to the grant agreement.

(b) Partners' institutional communication policies.

Each partner institution may have internal requirements affecting:

- Use of institutional logos and co-branding layouts,
- Official tone-of-voice and language policies,
- Approval steps for external communication,
- Privacy and consent rules for photographing or naming participants,
- Publication constraints on institutional websites or official LinkedIn accounts.

To operationalise compliance, WP6 will maintain a partner communication mapping table (Table 1) capturing, at minimum: channels used by each partner, responsible communication contact, language(s), and whether prior approval is required for public posts. This mapping is the basis for the project's alignment-first approach and for implementing the cascade dissemination model efficiently.

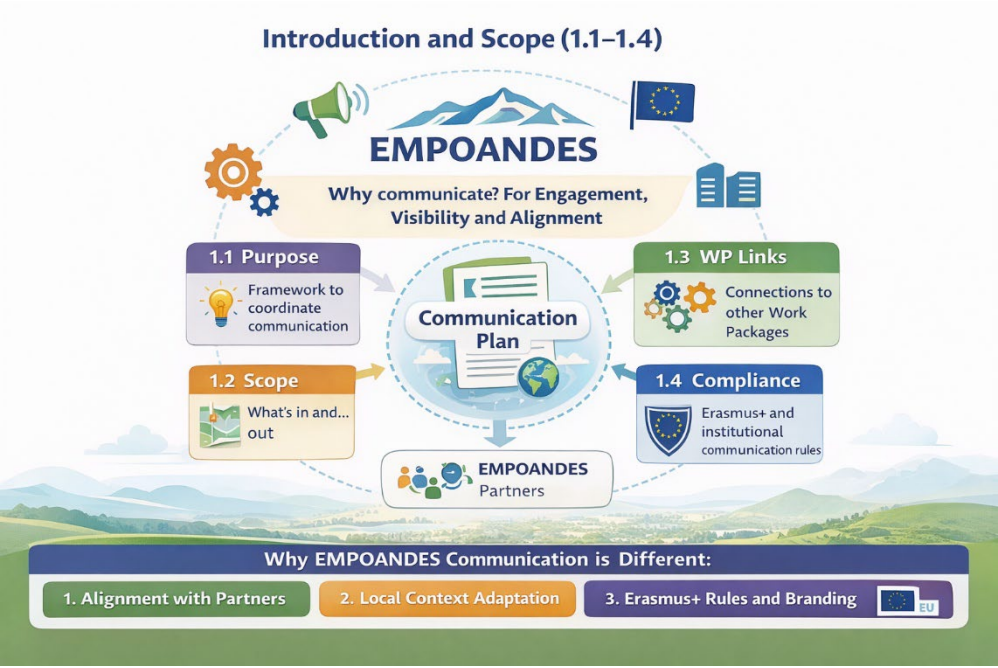


Figure.7j.EMPOANDES.Communication.Map

2. Strategic approach: coordinated and distributed communication

EMPOANDES implements a coordinated and distributed communication approach designed to maximise reach, institutional legitimacy, and operational efficiency across different countries, institutions, and stakeholder ecosystems. The strategy is built around a central communication “hub” (project website and LinkedIn) that produces coherent, reusable content packages, and a network of partner institutions (“spokes”) that amplify and locally adapt messages through their established channels and trusted relationships. This model reflects the project’s transnational nature and the need to communicate consistently while remaining sensitive to local contexts, languages, and sectoral priorities.

2.1 Rationale: why a hub-and-spoke model (website/LinkedIn + partners)

A hub-and-spoke model is the most appropriate structure for EMPOANDES because it combines central coherence with local legitimacy and penetration. The website functions as the official, stable repository for project information, outputs, and evidence, while LinkedIn provides a professional dissemination channel that supports institutional visibility, partner tagging, and network effects. However, the project’s key audience (—universities, NMHS, public agencies, and local stakeholders) are best reached through partner institutions that already have access, credibility, and tailored communication pathways.

Operationally, centralising content production reduces duplication and ensures compliance with European Commission/Erasmus+ visibility requirements, while decentralising dissemination through partners increases reach and relevance. Strategically, this approach also supports sustainability: partners can continue using and disseminating EMPOANDES materials through their own channels beyond the project lifetime.

2.2 Core principles (coherence, local adaptation, efficiency, traceability)

The communication strategy is guided by five core principles:

- **Coherence:** EMPOANDES communicates with a single narrative, consistent key messages, and shared visual identity to avoid fragmentation across countries and institutions.



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



- Local adaptation: Partners are enabled to adapt content to local languages, sector priorities, and stakeholder expectations, while preserving the project's core story and factual accuracy.
- Efficiency: WP6 produces reusable, modular assets (templates, visual packs, copy blocks) that partners can deploy with minimal effort, accelerating publication and reducing workload.
- Traceability: Communication actions must be demonstrable and auditable; WP6 maintains evidence (links, screenshots, event documentation) and KPI logs to track performance and support reporting.
- **Dissemination of European values:** Beyond visibility of activities and results, EMPOANDES communication will explicitly promote the European Union's core values and principles underpinning Erasmus+ actions—such as **democracy, equality, inclusion, non-discrimination, human rights, and respect for diversity**—by reflecting them in messaging, imagery, participation policies, and the framing of project benefits. This includes highlighting inclusive access to climate knowledge, gender-sensitive and equitable capacity-building, transparency in methods and decision support, and the project's contribution to more resilient and fair societies in the Andean region and Europe.

2.3 Cascade communication model (central → partners → local audiences)

EMPOANDES applies a cascade model to ensure systematic amplification:

1. Central production (WP6): WP6 prepares communication packages for each milestone (short and long text, visuals, key messages, links to the website, suggested mentions/tags and hashtags, and the Erasmus+ funding acknowledgement).
2. Partner amplification: Each partner's communication focal point publishes and/or reshapes the package through institutional channels, including LinkedIn amplification, institutional websites, newsletters, and stakeholder mailing lists when available.
3. Local audience engagement: Partners use their established networks to reach end-users and stakeholders (students, technicians, agencies, local actors), enabling higher engagement than central channels alone.



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



4. Evidence returns and logging: Partners provide WP6 with links or screenshots as proof of dissemination; WP6 logs actions and updates KPIs.

This cascade ensures that communication is not opportunistic but repeatable and predictable, creating a minimum baseline of dissemination for every major project output and event.

2.4 Continuous improvement loop (plan–publish–measure–adjust)

13

Communication in EMPOANDES follows a continuous improvement cycle to maintain quality and responsiveness:

- Plan: define monthly priorities (key milestones, upcoming events, outputs), assign owners, and prepare content packages aligned with partner constraints and EU visibility rules.
- Publish: release content through the website and LinkedIn, distribute partner-ready packages, and activate amplification through the partner network.
- Measure: collect evidence and track KPIs (reach, engagement, amplification rate, website traffic/downloads, event participation).
- Adjust: refine formats, frequency, messaging and partner workflows based on KPI trends and qualitative feedback from the Communication Board.

This loop is reviewed regularly within the Communication Board to ensure that communication remains aligned with project progress, partner capacities, and stakeholder needs, while steadily improving performance over time.



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



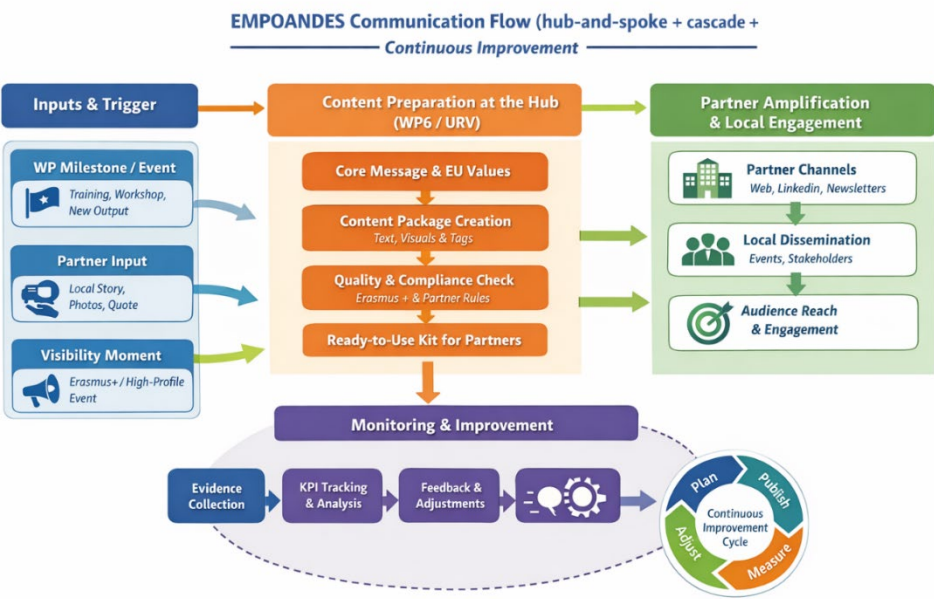


Figure.8j.EMPOANDES.communication.flow

3. Alignment with partners' communication strategies

EMPOANDES is implemented across multiple institutions and national contexts, which makes alignment with partners' communication strategies a prerequisite for effective dissemination. In practice, this means that EMPOANDES communication must be *publishable* within each partner's institutional framework (policies, approvals, branding, language) while still remaining *coherent* as a single project narrative. WP6 therefore adopts an “alignment-first” approach: central communication (website and LinkedIn) provides common assets and messaging, and partners amplify and adapt these assets through their own channels and networks, following agreed rules for consistency, compliance, and traceability.

15

3.1 What “alignment” means in EMPOANDES

In EMPOANDES, alignment is understood as institutional fit rather than simply “agreeing on wording”. It includes:

- Policy fit: communication must respect each partner's internal policies (external communications, reputational risk rules, data protection, event communication, use of images/quotes).
- Process fit: the project must work within partners' approval workflows (who can publish, who must validate, what lead time is required).
- Brand fit: outputs must meet co-branding requirements (logos, layout, hierarchy, colour constraints, and correct Erasmus+ acknowledgement).
- Strategic fit: communication should reinforce partners' institutional priorities (education, capacity building, climate resilience, inclusion), so that partners have a clear incentive to amplify.
- Operational fit: communication must be simple enough to implement (ready-to-use packages) to avoid additional burden and to ensure predictable amplification.

This definition ensures that alignment is actionable and reduces friction: if communication is institutionally compatible, it can be published quickly and consistently across the consortium.

3.2 Minimum mapping of partner constraints and opportunities

To operationalise alignment, WP6 maintains a minimum mapping for each partner capturing the constraints and opportunities that determine what can be communicated and how. The mapping includes, at a minimum:

- Languages used for institutional communication (e.g., Spanish, English, local languages).
- Official channels available (institutional website/news, newsletter, LinkedIn account/page, mailing lists, student portals).
- Communication focal point(s) and responsible unit (communications office, project office, department).
- Approval requirements: whether prior validation is mandatory and typical lead times (e.g., 24–72h, weekly cycle).
- Branding requirements: logo versions, co-branding rules, templates, restrictions on external logos, and preferred formats.
- Data protection and consent rules: especially for participant images, names, and quotes.
- Amplification opportunities: existing networks, stakeholder mailing lists, national events, institutional campaigns, or partner-owned communities.

16

This mapping is a living instrument: it is updated when partners change communication staff, launch new channels, or modify internal policies.

3.3 Operational alignment mechanism (validation, approvals, lead times)

Alignment is implemented through a simple, predictable mechanism that balances speed with institutional governance:

1. Content trigger: a milestone/event/output is identified by WP6 or communicated by a WP/partner.
2. Draft package by WP6: WP6 prepares a partner-ready package (short/long text, visual, link, tags, EU acknowledgement).
3. Validation route selection:



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



- Fast-track: routine posts (meeting recap, event announcement, publication of a non-sensitive resource).
 - Validated route: sensitive items (high-visibility statements, policy-facing content, external media, participant stories requiring consent).
4. Partner review (when required): partner focal points confirm institutional suitability (branding, wording, timing).
 5. Publication and amplification: WP6 publishes centrally; partners publish/amplify locally within their internal rules and timelines.
 6. Evidence return partners share links/screenshots with WP6 for traceability and KPI logging.

To make this mechanism workable, WP6 defines standard lead times (e.g., routine posts prepared 3–5 working days in advance; high-visibility items 7–10 days, or according to partner needs).

3.4 “Ready-to-use” partner packages (media kit, templates, copy blocks)

To reduce workload and increase consistency, WP6 produces “ready-to-use” packages that partners can publish with minimal editing. Packages include:

- Media kit: project logo suite, Erasmus+ emblem usage, partner co-branding guidance, image guidelines.
- Templates: Word deliverable template, PPT template, LinkedIn post layouts (image sizes, visual rules).
- Copy blocks: short and long post text (EN/ES where applicable), standard funding acknowledgement text, short project boilerplate, hashtag/tagging guidance.
- Event packs: announcement post + agenda snippet + registration link block + post-event recap format.
- Results packs: “what it is / why it matters / how to access it” structure + link to the website resource page.

This package approach is essential to enable systematic amplification across partners with different capacities and internal constraints.



3.5 Local adaptation rules: how to tailor without losing coherence

Partners are encouraged to adapt content to their local audiences, but within clear boundaries to maintain coherence. The adaptation rules are:

- Keep constant: project name, objectives, core facts (dates, outputs, participation rules), and Erasmus+ acknowledgement/disclaimer.
- Adaptable: language, framing, examples, sector-specific relevance, and call-to-action wording.
- Avoid: introducing new claims not supported by project evidence, changing the meaning of project goals, or altering co-branding hierarchy without agreement.
- Preferred practice: add a local “value layer” (why it matters for the partner’s country/institution) while keeping the central message intact.

18

WP6 supports this with a terminology sheet and recommended phrasing to avoid fragmentation.

3.6 Evidence and traceability repository (what is stored, how and where)

EMPOANDES communication is evidence-driven and auditable. WP6 maintains a repository that stores:

- Publication evidence: URL links, screenshots of LinkedIn posts, website pages, newsletters.
- Event evidence: agenda/programme, participant numbers (where available), photos with consent, short recap notes.
- Assets used: visuals, templates, approved text blocks, media kit versions.

The repository is organised by year → month → action type (website, LinkedIn, events, results). Each action is uniquely referenced (date + short title) to facilitate reporting and audits.

3.7 Partner amplification KPIs (alignment, replication rate, coverage)

To make alignment measurable, EMPOANDES includes a dedicated set of KPIs focused on partner amplification:



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



D6.1 Communication Plan

- Replication rate: percentage of central communication items that are amplified by at least 3 partners (target defined per project year).
- Partner coverage: number of partners that amplified at least one item per month/quarter.
- Time-to-amplify median time between central publication and partner amplification (proxy for alignment friction).
- Consistency score (qualitative): spot-check compliance with core message, branding and Erasmus+ acknowledgement.
- Local engagement indicators: partner-reported engagement (likes/comments/clicks) when available, or qualitative feedback from stakeholder interactions.

19

These KPIs allow WP6 and the Communication Board to identify bottlenecks (e.g., approvals too slow, packages too complex, misalignment with institutional priorities) and adjust the workflow accordingly.

4. Communication objectives

EMPOANDES communication objectives are designed to support the project's impact pathway by ensuring that key audiences are reached at the right time, with the right messages, through channels that are both effective and institutionally legitimate. Objectives are defined at three levels: overall objectives applicable throughout the project, phase-based objectives linked to the typical evolution of project activities and outputs, and objectives explicitly tied to inter-institutional alignment, ensuring predictable partner amplification and consistent visibility across the consortium.

20

4.1 Overall objectives

Across the full project duration, EMPOANDES communication pursues the following overarching objectives:

1. **Visibility and recognition:** ensure that EMPOANDES is identifiable and visible to relevant stakeholders in the Andean region and Europe, clearly communicating its purpose, added value, and EU/Erasmus+ support in compliance with official visibility rules.
2. **Engagement and participation:** mobilise target audiences to participate in EMPOANDES activities (trainings, workshops, co-creation sessions, events), using clear calls to action and accessible information.
3. **Uptake and usability of outputs:** promote the availability, relevance, and practical application of project results (training materials, methodologies, tools, guidelines), facilitating their adoption by universities, NMHS and other end-users.
4. **Credibility and trust:** communicate in a way that reinforces scientific integrity, transparency, and institutional legitimacy, including appropriate contextualisation of evidence and limitations where relevant.
5. **Promotion of European values and their diffusion through project action:** explicitly communicate and mainstream the European Union's core values—democracy, equality, inclusion, non-discrimination, human rights, and respect for diversity—by embedding them in project narratives, participation approaches and the framing of benefits. This includes highlighting inclusive access to climate knowledge, equitable capacity-building opportunities, gender-sensitive and accessibility-aware practices, and the contribution of EMPOANDES activities and results to more resilient and fair societies, thereby supporting the wider diffusion of these values through the project's



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



training, stakeholder engagement and dissemination actions.

6. Consistency and efficiency: maintain coherent messaging and visual identity across partners while reducing duplication through reusable content packages and shared templates.
7. Sustainability and legacy: position EMPOANDES outputs as durable assets that partners can continue to use and disseminate beyond the funded period, supporting long-term capacity building.

4.2 Phase-based objectives (by project stage)

Communication objectives evolve as the project moves from mobilisation to delivery and consolidation. EMPOANDES defines phase-based objectives as follows:

Phase 1 – Project launch and mobilisation (early stage)

- Establish a clear public baseline: what EMPOANDES is, who is involved, and what will be delivered.
- Activate the partner communication network (focal points, mapping table, templates, approval routes).
- Drive initial awareness among priority stakeholder groups and ensure early compliance with Erasmus+ visibility requirements (website basics, logos, disclaimers).
- Ensure that the web portal, operational from M3, functions as the central public entry point for the project and as the stable reference space for subsequent communication actions.

Phase 2 – Implementation and engagement (mid stage)

- Prioritise participation: systematically promote training opportunities, workshops, and co-creation activities, with timely logistical information and clear value propositions for each target group.
- Increase the frequency of “evidence of progress” communication: milestones achieved, intermediate outputs, and partner activities to maintain momentum and trust.
- Strengthen stakeholder relevance by framing results through sector-specific benefits and local challenges, supporting the project’s co-creation logic.
- Use communication activities to prepare, accompany and disseminate intermediate WP6 outputs, particularly D6.2 at M18, ensuring that relevant



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



audiences are aware of the progress, resources and opportunities generated by the project.

Phase 3 – Results, uptake, and consolidation (late stage)

- Maximise dissemination of final outputs: publish and promote materials and tools with clear guidance on how to access and use them.
- Demonstrate impact and replicability: highlight adoption stories, institutional integration (e.g., courses/modules), and evidence of changed practice when available.
- Consolidate legacy: ensure outputs remain accessible on the website, and partners are prepared to continue dissemination through their institutional channels after the project ends.
- Support the final WP6 deliverables due at M36, including D6.3, D6.4 and D6.5, by ensuring that final results, evidence, lessons learned and dissemination materials are accessible, visible and usable by target audiences.

22

4.3 Objectives linked to inter-institutional alignment (amplification and consistency)

Given EMPOANDES' distributed consortium, communication effectiveness depends on systematic partner amplification and institutional coherence. The project therefore defines specific objectives to operationalise alignment:

1. Predictable amplification: ensure that every major communication item (key milestone, training call, major output) is replicated by a minimum share of partners through their institutional channels, according to an agreed cascade workflow.
2. Reduced friction and lead times: establish and maintain approval routes and content packages that allow partners to amplify within workable timelines, minimising delays caused by internal procedures.
3. Consistency of core message and compliance: ensure that partner-amplified communication preserves the core project narrative, factual accuracy, and the required EU/Erasmus+ acknowledgement, while allowing appropriate localisation.
4. Equitable visibility across partners: ensure balanced representation of partner activities and



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



contributions over time, avoiding concentration of visibility in a subset of institutions.

5. Measurable alignment performance: track alignment KPIs (replication rate, partner coverage, time-to-amplify, and compliance spot-checks) and use results to improve the workflow and support partners where needed.

These alignment-linked objectives transform partner communication from an ad hoc activity into a measurable and governable component of WP6, ensuring that EMPOANDES communication remains coherent, compliant, and effective across all institutional contexts.

5. Target audiences and information needs

EMPOANDES addresses a diverse set of audiences operating at different institutional, territorial, and functional levels. As a capacity-building project, its communication cannot rely on a single generic message: different groups require different types of information, levels of detail, and communication formats depending on their role in the project and their potential to use, support, or replicate its results. For this reason, EMPOANDES distinguishes between primary and secondary audiences, identifies their main information needs, and recognises the essential role of partner institutions in reaching local audiences with legitimacy and relevance.

5.1 Audience segmentation (primary and secondary)

The project's primary audiences are those directly involved in, or expected to benefit most immediately from, EMPOANDES activities and outputs. These include: higher education institutions, particularly academic staff, students, curriculum developers, and programme coordinators interested in climate services education and training; National Meteorological and Hydrological Services (NMHS) and related technical institutions, including technicians, analysts, and service providers involved in climate information production and use; public institutions and sectoral agencies at local, regional, and national level, especially those working on climate adaptation, risk management, planning, and decision support; and local stakeholders and communities, including practitioners, organisations, and groups exposed to climate-related challenges and involved in co-creation processes.

The project's secondary audiences are those who may not be direct beneficiaries of project actions but are important for visibility, credibility, amplification, and long-term impact. These include European and regional cooperation networks, research and innovation communities, other EU-funded or climate-related projects, professional associations, civil society organisations, and institutional communication ecosystems such as university communication offices, partner newsletters, and professional social media networks. Secondary audiences also include potential future adopters of project methods and materials beyond the original consortium countries.

5.2 Needs by segment (what they need and why)

Different audience segments require distinct communication approaches because they engage with EMPOANDES from different positions and with different expectations. Academic audiences need clear information on



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



training opportunities, pedagogical resources, expected learning outcomes, and the relevance of climate services for curricula and professional development. They also need evidence that project outputs are academically robust, transferable, and aligned with institutional education priorities. Technical and institutional users, such as NMHS staff and public agencies, need practical and credible information on how project tools, training materials, and methodologies can support their work, improve service provision, or strengthen decision-making. For these audiences, communication should emphasise applicability, usability, and institutional relevance rather than general project visibility alone.

Local stakeholders and communities need accessible, non-technical communication that is clearly connected to concrete local challenges and benefits. They need to understand why the project matters for their context, how they can participate, and what value they may gain from the activities. In these cases, communication should avoid excessive jargon and prioritise practical meaning, inclusion, and trust-building. Secondary audiences, such as policy networks, research communities, and related initiatives, need structured information on project progress, outputs, innovation potential, and replicability, as well as evidence of alignment with wider European and international agendas, including capacity building, climate resilience, and the promotion of European values.

Across all segments, audiences also need clarity regarding the project's identity, funding source, partnership structure, and expected benefits. This is particularly important in a multinational project, where communication must not only inform but also reinforce legitimacy, transparency, and trust.

5.3 Role of partners in reaching local audiences (access and legitimacy)

Partners play a decisive role in ensuring that EMPOANDES communication effectively reaches local audiences. While the project website and LinkedIn provide a common, central communication hub, they cannot, by themselves, guarantee meaningful penetration of the institutional and territorial ecosystems in which the project operates. Partner institutions provide **access** because they already have established channels, networks, and trusted relationships with their own communities, stakeholders, students, public authorities, and sectoral actors. They also provide **legitimacy**, because messages communicated through recognised institutional channels are more likely to be perceived as credible, relevant, and locally grounded.

This is especially important in contexts where communication effectiveness depends on language, institutional trust, and cultural appropriateness.

Partners are therefore not merely



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



D6.1 Communication Plan

amplifiers of centrally produced content; they are active mediators who adapt project communication to local realities while preserving the shared EMPOANDES narrative. Their role includes identifying the most appropriate channels, contextualising key messages, aligning communication with local priorities, and ensuring that dissemination activities reflect both project objectives and institutional norms. In this sense, partner involvement is not an optional enhancement to communication, but a structural condition for its success within the EMPOANDES model.



6. Key messages and project narrative

A strong communication strategy for EMPOANDES requires more than visibility: it requires a **clear narrative architecture** that ensures all partners speak about the project in a recognisable, coherent, and persuasive way, while still adapting to different institutional and territorial contexts. In this plan, the project narrative is understood as the structured way in which EMPOANDES explains its purpose, relevance, activities, and expected benefits to different audiences. The key messages below are therefore not isolated slogans, but components of a broader communication logic: one core story, adapted to each audience, and translated into concrete messages depending on the type of output being communicated. This approach helps avoid fragmentation, reduces ambiguity, and supports both institutional legitimacy and public understanding.

6.1 Umbrella message

The umbrella message of EMPOANDES should consistently convey that the project is not only about producing technical knowledge, but about **strengthening capacities, institutions, and communities to improve adaptation to climate change through co-created climate services**. At its core, EMPOANDES connects scientific knowledge, higher education, institutional capacity-building, and local needs to make climate information more useful, accessible, and actionable. This narrative should present the project as a bridge between universities, technical institutions, and society, emphasising that climate services are most effective when they are developed with users, not only for them.

A recommended core formulation for general public and institutional use is the following:

EMPOANDES strengthens climate adaptation in the Andean region by building capacities for co-created climate services, connecting higher education, technical institutions, and local stakeholders to turn climate knowledge into practical decision-support.

A slightly more institutional and strategic version, suitable for official documents, websites, or presentations, may be:

EMPOANDES is an Erasmus+ capacity-building project that enhances the ability of higher education institutions, technical services, and local actors to co-develop and apply climate services that support informed, inclusive, and resilient adaptation to climate change.



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



This umbrella message should remain stable across all communication pieces. It should always imply five core ideas: first, that climate adaptation is an urgent and shared challenge; second, that climate services are a practical response to that challenge; third, that capacity building is essential for making such services sustainable; fourth, that co-creation with users and stakeholders is central to the project's added value; and fifth, that EMPOANDES contributes not only to technical progress, but also to inclusion, institutional strengthening, and the dissemination of European values such as cooperation, equality, transparency, and participation.

When possible, the project narrative should also highlight that EMPOANDES is not working in abstraction: it is embedded in real educational systems, real technical institutions, and real territorial challenges. This helps position the project as applied, credible, and socially relevant. Communication should therefore avoid presenting EMPOANDES as merely a “project delivering activities”; instead, it should be framed as a collaborative process that equips institutions and people with the knowledge, tools, and relationships needed to improve adaptation action over time.

6.2 Audience-specific key messages

Although the umbrella narrative remains constant, the emphasis of communication must vary according to audience. Different groups need to understand not only what EMPOANDES is, but why it matters to them specifically.

For **higher education institutions**, the key message should focus on curriculum innovation, competence building, and long-term academic value. Communication aimed at universities, academic staff, and programme coordinators should stress that EMPOANDES helps integrate climate services into higher education through practical training approaches, institutional cooperation, and the development of relevant learning resources. A suitable line would be:

EMPOANDES supports universities in strengthening education and training on climate services, helping students and staff develop practical competencies that respond to real societal and environmental needs.

For **students and early-career participants**, the message should be more opportunity-oriented and empowering. It should frame the project as a pathway to relevant skills, employability, and engagement with meaningful real-world issues. A useful formulation is:

Through EMPOANDES, students gain access to skills, methods, and collaborative experiences that prepare them to work on climate adaptation challenges in professional and community settings.



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



For **NMHS, climate service providers, and technical institutions**, the emphasis should shift from education to applicability and service relevance. These audiences need to see EMPOANDES as a project that improves the interface between climate information and user needs. The message should therefore underline practical utility, co-development, and institutional strengthening:

EMPOANDES helps strengthen the capacity of technical institutions to co-develop climate services that are more usable, better aligned with user needs, and more effective in supporting adaptation decisions.

29

For **public authorities, territorial planners, and sectoral agencies**, the message should focus on decision-support, governance relevance, and resilience. These stakeholders are less interested in academic process and more interested in whether the project contributes to better planning and more informed adaptation action. A suitable message would be:

EMPOANDES contributes to more informed and inclusive adaptation planning by connecting climate knowledge, institutional capacities, and stakeholder needs through practical climate services.

For **local stakeholders and communities**, communication should be more direct, accessible, and benefit-oriented. The project should be framed not in terms of institutional architecture, but in terms of practical relevance, participation, and fairness. An appropriate formulation is:

EMPOANDES works with local actors to make climate information more understandable, useful, and relevant for the challenges communities face in their territories and livelihoods.

For **European, academic, and policy networks**, including other projects and external observers, the message should emphasise innovation, replicability, and cooperation. These audiences should perceive EMPOANDES as a model of international capacity building that links education, climate services, and participatory adaptation. A useful formulation is:

EMPOANDES offers a replicable approach to capacity building for climate services by combining higher education, institutional cooperation, and co-creation with stakeholders in a transnational framework.

Across all audiences, communication should also reinforce a cross-cutting message on **European values**. This should not appear as an artificial add-on, but as something embedded in the project's logic: inclusive participation, equal access to knowledge, cooperation across institutions and countries, respect for diversity,



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



and support for fair and transparent decision-making.

6.3 Messages by output type (training, tools, pilots, materials)

Communication should also be differentiated by the type of output being shared, because not all project products should be framed the same way. The message logic for each output type should answer a different dominant question: *Why should the audience care about this particular thing?*

30

For **training activities**, the message should emphasise learning opportunity, competence development, and practical relevance. Training communication should clearly state who it is for, what participants will gain, and why the content matters. It should avoid overly generic phrases such as “capacity building event” without explaining its added value. Good training messaging should include wording such as:

This training strengthens practical competencies in climate services, helping participants connect climate data, user needs, and adaptation decision-making.

Where relevant, communication should also mention inclusiveness, accessibility, and the project’s contribution to equitable knowledge sharing.

For **tools and methodologies**, the communication should focus on usability, applicability, and the value in problem-solving. These outputs should not be announced merely as technical deliverables; they should be described in terms of what they help users do more effectively. A good formulation would be:

This tool/method supports the development and application of climate services by helping users transform climate information into practical inputs for planning, analysis, or decision support.

Whenever possible, communication should clarify whether the tool is intended for teaching, technical analysis, stakeholder engagement, or operational support.

For **pilot actions or demonstration activities**, the message should stress experimentation, contextual relevance, and learning-by-doing. Pilots should be framed as spaces where methods, tools, and co-creation approaches are tested in realistic settings. A useful wording is:

The pilot phase allows EMPOANDES partners and stakeholders to test how climate-service approaches can address real territorial and institutional needs, generating lessons for broader replication.

The communication angle here should be strongly linked to local relevance and transferability.



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



For **educational materials and resources**, the emphasis should be on accessibility, transferability, and long-term value. These outputs should be presented as resources that can continue to support teaching, institutional learning, and future replication beyond the project lifetime. A recommended message is:

These materials provide accessible and reusable resources for teaching, learning, and institutional capacity building in climate services, supporting long-term uptake beyond the project itself.

31

For **events, workshops, and meetings**, the message should vary depending on their purpose but should always make their function clear. Rather than simply announcing that an event will take place, communication should explain whether the event is meant to inform, train, co-create, exchange, validate, or disseminate. For instance:

This workshop brings together academic, technical, and local actors to exchange knowledge and strengthen the co-creation of climate services adapted to real user needs.

For **results and impact communication**, particularly in the later stages of the project, the message should shift from activity-based wording to significance-based wording. Instead of saying only that an output has been produced, communication should explain what that output changes, enables, or contributes to. Examples include:

EMPOANDES results strengthen institutional capacities for climate adaptation by making climate services more teachable, usable, and responsive to local realities.

This type of messaging is especially useful for website summaries, final dissemination packages, and communication with policy and institutional audiences.

6.4 Terminology consistency: recommended and avoided wording

Terminology consistency is essential in a multinational and multi-institutional project such as EMPOANDES. If different partners describe the same concept in conflicting ways, the project risks appearing fragmented, overly technical, or strategically unclear. For this reason, communication should rely on a shared vocabulary that is both technically valid and broadly understandable.

As a general principle, communication should prefer **clear, action-oriented, and audience-relevant wording**. The term “**climate services**” should be retained as a core concept, but when addressing non-specialist audiences it should often be accompanied by a short explanatory phrase, such as “climate information and tools that support decision-making” or “climate knowledge made useful for adaptation decisions.”



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



Similarly, “**co-creation**” should remain central, but should be explained in practical terms where needed, for example, as “developing solutions together with users and stakeholders” rather than assuming the term is self-explanatory.

Recommended wording includes expressions such as: **capacity building, co-created climate services, practical decision-support, institutional strengthening, adaptation to climate change, inclusive participation, usable climate knowledge, local needs, stakeholder engagement, teaching and learning resources, and replicable approaches**. These formulations align well with both project goals and European communication priorities.

32

By contrast, certain types of wording should be avoided or used sparingly. Highly bureaucratic or empty expressions such as “**implementation of activities**”, “**stakeholder involvement actions**”, or “**capacity development process**” without concrete explanation tend to weaken communication. Overly technical phrases that are clear only to specialists should also be limited unless the audience specifically requires them. For example, if communication focuses too much on internal project mechanics, methodological jargon, or abstract references to “frameworks” without explaining their practical relevance, it may reduce accessibility and stakeholder engagement.

Communication should also avoid wording that overclaims impact or certainty. Expressions suggesting that the project will “solve climate adaptation challenges” or “guarantee resilience” should be replaced with more credible and accurate language, such as **support, strengthen, improve, contribute to, or facilitate**. This helps preserve institutional credibility and scientific integrity.

Finally, terminology should consistently reflect the values dimension of the project. Where appropriate, communication should refer to **inclusion, equity, accessibility, participation, transparency, and respect for diversity** as practical qualities of the project’s approach, not as abstract declarations. In this way, the project’s language becomes not only more coherent, but also more aligned with the broader mission of Erasmus+ and the European Union.



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788





Figure.9j.Key.messages.and.project.narrative.(in.spanish)

D6.1 Communication Plan

Table.7j. Summary of communication strategy

Audience	Main communication objective	Key message focus	Recommended tone	Recommended call to action
Higher education institutions (management, programme coordinators, academic staff)	Position EMPOANDES as a relevant framework for curriculum development and competence building	EMPOANDES strengthens education and training in climate services by connecting academic learning with real adaptation needs and institutional capacity building	Institutional, clear, forward-looking	Learn more about the project; explore training resources; identify opportunities for curricular integration
Students and early-career participants	Encourage participation and highlight learning and professional value	EMPOANDES provides practical skills, collaborative experiences, and exposure to real climate adaptation challenges	Motivational, accessible, opportunity-oriented	Join the training; participate in project activities; discover available learning opportunities
NMHS and technical institutions	Demonstrate applicability and service relevance	EMPOANDES supports the co-development of climate services that are more usable, user-oriented, and institutionally relevant	Professional, practical, credibility-driven	Explore the methodology; engage with tools and resources; connect project outputs to operational practice
Public authorities and sectoral agencies	Show policy and planning relevance	EMPOANDES contributes to better-informed and more inclusive adaptation decisions by linking climate knowledge with institutional and territorial needs	Strategic, concise, decision-oriented	Follow project results; consider project outputs for planning and adaptation support
Local stakeholders and communities	Build trust and show practical local relevance	EMPOANDES works with stakeholders to make climate information more understandable, accessible, and useful for real local challenges	Plain, inclusive, locally grounded	Take part in project activities; engage in co-creation processes; share local needs and perspectives
Research and academic networks	Highlight innovation, cooperation, and replicability	EMPOANDES offers a replicable model combining higher education, climate services, and stakeholder co-creation in a transnational framework	Academic, structured, impact-oriented	Follow project progress; exchange knowledge; identify synergies and replication opportunities
EU and international project communities	Position EMPOANDES within broader capacity-building and resilience agendas	EMPOANDES contributes to climate adaptation and institutional strengthening through cooperative, inclusive, and transferable approaches	Strategic, policy-aware, partnership-oriented	Connect with the project; explore synergies; share and amplify results
Institutional communication offices of partner organisations	Facilitate amplification through partner channels	EMPOANDES provides ready-to-use, institutionally compatible communication materials that make dissemination efficient and consistent	Practical, concise, implementation-focused	Publish and amplify the content package; coordinate with WP6 when validation is needed

D6.1 Communication Plan

General public / non-specialist external audiences	Raise awareness and convey public value	EMPOANDES helps turn climate knowledge into practical support for adaptation, education, and community resilience	Simple, clear, benefit-oriented	Visit the website; follow project updates; discover how the project supports adaptation
--	---	---	---------------------------------	---



7. Visual identity, materials and compliance (Erasmus+ + partners)

Visual identity and communication compliance are critical to ensuring that EMPOANDES is recognised as a coherent project across all institutions, countries, and dissemination channels. In a consortium-based project, communication quality depends not only on the content of the message, but also on how that message is visually framed, institutionally endorsed, and formally aligned with the applicable European Commission/Erasmus+ rules. For this reason, EMPOANDES adopts a common visual identity system, a clear co-branding logic with partner institutions, a shared set of communication templates, and a minimum compliance framework covering visibility obligations, disclaimers, and the use of images and participant-related materials.

7.1 Project visual identity (logos, versions, permitted uses)

EMPOANDES will maintain a consistent and recognisable project visual identity across all official communication materials. This identity is intended to ensure the project's immediate recognisability, reinforce institutional professionalism, and support communication coherence across website pages, deliverables, presentations, social media visuals, event materials, and partner-amplified content.

The core of the visual identity is the **official EMPOANDES logo**, which must be used in its approved versions only. WP6 will maintain and circulate a logo pack including, at minimum: the full-colour primary logo, monochrome versions, horizontal and vertical variants where applicable, and files optimised for print and digital use. The logo pack should also indicate minimum size recommendations, exclusion/safe-space rules, and unsuitable uses.

Permitted uses include:

- project website and official online resources;
- deliverables and annexes intended for public sharing;
- presentations, posters, event agendas, banners and roll-ups;
- LinkedIn visuals and communication packages prepared by WP6;
- partner institutional dissemination materials referring specifically to EMPOANDES.

Non-permitted or discouraged uses include:

- distortion, cropping, or re-drawing of the logo;

- using low-resolution or unofficial logo files;
- placing the logo on visually cluttered backgrounds that reduce legibility;
- combining the logo with other institutional elements in ways that alter its identity or imply a hierarchy not previously agreed.

The objective is not to impose rigidity for its own sake, but to ensure that the project is visually stable and professional across all dissemination contexts.

7.2 Co-branding with partner institutions (rules and priorities)

Because EMPOANDES is a consortium project, project communication will frequently appear alongside the visual identities of partner institutions. Co-branding is therefore a necessary practice, but it must be handled carefully to preserve both project coherence and institutional legitimacy.

The general rule is that EMPOANDES communication should reflect a **balanced co-branding logic**: the project identity must remain clearly visible, while partner institutions must also be appropriately acknowledged according to their internal communication requirements. In practical terms, this means that:

- the EMPOANDES identity should be present in all project-level materials;
- partner logos may be incorporated when the material is issued by, hosted by, or directly related to a particular institution;
- the EU/Erasmus+ visibility elements must not be omitted or visually marginalised;
- no partner logo should be used without respecting that partner's official branding rules.

Where multiple logos are used, WP6 should define a simple priority order for layout consistency, for example:

1. EMPOANDES project identity
2. EU/Erasmus+ required visibility elements
3. Host or issuing partner institution
4. Additional partner logos, when appropriate

Co-branding should also consider the communication context. A formal deliverable cover may include a broader institutional logo set, whereas a LinkedIn visual should generally use a lighter co-branding approach to avoid visual overload. In all cases, the

design principle should be clarity and legibility rather than accumulation of visual elements.

7.3 Official templates (Word/PPT/LinkedIn assets)

To increase efficiency and maintain consistent communication across the consortium, WP6 will provide a set of official templates to meet the project's main dissemination needs. These templates are intended to reduce unnecessary redesign work, simplify partner amplification, and ensure that the minimum identity and compliance requirements are already embedded in the material.

The official template package should include at least:

Word templates

- public deliverable cover and internal structure page;
- meeting minutes / summary note format;
- briefing or one-page communication note template;
- event programme or agenda template.

PowerPoint templates

- standard project presentation deck;
- title slide, section divider and closing slide formats;
- event presentation version including space for host partner logos;
- simplified slide layouts for workshops and training sessions.

LinkedIn and digital communication assets

- post visual templates for announcements, milestones, results and events;
- image formats optimised for LinkedIn publication;
- reusable visual blocks for quotations, statistics, key outputs, and event recaps;
- basic caption/copy structure including short text, link and project acknowledgement.

Templates should be distributed in editable formats where possible, together with a short usage note explaining which elements are fixed and which can be adapted. This is especially important for partner focal points who need to localise content rapidly while remaining aligned with the project identity.



7.4 Erasmus+ visibility checklist and disclaimers

All EMPOANDES public communication must comply with the relevant European Commission and Erasmus+ visibility requirements. WP6 will therefore maintain a practical checklist to ensure that mandatory visibility elements are applied consistently across outputs and channels.

The Erasmus+ visibility checklist should verify, as relevant to the format, that:

- the required EU/Erasmus+ emblem is correctly displayed;
- the official funding acknowledgement text is included where needed;
- disclaimers are used in the correct form when content reflects the project's views rather than those of the European Union;
- visibility elements are legible and not visually secondary to partner branding;
- public-facing documents and visuals do not omit the required reference to funding support.

This checklist should be applied proportionately. A public deliverable, formal poster, website section or downloadable resource will require fuller visibility elements than a short partner reshare on LinkedIn, but even short-form communication should remain recognisable as an Erasmus+-supported action when appropriate.

WP6 should also maintain a small set of **standard disclaimer and acknowledgement blocks** ready for reuse in:

- public deliverables,
- event materials,
- website footer or project description,
- presentations,
- partner communication packages.

The aim is to make compliance easy, systematic and non-disruptive, rather than dependent on case-by-case improvisation.

7.5 Photo/video policy, consent and attribution

Images and videos are powerful communication tools in EMPOANDES because they make activities visible, humanise the project, and support partner amplification. However, their use must be managed under a clear policy that balances communication value with privacy, consent, and institutional responsibility.

As a general principle, photo and video use in EMPOANDES should follow four rules: **lawfulness, transparency, proportionality, and traceability**. This means that:

- participants should know when photos or videos may be taken and for what communication purposes;
- consent procedures must be respected according to partner institutional rules and applicable legal frameworks;
- images should be used in ways consistent with the context in which they were taken;
- photo/video files and author information should be stored in an organised way so that use can be traced if needed.

For events, workshops, and training sessions, the host partner should be responsible for ensuring that any required consent or notification procedures are in place before content is shared externally. WP6 may support this by providing a model consent statement or a basic visual communication notice for event organisers.

In addition, attribution rules should be respected. When relevant, communication materials should record:

- the source of the image or video;
- the partner or person providing it;
- whether restrictions apply to reuse;
- the date and context of capture.

The project should avoid using images that may create reputational or ethical concerns, including photographs taken without proper awareness, visuals that misrepresent participants or contexts, or materials that cannot be clearly attributed. Particular care should be taken with images involving students, community participants, or vulnerable groups, ensuring that communication remains respectful, dignified, and aligned with the project's commitment to inclusion and European values.

8. Channels, tools and publication architecture

EMPOANDES adopts a communication architecture that combines a **central project communication hub** with a **distributed network of institutional amplifiers**. This architecture is designed to ensure coherence, operational efficiency, and partner ownership, while also recognising that visibility alone is not enough: content must be accessible, publishable, traceable, and adaptable to different institutional environments. In practical terms, the project website acts as the main stable repository for information, results, and public-facing resources; LinkedIn serves as the project's single social media channel for dynamic dissemination and networked visibility; and partners' institutional channels extend reach and legitimacy within their own ecosystems. To support this structure, WP6 also maintains an organised system for storing communication assets, dissemination evidence, and basic performance metrics.

41

8.1 Project website (structure, responsibilities, update cadence)

The project website is the **primary official communication channel** of EMPOANDES and the most stable entry point for external audiences seeking reliable information on the project. Since the web portal is one of the earliest formal WP6 milestones, operational from M3, the website also provides the foundational infrastructure on which later communication and dissemination actions are built. Its function is not merely promotional: it is the central reference space where the project presents its identity, consortium, objectives, activities, outputs, and public results in a structured and durable way. Because social media posts and event-based dissemination are often temporary and fragmented, the website provides continuity, institutional credibility, and long-term accessibility.

The structure of the website should remain clear, functional, and easy to maintain. At minimum, it should include the following sections: a homepage with the project overview and latest updates; a section describing the project's objectives and rationale; a consortium section presenting partner institutions; a news or updates area; a resources/results section where public materials can be accessed; and a contact page. Where relevant, the website may also include a section for events, downloadable dissemination materials, and public deliverables or outputs. The architecture should prioritise usability and avoid excessive fragmentation into too many pages that become difficult to update. This includes the progressive publication or referencing of WP6-related outputs, ensuring that deliverables such as D6.1, D6.2, D6.3, D6.4 and D6.5 are communicated not only as administrative documents, but as milestones in the project's public dissemination and impact pathway.



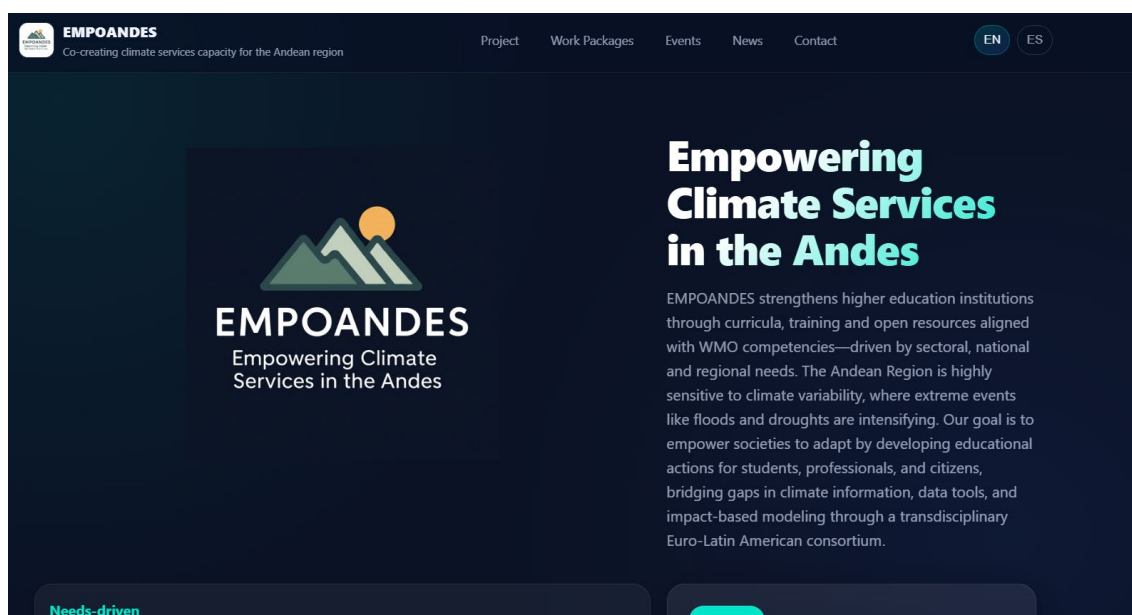


Figure 0j. Main screen of EMPOANDES website

Responsibility for website coordination lies with **WP6**, which acts as the central editorial manager. WP6 is responsible for publishing and updating project-level content, ensuring compliance with project identity and Erasmus+ visibility rules, and maintaining a minimum level of regular activity. However, content generation is shared: partners and WPs are expected to provide inputs, including milestone summaries, event information, photographs with consent, and outputs ready for publication. In this sense, the website is centrally curated but consortium-fed.

As for update cadence, the website should maintain a **minimum regular rhythm**, even if project activity intensity varies over time. As a baseline, WP6 should aim for at least **one update per month**, with higher frequency around key milestones, workshops, training actions, or dissemination events. Regularity is important not only for visibility, but also for credibility: an inactive website weakens the project's public profile and reduces the value of LinkedIn and partner amplification, since these channels often depend on website content as their stable reference.

8.2 LinkedIn (single social channel): formats, cadence, tagging conventions

LinkedIn is the **only social media channel officially prioritised by EMPOANDES**, reflecting the project's institutional, academic, and professional orientation. This choice is strategic: LinkedIn offers a suitable environment for communicating with universities, technical institutions, public authorities, project professionals, and related European and international networks. It also allows for institutional tagging, partner amplification, and professional visibility without requiring the project to sustain a broader and more fragmented social media ecosystem.

LinkedIn content should be concise, visually coherent, and clearly linked to the project's core narrative. The main post formats should include: milestone announcements, event announcements and recaps, partner highlights, dissemination of public results or resources, and short “explainer” posts linked to the project's themes. Each post should ideally connect back to a more stable resource, normally the project website, whenever relevant. LinkedIn should not become an isolated channel detached from the project's communication architecture; rather, it should function as a dynamic visibility layer that points audiences toward the project's more permanent content.

The recommended cadence is **two to four posts per month**, but not mandatory and depending on activity level, with greater intensity during periods of training delivery, public events, workshops, or publication of outputs. The objective is not to maximise volume for its own sake, but to maintain a steady, recognisable project presence. Posting too rarely weakens momentum and reduces visibility, while posting too frequently without substance risks diluting message quality and creating avoidable workload.



Figure 1. EMPOANDES.Linkedin.site

Tagging conventions should be standardised to support partner amplification and visibility. WP6 should define a simple internal practice covering: when to tag partner

institutions, when to mention individual speakers or organisers, and which hashtags or recurring terms to use. Tagging should be purposeful and not excessive. As a rule, relevant partner institutions involved in the specific action should be tagged where appropriate, and project-related wording should remain consistent across posts. If a project LinkedIn page exists, it should serve as the main publication anchor; if not, publication may be coordinated through the lead institution and amplified by partners. In all cases, LinkedIn activity should remain aligned with the project's institutional tone, visual identity, and communication objectives.

8.3 Partners' institutional channels (web/newsletters/LinkedIn) as amplifiers

While the website and LinkedIn form the central communication core of EMPOANDES, the project's real dissemination capacity depends heavily on **partners' institutional channels**. These channels include institutional websites, news sections, newsletters, official LinkedIn accounts, internal bulletins, student portals, stakeholder mailing lists, and other locally relevant communication pathways. Their role is not secondary in strategic terms: they are essential for expanding reach, increasing legitimacy, and ensuring that project communication penetrates the institutional and territorial ecosystems where EMPOANDES operates.

Projecte EmpoAndes

Capacity building in the field of higher education (ERASMUS-EDU-2025-CBHE)

Erasmus+ Call: ERASMUS-EDU-2025-CBHE

Project: 101236788 - EMPOANDES

Durada: 2025-2028



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788

La regió Andina és una de les zones més sensibles a la variabilitat i el canvi climàtic. Aquest canvi modifica la freqüència d'esdeveniments extrems, com són les precipitacions intenses, les inundacions, les sequeres, les onades de fred o de calor, i els seus impactes associats. L'objectiu del projecte **EMPOANDES** és millorar l'adaptació al canvi climàtic mitjançant la creació de capacitats en serveis climàtics a través del desenvolupament d'accions educatives a diferents nivells tant per a estudiants com per a professionals o ciutadans interessats en aquests temes.

EMPOANDES es desenvoluparà tant a **nivell local com regional i nacional** per convertir-se en un canal clau que serveixi per empoderar les societats, les organitzacions, els governs i els individus andins davant dels efectes del canvi climàtic. EMPOANDES interactuarà amb les comunitats i les col·locarà al centre per cocrear, processar i comunicar informació climàtica mitjançant eines dissenyades per a la presa de decisions. EMPOANDES elaborarà **accions formatives** basades en el desenvolupament de competències a curt, mitjà i llarg termini, impartirà cursos i capacitacions, i **desenvoluparà materials** mitjançant l'ús de tècniques pedagògiques capdavanteres per a la formació d'especialistes a diversos nivells. El camp principal de les formacions són els serveis climàtics, però no pas exclusivament.

Figure 8.3. Reference to EMPOANDES on Coordinator webpage

Partners' channels function as **amplifiers** because they bring three assets that the central project channels cannot fully replicate. First, they provide **access** to local and national audiences that already trust the institution. Second, they provide **contextual**

relevance, because partner institutions can frame communication according to their own priorities, languages, and stakeholder communities. Third, they provide **institutional endorsement**, which often increases the credibility and visibility of project messages, especially in educational and public-sector contexts.



Figure 9. Reference to EMPOANDES on CIIFEN webpage

For this reason, EMPOANDES communication is not based on a centralised publication-only model, but on a **cascade dissemination model** in which WP6 prepares content that partners can amplify through their own channels. Amplification should not be left entirely informal or optional; rather, major milestones, key events, and relevant outputs should be systematically shared with partner focal points in ready-to-use formats to facilitate publication. Depending on each partner's internal processes, this amplification may take the form of reposting a LinkedIn publication, publishing a short institutional news item, circulating information through a newsletter, or integrating EMPOANDES into a broader communication campaign or event narrative.

Not all partners will have the same communication capacity, and the plan should recognise this realistically. However, the objective is not uniformity of output, but **minimum predictable participation** in dissemination. This is why the alignment mechanisms described earlier are critical: the more institutionally compatible and easy-to-use the communication package is, the greater the likelihood that partners will amplify it consistently and within workable timelines.

8.4 Asset and evidence repository management (materials, proof, metrics)

To make the communication system manageable, auditable, and improvable over time, WP6 will maintain a structured repository for communication materials, publication evidence, and selected metrics. This repository is not simply an archive; it is a core management tool that supports coordination across partners, reduces duplication, and enables traceable reporting for internal governance and project documentation.

46

The repository should include four main content categories. First, **communication assets**, such as logos, templates, standard text blocks, LinkedIn visuals, event graphics, and approved presentation materials. Second, **publication evidence**, including screenshots of LinkedIn posts, website links, institutional news items, newsletters, or partner reposts. Third, **event evidence**, such as programmes, participant figures where available, approved photographs, speaker information, and short recap notes. Fourth, **performance tracking materials**, including KPI logs, dissemination records, and periodic summary tables used by WP6 and the Communication Board.

The repository should be organised in a simple and scalable way. A recommended structure is by **year / month / action type**, with shared naming conventions so that materials can be found quickly and reused where appropriate. Files should be stored in editable form when relevant, especially templates and partner-ready communication packages. Evidence should be saved in a way that allows later reference for reporting purposes, including the date, type of communication action, responsible partner or WP, and the link or visual proof of publication.

Beyond storage, the repository plays an important role in quality assurance. It allows WP6 to identify which formats are already available, which actions have been properly evidenced, which partners have amplified specific messages, and how communication has evolved over time. In this sense, repository management is directly linked to project efficiency, accountability, and continuous improvement: good communication is not only created and published, but also documented and learned from.





Figure.4 Architecture of Project communication strategy

9. Editorial strategy and content plan

The editorial strategy of EMPOANDES translates the project's communication objectives into a practical publishing logic: what types of content are produced, how often they are shared, who is involved in preparing and validating them, and how partner institutions can amplify them in a consistent way. In a consortium-based project, editorial planning is not simply a matter of posting regularly; it is a coordination mechanism that helps ensure visibility, coherence, and timely dissemination of relevant activities and results. For EMPOANDES, the editorial strategy must therefore balance three needs: central consistency, partner usability, and responsiveness to the actual rhythm of project implementation.

48

9.1 Content types (news, milestones, explainers, events, results)

EMPOANDES communication should rely on a limited but well-defined set of content types, each with a distinct function in the overall narrative of the project. This helps avoid repetitive or generic communication and ensures that the editorial flow reflects the real diversity of project activity.

News content should provide short and accessible updates on relevant project developments, such as meetings, consortium exchanges, participation in external events, publication of a resource, or institutional collaboration. News items are useful for maintaining continuity and demonstrating that the project is active and progressing. They should be concise, factual, and clearly connected to the broader project purpose.

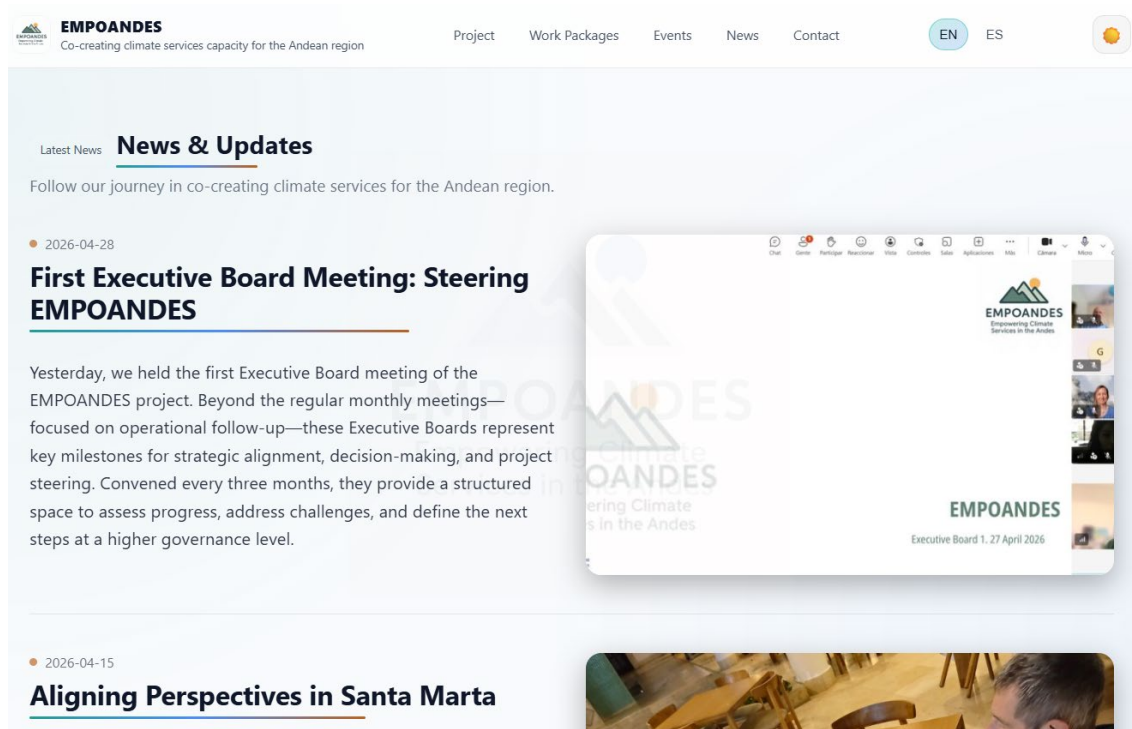


Figure 6. News section of the EMPOANDES web page

Milestone content should highlight key moments in the project's life, such as the completion of a major phase, the launch of a key activity, the publication of an important output, or the achievement of a strategic objective. Unlike general news, milestone communication should emphasise significance: why this moment matters, what it enables, and how it contributes to EMPOANDES' wider goals.

Explainer content should be used to clarify concepts that are central to the project but may not be self-evident to broader audiences. This includes, for example, what climate services are, why co-creation matters, how training activities connect with adaptation practice, or why the project promotes inclusive and participatory approaches. Explainers are especially important for LinkedIn and the website because they strengthen audience understanding and avoid reducing communication to event announcements only.

Event content should include both advance communication and post-event communication. Before an event, the focus should be on relevance, purpose, and participation details. After the event, the focus should shift to what took place, who was involved, and what outcomes or next steps emerged. Event communication should make clear whether the activity was oriented towards training, dissemination, co-creation, internal coordination, or stakeholder exchange.

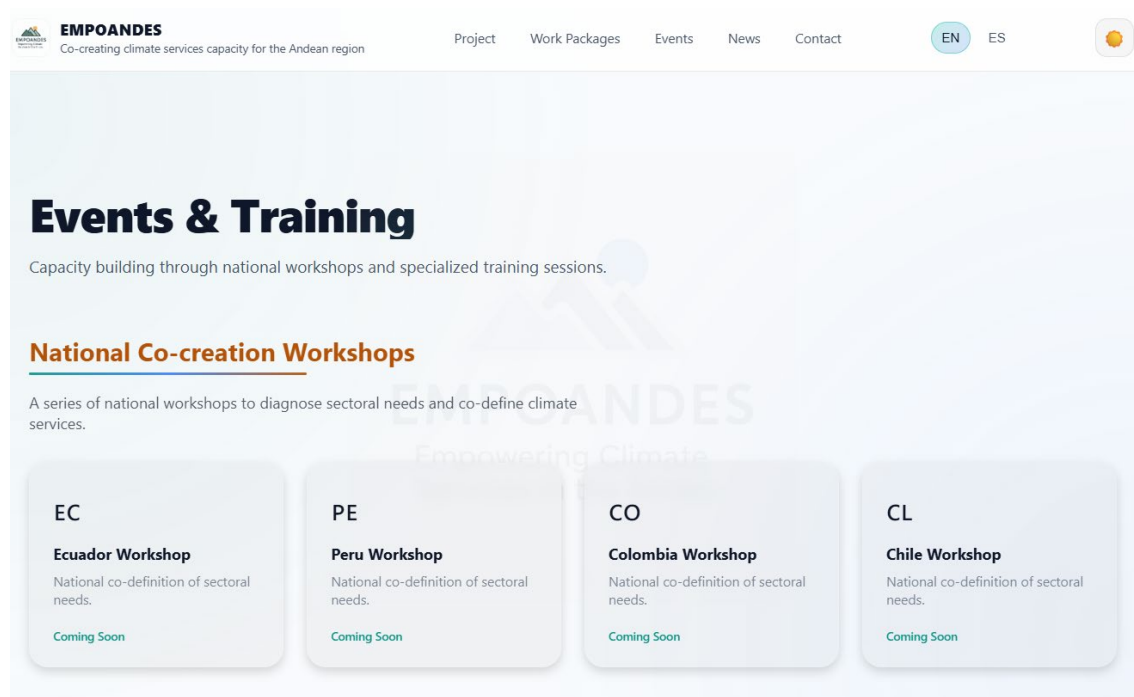


Figure.76j.Event.section.EMPOANDES.website

Results content should present outputs in a way that foregrounds usability, relevance, and potential uptake. Communication on results should not merely state that a deliverable or resource exists; it should explain what it is for, who can use it, and how it contributes to stronger climate-service capacity building and adaptation support. This type of content becomes increasingly important in the later phases of the project.

Across all content types, the editorial objective is the same: to connect project activity with stakeholder relevance. Communication should not appear as a disconnected sequence of posts, but as a structured public narrative showing how EMPOANDES moves from cooperation and training to practical outputs and longer-term impact.

9.2 Editorial calendar (monthly/quarterly)

Once the approval of this plan and to ensure regularity without creating unnecessary rigidity, EMPOANDES should operate through a rolling editorial calendar combining monthly planning with quarterly review. This allows communication to remain structured while also adapting to the real timing of project milestones, events, and partner contributions.

At the monthly level, WP6 should identify the most relevant upcoming communication opportunities: planned meetings, workshops, training actions, deliverables, dissemination events, or outputs becoming publishable. Based on these inputs, WP6 prepares a short editorial schedule indicating which items will be published on the website, which will be prioritised on LinkedIn, and which may

require partner amplification packages. Monthly planning is the most useful scale for operational coordination because it is close enough to real project activity and allows for manageable partner input.

At the quarterly level, the editorial calendar should be reviewed more strategically. This review should assess whether communication is balanced across content types, whether key audiences are being reached, whether some partners or work packages are underrepresented, and whether upcoming project phases require a change of communication emphasis. For example, an early-stage quarter may focus more on project identity and mobilisation, while a later-stage quarter may place stronger emphasis on outputs, uptake, and evidence of impact.

The editorial calendar should therefore function as both a planning tool and a balance-check mechanism. It helps WP6 avoid two common problems: overly reactive communication, which depends only on immediate triggers, and overly generic communication, which loses connection with actual project progress. A practical calendar entry should normally include: the planned date or week, the content topic, the content type, the lead input provider, the intended channel, and whether partner amplification is expected.

9.3 Integrated workflow with partners (who proposes, validates, publishes)

The editorial workflow in EMPOANDES must be collaborative but clearly structured. Communication quality depends not only on good writing or visual design, but on a predictable process through which information enters the communication system, is validated where necessary, and is published through the appropriate channels.

In practical terms, content proposals may originate from several points in the consortium. WP6 may proactively identify communication opportunities in line with the work plan and ongoing activities. At the same time, partners and other WPs are expected to notify WP6 of relevant milestones, events, outputs, or local dissemination opportunities. This means that the system should remain open to both central planning and bottom-up contribution.

Once a content opportunity is identified, WP6 acts as the editorial coordinator. Its responsibilities include drafting or packaging the content, ensuring alignment with the project narrative, checking compliance with visual identity and Erasmus+ visibility requirements, and determining the appropriate publication route. When content concerns a specific partner or includes potentially sensitive institutional, personal, or event-related information, validation by that partner should be obtained before publication. This is especially important for partner quotes, event photos, participant references, and institution-specific messaging.

Publication responsibilities are distributed according to channel. The website and the central LinkedIn publication should normally be managed by WP6 or by the lead institution acting on behalf of WP6. Partner-side publication or amplification through institutional channels remains the responsibility of the relevant partner focal points, in accordance with each organisation's internal procedures. This ensures that central content remains coherent while local dissemination remains institutionally legitimate.

The workflow should therefore be understood as integrated rather than as a series of separate steps: partners do not simply receive finished communication after the fact, but contribute to the process through content provision, contextual validation, and local amplification. This model reflects the broader EMPOANDES philosophy of coordinated yet distributed action.

9.4 Multilingual/localisation approach

Because EMPOANDES operates across different linguistic and institutional contexts, the editorial strategy should recognise that communication effectiveness may depend on language and localisation. However, localisation should not undermine consistency. The objective is not to create parallel and disconnected communication narratives, but to allow the project's core messages to travel effectively across contexts.

As a general principle, **English should serve as the common reference language for project-level communication assets, official website structure, and central communication coordination.** This facilitates internal consistency across the consortium and ensures usability in transnational and European-facing communication contexts. At the same time, partner institutions may adapt communication into other relevant languages, basically Spanish, when this improves local reach, stakeholder engagement, or institutional uptake.

Localisation should be understood as more than literal translation. In some cases, effective communication requires adaptation of tone, examples, framing, or references so that the message resonates with the intended audience. For instance, content aimed at students may need a more direct and opportunity-oriented style, while communication aimed at local public bodies may require a stronger emphasis on territorial relevance and practical utility. Localisation is therefore legitimate and desirable, provided that the core facts, project objectives, and required visibility elements are preserved.

To support this, WP6 may provide English master versions of key texts together with short recommended wording for translation or adaptation. Where multilingual dissemination is used, partners should ensure that translated content remains faithful to the original meaning and does not introduce claims, interpretations, or

D6.1 Communication Plan

stylistic shifts that alter the project's agreed narrative. In this sense, localisation is part of communication quality, not a separate activity.



10. Action plan and timeline (rolling 12-month plan)

The EMPOANDES communication plan is implemented through a rolling 12-month action plan, starting in this version at Month 6 (M6) of the project and extending to Month 17 (M17). This rolling plan is framed by the formal WP6 milestone and deliverable schedule: the web portal is expected to be running at M3, D6.1 is delivered at M6, D6.2 is due at M18, and D6.3, D6.4 and D6.5 are due at M36. Communication activities are therefore planned not only as regular visibility actions, but also as support mechanisms for the preparation, dissemination and uptake of these WP6 outputs. Rather than treating communication as a set of isolated actions, the plan organises activities into a sequenced timeline covering regular website updates, LinkedIn visibility, partner amplification, event-driven dissemination, and packaging of public outputs. The timeline also reflects the strategic role of communication in supporting participation, visibility, institutional alignment, and long-term uptake of results.

WP6 milestone / deliverable	Timing	Communication support function
Web portal operational	M3	Provides the central public hub for project identity, news, resources, events and public outputs.
D6.1 Communication Plan	M6	Establishes the communication framework, workflows, channels, KPIs, evidence system and partner amplification model.
D6.2	M18	Communication activities will support the visibility, dissemination and uptake of the intermediate WP6 output, through website publication, LinkedIn communication and partner amplification.
D6.3, D6.4 and D6.5	M36	Final communication actions will support the dissemination of final results, evidence, legacy materials and sustainability-oriented outputs.

10.1 Immediate actions

In the immediate short term, and considering that the present rolling plan starts at **M6**, the following actions should be prioritised during the next months:

- finalisation and internal validation of the **D6.1 Communication Plan**;

D6.1 Communication Plan

- consolidation of the **partner communication mapping table** (channels, focal points, languages, approval needs);
- consolidation and distribution of the **core communication asset pack**, including the official logo, templates, standard wording blocks, and Erasmus+ visibility elements;
- review and update of the **project website** to ensure that the public baseline information is complete, current, and suitable for wider dissemination;
- activation of the **partner amplification workflow**, including the circulation of the first partner-ready communication packages;
- preparation of a first short **editorial calendar** covering the next 1–2 months, with a clear indication of major milestones, expected events, and target publication moments.

55

These immediate actions are intended to ensure that the communication system is not only defined at conceptual level, but also fully operational in practice.

M6–M17 action plan table: actions supporting WP6 implementation and upcoming deliverables

D6.1 Communication Plan

Table.8j.Actions.from.M6to.M7

Month	Main action	Channel(s)	Owner	Evidence
M6	Finalise D6.1 Communication Plan; validate partner communication mapping; update website baseline content	Website / internal coordination / LinkedIn if relevant	WP6 + partner focal points	Final document, updated website pages, mapping table, screenshots
M7	Launch first coordinated partner amplification cycle; publish introductory/update content on project progress	Website + LinkedIn + partner channels	WP6 + partners	Post links, screenshots, partner repost evidence
M8	Disseminate upcoming trainings / workshops / stakeholder actions; prepare event communication packages	Website + LinkedIn + newsletters / partner websites	WP6 + event-leading partners	Event pages, posts, agenda, screenshots
M9	Publish and amplify milestone content linked to implementation progress; include short explainer post	Website + LinkedIn + partner LinkedIn/pages	WP6	Website article, LinkedIn post, amplification records
M10	Event-driven dissemination cycle: announcement, coverage and recap of key activities	Website + LinkedIn + institutional channels	WP6 + hosting partners	Event posts, recap note, photos with consent, screenshots
M11	Publish resource- or results-oriented content; begin structured visibility of outputs	Website + LinkedIn	WP6 + relevant WP leads	Resource page, download link, screenshots
M12	Quarterly editorial review; rebalance communication by audience, partner visibility, and content type	Internal review + website/LinkedIn as needed	WP6 + Communication Board	Review note, updated editorial calendar
M13	Promote ongoing training, educational or pilot-related actions; partner-led localisation and amplification	Website + LinkedIn + partner channels	WP6 + partners	Links, local language posts, screenshots
M14	Publish institutional/value-oriented communication on project relevance, inclusion and European values	Website + LinkedIn	WP6	Public post/article, screenshots
M15	Disseminate intermediate or consolidated outputs; encourage uptake by universities and technical institutions	Website + LinkedIn + partner websites/newsletters	WP6 + relevant partners	Resource uploads, posts, amplification evidence

D6.1 Communication Plan

M16	Event and synergy communication linked to external dissemination opportunities and related projects	LinkedIn + website + partner networks	WP6 + participating partners	Event mentions, joint dissemination evidence
M17	Rolling plan review and renewal; assess KPI trends and prepare next 12-month communication cycle	Internal review + Communication Board	WP6 + Communication Board	KPI summary, revised plan, updated priorities

In addition to the rolling month-by-month action plan, EMPOANDES will maintain a **Planned Dissemination Activities** table providing an operational overview of the main communication and dissemination actions foreseen during the reporting period. This table is intended to support implementation, coordination, monitoring, and partner alignment by linking each planned activity to its target audience, channel, indicative timing, responsible actor, and expected communication effect. It should be reviewed and updated as part of the monthly

communication planning process. [Table.9j.Other.planned.disemination.activities](#)

Activity	Audience	Channel	Timing	Responsible Partner	Expected Impact
Publication of project news and implementation updates	General project audiences, partner institutions, external stakeholders	Project website, LinkedIn, partner institutional channels	Monthly / as relevant	WP6 lead + relevant partner(s)	Maintain project visibility and demonstrate implementation progress
Dissemination of training opportunities	Students, academic staff, technical institutions, local stakeholders	Website, LinkedIn, partner websites, newsletters	According to training calendar	WP6 + training-leading partner(s)	Increase participation and strengthen engagement with project activities
Communication on workshops and stakeholder events	Local stakeholders, public institutions, technical actors, project partners	Website, LinkedIn, partner channels	Before and after each event	WP6 + hosting partner	Improve event visibility, participation, and post-event traceability

D6.1 Communication Plan

Publication of milestone achievements	Consortium, institutional audiences, external networks	Website, LinkedIn	At key implementation moments	WP6	Highlight strategic progress and reinforce project credibility
Dissemination of public outputs and resources	Universities, NMHS, public institutions, technical users, external networks	Website, LinkedIn, partner channels	As outputs become available	WP6 + relevant WP lead/partner	Promote uptake, usability, and longer-term visibility of results
Explainer content on climate services, co-creation, and project themes	Non-specialist audiences, stakeholders, students, external observers	LinkedIn, website	Periodically / quarterly	WP6	Improve understanding of project concepts and broaden accessibility
Partner amplification of central communication items	Local institutional audiences, national stakeholders, existing partner networks	Partner websites, newsletters, LinkedIn	Ongoing / following central publication	Partner focal points	Extend reach, improve local legitimacy, and strengthen alignment
Event-driven dissemination linked to external conferences or synergy opportunities	Academic networks, EU project communities, professional audiences	LinkedIn, website, partner channels	As opportunities arise	WP6 + participating partner(s)	Increase external visibility and strengthen cross-project positioning
Communication on European values embedded in project action	General audiences, institutional actors, community stakeholders	Website, LinkedIn, partner channels	Cross-cutting / integrated throughout project implementation	WP6 + partners	Reinforce the project's contribution to inclusion, participation, equality, and cooperation



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS-EDU-2025-CBHE - EMPOANDES - 101236788



10.3 Event-driven dissemination and cross-project synergies

EMPOANDES communication should be strongly supported by **event-driven dissemination**. Events are particularly valuable communication opportunities because they generate visibility, content, stakeholder interaction, and evidence in a concentrated way. For this reason, the communication plan should not only react to events after they happen, but actively prepare communication before, during, and after key activities.

Each relevant event should ideally produce three moments of communication:

1. **Pre-event communication**, explaining the purpose of the activity, who it is for, and why it matters;
2. **Live or near-live visibility**, where feasible, through LinkedIn posts, stories, photos or short updates;
3. **Post-event recap**, summarising participation, content, outcomes, and next steps.

This event-driven approach should apply to training actions, workshops, stakeholder meetings, project board meetings where relevant for public communication, pilot-related activities, and external dissemination events.

Cross-project synergies should also be used strategically. Where EMPOANDES is presented or referenced in events involving related initiatives, academic networks, Erasmus+ communities, or climate-service projects, these opportunities should be treated as communication multipliers. The purpose is not only to increase visibility, but to position EMPOANDES within a broader ecosystem of cooperation, capacity building, and adaptation-related action. Where appropriate, joint visibility with related projects may help strengthen legitimacy, broaden audiences, and reinforce the project's European and international relevance.

11. Communication governance and roles

Effective communication in EMPOANDES depends not only on strong content and appropriate channels, but also on a clear governance structure that defines who plans, validates, publishes, amplifies, and corrects communication outputs. Because the project follows a coordinated yet distributed communication model, governance must guarantee both **central coherence** and **institutional legitimacy**. This section therefore defines the mandate of the Communication Board, the coordination role of the WP6 lead, the responsibilities of partner focal points, the approval pathways for different types of content, and the procedures for handling corrections or reputational risks.

11.1 Communication Board: mandate, frequency, decision rules

The **Communication Board** is the main coordination body for communication and dissemination matters within EMPOANDES. Its role is to provide strategic oversight, support alignment between project-level communication and partner institutional communication frameworks, and help ensure that dissemination remains coherent, timely, and compliant with Erasmus+ visibility requirements. The Board is not intended to manage every routine publication; rather, it provides the coordination space where communication priorities, bottlenecks, opportunities, and adjustments can be collectively addressed.

Its mandate includes: reviewing the implementation of the Communication Plan; identifying and discussing communication priorities; supporting alignment with partner institutional policies and approval requirements; identifying dissemination opportunities connected to project milestones, events, or external networks; reviewing partner amplification performance and communication KPIs; and advising on corrective measures where communication gaps or coordination problems are detected. The Communication Board also serves as an inter-institutional forum to ensure that communication remains a shared consortium function rather than a purely centralised task.

The Board should meet on a **regular basis**, with a recommended frequency of **every two or three months**, depending on the intensity of project activity. Additional meetings may be convened when a major dissemination action, public event, or high-visibility communication need arises. Meetings should remain operational and agenda-driven, focusing on upcoming actions, open issues, and practical decisions rather than overly formal reporting.

Decision-making within the Communication Board should be based primarily on **consensus**. When different views emerge, the WP6 lead should consolidate positions and propose a workable solution that preserves coherence, compliance, and feasibility. For communication matters with broader strategic implications or



reputational sensitivity, consultation with project management should also be ensured.

11.2 WP6 lead: coordination duties

The **WP6 lead** is the central operational coordinator of EMPOANDES communication. This role is responsible for ensuring that the Communication Plan is implemented in practice, that content is prepared and published in a coherent and timely way, and that communication remains aligned with the agreed narrative, visual identity, and European Commission/Erasmus+ visibility rules.

The main duties of the WP6 lead include coordinating communication planning and implementation; maintaining the editorial calendar; managing the website and central publication workflow; preparing and consolidating communication content; producing partner-ready dissemination packages; checking compliance with project branding and visibility rules; maintaining the communication repository for assets, evidence, and KPI logs; and acting as the first contact point for partners on communication-related matters. The WP6 lead also plays a key role in linking communication to project progress, translating milestones, outputs, and events into communication-ready formats that can be used centrally and by partners.

To support predictability and reduce friction, EMPOANDES should establish a light but practical **editorial service-level expectation** (. A reasonable baseline is as follows: for routine communication requests, the WP6 lead should provide an acknowledgement or first response within **three working days**; for standard publication packages, preparation should normally be possible within **five working days**, provided that the necessary input has been received; for event-related or higher-priority communication, a planning margin of at least **five to seven working days** should be considered desirable; and urgent last-minute requests may be addressed where feasible, but should remain the exception rather than the norm. These timings are intended to support coordination, not to create rigidity, and they depend on partners providing accurate information with adequate anticipation.

11.3 Partner focal points: responsibilities, minimum commitments and reporting

Each partner institution should designate a **communication focal point**, or an equivalent contact person, to interface with WP6 on communication and dissemination matters. This person does not necessarily need to belong to a professional communication office, but should be able to coordinate communication inputs internally, understand the institution's publication requirements, and facilitate dissemination through the partner's available channels.



Partner focal points are expected to inform WP6 of relevant activities, milestones, events, and local dissemination opportunities; provide communication-ready information where appropriate, including short descriptions, dates, links, and visual materials with the necessary consent; validate institution-specific content when required; publish or facilitate amplification through partner channels; and return evidence of dissemination, such as links or screenshots, for project traceability and KPI monitoring. They should also inform WP6 of any constraints, delays, or internal approval requirements that may affect publication timing.

To keep the system operational, a minimum level of commitment is required. At a minimum, each partner should maintain an active communication contact point, respond to validation or dissemination requests within a reasonable timeframe, amplify major project milestones and outputs whenever institutionally feasible, and provide basic evidence of partner-level dissemination. Reporting should remain lightweight and practical. In most cases, sending the publication link or a screenshot, together with any brief contextual note if needed, should be sufficient. The objective is to make partner participation systematic without turning communication into an administrative burden.

11.4 Approval pathways

Not all communication items require the same level of review. To balance efficiency with institutional and reputational safeguards, EMPOANDES adopts a dual-approval logic comprising a **fast-track pathway** for routine content and an **enhanced validation pathway** for sensitive or high-visibility content.

The **fast-track pathway** should apply to routine communication items that are low risk and based on already agreed project information. Examples include short updates on meetings or workshops, standard milestone announcements, publication of general project news, reposting of previously validated content, or routine LinkedIn and website items prepared with approved templates and standard wording. In such cases, WP6 may proceed with publication after the relevant basic checks, without requiring additional formal validation, provided that no sensitive references, institution-specific claims, or unconfirmed details are involved.

The **sensitive-content pathway** should apply when a communication item may have reputational, institutional, legal, or political implications. This includes high-visibility public positioning, use of participant names, quotes, or images requiring explicit confirmation, communication involving vulnerable groups or sensitive local contexts, media-facing materials, or any case where wording, branding, or framing could create institutional concern. In such situations, validation by the relevant partner institution should take place before publication, and coordination with project management may be required where the issue goes beyond standard communication practice.

This two-track model is intended to keep routine communication agile while ensuring that content with higher exposure is handled with appropriate care. The aim is not to slow down dissemination, but to make sure that governance matches the level of sensitivity of the communication item.

11.5 Issue handling

Even with a well-designed system, communication issues may arise. These may range from minor factual or formatting errors to more sensitive cases involving misrepresentation, missing acknowledgements, inappropriate imagery, or reputational concern for a partner or for the project as a whole. EMPOANDES therefore requires a proportionate but clear issue-handling procedure.

For **minor issues**, such as typographical mistakes, broken links, omitted tags, or small inconsistencies, the preferred response is rapid correction by WP6 or the publishing partner. The emphasis should be on speed and accuracy, with the corrected version replacing the problematic one where feasible. For **moderate issues**, such as inaccurate institutional references, outdated visuals, missing Erasmus+ visibility elements, or use of wording that has not been appropriately validated, the item should be reviewed jointly by WP6 and the relevant partner, and then edited, replaced, or temporarily withdrawn as needed. The evidence repository should also reflect the corrected version for future reporting.

For **reputationally sensitive issues**, including partner complaints, problematic representation of people or communities, or content that may create external misunderstanding or controversy, the response should be escalated without delay. In such cases, the content should be reviewed immediately, the relevant partner institution should be informed, temporary unpublishing or suspension of amplification may be necessary, and the WP6 lead should coordinate with project management to agree on an appropriate response. Where required, a clarification or corrected communication may also be issued.

The overall principle is that EMPOANDES communication must remain **correctable, traceable, and responsive**. Issue handling should not be punitive or overly bureaucratic, but it must protect institutional trust, partner relationships, and the credibility of the project's public communication.



Figure.77j.Governance.of.communication.body

12. Monitoring, KPIs and reporting

The EMPOANDES communication system must not only produce and disseminate content, but also generate measurable evidence of performance, consistency, and partner engagement. Monitoring is therefore an integral part of WP6, not an optional follow-up activity. A structured KPI and reporting framework allows the consortium to assess whether communication is reaching the intended audiences, whether partner amplification is functioning as expected, whether dissemination remains balanced across channels and institutions, and whether corrective action is needed. Monitoring also supports accountability, traceability, and continuous improvement, particularly in a distributed communication model where part of the visibility effort depends on partner-led amplification.

In EMPOANDES, the monitoring framework combines four complementary layers: channel-specific KPIs, alignment-related KPIs, regular evidence and metric logging, and periodic reporting to the Communication Board. Together, these layers ensure that communication is not assessed only in terms of volume, but also in terms of coherence, responsiveness, and institutional participation.

12.1 Channel KPIs (website, LinkedIn, partner channels, events)

Channel KPIs are intended to measure the basic performance of EMPOANDES communication across the main publication and dissemination environments used by the project. These indicators provide visibility on activity levels, reach, and practical output, and should be interpreted proportionately to the scale and nature of the project.

For the **project website** (active from month 3 in <https://empoandes.eu>), monitoring should focus on whether the site is active, updated, and functioning as a stable repository of public information and outputs. Relevant indicators may include: number of website updates or published news items; number of public resources or outputs uploaded; page views or visits where analytics are available; downloads of project materials; and traffic to key result-related pages. The aim is not to optimise for web traffic alone, but to ensure that the website remains current, visible, and useful as the project's central communication hub.

For **LinkedIn**, KPIs should reflect both publication regularity and audience engagement. Relevant indicators may include: number of posts published; total impressions; average impressions per post; reactions, comments, shares, and link clicks where available; and follower growth if the project operates through a dedicated page. These metrics should be used to assess whether LinkedIn communication is maintaining an active project presence and whether content types are generating differentiated levels of engagement.



For **partner channels**, the objective is not to apply a uniform analytics system to all institutions, since partner communication capacity and available metrics may differ substantially. Instead, monitoring should focus on what can realistically be evidenced across the consortium, such as: number of partner-level publications; number of institutions that amplified a given item; publication links or screenshots; and, where available, basic engagement indicators such as views, reactions, or newsletter circulation. The key concern here is not channel comparison, but partner participation and amplification reach.

For **events**, communication KPIs should capture both dissemination effort and public-facing visibility. Relevant indicators may include: number of events communicated in advance; number of event recap publications; number of event-related posts; participant figures where relevant and available; and availability of event evidence such as programmes, visuals, or photo records. Event communication should also be assessed in relation to timing, ensuring that communication is not limited to retrospective reporting but includes pre-event and post-event dissemination whenever appropriate.

12.2 Alignment KPIs (partner amplification rate, coverage, consistency)

Because EMPOANDES communication depends on a distributed and partner-amplified model, monitoring must also assess whether **alignment with partners' communication strategies** is functioning in practice. For this reason, the project defines a specific set of alignment KPIs focused on amplification, institutional participation, and message consistency.

A first key indicator is the **partner amplification rate**, defined as the proportion of relevant project-level communication items that are amplified by at least one partner institution. This indicator helps determine whether centrally produced content effectively enters partner dissemination circuits, rather than remaining confined to the website or the central LinkedIn channel.

A second important indicator is **partner coverage**, meaning the number or proportion of partner institutions that have amplified at least one communication item within a given month or quarter. This helps assess whether communication participation is concentrated in a small subset of highly active partners or more broadly distributed across the consortium.

A third alignment indicator is **time-to-amplify**, understood as the approximate time elapsed between central publication and partner-level amplification, where this can be observed. While this should not be treated rigidly, it can provide a useful indication



of whether communication packages are operationally workable and whether internal approval routes are creating bottlenecks.

A fourth indicator concerns **consistency**, which should be monitored qualitatively through light-touch spot checks rather than through heavy formal scoring. The objective is to confirm that partner-level publications broadly preserve the agreed project narrative, visual identity, and required Erasmus+ acknowledgement, while still allowing local adaptation. The purpose is not to eliminate variation, but to detect whether communication is drifting into fragmentation, omission of key elements, or inconsistent terminology.

Taken together, these alignment KPIs help transform partner amplification from an informal expectation into a measurable dimension of WP6 performance. They also make it easier to identify where additional support, simplification, or clarification may be needed.

12.3 Quarterly evidence and metrics logging

To ensure traceability and enable later reporting, EMPOANDES should maintain a **quarterly evidence-and-metrics log** coordinated by WP6. This log is the practical backbone of the monitoring system: without regular evidence capture, KPIs cannot be interpreted reliably and communication actions may become difficult to reconstruct over time.

The quarterly log should record, at minimum, the communication items published during the period, the channel used, the date of publication, the responsible owner or contributing partner, and the available evidence. For website and LinkedIn items, this should normally include the direct link and, where useful, a screenshot. For partner-level amplification, the log should include the partner name, the type of channel used, and the evidence returned. For event-related communication, the log may also include supporting material such as agendas, participant information where available, or recap notes.

Where metrics are available, the quarterly log should also capture a limited number of basic performance indicators, such as impressions, reactions, views, or downloads. However, the logging system should remain pragmatic. It is preferable to maintain a complete and simple record than to design an over-ambitious dashboard that cannot be filled consistently by WP6 or partner focal points.

From a management perspective, the quarterly log serves several purposes. It provides a cumulative evidence base for periodic reporting; it helps detect months with low activity or uneven partner participation; it allows comparison of content types and channels over time; and it supports rapid retrieval of material when the project needs to document dissemination for internal review or external reporting



purposes. In this sense, the log is not only a monitoring tool, but also a governance and memory tool for the communication function.

Evidence logging will also be organised in relation to the WP6 milestone and deliverable calendar, so that communication actions supporting the web portal, D6.1, D6.2, D6.3, D6.4 and D6.5 can be easily identified, reported and audited.

12.4 Reporting to the Communication Board (format and frequency)

68

Monitoring becomes useful only when it is turned into a clear, proportionate reporting process. For this reason, WP6 should report communication performance to the **Communication Board** on a regular basis, using a concise format that supports discussion, adjustment, and decision-making without creating unnecessary administrative load.

A practical reporting frequency is **every two to three months**, aligned with the recommended meeting rhythm of the Communication Board. This allows enough time for trends and issues to emerge, while keeping communication sufficiently responsive to the real pace of implementation. In addition, WP6 may prepare shorter internal summaries on a monthly basis for its own coordination purposes, especially during periods of intense activity.

The reporting format should remain concise and decision-oriented. A recommended structure is:

- a short summary of communication actions implemented during the reporting period;
- an overview of channel KPIs;
- a specific section on partner amplification and alignment KPIs;
- a brief note on bottlenecks, delays, or gaps identified;
- proposed actions for the next period, including any reprioritisation needed.

Where possible, reporting should use a stable template so that trends can be compared across meetings. Visual summaries, simple tables, and short narrative commentary are generally more useful than complex dashboards. The objective is to equip the Communication Board with enough evidence to assess whether communication is functioning as planned, where adjustments may be required, and how partners can be better supported in dissemination.

In line with the overall philosophy of this Communication Plan, reporting should be understood not as a purely administrative requirement, but as a strategic learning

mechanism. It enables EMPOANDES to move from communication as a sequence of outputs to communication as a managed, adaptive, and consortium-owned process.

The Communication Board will also review whether planned communication actions are adequately supporting upcoming WP6 deliverables and milestones, particularly in the periods preceding M18 and M36.

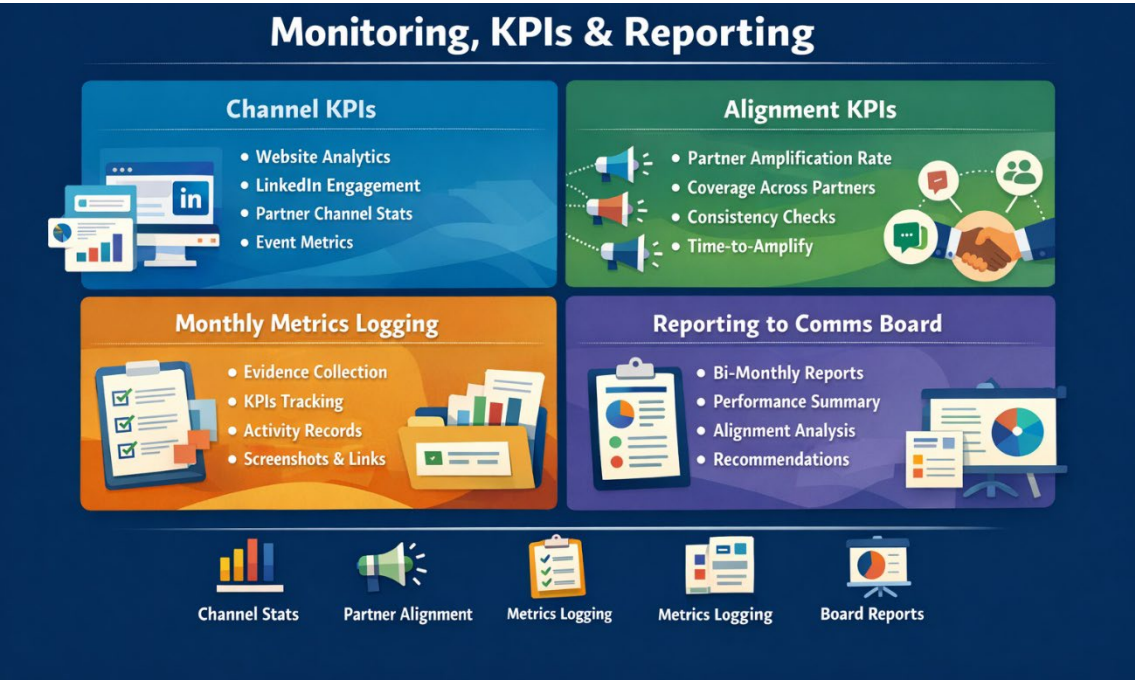


Figure.78j.Reporting.of.communication

13. Risks and mitigation measures

As EMPOANDES communication is implemented through a coordinated yet distributed model, its effectiveness depends on the smooth interaction of multiple institutions, channels, validation processes, and communication practices. This creates important opportunities for reach and legitimacy, but also introduces risks that may affect timeliness, consistency, compliance, and trust. For this reason, communication risk management must be treated as an operational component of WP6 rather than as an exceptional or reactive task. The purpose of this section is to identify the main communication-related risks, assess their relevance in the EMPOANDES context, and define proportionate mitigation measures together with the actors responsible for applying them.

The risks addressed here are grouped into four main areas: inter-institutional coordination risks, narrative and visual coherence risks, privacy and consent risks, and the corresponding mitigation framework. These categories reflect the project's specific communication architecture, where success depends not only on producing content, but also on ensuring that content is aligned, publishable, respectful, and traceable across all partner institutions.

13.1 Inter-institutional coordination risks (alignment, timing, priorities)

A first major group of risks concerns the coordination of communication across multiple partner institutions. Because EMPOANDES relies on partner amplification and locally mediated dissemination, communication may be affected by differences in institutional priorities, internal procedures, available communication capacity, and response times. A message that is easy to publish in one institution may require additional validation in another; a milestone considered highly relevant by WP6 may not automatically be prioritised by all partners; and late communication inputs from one WP or institution may compromise the timeliness of central dissemination.

The main coordination risks in this area include:

- **misalignment between project communication timing and partner internal schedules**, leading to delays in publication or missed dissemination opportunities;
- **uneven partner participation**, where some institutions amplify regularly while others engage only sporadically;
- **communication bottlenecks caused by unclear responsibilities**, especially when content needs validation but no focal point responds in time;

- **low anticipation of milestones or events**, resulting in last-minute communication requests that reduce quality and partner uptake;
- **competing institutional priorities**, which may limit partner willingness or capacity to disseminate project content even when materials are available.

These risks are especially relevant in consortium communication because even strong central content may underperform if the inter-institutional workflow is not functioning predictably.

13.2 Narrative/visual coherence risks

A second category of risks concerns the coherence of the project's public communication, both in narrative terms and in visual presentation. Since EMPOANDES communication is distributed across several institutions and channels, there is a risk that the project may appear fragmented if different partners adapt wording, visuals, or co-branding arrangements in ways that weaken recognisability or consistency.

The main risks in this area include:

- **inconsistent use of terminology**, leading to different descriptions of the project, its outputs, or its target audiences across partners;
- **visual fragmentation**, caused using outdated templates, unofficial logo versions, low-quality graphics, or non-aligned layouts;
- **co-branding imbalance**, where partner logos overshadow the project identity or where EU/Erasmus+ visibility elements are omitted or visually marginalised;
- **message drift**, where local adaptation gradually alters the agreed project narrative or introduces wording that overstates results, changes emphasis, or creates ambiguity;
- **excessive localisation without central reference**, which may generate parallel communication styles that reduce the sense of a shared project identity.

These risks do not necessarily arise from poor intent; in many cases they result from operational pressure, lack of access to the correct assets, or differing institutional communication habits. However, if not managed, they may reduce the professionalism, recognisability, and credibility of the project's communication.

13.3 Privacy and consent risks

A third critical risk area concerns privacy, consent, and the responsible use of images, names, quotes, and event-related materials. Because EMPOANDES includes trainings, workshops, co-creation activities, and communication involving academic, institutional, and community actors, the project may handle materials that contain personal or potentially sensitive information. Communication that does not adequately respect consent procedures or privacy expectations may create legal, ethical, and reputational issues for both the project and individual partners.

Relevant risks in this area include:

- **publication of photographs or videos without adequate consent or prior notice**, especially in events involving students, local stakeholders, or community participants;
- **use of names, affiliations, or quotations without appropriate confirmation**, particularly when participants may not expect public attribution;
- **reuse of visual material outside its original context**, creating misrepresentation or discomfort for the people portrayed;
- **storage of communication materials without adequate traceability**, making it difficult to confirm whether a visual or quotation was cleared for reuse;
- **insufficient sensitivity in the representation of communities or vulnerable groups**, potentially creating perceptions of extractive, paternalistic, or inappropriate communication.

These risks are especially important because EMPOANDES explicitly promotes inclusion, participation, and European values. Communication practice must therefore reflect these commitments not only in principle, but also in the ethical management of visibility.

13.4 Mitigation plan and owners

Risk mitigation in EMPOANDES communication should be practical, proportionate, and clearly linked to responsibility. The goal is not to eliminate all communication risk, which is neither realistic nor desirable in an active dissemination environment, but to reduce avoidable problems and ensure that emerging issues can be managed quickly and consistently.

A first mitigation line concerns **inter-institutional coordination**. To reduce delays, uneven participation, and approval bottlenecks, EMPOANDES should maintain an up-to-date partner communication mapping table, ensure that each institution has a



clearly identified focal point, and circulate communication packages with sufficient anticipation whenever possible. The rolling editorial calendar and the monthly review mechanism should also help reduce last-minute requests and improve predictability. The **main owner** for this mitigation line is the **WP6 lead**, with support from **partner focal points** and oversight by the **Communication Board**.

A second mitigation line addresses **narrative and visual coherence**. This requires the regular use of approved templates, the central circulation of updated logo and asset packs, and the use of standard wording blocks for recurring communication needs. WP6 should also apply light-touch editorial checks to central publications and partner-ready packages, while partner focal points should verify that local adaptation does not alter key messages, branding logic, or required Erasmus+ visibility elements. The **main owners** here are the **WP6 lead** for central asset management and quality assurance, and **partner focal points** for compliant local publication.

A third mitigation line concerns **privacy and consent**. For communication involving people, events, quotes, or community-facing activities, the hosting or originating partner should ensure that any required consent or notification procedures are followed before material is shared externally. WP6 may support this with standard guidance, template notices, or minimum rules for storing and attributing visual material. The **primary owners** in this area are the **event-hosting or content-providing partners**, with **WP6** responsible for not publishing or redistributing materials that are unclear in status.

A fourth mitigation line concerns **issue escalation and correction**. Where communication problems occur despite preventive measures, EMPOANDES should rely on the issue-handling procedure described in Section 11.5, distinguishing between minor, moderate, and reputationally sensitive cases. This ensures that content can be corrected or temporarily withdrawn without confusion about who acts and who must be informed. In such cases, the **WP6 lead** acts as first coordinator, the **relevant partner focal point** validates any institution-specific correction, and **project management** should be involved where the issue may affect external perception or consortium relations.

For operational clarity, the mitigation framework can be summarised as follows:

Table.0j.Risks.and.mitigations.measures

Risk area	Main risk	Mitigation measure	Main owner(s)
Inter-institutional coordination	Delays, uneven amplification, unclear responsibilities	Focal points, rolling editorial calendar, advance planning, partner-ready packages	WP6 lead + partner focal points

D6.1 Communication Plan

Alignment and timing	Missed dissemination windows, low responsiveness	Monthly review, editorial SLA, early milestone notification	WP6 lead + Communication Board
Narrative/visual coherence	Inconsistent wording, fragmented branding, incorrect co-branding	Approved templates, logo pack, standard copy blocks, editorial checks	WP6 lead + partner focal points
Erasmus+/project visibility compliance	Missing acknowledgements, weak visibility of EU support	Visibility checklist, standard disclaimer blocks, compliance review before publication	WP6 lead
Privacy and consent	Unauthorised use of images, names, quotes	Event-level consent procedures, attribution records, publication checks	Hosting partners + WP6
Reputational risk	Misrepresentation, complaints, controversial publication	Rapid review, temporary withdrawal if needed, escalation to management where appropriate	WP6 lead + relevant partner + project management

