

Eleni Karali | 16<sup>th</sup> EMS Annual Meeting & 11<sup>th</sup> European Conference on Applied Climatology (ECAC) | 13 Sep 2016, Trieste, Italy

# Communicating climate change adaptation through web-based platforms.

*Status quo in Europe, main challenges and relevant lessons learned.*

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## Overview

- Climate Change Adaptation – Progress in policy and knowledge production



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- Climate Change Adaptation – Progress in policy and knowledge production
- Knowledge dissemination – Web based adaptation platforms

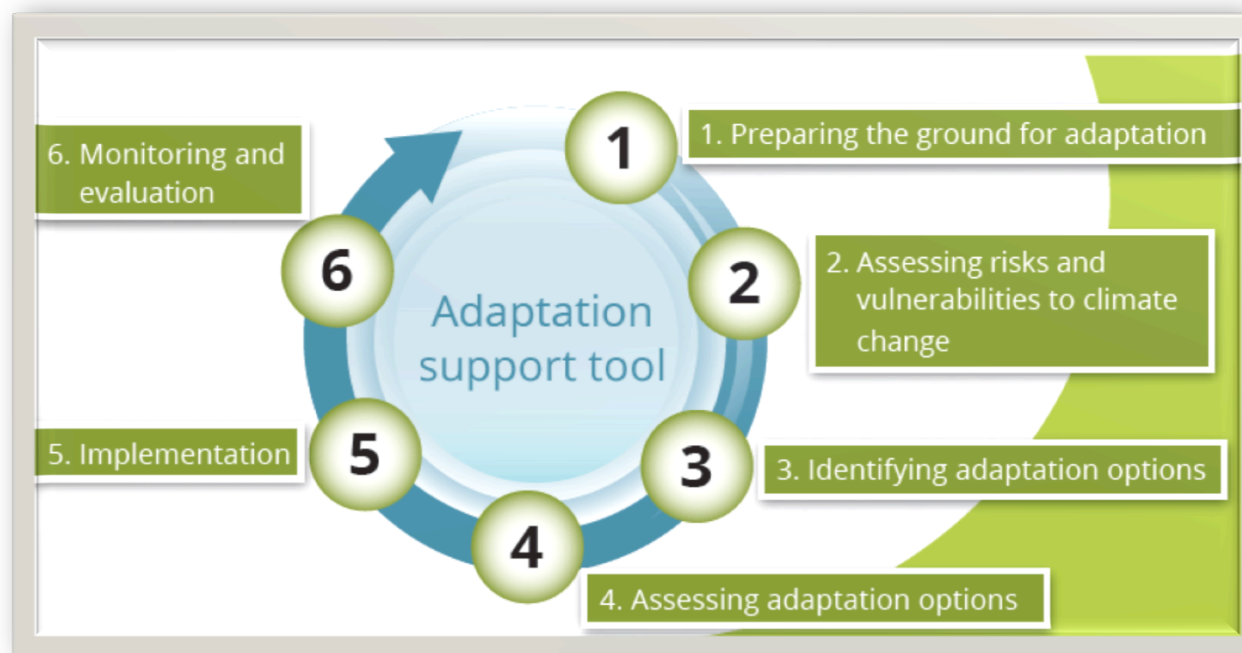


# Overview

- Climate Change Adaptation – Progress in policy and knowledge production
- Knowledge dissemination – Web based adaptation platforms
- Overview of climate change adaptation platforms in Europe

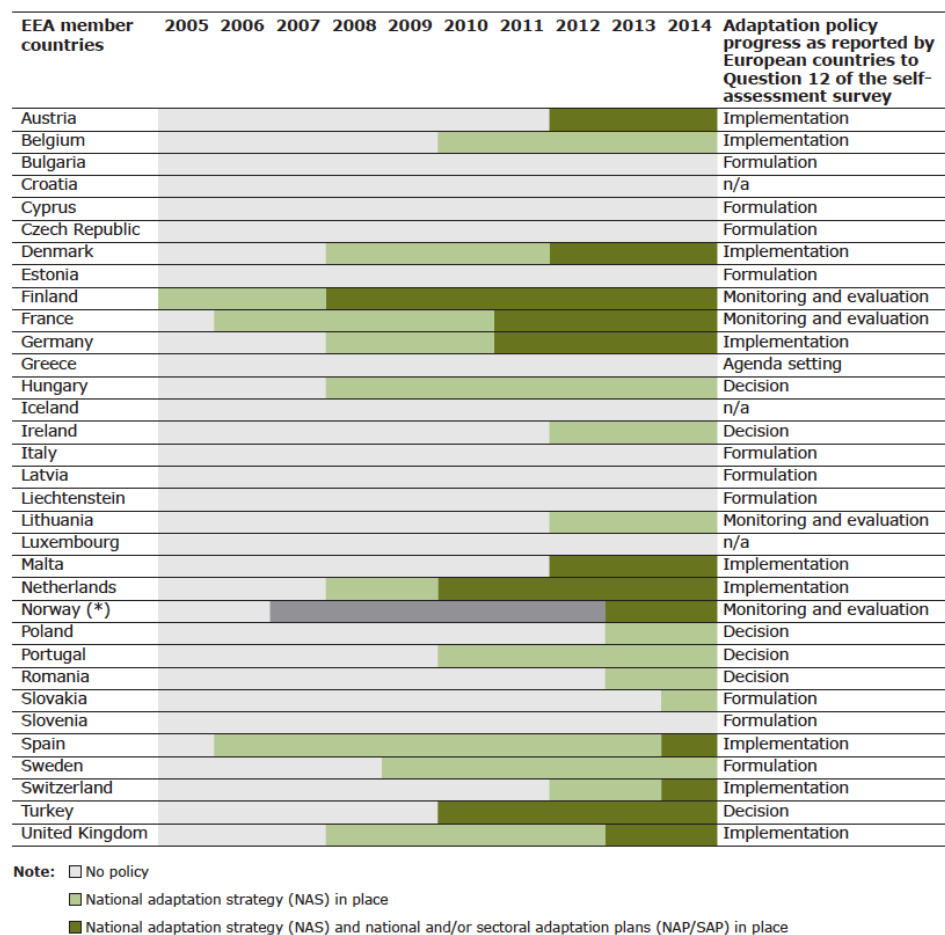


# Progress in climate change adaptation policy and practice



# Progress in climate change adaptation policy and practice

- 21 countries with an adopted NAS
- 12 countries had Action Plans (National and/or multi-sectoral)
- 4 countries at the monitoring and evaluation stage

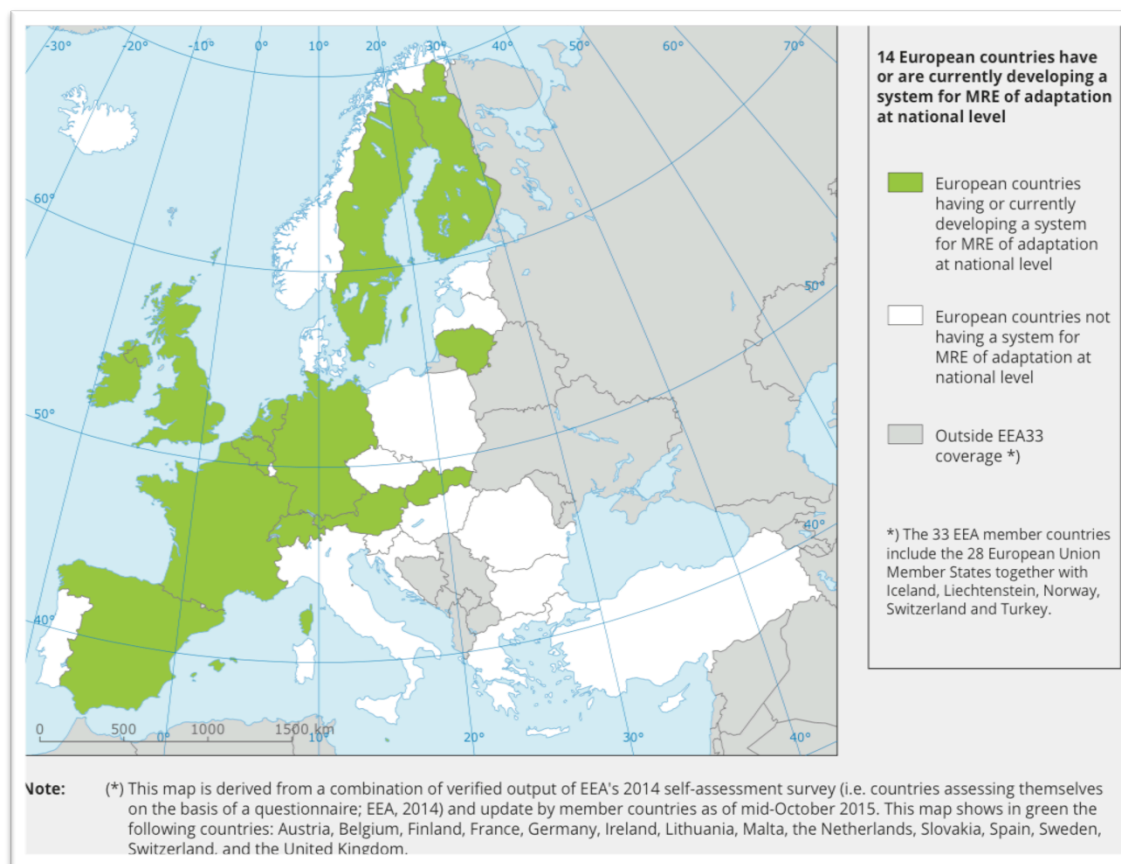


Source: EEA (2014) National adaptation policy processes in European countries – 2014. EEA Report No 4/2014

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# Progress in adaptation policy and practice

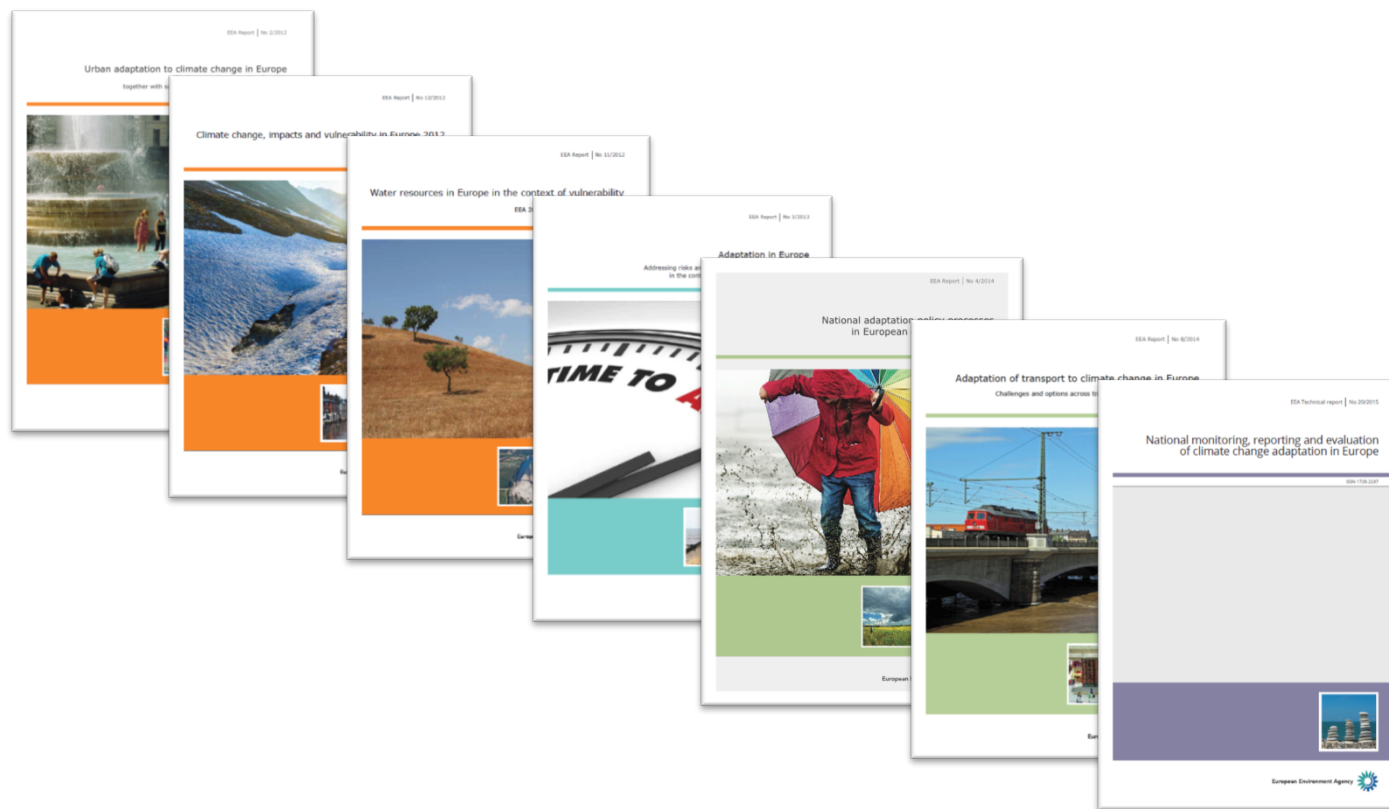


Source: EEA (2015) Monitoring, reporting and evaluation of adaptation at national level – Lessons from across Europe. EEA Technical report. No 20/2015.

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# CCA knowledge production



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# Web-based adaptation platform landscape in Europe



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- Dynamic



## Web-based adaptation platform landscape in Europe

- Dynamic: variety of target audience(s), remits, budget, scopes, aims etc.



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- Dynamic: variety of target audience(s), remits, budget, scopes, aims etc.
- Multi-level

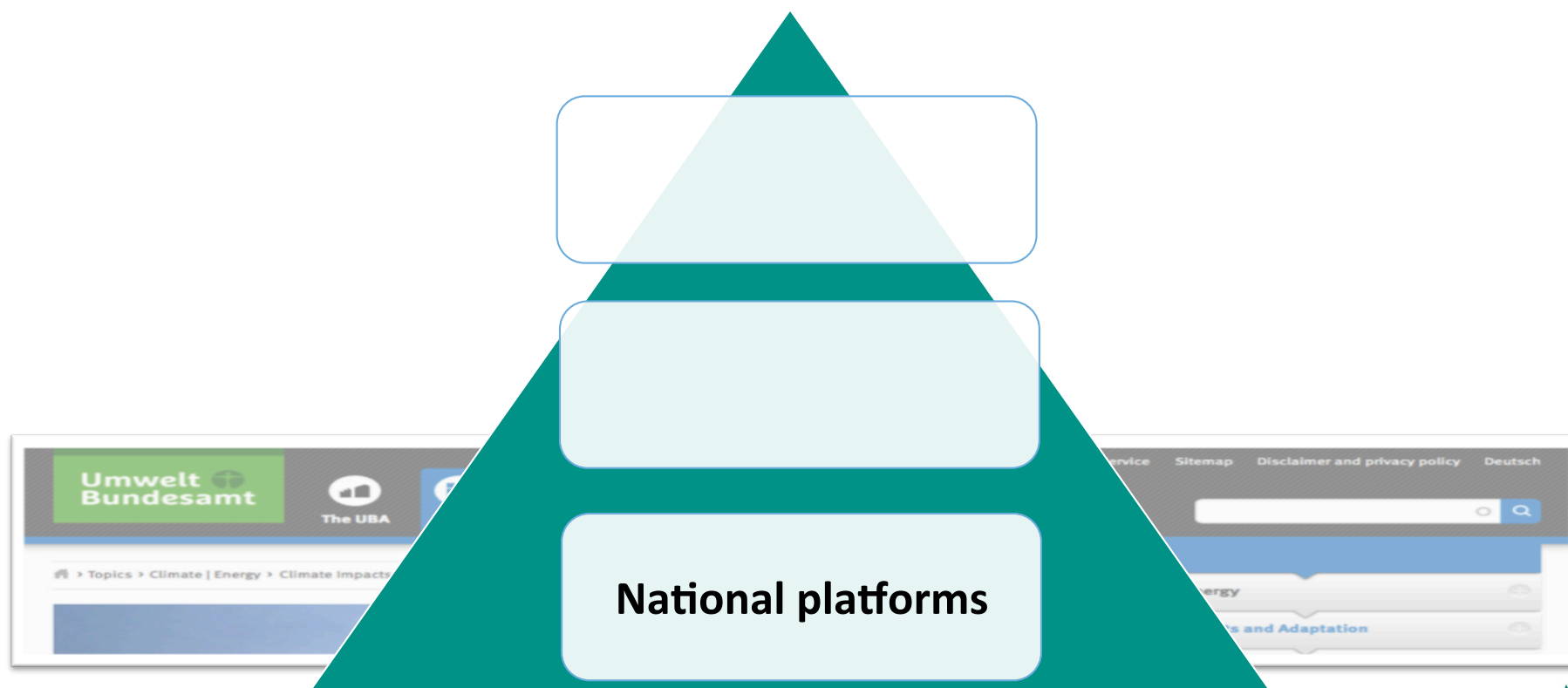


## Web-based adaptation platform landscape in Europe

- Dynamic: variety of target audience(s), remits, budget, scopes, aims etc.
- Multi-level: different governance levels – complementarity across platforms



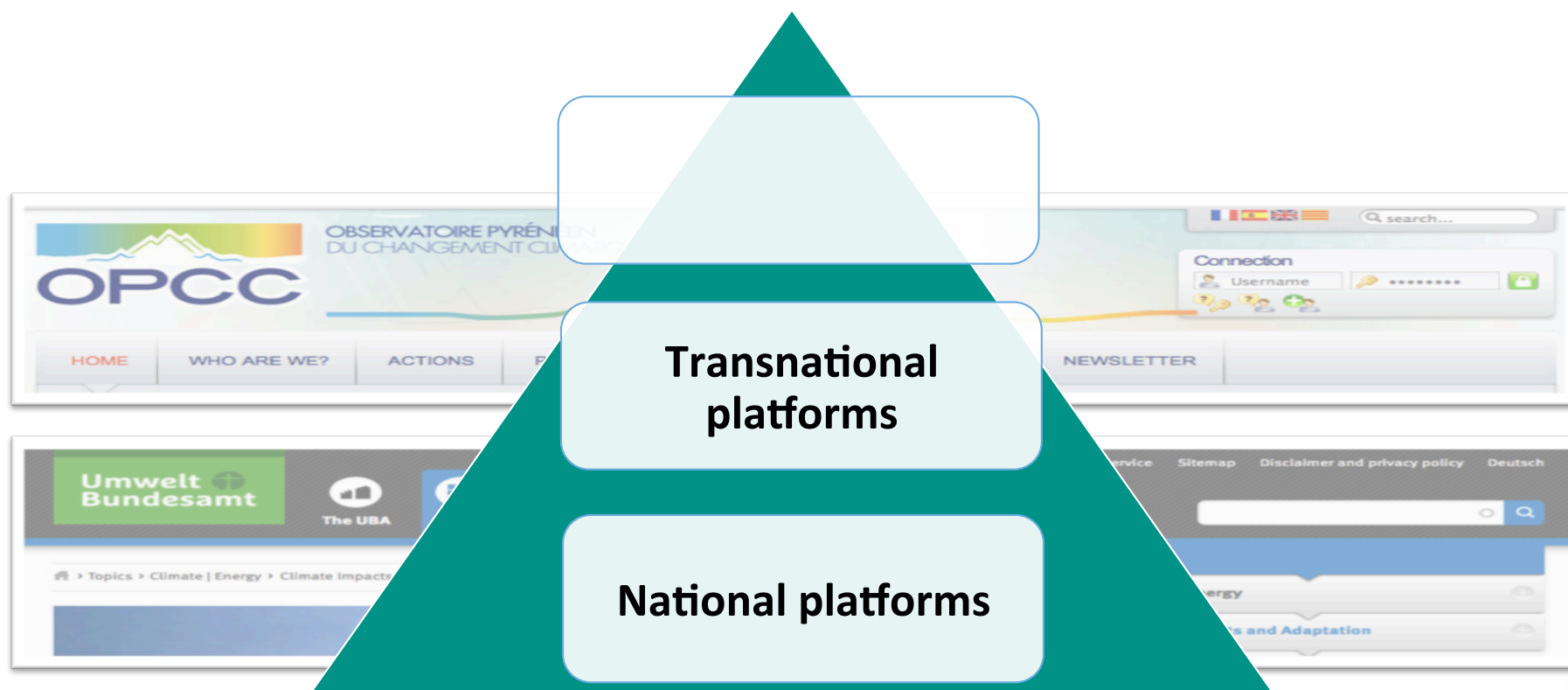
# Web-based adaptation platform landscape in Europe



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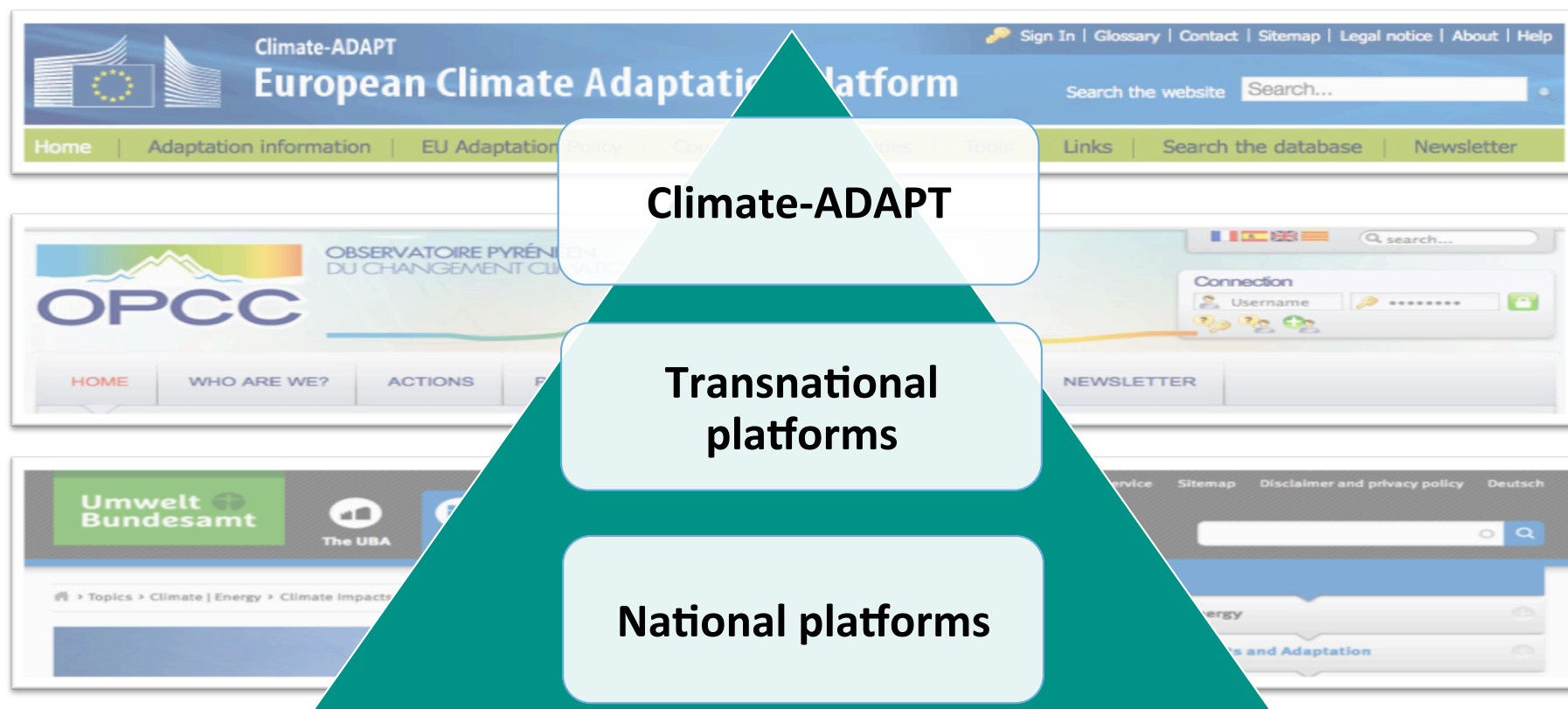
# Web-based adaptation platform landscape in Europe



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# Web-based adaptation platform landscape in Europe

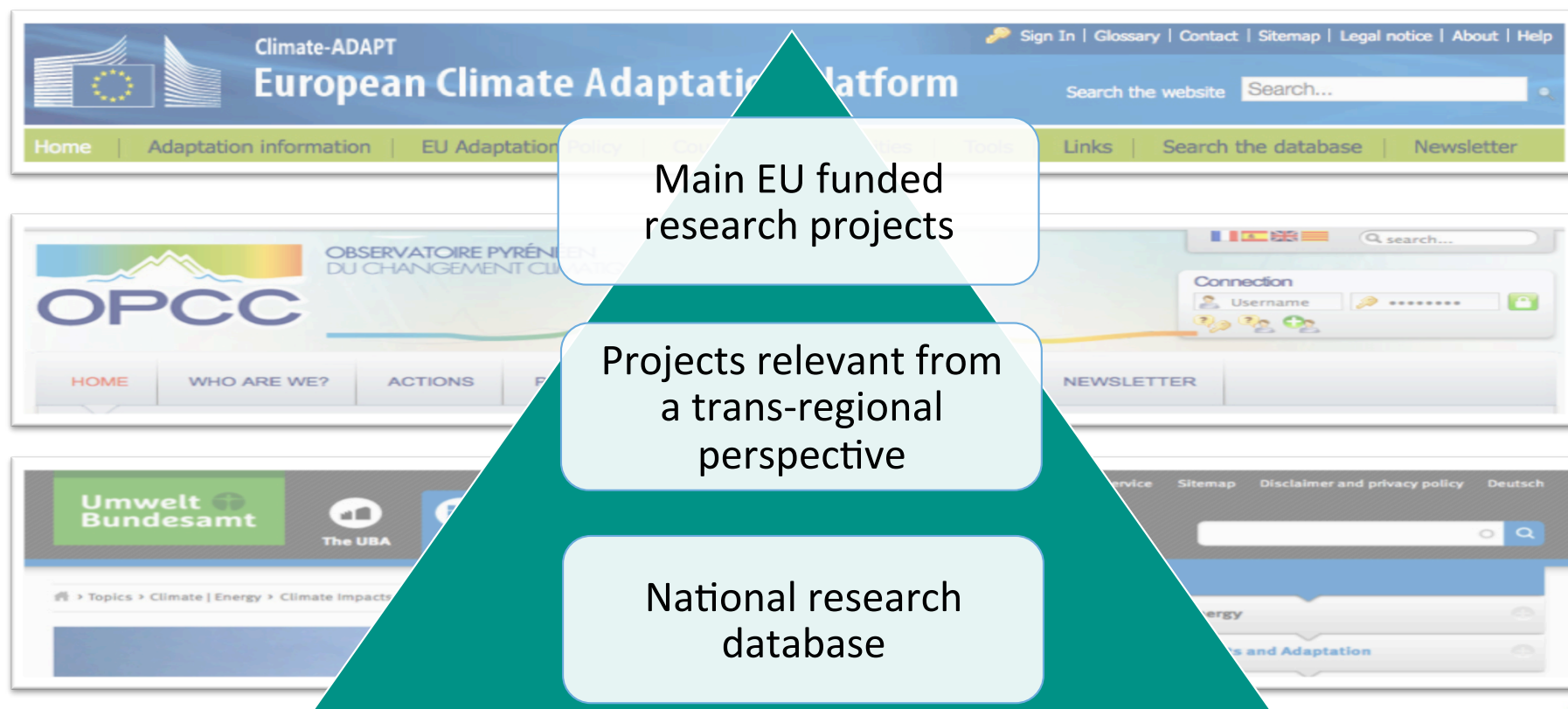


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# Web-based adaptation platform landscape in Europe



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# Technical report No 5/2015



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## Technical report No 5/2015 – Data collection



- Three expert workshops on adaptation platforms

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## Technical report No 5/2015 – Data collection



- Three expert workshops on adaptation platforms
- Targeted interviews



## Technical report No 5/2015 – Data collection



- Three expert workshops on adaptation platforms
- Targeted interviews
- Member countries consultation

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## Technical report No 5/2015 – Content (1)



- Climate-ADAPT
- 3 Transnational platforms
- 14 National platforms

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## Technical report No 5/2015 – Content (2)

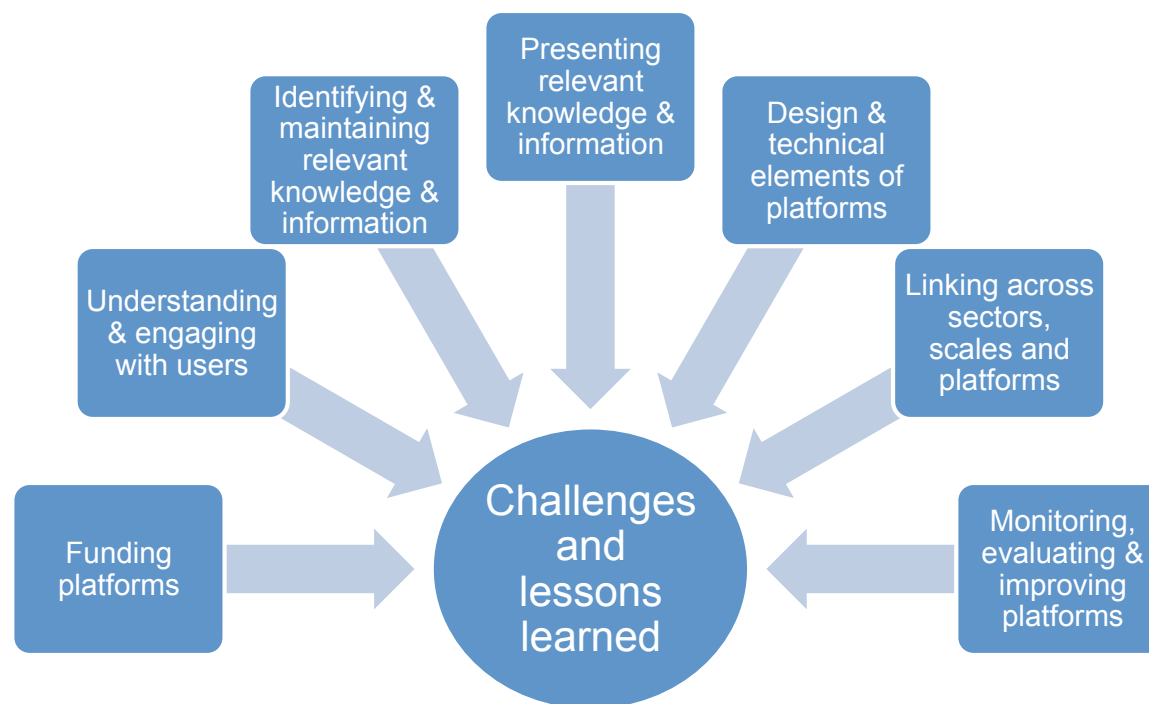


- Scope
- History
- Targeted users
- Funding models
- Links across adaptation platforms
- Links with climate services and DRR

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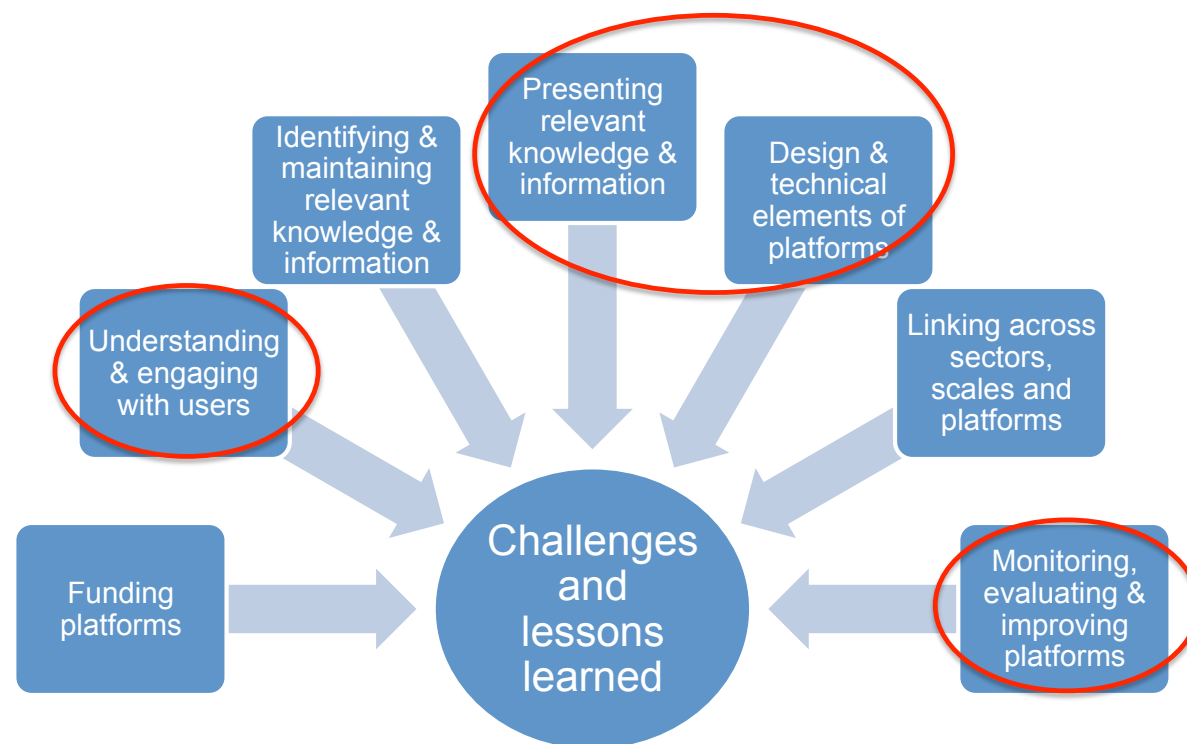


## Technical report No 5/2015 – Content (3)





## Technical report No 5/2015 – Content (3)



## Challenges - Understanding, engaging and communicating with users

- Identify the targeted audience of the platform;
- Understand the user profiles (needs, capabilities, cost profiles, expectations);
- Establish and maintain user's feedback mechanisms;
- Sustain users' support and interest;
- Maintain a balance between providing information and working with intended users.



## Challenges - Selecting and presenting knowledge

- Maintain balance between relevance, user-friendliness and scientific quality and completeness of presented knowledge;
- Ensure quality control and assurance of content;
- Carry out a dynamic and regular update of the platform's content;
- Be in line with user needs, capabilities and expectations.



## Challenges - Selecting and presenting knowledge

- Amount of information;
- Balance between generic and bespoke information;
- Trade-off when dealing with broad spectrum of users and scales;
- (Mis-) match of technical requirements with user needs, capabilities and capacities;
- Multiple languages.



## Challenges - Monitoring & evaluating platforms' quality and relevance

- Monitor the use of the platform;
- Evaluate platforms against their specified goals - indicators for assessing its success or failure;
- Interpret (diverse) users' feedback;
- Identify areas that need improvement;
- Communicate evaluation results;
- Use evaluation to support learning.



## Lessons learned - Understanding, engaging and communicating

- Clearly identify and understand targeted users;
- Match their scope with the available resources and information;
- Use multiple methods to engage users according to their skills and preferences;
- Promote awareness of the platform and its content.



## Lessons learned - Selecting and presenting knowledge

- Develop a framework to guide the selection of content;
- Develop criteria (or other tools) for quality assurance;
- Set specific procedures for identifying the updates;
- Establish a clear process for content submission;
- Language;
- Ensure a logical flow for navigation;
- Provide supportive guidance for the use of tools.



## Lessons learned - Monitoring & evaluating platforms' quality and relevance

- Develop a monitoring and evaluation scheme from an early stage;
- Link the evaluation of the platform's success with its mandates and aims.





## Recent activities

- EEA experts' workshop – June 2016
- Climate-ADAPT database



**Thank you for your attention**

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**European Topic Centre on  
Climate Change Impacts,  
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