



MANAGING RESILIENT NEXUS SYSTEMS THROUGH PARTICIPATORY SYSTEMS DYNAMICS MODELLING

Deliverable 7.1 – Communication and Dissemination Strategy

WP7 – PATHWAYS TO IMPACT

www.rexusproject.eu

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Executive Summary

This document analyses the Communication & Dissemination Strategy of the Horizon 2020 REXUS Project. REXUS views effective Communication and Dissemination as an essential and indispensable pillar for the success of the project, hence the name of the Work Package, 'Pathways to Impact'.

The Communication & Dissemination Strategy analyses the project's overall goals and lays out the corresponding communication goals that will service the project's success. Of central importance is promoting awareness of the usefulness of the REXUS approach and its particular relevance in providing common ground for the building of the 5 pilots *Learning and Action Alliances (LAA)*. While guided by science at every step, LAA building is an essentially human-centered process and this sets the required tone for the project: a scientific and fact-based approach with the human element at the center.

Since resources for communication are limited, correct targeting is key, therefore the strategy sets out messages and media to be used, depending on the key audiences of the project. It provides examples of REXUS communications on social media, website, and other media and finally lays out ways of measuring impact and readjusting the Communication and Dissemination Strategy as the project evolves.

1. Background – the REXUS project philosophy

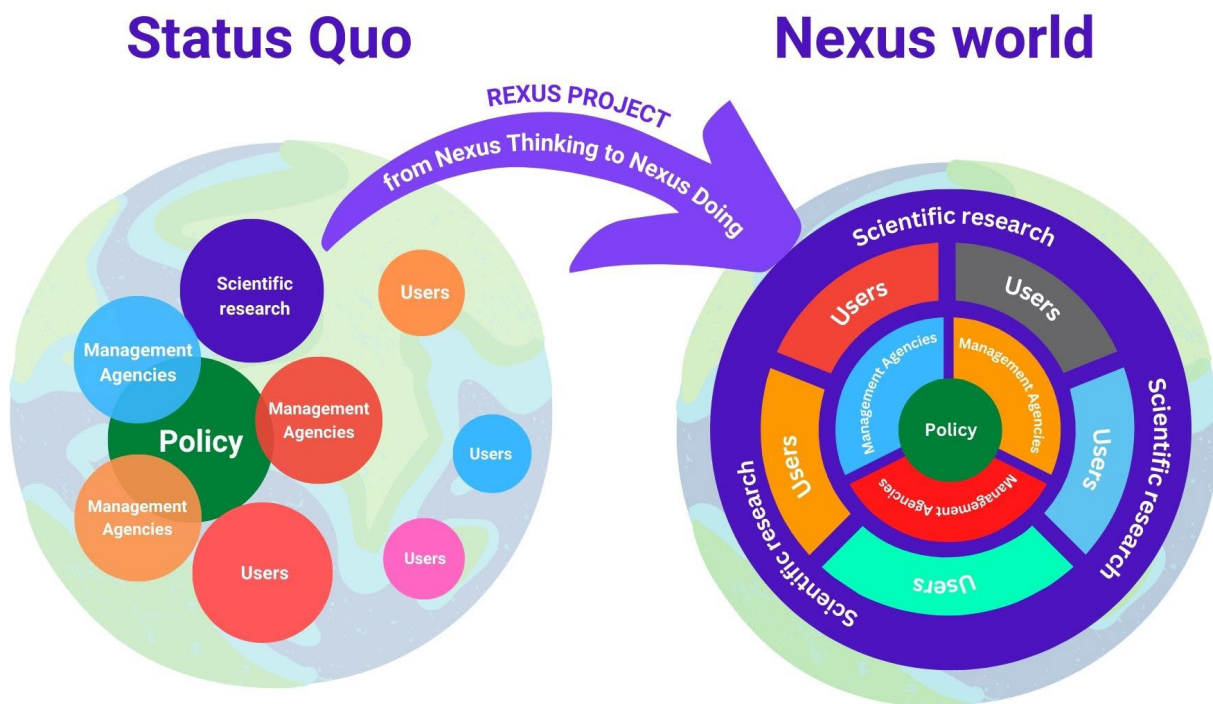
1.1 Introduction: The REXUS approach to natural resource security

The drive for sustainable development and resource security is undermined by increasing and competing demands for water, energy and food and greatly complicated by climate change. As these sectors are strongly interlinked, challenges cannot be addressed by separately considering the management of water, energy, food (land). The Nexus approach aims to analyze interconnections, help address trade-offs and identify synergies in natural resources management. However, although the theoretical validity of the Nexus approach is generally accepted, its incorporation in practical policymaking is still limited.

REXUS’ ambitious goal is to bring transformative change in the way our societies approach the Water-Food-Energy-Climate Nexus. The project argues that this is possible only through the activation of on-the-ground inclusive Nexus partnerships, *Learning & Action Alliances (LAAs)*. The objective is for the pilot case Alliances in Europe and Latin America to develop shared visions and adaptive Nexus Management Strategies that will meet the Nexus sectoral objectives as well as broader criteria, such as habitat protection. LAAs will (a) co-produce new knowledge regarding Nexus interactions to inform the development of System Dynamics Models at suitable

Figure 1: From Nexus Thinking to Nexus Doing

Under current conditions, Water, Energy, Food, Ecosystems sectors are managed separately, while end users have little interaction with management bodies. Scientific research is taking place, but it is not being incorporated in policymaking. In the ‘Nexus world’ scientific research is accessible to all and informs policymaking, management agencies address challenges holistically and are coordinated, while users also have an active role in the system.



spatial and temporal scales and (b) explore multiple co-developed scenarios of demographic change, climate change, socio-environmental, economic incentivization and regulatory policies. This process of co-creation is the means to (i) develop stakeholder platforms of trust, (ii) test the efficacy of integrated cross- sectoral policies, and (iii) build legitimacy for evidence-based decisions towards sustainable outcomes.

1.2 The REXUS challenge

The key questions that the REXUS project addresses are: Why is the Nexus approach not adopted more frequently? What are the barriers to bridging the gap between science and policymaking and how can they be addressed?

The outright focus on these questions means that, while REXUS is a scientific project, its success does not rely on the development of scientific approaches and tools alone. The project aims to produce Nexus concepts and tools that are practical, operational, genuinely useful, easily understood and adopted. Most importantly, it focuses on the human and institutional processes related to this understanding and adoption. Scientific tools must be co-created and validated by local stakeholders and policymakers, seen to be useful by them, adapted to their needs. REXUS in fact proposes an integrated view of the joint challenges of *advancing science, engaging stakeholders and influencing policymakers*.

As a result, the project's outreach efforts from the outset are central to achieving impact. This Communication and Dissemination Strategy outlines the actions necessary to promote an awareness of the potential of the REXUS approach and showcase its results in the selected pilot areas. This will encourage policymakers to adopt it, local stakeholders to demand its implementation, and the scientific community to use and further develop it.

In terms of the REXUS project implementation, it is clear that Communication and Dissemination activities are not an independent attempt to promote the results of the work produced in the project. Rather, it is a 'horizontal' line of work that supports, complements and is complemented by, all the activities of other work packages.

2. Project Goals & Objectives

An effective communication and dissemination strategy must adopt communication goals that service the goals and objectives of the overall project. Making effective use of limited communication and dissemination resources requires being targeted and focused on activities that service the process of change, rather than simply promoting awareness of the project in a more general way.

2.1 REXUS project goal

The overarching goal of the REXUS project is:

To bridge the gap between scientific analysis on the Water-Energy-Food-Climate Nexus and actual policy implementation; ie to move *from Nexus Thinking to Nexus Doing*.

2.2 REXUS project objectives

The project objectives below drive towards the achievement of the project's goal:

- To bring together, combine and develop new scientific tools that can help provide clear integrated results across the Water-Energy-Food-Ecosystems-Climate Nexus spectrum, providing data and insights that can be used for integrated planning, effectively addressing complex systemic factors, like climate change, that create layers of uncertainty.
- To demonstrate and customize locally relevant scientific approaches in 5 different pilot areas, showcasing the actual application and benefits of implementing the REXUS approach.
- To achieve participatory development of local Learning and Action Alliances (LAAs) which constitute a driving force for achieving results in the project, by co-creating scientific approaches and tools, providing the parameters that service local needs and achieving tangible impact. LAAs will provide a new basis for dialogue, bridging differences in perspective, helping identify costs and benefits in a common 'language', forming the basis for jointly developed visions and pathways for sustainable growth and resource security.
- To use the pilot success stories as a 'proof of concept' to be presented to policymakers for the actual application of the REXUS approach more broadly and its ability to effectively address cross-sectoral challenges.
- To demonstrate the value of an integrated European approach to natural resources and environmental management, showing the potential for developing common approaches and sharing lessons across European partners and beyond.

3. Communication Objectives, Audiences, Messages

The Communication Strategy is built around the communication goals that advance the project's goals described in Chapter 2, as well as servicing the EU requirements of funding acknowledgement and promoting the value of EU-wide cooperation.

3.1 Objectives

The REXUS communication and dissemination actions will be guided by the following communication objectives, which service the project's impact and pathway to change:

- Promote awareness of the urgent need and value of the Nexus approach in addressing modern pressing natural resources and environmental challenges.
- Present the value-added of the REXUS project in particular; what is new in it, what does it add to more mainstream Nexus approaches?
- Advertise the new methods and tools within the REXUS project and explain their capacity to address challenges in an integrated and effective manner.
- Explain, from a local stakeholder's perspective, what is to be gained from participating in the formation and working of Learning and Action Alliances.
- Showcase the results of Learning and Action Alliances in pilot cases, in terms of their capacity to bridge divides, to form working communities with common goals across sectors, as well as in terms of final tangible results of visioning and promoting sustainable development pathways.
- Inform about the REXUS project's European Union funding and promote the benefits of intra-European cooperation.
- Mobilise the project consortium partners by developing a distinct project identity that they can identify with, and which they can easily convey to stakeholders, partners and networks in the course of the project and beyond.

3.2 Audiences

Communication is fundamentally a two-way process, rather than a one-way broadcast. Therefore, each communication product and effort must take into account who the recipient is, their perspective, needs, agenda and level of knowledge of the topic, and tailor the message and its medium accordingly. Importantly, it must also take into account responses and feedback from each recipient.

Although, other things equal, the greater the audience reached the better, in reality, due to limited time and financial resources for communication and dissemination activities, it is crucial to focus efforts on the audiences that matter the most in terms of achieving the project's aims and servicing its process of bringing about change.

Table 1 below summarises the key Audiences, Communication Objectives, Key Messages and main Medium to be used.

Table 1: Targeting and adapting communication messages

Audience	Communication goal	Key messages	Medium
<p>Decision-makers, government bodies and national authorities, who have authority over integrating tools and approaches developed by REXUS in local and national planning.</p>	<ul style="list-style-type: none"> Promote awareness of the urgent need and value of the Nexus approach in addressing modern pressing natural resources and environmental challenges. Present the value-added of the REXUS project in particular; what is new in it, what does it add to more mainstream Nexus approaches? Clarify the advantages of employing the REXUS approach. Encourage policymakers to take concrete steps to integrate it in natural resources management. Advertise the successes of LAAs in pilot cases, in terms of their capacity to bridge divides, to form working communities with common goals across sectors, as well as in terms of final tangible results. 	<ul style="list-style-type: none"> An integrated Nexus approach is necessary for natural resource security. Systemic challenges such as climate change can only be dealt with through an integrated cross-sector approach. The REXUS approach and tools are scientifically valid and actionable. It can be easily integrated in existing policy frameworks. Sustainable outcomes can only be attained when they are consciously chosen by stakeholders across sectors through participatory processes. REXUS proposed solutions have stakeholder acceptance and buy-in. 	<p>Consultation meetings, reports and findings, direct contact.</p>

Audience	Communication goal	Key messages	Medium
<p>Stakeholders from across Water-Energy-Food-Climate-Environment Nexus sectors in pilot areas: Agricultural users, Scientific institutions, Management authorities, NGOs, Private sector companies, etc.</p>	<ul style="list-style-type: none"> • Explain the local relevance of the REXUS project in helping address local challenges and concerns, providing a basis for jointly addressing cross-sectoral challenges and presenting results to policymakers. • Convince stakeholders of the value of the REXUS approach and add momentum to the creation and sustainable functioning of LAAs. • Explain from a local stakeholder’s perspective what is to be gained from participating in the formation and working of Learning and Action Alliances. • Promote the new methods and tools within the REXUS project and explain their local relevance, usefulness and adaptiveness. 	<ul style="list-style-type: none"> • REXUS can provide genuinely useful tools and information. REXUS can see things through stakeholders’ perspectives, adapting its approach and tools to their needs, rather than aiming for a ‘one-size-fits-all’ approach. • Being part of a REXUS LAA engages stakeholders in a dynamic interactive process with other stakeholders from which they have a lot to gain. • Cross-sector collaboration can help address challenges which have remained intractable for decades due to fragmented approaches. • REXUS can relay local perspectives and participatory solutions to policymakers. 	<p>Physical & online workshops, social media, project website, local press, direct contact.</p>
<p>The scientific community, in particular relating to natural resources management and</p>	<ul style="list-style-type: none"> • Raise awareness about the advances made by the REXUS project, encourage synergies with other projects. 	<ul style="list-style-type: none"> • REXUS is producing original research and operationalizing the Nexus approach in a promising way. 	<p>Presentations in scientific forums, publications in science journals, project website, social media.</p>

Audience	Communication goal	Key messages	Medium
environmental sectors.	<ul style="list-style-type: none"> Encourage the uptake of open-source tools developed in the project, also assisting with the sustainability of the project's results. 	<ul style="list-style-type: none"> It is using and developing open-source tools and mainstreaming approaches and can be further developed. REXUS is striking the right balance between scientific complexity, and local relevance and usefulness, successfully getting stakeholders on board. REXUS is successfully presenting scientific results applied in pilot cases to policymakers, helping to close the gap between science and policy. 	
The general public	<ul style="list-style-type: none"> Educate about the need for an integrated cross-sector approach to natural resources management and environmental challenges. Inform about the REXUS project funding from the European Union and promote the benefits of intra-European cooperation. Promote the value of the EU Horizon Programme in producing relevant and impactful scientific research. 	<ul style="list-style-type: none"> Efficient management of natural resources is not the remit of specialists only - it concerns the wellbeing of all society. When different natural resource and environmental challenges are jointly addressed, better solutions can emerge. New scientific tools and approaches are available which can address perennial challenges and provide resource and environmental security for the future. 	Social media, online/print media.

Audience	Communication goal	Key messages	Medium
		<ul style="list-style-type: none">• Cross-border collaboration in the EU can multiply and expand results.	

4. Tone of voice

4.1 Tone of voice characteristics

4.1.1 A scientific project with a 'human personality'

In line with the project's emphasis on building Learning and Action Alliances through a bottom-up participatory approach, REXUS communications will focus on 'telling the human story' of the shift *from Nexus thinking to Nexus doing* which lies at the heart of the project.

REXUS does not aim to bring about change only through groundbreaking scientific advances. Although scientific innovation, integration and customization of methods is part of the value proposition of the project, the theory of change involves human and institutional actors. As much as Nexus inertia – lack of implementation of Nexus policies – is due to silos and lack of integration, so REXUS aims to bring these actors together, asking them to provide feedback on the usefulness of REXUS tools. This process will lead, eventually, not to the creation of a 'state of the art' theoretical approach that will remain 'on the shelf', but to the development of tools that people can and will use. The building of human relationships of trust is central in this process, as is the empowerment of local stakeholders who will acquire a clear idea of the status quo, of new tools they can use and new pathways they can follow, making informed choices for themselves.

4.1.2 The role of emotion

Focusing on the human element of change means that REXUS must not shy away from the emotional dimension. Feelings of resignation, frustration or helplessness against perennial problems and fragmentation in management may often be the reason behind the chronic acceptance of sub-optimal equilibria. Other feelings may also contribute to inertia: fear of change, fear of the unknown which leads to defending entrenched interests in the face of uncertainty, and lack of trust among stakeholders, or between authorities and users.

On the flipside, emotions can also provide the impetus for change, when rational analysis on its own is not enough. The desire for a better and fairer future, a sense of urgency in the face of rising threats such as climate change, can be a powerful motivation for change.

In line with the focus on the human element, the project adopts a positive can-do attitude, based on the desire for change, as well as on the optimism deriving from the fact that new, genuinely useful and effective tools and approaches, are indeed available. At the same time, the project's attitude is realistic: it acknowledges barriers and obstacles, which in many cases have blocked progress in integrated natural resources management for decades.

4.1.3 Building understanding from the ground up

While it can be assumed that the scientific community understands and accepts the validity of the Nexus approach, this is not the case with end-users and stakeholders, such as farmers, or even policymakers. For many of the latter, the Nexus may be a completely unknown concept, or at best a theoretical construct which they cannot relate to their own experience and interests. Many stakeholders that REXUS will engage will not even see themselves as 'stakeholders' of a common process, let alone a Nexus-building approach.

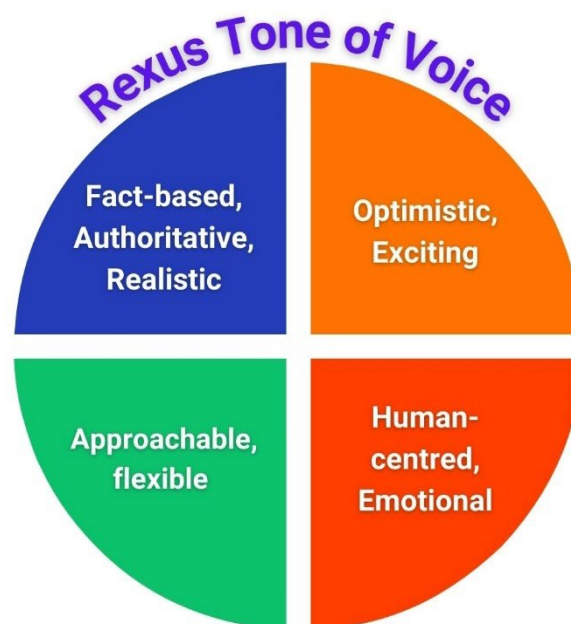
In other words, REXUS recognizes that for local stakeholders, Nexus is the *end state of affairs*, and not the starting point. In this case, the communication approach needs to build understanding from the ground up – not seeking to impose concepts on the reality on the ground, but gradually connecting this developing reality and experience to the Nexus framework.

REXUS stakeholders sitting together for the first time, jointly discussing and analyzing challenges and seeking common solutions, will feel they are overcoming barriers, will enrich their viewpoint by seeing things from other perspectives and by jointly envisaging larger threats, such as climate change. This will provide them with the best ‘experiential proof’ of the value of the Nexus approach.

When addressing stakeholders, communication therefore needs to limit the use of jargon that takes too much for granted; it must convey feeling, focus on the human dimension of relationship building; and highlight tangible outcomes that will benefit all.

4.2 Tone of voice summary characteristics

The infographic and bullet points below summarise the Tone of voice characteristics adopted by REXUS:



- **Fact-based, Authoritative, Realistic:** conveying scientific accuracy, guiding towards tested methods and results.
- **Approachable, Empathic, Flexible:** Aiming for genuine understanding and encouraging feedback. Ready to adapt and willing to see things from the audience’s perspective. Not off-putting, distant, theoretical or locked in jargon.
- **Optimistic, Exciting:** Expressing the positive energy associated with REXUS’ advancement of a genuinely new approach, which can break new ground and help address perennial challenges, as well as new ones.
- **Human-centred, Emotional:** Motivated by a sense of urgency and a deep desire to address pressing challenges. REXUS is using and analysing models, concepts, variables, factors, but this must never overshadow the real object of the project, to bring about positive change for people and the planet.

5. Communication & Dissemination plan

5.1 Thematic timeline

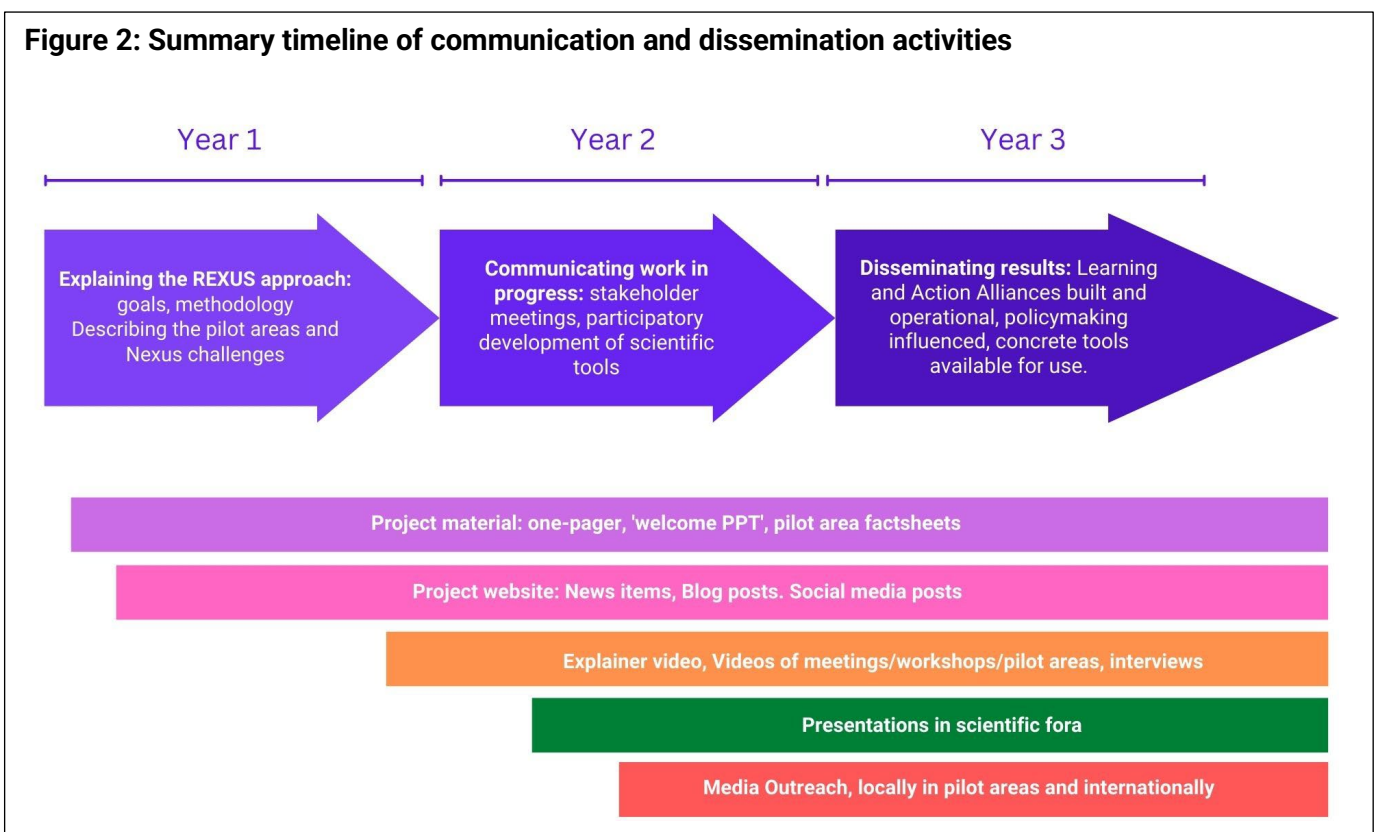
REXUS communication starts with the project’s launch, and is gradually enriched as the project progresses.

In Year 1, the main focus is on explaining the REXUS approach, its added value and how it can help address challenges. Relevant products and materials have been created, such as the REXUS visual identity, website, welcome pack and pilot factsheets, that introduce the approach of the project, and are mainly aimed at inviting partners and stakeholders to engage with the project, building relationships, and creating a momentum of anticipation for progress and results.

In Year 2, communication is enriched as more project activities are underway and scientific tools are being developed. Communication draws on material from meetings, consultations and workshops to present a live picture of engagement, of work in progress, even when final results are still not in. Communication and dissemination at this stage is crucial in order to increase visibility, attract partners to engage with the project and add momentum to the Learning and Action Alliance building in the pilot sites. In this phase, as in Year 1, it is important to use voices from the project partners to describe the approach, aims and vision. (The REXUS [plenary meeting video](#) is a good example of this.)

Towards Year 3, as more results are coming in, communication is enriched with the outcomes, in the form of new and customized scientific approaches and tools developed, REXUS recommendations adopted, or actual outcomes on the ground. In this phase, it is essential to engage the beneficiaries of the project, stakeholders, policymakers, and users on the ground, to testify to the usefulness of the project and the lived experience of taking part in it, and how it can support their visions of a sustainable future.

Figure 2: Summary timeline of communication and dissemination activities



5.2 Communication channels

The REXUS project will employ a variety of communication channels, some of which are 'organic', within the project's control, while others depend on external reproduction.

5.2.1 Project website

The project website (previously described in deliverable D7.3) is the main public point of reference for the project. Any stakeholder, partner or layperson can access the website to be informed about the REXUS project, and the website contains information targeted to all audiences, starting with a simple summary of information, and delving into more detail and complexity, if the website visitor wishes to explore further.

The website aims to collect all the public deliverables of the project, so that it is a 'one-stop-shop' for anyone seeking to find any project output, even for consortium partners themselves. It allows easy access to project documents, deliverables, and all the materials that stakeholders, scientists and other EU projects may find useful.

Most importantly, the website is to be updated frequently, creating dynamic content both in terms of [news items](#), and feeding into each of the [pilot area sections](#). As both the 'static' (background documents) and 'dynamic' (news about the pilots) items are displayed together in one place, this allows visitors to quickly follow all recent developments regarding the pilots and to combine the technical data with the storyline of the evolution of the work of Learning and Action Alliances and all related stakeholder interactions. Frequent updating along with an accessible grouping of relevant news items will convey the feeling of an evolving and up-to-date website and, therefore, of a 'live' project.

5.2.2 Social media

Social media are an important medium for the REXUS project, to be regularly updated (1-2 posts per week), allowing short or longer updates on REXUS work, driving traffic to the project website (with 'teaser' posts that direct to the website to 'read more') and, thanks to their nature, allowing easy access to the networks of all consortium partners, allowing a growing amplification of REXUS messages.

REXUS also aims to also re-share relevant messages from other sources, becoming part of the discussion on natural resources management, environmental issues and Nexus issues in particular and growing its profile as an authoritative source of content on these issues.

LinkedIn is a key platform for REXUS, as a professional network that allows the project to connect with specialists, scientists, other projects, as well as policymakers. REXUS consortium partners are regularly encouraged to share the project's updates on LinkedIn, as this allows access and visibility to their own professional network. On this platform, messages are tailored to professionals, but not exclusively targeted to specialists.

Twitter is the second key platform for REXUS, allowing access to an already connected network of experts, organisations and related European scientific projects. The format of Twitter allows fewer characters and photographs than LinkedIn, therefore requires a more condensed exposition of messages.

Facebook is by far the most widely used social media platform, but in terms of the aims and audience of the REXUS project, it is less relevant because of being targeted to REXUS specialist audiences. However, as some of the REXUS partners and stakeholders are more active on Facebook than other platforms, it is still valuable to REXUS, as well as for informing part of the general public.

Crucial to the dissemination of messages on social media is the participation of all REXUS consortium partners in endorsing and sharing messages on social media. Where possible, REXUS posts mention specific partners, teams and people, giving them a greater incentive to share messages with their own networks. Although the project's

audience on social media is relatively small, many posts achieve large dissemination when shared by partners to their own networks. Therefore, the project seizes opportunities to associate specific teams and 'faces' with the work it is advertising.

5.2.3 Outreach around events

Learning and Action Alliances in pilot areas are built around co-creation workshops and physical meetings. Communication around these meetings is not restricted to the specifics of the meeting itself, but presents a perfect occasion to bring stakeholders in contact with the project, its general approach, news and developments. This is a 'win-win' situation as regards the LAA building process, since the more stakeholders are informed about the project, the more convinced and engaged they will be, adding momentum to the creation and working of LAAs. In this case, email communication is a more efficient and direct way to contact stakeholders, before meetings and after, for the duration of the project. This type of communication action is led by pilot leaders, in close coordination with WP7 leaders.

5.2.4 Other media (print, online, radio, TV)

Media exposure can be helpful for the REXUS project, but media work needs to be focused and targeted, and goals set at a realistic level.

Local media exposure, although aiming at smaller audiences, may be particularly useful when targeting stakeholders and aiming to assisting the building of local Learning and Action Alliances. REXUS will use local connections in pilot areas to advertise advances made, aiming to provide news, information, interviews, about local events and the progress of local pilots, which are of interest to local media. The news angle provided by the project has to start from local concerns of users, for example farmers, and tackling visible challenges in the area, such as water scarcity.

Local coverage helps raise awareness locally and lends support to the legitimacy of local Learning and Action Alliances. Local media exposure can lend credibility to the project, add to its momentum, inform local stakeholders that other partners of note are taking part in the project, therefore increasing the likelihood they will want to participate as well.

Media outreach efforts will intensify in the last year of the project, when the dissemination of results can take place. As the project progresses, and is ready to present tangible outputs and results, it will also share updates on results with broader media and European specialist and/or scientific networks.

The project can also aim to employ platforms that are dedicated to the issues of the Nexus. (*See an [example of reproduction](#) of REXUS news on a relevant Nexus platform.*)

5.3 Communication materials and outputs

The REXUS will create various communications materials in various formats. Static materials that introduce the project and its aims include a [Welcome pack PPT](#) and Pilot factsheets. Dynamic materials that convey the progress and results of the project include News items on the website, Videos, Social media posts and Press releases.

5.3.1 News items

From the outset of the project, REXUS is producing a steady stream of news items which convey the evolution of the project, explain its approach, extend an invitation to partners and stakeholders to join in its efforts and explore its expected benefits, and explain its approach.

News items are not produced only when some major result or milestone is achieved. Any activity can be an occasion to follow the work-in-progress of the project and to invite new audiences to engage with it. However, it

is important that news items are a vehicle to convey the project's key messages, rather than only drily reporting that "*so and so meeting happened on X date*". It is always worth trying to extract some 'newsworthy angle', which may come from an interesting statement from participants, and is enriched with photos of the meeting showing engagement, co-creation and dialogue.

In order to make use of these opportunities, meeting organisers are in close coordination with the WP7 leaders. Meetings are anticipated in advance, WP7 leaders ask for some basic information from the meeting, including the agenda, photographs, number of participants, etc., and for a brief summary of key points. Based on these, WP7 leaders produce a draft news item, which places the particular meeting within the wider REXUS narrative and conveys the project's key messages, while the meeting organisers who were on site make provide additional details, and check for accuracy. This methodology allows for regular and quick production of news items, not as a 'dry' report on events, but in service of the project's communication goals.

NEWS ITEM EXAMPLES

The following are examples of news items produced after meetings and workshops, hosted on the REXUS website:
(please click on the photos to visit the articles)



Nima River Watershed Rexus News

Local Stakeholder interviews shed light on Nexus challenges in the Nima river watershed

The power of Water-Energy-Food-Climate Nexus analysis to influence outcomes on the ground can be unleashed only if it is framed in response to real-world challenges, as seen through the eyes of local stakeholders, and building upon their sustainable development vision....

6 April 2022 [Read more >](#)

Pinios River Rexus News

Nexus approach urgently needed to address Pinios river basin’s acute water challenges, say cross-sector stakeholders

The REXUS Horizon 2020 project’s 1st participatory public meeting of the Pinios river basin – Thessaly pilot program: Scientific Knowledge and Action Forum (LAA kick-off) took place on November 30th 2021, with more than 60 participants, covering a wide spectrum...

6 December 2021 [Read more >](#)

Isonzo / Soča river basin
Lower Danube Catchment area
Nima River Watershed Peninsular
Pinios River Rexus News

If Nexus can succeed here, it can work anywhere”: REXUS project tackling Nexus challenges in ambitious pilot cases

The REXUS project’s 1st plenary meeting took place on 21 and 27 October 2021, with more than 60 participants from over 20 institutions. The consortium shared advances on various pieces of the REXUS ‘jigsaw puzzle’ which is coming together to create new blueprint for...

9 November 2021 [Read more >](#)

Another type of news items comes focuses on explaining the REXUS approach and its relevance to real-world situations. As an effective means to do this, REXUS is using a Q&A interview format, as displayed by the news items below on ‘Stakeholder engagement’ and ‘System Dynamics Modelling’. This can create ‘news’ (something worth announcing) through elaborating the project’s main approach, presenting it through the voice of the people working to advance it, and at the same time explaining the concept’s relevance in lay terms, accessible to a wider audience. Below are relevant examples:



Isonzo / Soča river basin
Lower Danube Catchment area
Nima River Watershed Peninsular
Pinios River Rexus News

The secret to effective stakeholder engagement for applied Nexus solutions

Why is stakeholder engagement a crucial ingredient for the success of Horizon projects, and in particular those that focus on the Water-Energy-Food Nexus? What is the secret to 'getting it right'? And what are some common myths and pitfalls to...

🕒 16 February 2022 [Read more >](#)



Isonzo / Soča river basin
Lower Danube Catchment area
Nima River Watershed Peninsular
Pinios River Rexus News

Taking Water-Energy-Food Nexus analysis to the next level: identifying long-term strategies for resilience through System Dynamics Modelling

In order to assist policymakers make the jump from Nexus Thinking to Nexus Doing, the REXUS project is developing novel tools that allow to predict and visualise future socioeconomic pathways in response to external shocks and policy changes. How do...

🕒 7 February 2022 [Read more >](#)



Nima River Watershed Pinios River
Rexus News

'It starts with engaging stakeholders': REXUS pilots advance by framing Nexus challenges

In line with its focus on applied Nexus solutions and helping the shift from Nexus Thinking to Nexus Doing, the REXUS project is advancing its 5 pilot demonstration projects in sites across Europe and Latin America. From the outset, REXUS is placing...

🕒 28 January 2022 [Read more >](#)

5.3.2 Videos

The project aims to record several videos, as the best way to convey the live feeling of co-creation, engagement with stakeholders, and enthusiasm associated with the promise of a new type of solution to both old and new challenges. Videos record not only the events, but also the statements of the project's experts, their hopes, expectations, desires regarding the challenges to be addressed and problems solved. And most importantly, they also record the viewpoints of the project's stakeholders and beneficiaries, as they interact with the project and each other through the Learning and Action Alliances.

REXUS has already produced a [simple animation video](#) to explain the REXUS project approach: *(click to view)*



5.3.3 Social Media Posts

Regular social media activity on LinkedIn, Twitter and Facebook will continue throughout the lifetime of the project. Social media posts are a good way to reach a broader audience, as well as connect with other organisations and European projects. Regular updates can point to news items on the website, or they can also provide shorter updates which do not warrant the creation of a full news item.

EXAMPLES: LINKEDIN POSTS (please click on the pictures to visit the posts)



EXAMPLES: TWITTER

Rexusproject @rexusproject · 28 Απρ

Braving the rainy weather on a fascinating field trip with @AguasdeAlbacete !
The second plenary @HorizonEU @rexusproject meeting is an extremely enriching experience, with researchers from more than 10 countries meeting face to face for the first time since the pandemic began.



Universidad de Castilla-La Mancha και 9 ακόμη χρήστες

10 21

Rexusproject @rexusproject · 16 Φεβ

⚡ What is the secret to successful stakeholder engagement? Why is it crucial for achieving impact on the ground in #WEFNexus projects? Common pitfalls to avoid?
☞ Read the interview with @Rexusproject partner @icatalist & find out! Interviewed by @GWPMed
[rexusproject.squarespace.com/news/secret-to...](https://rexusproject.squarespace.com/news/secret-to-...)



EU Environment και 9 ακόμη χρήστες

10 14

EXAMPLES: FACEBOOK

Rexus Project
25 August ·

The European #drought leaves no doubt about the urgent need for coordinated management of #WEFNexus resources.
Read about the advances made in the Horizon EU #Rexus Pinios pilot, where over 25 institutions are joining forces to tackle environmental and economic challenges in Greece's most productive agricultural area. Let by REXUS partner [Ινστιτούτο Εδαφοδυναμικών Πόρων-ΕΛΤΟ / Soil & Water Resources Institute-HAO](#)
<https://rexusproject.squarespace.com/.../1st-pinios-pilot...>



Rexus Project
1 June ·

Last week, Rexus Project partners AgriSat Iberia and IRSA advanced on the implementation of Participatory System Dynamics Modelling in our Lower Danube & Isonzo/Soča pilots.
We are now close to determining appropriate indicators, completing the classification (including spatial distribution) and finally running the model!
Read more about our innovative PSDM approach: <https://rexusproject.squarespace.com/.../nexus-analysis...>



Boost this post to reach up to 140 more people daily if you spend €14.

Boost post

Maria Livanou and 4 others

6. Measuring impact:

The project regularly monitors the success of its communication strategy and depending on results, readjusts targeted audiences, messages and communication outputs.

Direct / quantitative indicators:

- Social media analytics: the project monitors the number of total followers, as well as analytics for each post, to assess what drives better engagement among relevant audiences.
- Website traffic: the project monitors traffic to particular pages, news items and the website as a whole, including, metrics on the time visitors spent on the website, to gauge the breadth and depth of engagement.
- Media references

Indirect / qualitative indicators:

- The success of the Learning and Action Alliance development and their ability to attract interest and maintain the active engagement of stakeholders is an indication of the perceived value-added of the project and the attractiveness of its profile.
- Feedback from stakeholders and what is relayed by pilot leaders about local communication needs, new materials are created and disseminated to cover needs.
- Feedback relayed from consortium members and other project partners regarding the communications efficacy are also taken into account.

Chart of website visitors: July 2021 to September 2022

Total website visits over this time period have reached 9,500 unique visitors.

