



D8.3 – Policy communications pack

WP8 – Task 8.4

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Summary

The deliverable *D8.3 Policy communications pack* aims at providing a comprehensive communications toolkit to Pathways2Resilience partners in their outreach efforts towards policymakers and public authorities. It builds on and complements *D8.1 Communications and Dissemination Plan* and *D8.2 Communications toolkit*. Policy outreach and engagement avenues and coordination are also outlined in the broader *D8.10 Stakeholder engagement strategy*.

The focus of this toolkit is on cross-border, pan-European, and EU policy messages, that can be used in broader communications with regions, countries or EU institutions.

The messages and guidance provided in this toolkit can be further tailored by partners when reaching out to specific local and regional stakeholders, in close collaboration with *WP2 Mobilising regions and communities* and by the means of translation in local languages when possible or required.

This toolkit will be regularly updated to reflect project results and developments, and to integrate further facts & figures and case studies.

Keywords

Policy, communications, Horizon Europe, Pathways2Resilience, adaptation, resilience

Abbreviations and acronyms

Acronym	Description
WP	Work Package
DG	Directorate General
NUTS	Nomenclature of territorial units for statistics

1 Introduction

1.1 Purpose and scope

The Pathways2Resilience programme's main objective is to empower more than 100 regions and communities across Europe to co-design visions of a climate-resilient future. To support this goal, a special focus on policy communications is key.

As part of *D8.1 Communications and Dissemination Plan*, the programme has identified policymakers, public administrations, governmental agencies, and other public bodies and institutions as key target audiences. These span from local and regional authorities, to national governments, to EU institutions and bodies.

One of the programme's key objectives, also outlined in the Plan, is influencing policy and decision-making, alongside raising awareness on the importance of climate preparedness and building effective collaborations with stakeholders in the climate resilience space.

This deliverable, *D8.3 Policy communications pack*, aims at providing a comprehensive toolkit to Pathways2Resilience partners in their outreach and communications efforts towards policymakers and public authorities. More specifically:

- Equip partners with a consistent and aligned set of key messages, communications approaches, facts and figures (emphasising the social, economic and environmental benefits of transformative adaptation) assembled in one document;
- Prepare spokespeople for policy engagements and outreach, focused on the programme and its objectives;
- Support faster answers to enquiries and the development of original content around key policy milestones.

The focus of this toolkit is on cross-border, pan-European, and EU policy messages, that can be used in broader communications with regions, countries or EU institutions.

The messages and guidance provided in this toolkit can, however, be further tailored by partners when reaching out to specific local and regional stakeholders, in close collaboration with *WP2 Mobilising regions and communities* and by the means of translation in local languages when possible or required.

1.2 Guidance on how to use this toolkit

This toolkit is meant to build on and complement existing assets developed in *D8.1 Communications and Dissemination Plan* and *D8.2 Communications Toolbox*.

Policy outreach and engagement avenues and coordination are also outlined in the broader *D8.10 Stakeholder engagement strategy*.

Readers are encouraged to first consult these documents, and only then make use of this toolkit for tailored policy communications and engagement purposes.

Structure of the toolkit, and how to use it:

- **In a nutshell:** Concise overview of the programme that can be used proactively in external communications.
- **Frequently asked questions:** General messages that may be used reactively to answer questions around specific programme elements and activities.

- **Key messages:** tailored to specific policy stakeholders and target audiences, and provide additional statements for outreach and engagement.
- **Relevant events and milestones:** Selection of EU and international policy events and milestones to use as hook for policy and media outreach.
- **Communications and outreach channels:** Overview of the main channels for policy outreach and how to tailor the key messages for each.
- **Monitoring and evaluation:** Suggested framework and metrics to evaluate impact of policy outreach and communications.
- **Annexes:** Facts and figures as well as case studies provide data, insights, and examples to support the key messages.

2 Overview

2.1 In a nutshell

Adapting to climate change and building climate resilience in Europe has become crucial, as the disastrous impact of global warming starts to affect our continent, and especially its most vulnerable communities.

Pathways2Resilience is an EU-funded programme that will empower more than 100 regions and communities across Europe to co-design innovative visions of a climate-resilient future. It is a flagship initiative of the EU Mission on Adaptation to Climate Change, building on assessment of climate risks and resilience opportunities, and helping regions formulate pathways to transformative adaptation in a locally-led and participatory way.

Thanks to practical guidelines, tools, and hands-on training and mentoring, the programme will support regions and communities in creating their own transformative adaptation strategies. Regions will be able to apply for two public calls, allocating a total of €21 million in cascade funding, to develop ready-to-implement innovation plans with concrete interventions supporting climate resilience.

Pathways2Resilience will also provide locally-led Innovation Practice Groups engaging regions, local practitioners and citizens groups (with particular attention to vulnerable communities) and an Adaptation Finance Lab, to increase knowledge on innovative adaptation solutions and promote access to adaptation finance.

2.2 Frequently asked questions

<p>What is Pathways2Resilience, and what does it aim to deliver?</p>	<p>Pathways2Resilience is a Horizon Europe programme under the EU Mission on Adaptation to Climate Change. Running for five years and implemented by a consortium of 14 partners, the programme will allocate €21 million in funding to help regions identify transformative adaptation pathways and develop innovation action plans, complete with the know-how and the finance mechanisms needed to implement them.</p> <p>By project end, Pathways2Resilience will have empowered 150 regions and communities to create their own regional resilience</p>
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	<p>journey, preparing the way for implementation by 2030. This diverse set of regions has the potential to create a snowball effect and catalyse further action, thanks to the wealth of knowledge created and the publicly-available tools and methodologies developed as part of the programme.</p>
<p>What is transformative adaptation, and why do we need it?</p>	<p>Climate change has a massive impact on our social, economic and environmental systems. This change is happening at an unprecedented rate, unlike anything our systems have ever experienced. This requires us to rethink our places, ways of living and institutions (including governance, education, infrastructure, and finance) in a fundamental way, and to transform our communities to adapt and thrive to a world where extreme climate events such as floods, fires, heatwaves and droughts are happening more and more often.</p>
<p>What are the enabling conditions to develop climate resilience?</p>	<p>By “enabling conditions”, we refer to the key elements of our systems where we can intervene to accelerate and enhance our societies’ capacity to adapt to climate change, while achieving sustainable development. The Mission Adaptation identifies four: access to knowledge and data, finance mobilisation, multilevel governance and citizen engagement, and changes in human behaviour and lifestyles.</p>
<p>How can regions benefit from the programme?</p>	<p>Over five years, Pathways2Resilience will help regions develop transformative climate adaptation pathways through:</p> <ul style="list-style-type: none"> • Two open calls allocating a total of €21 million in sub-grants to between 60 and 80 proposals (up to €300,000 per project); • Over 10 Innovation Practice Groups connecting regions with international experts, local practitioners, and citizen groups to explore best practices around governance, knowledge access, behavioural change and economic systems; • Standardised guidance, training and resources on adaptation finance, business models and transformative innovation policies, as well as an Innovation Lab to design innovative finance mechanisms tailored to regions; • Training modules to share knowledge and tools developed within the programme; • A one-stop-shop transformative toolbox providing a step-by-step guide with methodologies and tools to support regions in their own journey towards resilience. <p>By participating in the Pathways2Resilience programme, regions can develop their own transformative adaptation strategies in a risk-free environment, with sub-grants to concretely support their projects, while testing, learning and innovating with partners, and ultimately showing political leadership in climate action.</p>
<p>How will the programme change the way local communities</p>	<p>Regions and local communities are at the forefront of climate action. According to the European Committee of the Regions, 90 per cent of climate change adaptation measures are currently undertaken by local and regional authorities. However, these</p>

<p>approach their climate plans?</p>	<p>interventions are often happening in a scattered, isolated way, without connecting to each other to achieve wider impact.</p> <p>Most decision-makers now understand the urgency for collaboration in preparedness, but what is lacking is the sharing of best practices between regions, and the testing of systemic solutions such as adaptive management practices, nature-based and community-based interventions, and risk assessment models that take into account the cost of inactivity.</p> <p>By incorporating systemic adaptation and resilience into their climate plans, and adopting dedicated financing approaches, local communities and regions can move beyond the current state of emergency and reaction, and be able to anticipate, prepare for, and better respond to climate risks.</p> <p>Pathways2Resilience aims at helping participating regions in developing adaptation plans that are smarter, swifter and more systemic, and to step up cross-border action and collaboration.</p>
<p>What is unique about this programme?</p>	<p>Pathways2Resilience is the flagship project of the EU Mission on Adaptation to Climate Change. EU Missions are novel instruments meant to fast-track implementation of the EU Green Deal in five areas, including climate adaptation, by providing faster support and funding, and incorporating rapid learning to constantly evolve their research and innovation services.</p> <p>The programme contributes to the Mission Adaptation objectives:</p> <ul style="list-style-type: none"> • Prepare Europe for climate resilience, by building on climate risk assessments in regions and communities and helping them improve their emergency plans, as well as connecting them with digital and knowledge services; • Accelerate the transition to climate resilient regions, by co-designing transformative pathways and innovative solutions together with local authorities and communities; • Empower regions to put in place “demonstrating” resilience solutions and interventions, that can be scaled across borders and in a smart specialisation perspective, i.e., by collaborating according to each region’s comparative advantage. <p>By working in close cooperation with other Mission projects, the programme helps regions access the right support at the right time, maximises Horizon Europe resources, and amplifies the Mission’s impact.</p> <p>The Mission Adaptation already counts over 300 regions that have signed its Charter, representing over 40 per cent of Europe’s population. Beyond this initial target pool, Pathways2Resilience will also reach vulnerable regions that might not yet be signatories but stand to benefit from its services in a significant way.</p>
<p>How is Pathways2Resilience different from other Horizon projects?</p>	<p>The EU Missions’ approach marks an important change from programme management and evaluation under Horizon 2020. Mission-oriented innovation targets broad societal benefits with a strong, practical emphasis on implementation, working with a wide</p>

set of actors to make it happen, from local authorities, to community representatives, to investors and researchers.

Rather than representing a project in isolation with its own specific objectives, Pathways2Resilience is embedded in a portfolio of projects under the Mission Adaptation umbrella that are based on interaction, experimentation and cross-learning.

This means that evaluation is an integral part of the Mission, and the constant learning allows to feed into the ongoing implementation and management of projects and funding in a faster way.

3 Key messages per target audience

3.1 European Union institutions and bodies

This group includes the European Commission (specifically, DG CLIMA, DG REGIO, DG RTD, DG ENV, DG ENER, DG DEFIS, Joint Research Centre, as well as Representations in Member States); the EU Mission Adaptation Secretariat; the Council of the European Union; Permanent Representations to the EU; the European Parliament (and its Research Service); the European Committee of the Regions; the European Economic and Social Committee; the European Environmental Agency, including Climate-ADAPT and the European Scientific Advisory Board on Climate Change.

State of play	<ul style="list-style-type: none"> • Regions and communities are at the core of the implementation of the EU Mission on Adaptation to Climate Change. According to the Committee of the Regions, 90% of climate change adaptation measures are undertaken by local and regional authorities. • Regions at different administrative (NUTS) levels are well placed to maximise synergies between European Structural and Investment Funds and Horizon Europe funds. • Regions are experiencing barriers in implementing adaptation measures and achieving the desired impact. The most common institutional barriers identified by the IPCC are of coordination or political nature, and EU institutions and bodies can play a key role in harmonising and giving the right direction to the different governance levels: <ul style="list-style-type: none"> ○ Lack of coordination and collaboration between different political and administrative levels; ○ Siloed approach between sectors, actors, and policies operating at similar administrative levels; ○ Political dimensions in planning and implementation, with priority given to mitigation instead of an integrated approach; ○ Access to finance and funding opportunities; ○ Lack of coordination between formal governmental, administrative agencies, and private sectors and
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	<p>stakeholders that hinder efficiency, representation, and support for climate adaptation measures.</p>
<p>Current and future areas of action</p>	<ul style="list-style-type: none"> • Integrated policies. Climate adaptation needs to be pursued in a systemic and coherent way at, and across, all governance levels, from local to regional to national and EU-wide. European Institutions and Bodies should facilitate and enable the cooperation between local, regional and national authorities, involving different stakeholders. The EU Adaptation Strategy should continue to encourage integration of climate resilience in all relevant policy fields in both the public and the private sectors, prioritising cross-cutting issues such as integration of adaptation into macro-fiscal policy, nature-based solutions for adaptation, and local adaptation actions. • A dynamic approach to adaptation policy stresses the importance of flexibility, setting a long-term vision but also short and mid-term actions that can be adapted if needed in the future, thanks to monitoring systems and rapid reassessments. One such example, recommended by the European Environment Agency, is the Dynamic Adaptation Policy Pathways (DAPP) approach. However, most past DAPP applications have been focused on single policy domains, such as flood protection and water supply. • Monitoring, reporting and evaluation are essential to establishing a clear and robust baseline from which to measure adaptation progress. Indicators for climate adaptation and approaches to resilience monitoring should be standardised throughout Europe including socio-economic, environmental and infrastructural factors. • Implementing nature-based solutions at the local and regional and at a larger, cross-border scale will increase climate resilience and deliver on multiple other EU Green Deal objectives. • Co-designing policy. A participatory approach to policy design with the communities and stakeholders impacted by them is more likely to meet collective interests and needs, and therefore be more effective. • Evidence-based policymaking. Relying on practice-oriented research aims to help inform decision makers. It uses participatory approaches and transdisciplinary research. • Capacity building. Achieving a just transition that meets the need for social change will require a transformation of mindsets and skills. Policies must embed a learning approach that aims at developing and strengthening the skills, processes, and resources that regions and communities need to accelerate adaptation. Participation is key step in the process to map potential challenges and barriers.
<p>Expected impact</p>	<ul style="list-style-type: none"> • Pathways2Resilience will advance the progress of the EU Green Deal, developing learnings and insights from the

	<p>implementation of the new EU Adaptation Strategy, which can inform future European R&I strategies.</p> <ul style="list-style-type: none"> • By promoting climate resilience at regional and local levels, Pathways2Resilience links the EU's climate goals and strategies to concrete progress in communities, amplifies its impact, and strengthens its global leadership on climate action. • The projects supported by Pathways2Resilience will help establish 100 regional “missions-like” ecosystems that will replicate the EU Mission’s approach and goals but will adapt them at the local level, accelerating progress.
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3.2 Networks and bodies representing regions at the pan-European level

This group includes the Covenant of Mayors (and its Policy Support Facility); regional Permanent Representations to the EU; Assembly of European Regions; Interreg programmes; EU networks (such as Eurocities, European Spatial Planning Observation Network, European Grouping of Territorial Cooperation, EU Regional Clusters Network, EU Network of Cities & Regions for the Social Economy).

State of play	<ul style="list-style-type: none"> • Climate change risks have been well studied in the EU to inform national and international decision-making on climate adaptation. However, less robust and comprehensive information is available at regional levels (NUTS 2 and 3). This increases risks of maladaptation and unintended consequences of interventions in local communities. • Common needs and challenges of regions and communities in resilience building are often underrepresented in the international arena. In addition, the low coordination with national authorities could lead to wrong priority setting and funding allocation.
Current and future areas of action	<ul style="list-style-type: none"> • The Mission Adaptation approach is a mix of top-down (EU adaptation strategy) and bottom-up (input from local authorities and communities). Collaboration and coordination across pan-European regional networks and Mission projects is key to ensure that regional climate action plans are developed with a bottom-up approach and benefit the whole population, including the most vulnerable groups. • By raising the voices of regions and communities, EU networks and bodies can accelerate regional resilience and climate adaptation. Planning at the EU level should include them as key actors to represent local and regional governments.
Expected impact	<ul style="list-style-type: none"> • By co-designing adaptation strategies with local and regional authorities, Pathways2Resilience will support them to be better aware of the climate risks and predictions they face.

3.3 Financial institutions

This group includes EU financial institutions (European Investment Bank, European Bank for Reconstruction and Development), National Promotional Banks and other pan-European public and private banks and organisations (Bankers Without Boundaries, Net-Zero Banking Alliance).

<p>State of play</p>	<ul style="list-style-type: none"> • We need a five- to ten-fold increase in adaptation finance. The gap in adaptation finance has been widening, in fact, resulting from a greater need to adapt to climate change in Europe and a lower capacity in public finance due to COVID-19. • Global share of climate finance between 2017 and 2020 was just 7%. Addressing this gap will require a scale-up of public, private, and blended finance, and new actors and financial instruments. • Early estimates suggest that Europe (EU27 + UK + EFTA) would need to spend around €41 billion per year to bridge the adaptation gap. • Emerging regulation aims to increase the disclosure of physical climate risks by the private sector and, in some jurisdictions, track climate adaptation financing, meaning that this information will increasingly be demanded by regulators. <p><u>Barriers to adaptation finance</u></p> <ul style="list-style-type: none"> • Limited revenue streams, and uncertainty around scale of benefits delivered; • Lack of clear definitions of adaptation and resilience in the context of the financial sector; • Uncertainty around climate hazards and data availability that impacts risk assessments; • Lack of local and cross-sector collaboration between public authorities, businesses, financial institutions and citizens; • Interplay with other risks such as pandemics, wars and ecosystems' degradation.
<p>Current and future areas of action</p>	<ul style="list-style-type: none"> • The majority of adaptation interventions takes place in non-market sectors. We need to prioritise public money strategically, to de-risk private sector investment, blend, or for projects which provide public goods. • Regions need a structured process to follow which helps set out a clear role for financial institutions and help mobilise resources for adaptation. This needs to focus on developing Regional Investment Plans, as well as bankable adaptation projects and climate-proofing projects. • Policymakers are looking into ways to accelerate private capital to support adaptation goals. This is an opportunity for banks to align their portfolios with national and regional adaptation plans. • Financial institutions should get involved early on, to help co-design projects and associated financing strategies and

	<p>mechanisms, and reshape the existing ones to increase their effectiveness.</p> <ul style="list-style-type: none"> • When financing research and innovation projects in adaptation, a culture of experimentation and risk-taking is crucial: there must be incentives to ‘think outside the box’ and come up with new solutions. This requires a portfolio approach, based on different solutions, and a diverse set of funding mechanisms, from grants, to prizes, to new forms of procurement, and financial instruments. We need to think not only about availability of funding, but the quality of outcomes it delivers, and whether it is promoting just and equitable adaptation . • The EIB is currently developing an updated approach towards adaptation that is expected to include new financing strategies and products targeting climate resilience. Together with the EU Mission Adaptation, it is also exploring bankability and revenue streams options for nature-based solutions.
<p>Expected impact</p>	<ul style="list-style-type: none"> • Pathways2Resilience will help deliver the economic benefits of adaptation across Europe, through the development of regional capabilities, innovation and demonstration. In particular, the Adaptation Finance Lab will design new financial mechanisms, as well as innovative policy and governance structures for adaptation finance. • The Adaptation Investment Plans developed with the regions will set out concrete priority projects and their envisaged funding and financing options, including the role they see for the private sector. This will in turn crowd in the private sector in collaboration, by showing the roles they can play, as well as helping regions prioritise public money for where it delivers the biggest public good. • Pathways2Resilience is also working to identify how to improve the enabling environment for regional investment. This will unlock new investment opportunities for public and private sectors. By project end, Pathways2Resilience will have empowered over 100 regions to develop their own investment plans, with a clear pipeline of projects to finance.

3.4 National and regional governments

<p>State of play</p>	<ul style="list-style-type: none"> • There are signs of countries beginning to integrate climate adaptation measures into their national Recovery and Resilience Plans. However, several national assessments suggests that the pace of adaptation is too slow compared with the rate of climate change, and many interventions are seemingly making things worse. • Systemic approach. The common practice is still to focus on stand-alone, easy-to-measure projects that tackle issues through either direct or existing policy levers, or sector-by-
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	<p>sector mainstreaming. The European Union instead highlights the need to adopt a systemic, transformative approach.</p> <ul style="list-style-type: none"> • Adaptation reporting requirements for Member States are already set out in dedicated legislative instruments, such as the Energy Union Governance Regulations. In addition to that, the European Climate Law, adopted in 2021, sets out obligations for the EU and its Member States in this respect. • Very large damage costs from climate change in Europe have already been identified, from direct damages such as coastal and river flooding, but also for non-market sectors such as health. Higher costs are projected for southern and south-eastern Europe. • The lags in the climate system means that the impacts in the next two decades are locked-in, and can only be reduced with adaptation. • There are compelling reasons to adapt: <ul style="list-style-type: none"> ○ Economic reasons: Adaptation makes sound economic sense, with the benefits of action far outweighing the costs of extreme weather, higher temperatures and sea level rise. ○ Social reasons: Factors such as gender, ethnicity, age, disability, other protected characteristics, housing tenure and income all affect how people are impacted by climate change. A 'just transition' approach means adapting in a way that avoids increasing vulnerabilities, while reducing existing ones. ○ Environmental reasons: Adaptation means building the resilience of nature and wider ecological and built systems.
<p>Current and future areas of action</p>	<ul style="list-style-type: none"> • Place-based interventions. The solutions for climate adaptation vary from one context to another. They can range from building flood defences, to setting up early warning systems for heavy storms, to redesigning communication systems and business operations, to building stronger and more resilient communities and places. • Participatory policymaking. To be successful, climate adaptation must take place with national, regional and international organisations, and with businesses and civil society. When communities and citizens are involved in decision-making and the policies and laws reflect their ambitions and ideas, they are more likely to change their behaviour. • Just transition. The EU Green Deal aims to address socio-economic inequalities, including gender and racial discrimination. Transformative adaptation should be inclusive and enable a just transition. • Drive economic growth. By directing public research and innovation investments in new strategic areas that have the

possibility to bring together different actors (public, private and third sector) and encouraging collaboration across different sectors, governments can awaken private sector investment that continues to lag. Indeed, what drives private investment is the perception of future growth opportunities.

- **Result-oriented policymaking.** A “mission” approach is a way to steer economic growth in ways that are more meaningful, and to design and implement policies in a way that more strongly links them to delivery and results.

Examples of adaptation measures

- **Nature-based solutions** such as restoring wetlands, creating green spaces, and preserving forests, can help absorb excess water, reduce the risk of floods, and provide natural cooling in urban areas. They also have important co-benefits for climate mitigation.
- **Infrastructure resilience:** This involves reinforcing critical infrastructure such as buildings, roads, bridges, and power grids to withstand extreme weather conditions, such as storms, floods, and heatwaves.
- **Early warning systems** can help alert communities and individuals in advance of extreme weather events, allowing them to take necessary precautions and evacuate if necessary.
- **Water management measures** such as rainwater harvesting, water conservation practices, and efficient irrigation techniques can help member states cope with both water scarcity and increased precipitation.
- **Promoting agricultural adaptation:** National and regional governments should support farmers and agricultural communities in adapting to changing weather patterns through techniques like diversifying crops, using drought-resistant varieties, and improving soil management practices.

EU context and support

- The **European Commission** is supporting policy development at all levels of governance, society and the economy and in all sectors by improving adaptation strategies and plans, integrating climate resilience in macro-fiscal policy, and promoting nature-based solutions for adaptation.
- The Commission will continue to provide guidelines, technical capacity and funding opportunities to help Member States, regions, and local administrations to develop and implement comprehensive adaptation strategies and actions. The Commission will also continue to mainstream adaptation by integrating climate change considerations into EU policies and programmes to make them climate resilient.
- Tapping into Pathways2Resilience and other Mission Adaptation platforms and projects can help national and regional governments to develop new capabilities in public

	<p>administration, and provide new services that can help accelerate the uptake of best available technologies. This is of relevance to vulnerable and peripheral regions, which are less able to absorb new technologies and have less capacity to manage systemic transformation.</p> <ul style="list-style-type: none"> • The Commission’s Policy Support Facility gives Member States and countries associated to Horizon Europe practical support to design, implement and evaluate reforms that enhance the quality of their research and innovation investments, policies and systems. At the request of national administrations with R&I competences, the Policy Support Facility provides customer-oriented services to support evidence-based policy making. • Financial support for adaptation is made available through the European Structural and Investment Funds, the Common Agricultural Policy, the LIFE Programme, and the Recovery and Resilience Facility. • The Climate-ADAPT platform provides access to reliable data on the likely impacts of climate change, their socio-economic aspects, and the costs and benefits of adaptation options. It supports policymakers at EU, national, regional and local levels to develop informed climate change adaptation measures and policies. It hosts the Mission Implementation Platform as part of the Mission Adaptation.
<p>Expected impact</p>	<ul style="list-style-type: none"> • Promoting climate resilience can create economic opportunities and generate socio-economic and environmental benefits at the local, regional and national level. • Ensuring consistency with the EU adaptation strategy and making use of its policy support instruments can help governments meet their adaptation requirements and deliver their national recovery plans. • Getting involved in Pathways2Resilience means that regions can have a say in how the new standard for adaptation processes will be set in Europe, and by coordinating with regions, national governments can do so too. • Regions can benefit from the Pathways2Resilience programme by developing their own transformative adaptation strategies in a risk-free environment, with sub-grants to concretely support their projects, and while testing, learning and innovating with partners. • In shaping ambitious and transformative adaptation plans, regional and national governments can demonstrate political leadership in climate action.

3.5 Other EU and pan-European projects and partnerships

This group includes pan-European partnerships (such as JPI Climate) and other EU, Horizon Europe and Mission Adaptation projects and initiatives (such as Mission Implementation

Platform; Regilience; Arsinoe; Impetus; Transformar; ReThinkAction; UrbanA Action; NetZeroCities; Reachout; Race to Resilience; Climaax; Agora Climas; Regions4Climate; MAIA; RESIST; TRAMI; Partnerships for Regional Innovation).

State of play	<ul style="list-style-type: none"> • Pathways2Resilience is an innovative programme driven by a reliable consortium of experts ready to collaborate and engage to move toward a more climate-resilient future. • Rather than representing a project in isolation with its own specific objectives, Pathways2Resilience is embedded in a portfolio of projects under the Mission Adaptation umbrella that are based on interaction, experimentation and cross-learning.
Expected impact	Collaboration among Horizon Europe and pan-European programmes and partnerships focused on climate adaptation will help to align investments, avoid duplication, reduce fragmentation, and amplify research and innovation impact.

4 Relevant events and milestones

The following tables offer a non-exhaustive list of EU- and internationally-focused policy events, awareness days, and other initiatives that can represent a timely moment to reach out to and engage with policymakers around adaptation topics.

Please note that the months are only indicative, as many events may change timing and venue from year to year. Make sure to monitor them regularly.

For further events and milestones relevant to stakeholder engagement, please consult the deliverable *D8.10 Stakeholder engagement strategy*.

4.1 EU policy

Month	Event or milestone	Description	Actions
Every January and July	Rotating Presidency of the Council of the EU	<ul style="list-style-type: none"> • Every six months, a different Member State takes on the Presidency, and sets its own policy priorities. • In 2023, these are Sweden and Spain; in 2024, they will be Belgium and Hungary. 	<ul style="list-style-type: none"> • Request meetings with the Permanent Representations. • Attend the events organised by the Presidencies in Brussels and in their countries. • Follow and engage with the Presidencies' social media accounts.
February	European Circular Economy Stakeholder Conference	<ul style="list-style-type: none"> • Organised by the European Commission and the European Economic and Social Committee. 	

		<ul style="list-style-type: none"> • Focuses on the role of the circular economy in driving sustainable recovery, open strategic autonomy and resilience. • Opportunity to present the circular economy as a key factor in building resource independence and resilience while ensuring that policy objectives are linked to sustainable consumption and production. 	
March	Covenant of Mayors Europe Conference	<ul style="list-style-type: none"> • Local governments can expect to exchange with high-level representatives from European institutions. 	
March	Cities Forum	<ul style="list-style-type: none"> • The event brings together key urban stakeholders at European, national, regional and local levels who are committed to a green and just future of cities. • Biannual event: the next edition will be in 2025. 	
April	EU Knowledge Valorisation Week	<ul style="list-style-type: none"> • The European forum to exchange experiences and discover novel approaches of creating value from scientific findings and inventions. 	
June	EU Green Week	<ul style="list-style-type: none"> • Annual EU environmental policy conference. 	
June	EU Mission Adaptation Forum	<ul style="list-style-type: none"> • The annual Forum is a major governance element of the Mission bringing together national, regional and local authorities, Friends of the Mission, European institutions, and research organisations. 	<ul style="list-style-type: none"> • Pathways2Resilience attended the second edition of the Mission Forum with a presentation.
June	European Climate Change	<ul style="list-style-type: none"> • The audience is adaptation experts - researchers' and practitioners, 	<ul style="list-style-type: none"> • Pathways2Resilience is present at the 2023 edition with a session.

	Adaptation conference	<p>policy-makers, local authorities, the private sector with a focus on businesses already engaged and taking action on climate risk, investors, NGOs, citizens organisations, youth and education organisations, community groups engaged in adaptation, communicators and all interested individuals.</p>	
June	European Sustainable Energy Week	<ul style="list-style-type: none"> • Policy conference on skills, energy efficiency, affordability and inclusion, renewables, and decarbonisation. 	<ul style="list-style-type: none"> • Possibility to attend the Energy Fair and organise a local Sustainable Energy Day.
June	EU Development Days	<ul style="list-style-type: none"> • Organised by the European Commission, the forum brings key actors together to share ideas and experiences in ways that inspire new partnerships and innovative solutions to the world's most pressing challenges. 	<ul style="list-style-type: none"> • Possibility of co-creating sessions.
September	EU Research and Innovation Days	<ul style="list-style-type: none"> • The European Commission's annual flagship Research and Innovation event, bringing together policy-makers, researchers, entrepreneurs and the public to debate and shape the future of research and innovation in Europe and beyond. 	
October	EU Industry Days	<ul style="list-style-type: none"> • Europe's flagship annual event focussing on key industrial policy discussions, connecting industrial frontrunners, and boosting the knowledge base of European industry. 	<ul style="list-style-type: none"> • Possibility to submit requests for organising sessions.

October	EU Week of Regions and Cities	<ul style="list-style-type: none"> Annual four-day event during which cities and regions showcase their capacity to create growth and jobs, implement European Union cohesion policy, and prove the importance of the local and regional level for good European governance. 	<ul style="list-style-type: none"> Pathways2Resilience is present at the 2023 edition in a joint session with Regions4Climate and CLIMAAX.
October	European Urban Resilience Forum	<ul style="list-style-type: none"> Annual event co-organised by ICLEI and the European Environmental Agency. Exchange platform for city representatives, experts and stakeholders from local and regional institutions to discuss strategies, initiatives and actions for adapting to climate change, managing disasters and building urban resilience. 	<ul style="list-style-type: none"> Pathways2Resilience will host a session at the 2023 edition to promote the first call for applications.

Table 1 Selection of EU policy events

4.2 International policy

Date	Event or milestone	Description	Actions
January	World Economic Forum		
March	UN Water Conference		
May	Innovate4Climate	<ul style="list-style-type: none"> Organised by the World Bank, the conference is a global event on climate finance, climate investment and climate markets. 	
June	MED COP	<ul style="list-style-type: none"> MedCop is an annual process consolidating a Mediterranean dynamic for local climate action and generating operational tools to accelerate COP's goals achievement. 	

June	OECD Local Development Forum	<ul style="list-style-type: none"> This 2-day event gathers partners from national government, local authorities, employment agencies, businesses and NGOs to share good practices about how employment and skills programmes are meeting employer demand and what's being done to help people and places catch-up. 	
June	OECD Annual Forum and Ministerial Council Meeting		
June	Bonn Climate Change Conference	<ul style="list-style-type: none"> The conference prepares draft decisions for adoption at COP. 	
September	International Conference on Sustainable Development	<ul style="list-style-type: none"> Organised by the European Center of Sustainable Development in collaboration with CIT University. Provides a forum for the sharing of ideas, presentation of research findings, and discussion of professional issues relevant to Sustainability Science. 	<ul style="list-style-type: none"> Accepts papers.
October	Adaptation Futures Conference	<ul style="list-style-type: none"> Bi-annual conference of the adaptation programme of the UN-led World Adaptation Science Programme 	<ul style="list-style-type: none"> Accept papers (2023 edition is now closed for papers) Exhibition space available at a fee
December	COP		

Table 2 Selection of international policy events

5 Communications and outreach channels

5.1 Direct outreach

Personal engagement, whether in meetings, via email, or during events, remains the most effective way to reach and influence policymakers. The messenger is often more important than the message, and policymakers, like all people, trust information more if they know it is coming from someone they know and consider credible.

Some ways to ensure effective outreach are:

- **Be concise and to the point.** Policymakers are busy and they need to know immediately what's the bottom line. Whether you are writing an email, presenting, or speaking at a policy event, state your goal upfront (are you inviting them to an event? Do you want to set up a meeting? Are you sharing a resource for a specific policy issue?)
- **Be transparent.** Always share what's your purpose and on behalf of whom you're reaching out, but complement this information by stating clearly why you think this can be helpful for them.
- **Help them achieve their objectives.** Never assume they will listen to what you're saying just because it's interesting (that's subjective). Put yourself in their shoes and ask yourself: is this helping them with their constituents? Is it providing technical information to a policy issue they're working on? Is this helping raise their own visibility? And make sure this comes out clearly in your communication.
- **Follow up.** Whether it's after a meeting, an event, or in answer to an email, follow up with a recap of your messages and with relevant resources (better if they're ready to be used, such as policy briefs, short information and visuals they can easily repost on social media, or catchy takeaways they can lift and integrate in their own speaking points or presentations).

For more resources and coordination on Pathways2Resilience stakeholder engagement (including policymakers), please consult the *D8.10 Stakeholder engagement strategy*.

5.2 Policy briefs

A policy brief is a concise summary of a particular issue, the policy options to deal with it, and some recommendations on the best option. It is aimed at policymakers and others who are interested in formulating or influencing policy:

- It is topical, explaining and conveying the urgency of an issue;
- It presents policy recommendations or implications around an issue;
- It provides supporting evidence for your recommendations;
- It points the reader to additional resources on the issue;
- It helps to bridge the gap between the research and policy community (e.g., between academic specialists and stakeholders with less detailed knowledge).

There are **two basic types** of policy briefs:

- An **advocacy brief** argues in favour of a particular course of action.
- An **objective brief** gives balanced information for the policymaker to make up their mind.

To achieve its objectives, a policy brief should:

- **Be short and to the point.** It should focus on a particular problem or issue. Do not go into all the details. Instead, provide enough information for the reader to understand the issue and come to a decision.
- **Be based on firm evidence,** not just one or two experiments or a single year's experience. It should draw evidence from various sources – preferably from several different areas or organizations.

- **Focus on meanings, not methods.** Readers are interested in what you found and what you recommend. They do not need to know the details of your methodology.
- **Relate to the big picture.** The policy brief may build on context-specific findings, but it should draw conclusions that are more generally applicable. It should also show a clear link with the external context (political and policy landscape, public opinion, socio-economic trends etc.).

5.2.1 Suggested structure

- **Executive summary:** (100-150 words). Gives an overview of the purpose and main message of the policy brief, establishes the urgency by linking to the broader context, and teases the conclusions or main recommendations. It is usually written last.
- **Key messages** (box, optional): usually a maximum of three, one brief sentence for each.
- **Introduction:** (up to 200 words). Explains why this issue is urgent and/or important. This section should make your audience want to continue reading.
- **Recommendations or implications:** identify up to three key policy recommendations or implications; offer clear, strong and coordinated recommendations; ensure these are actionable (i.e., linked to specific policy processes, feasible in terms of policy steps to be taken).
- **Results and conclusions.**

Other format considerations:

- **Design and layout:** Propose titles, headings, and a ‘standfirst’, i.e., a one-line message that often acts as a subtitle for the brief and generates interest.
- **Separate text boxes** (e.g., for a short case study, a checklist etc.).
- **Quotes** (check if you need approval to use particular quotes).
- **Infographics**, such as maps or charts: these should illustrate a key point in the policy brief argument and if they are from an outside source you will need to include credits.
- **Photographs** (again, you will need to check copyright, licence and credits for images).

5.3 Media

Media outlets are a powerful medium to reach policymakers, as a support and amplification tool to disseminate our key messages. The way news are packaged is also more likely to highlight the urgency and relevance of certain findings or recommendations, contributing to influencing decision-makers and further shaping the public opinion.

Before reaching out to a media organisation or a journalist, it is imperative to understand who needs to hear the message, to be more targeted in our approach and increase chances of successful coverage:

- **At the EU level**, the most widely read policy publications remain Politico Europe and Euractiv, as well as influential outlets such as the Financial Times and Euronews; other relevant media are EU Observer, the Parliament Magazine, Science Business, the Brussels Times.

- **At the national and local level**, while language barrier can represent an issue, there are several outlets with a pan-European and local presence, sometimes translating their articles across bureaus: Euronews, Euractiv, as well as Are We Europe and Ereb.
- There are a number of **environmental and climate-focused publications** that are widely read by relevant EU policymakers, including Carbon Brief, Clean Energy Wire, Climate Home News.
- Finally, cutting across these levels but using a different medium than print, **podcasts** are a great way to cut through the noise and reach niche audiences on specific topics. EU climate policy podcasts include Communicating Climate Change, Europe Climate Connection (CAN Europe), META (European Environmental Bureau), Green Deal Big Deal, Lifeis30, Green Wave Podcast, Local Voices for Sustainability. Most media outlets also have podcasts.

5.3.1 Pitching a news story

News is usually understood as interesting or important information not previously known, likely tied to an event or occurrence (we talk of “news cycle”). Few research-specific stories have universal appeal and these are generally event-based. For example, the release of research results with significant findings, a contradictory finding, or controversial view.

Format is just as important: long, detailed analysis needs to be packaged and delivered so that the target audience – the journalists and ultimately their readers, viewers and listeners – care enough about the information to incorporate it in their own worldview, and ultimately act on it.

Before you pitch, do your research:

- Don’t assume your story has not been covered before.
- Find what media outlets and journalists have covered this issue recently, and how, in order to define your angle.
- Ask yourself what is new or fresh about this story, as well as who is your audience and why would they be interested in this story.

When you’re pitching your story:

- Write a short and simple email (one to three paragraphs). Ensure the 5 Ws are covered in the first one (what, who, where, when and why).
- Link to a previous article by the journalist or the outlet on the same issue, to immediately show the relevance of your pitch.
- Use words that suggest something new, or a potential solution to a problem, or a clear link to quantifiable objectives (e.g., 100 regions prepared for climate change; €21 million in funding; new finance instruments; support and endorsement by a high-level politician, etc.).
- Polish your pitch – check facts, spelling, grammar and layout.
- Include a clear follow up and contact details: are you suggesting to submit an opinion piece, or offering an interview, or willing to send more materials?

5.3.2 Writing news and press releases

Adapt these tips to your specific format, i.e., whether it’s a press release, an opinion article, speaking points for an interview, or a background briefing:

- **Language and style:** Use simple, direct language, and short sentences, with ideally one idea per paragraph. Explain any new concept or acronym you’re introducing. Include explicative or thought-provoking quotes from experts that the journalist can easily lift and integrate in their article to make it more personal and interesting.
- **Structure:** Use the “inverted pyramid” structure (*Figure 1*) and the F-shaped reading pattern (include buzz or catchy keywords in the first line of each sentence).
- **The lead:** The traditional lead reflects the story’s most relevant aspect and should grab the reader’s attention; avoid generic or abstract information, and clearly state the conclusion or result upfront.
- **The body:** The body should tell the story and provide relatable examples and evidence to back up your claims. Do your best to translate your EU policy recommendations and messages (often very abstract for national and regional audiences) into relatable information that clearly shows the relevance or impact on people’s lives.
- **The conclusion:** The ending should reinforce (and repeat) the story’s main takeaway, and provide a clear action for the reader (do they need to read a report, access a resource, attend an event, get in touch with the consortium, amend a regulation...?)
- **Notes for the editor:** Include a short “about” description (also called “boilerplate”) of the project, a link to more information, and contact details.

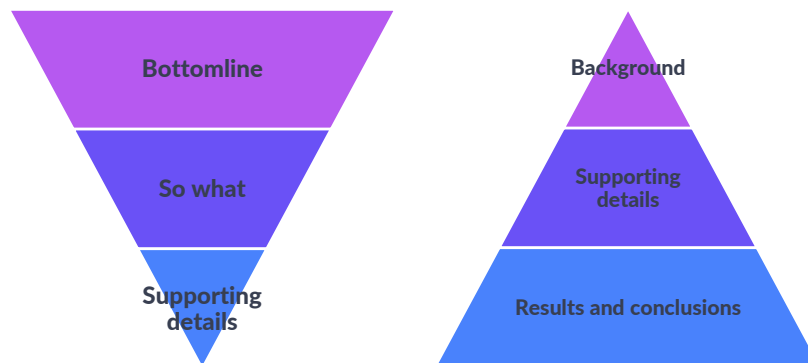


Figure 1 The inverted pyramid of information for journalism (left) vs usual communications by scientists (right). (Source: Research Gate)

5.3.3 Five tips for media interviews and podcasts

1. **Know your message and keep going back to it.** Use every opportunity to get your message in clearly without using jargon.
2. **Prepare in advance:** anticipate questions and practice answers. You should almost never be caught off guard or surprised.
3. **Never say “no comment”.** This invites suspicion and leads reporters to wonder if you are hiding something. Rather, you can say:
 - a. This is what I know and I will be glad to tell you;

- b. I don't know but I can help you to find out;
 - c. I cannot answer that question because the information is confidential.
4. If you are asked **more than one question** in one, answer the one you like and ignore the rest. If the interviewer really wants to know, they will ask again.
 5. If the interviewer has an **aggressive style** of questioning, keep calm and don't argue. Rather, show that you're willing to be transparent and provide information in the limits of your knowledge.

5.4 Social media

Social media channels are excellent opportunities for policy dissemination, outreach and visibility purposes. Most importantly, they allow direct interaction with stakeholders and a direct connection to news (as opposed to going through a third-medium like newspapers).

While organisational social media channels often have their own policies and processes for outreach, you can use your personal accounts to support your outreach efforts and to help establish more direct relationships with your stakeholders, as well as raising visibility of your expertise and thought leadership (and establish yourself as a trusted and authoritative interlocutor to policymakers).

Some way to use social media to support outreach are:

- Share research with stakeholders;
- Send direct invitations to events and opportunities;
- Engage in relevant conversations on social media and answer questions pertaining to your topics;
- Get new ideas and suggestions on how to better tailor your own work and research;
- Inform what new research or what events to consider doing for the public.

For all the above actions, always consider how they can be linked to project resources and outputs (for example, by promoting a particular event or report, or to help disseminate an opportunity).

5.4.1 Three tips for effective social media outreach

1. **Keep your audiences in mind, and meet them where they are.** Social media have their specific purposes. Twitter, for example, has traditionally been used by journalists and policymakers to share news and policy developments in real time, and needs therefore more reactivity and a higher volume of content. LinkedIn is more relevant for building professional relationships and share longer-form, detailed research content. You need to know the media that your audiences are using, so that your messaging is tailored to that specific channel, and nailing what they're looking for.
2. **Community-based market research.** These media are "social" because they are based in continuous, two-way interaction and exchange by the users, which fosters creation of specific communities (either around a hashtag, or in dedicated groups, or around a specific personality and in conversation threads). If you find and engage in these discussions, you can both disseminate your messages where they are more relevant to be heard, and gather information (a sort of "market research") on your audiences' interests and concerns, which in turn will help make your content more compelling.

3. **Be authentic and avoid formality or perfectionism, while mindful of quality.** Again, consider the importance of being “social” and engage with people online as you would do in real life. Offer your real thoughts and perspectives, don’t be afraid of using informal language and humour, and don’t hesitate to tag stakeholders you know on posts or resources they might find useful.

For more resources, tips, and materials for social media, please consult the deliverables *D8.1 Communications and Dissemination Plan* and *D8.2 Communications toolbox*.

6 Monitoring and evaluation

It is vital to monitor and gather information on the success of your communications activities. It is also equally important to create and establish an agreed-upon monitoring and evaluation process and metrics that can be leveraged and re-used over time.

Monitoring and evaluating policy influence is notoriously tricky because linking advocacy and outcomes is complex, and defining success can be subjective. Advocacy is also highly dependent on external or political circumstances (that can be volatile), so flexibility and regular adjustment and interpretation are vital.

This is also why it is recommended to use a blend of qualitative and quantitative metrics.

Stage	What to monitor	Metrics
Inputs	Resources needed for implementation	<ul style="list-style-type: none"> • Budget • Staff
Activities	Actions undertaken	<ul style="list-style-type: none"> • Meetings • Events • Policy briefs • Media outreach • Social media campaigns
Outputs	Short-term results (quantitative evaluation)	<ul style="list-style-type: none"> • Event attendees • Downloads of a policy brief • Social media engagements or follows from relevant policymakers • Media coverage (number and type of media)
Outcomes	Medium-term results (qualitative evaluation)	<ul style="list-style-type: none"> • Citations in policy proposals and institutional messages • Political and institutional endorsements • Shift in media conversation • Shift in social media conversation
Impact	Long-term results (qualitative evaluation)	<ul style="list-style-type: none"> • Adoption of policy recommendations

		<ul style="list-style-type: none"> • Political, institutional and public ambassadorship
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Table 3 Example of a monitoring and evaluation framework for policy communications

7 Conclusion

The deliverable *D8.3 Policy communications pack* aims at providing a comprehensive communications toolkit to Pathways2Resilience partners in their outreach efforts towards policymakers and public authorities. It builds on and complements *D8.1 Communications and Dissemination Plan* and *D8.2 Communications toolkit*. Policy outreach and engagement avenues and coordination are also outlined in the broader *D8.10 Stakeholder engagement strategy*.

The focus of this toolkit is on cross-border, pan-European, and EU policy messages, that can be used in broader communications with regions, countries or EU institutions.

The messages and guidance provided in this toolkit can be further tailored by partners when reaching out to specific local and regional stakeholders, in close collaboration with *WP2 Mobilising regions and communities* and by the means of translation in local languages when possible or required.

This toolkit will be regularly updated to reflect project results and developments, and to integrate further facts & figures and case studies.

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Annex 1: Facts and figures

Climate adaptation finance

45% of financial institutions are investing in or financing adaptation or climate resilience. These products and services are mostly credit products (69% of respondents) followed by green bonds (43%), client engagement/advice (37%) and financing of infrastructure (36%).

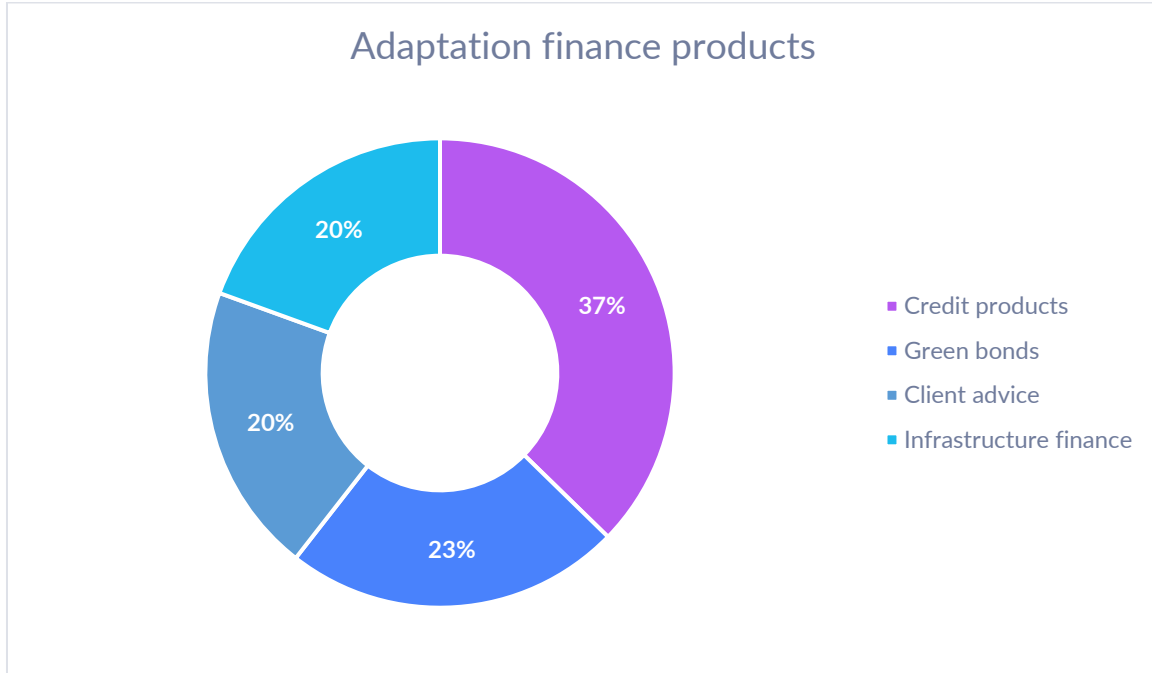


Figure 2 Adaptation finance products. (Source: UN Environment Programme Finance Initiative, 2022)

Annex 2: Case studies

Glasgow City Region Climate Adaptation Strategy and Action Plan

Glasgow City Region's first Adaptation Strategy and Action Plan was launched in June 2021, ahead of COP26 in Glasgow.

The Strategy aims to ensure Glasgow City Region's economy, society and environment is not only prepared for, but continues to flourish in the face of the impacts arising from the climate crisis. The Strategy:

- outlines the processes and early interventions needed to manage climate risks and realise opportunities;
- provides a strategic framework for adaptation in and by the Glasgow City Region that fits alongside and supports key plans, policies and activities to enable delivery;
- sets out how it will deepen and expand collaboration and collective impact by working together and engaging, equipping and enabling citizens and organizations to play a role in realising the vision
- sets out how progress in increasing climate resilience will be monitored, evaluated and learnt from to improve policies, strategies, programmes and projects.

The Strategy is supported by the Action Plan which contains the concrete actions being taken in the City Region between 2020 and 2025 that will move us towards our vision.

- [Strategy and Action Plan](#)
- [Summary](#)