ICARIA
Improving climate resilience of critical assets

www.icaria-project.eu

D5.3 Dissemination materials

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D5.3 Dissemination materials

Summary

The Dissemination Materials deliverable for the ICARIA project is a compilation of the materials created during the lifetime of the project with the aim of ensuring the visibility of its objectives, progress, outcomes and results. This deliverable includes images and details of materials such as templates, newsletters, the website or social media posts.

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Document history

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Executive summary

The Dissemination Materials deliverable for the ICARIA project is a compilation of the materials created with the aim of ensuring the visibility of its activities and results. This strategy combines a strong visual identity, diverse communication materials, digital platforms, and active engagement through events, media, and scientific outputs.

A consistent project identity was established through the development of a logotype, presentation and templates, and a visual identity manual, ensuring coherence across all dissemination materials such as roll-up banners, posters, infographics, and an informative leaflet, which have been widely used in events and conferences.

The project website has been the central communication hub, providing up-to-date information on ICARIA's objectives, methodology, case studies, tools, and results. It also hosts resources such as deliverables, scientific publications, promotional videos of the project, training content, and an upcoming one-pager summarising key achievements.

ICARIA produced newsletters (both internal and external), press releases, and social media campaigns. Additional dissemination channels included a podcast episode and video interviews, helping communicate project insights in more accessible formats. Particular emphasis was placed on collaboration with sister projects, including joint communication initiatives, such as presentations at conferences and interviews published on other projects.

Dissemination activities also focused strongly on scientific engagement. Consortium members participated in 20 national and international events, and the project has produced 12 published peer-reviewed papers, with additional publications underway.

Finally, the ICARIA Final Event, held in March 2026 in Barcelona, marked the culmination of dissemination efforts. It gathered a wide range of stakeholders and showcased the project's main results, including its methodologies, tools, and case study outcomes.

Communication and dissemination tools and materials

The ICARIA project has developed a set of communication tools and materials to ensure effective dissemination of its objectives, activities, and results to diverse target audiences. These materials have been primarily produced in English, with an additional translation when it was considered necessary. The materials combine visual identity elements, digital platforms, and promotional resources designed to maximise the visibility of the project.

Logotype and templates

A coherent visual identity was established for the ICARIA project through the creation of a logotype and a set of templates. This included templates for PowerPoint presentations, Word documents, posters, and videocall backgrounds, ensuring a consistent visual representation across all communication and dissemination activities. In addition, a visual identity manual was developed to guide partners in the correct use of these materials. All assets were shared with the consortium members and made accessible via the project website. Visual examples of the logotype and templates are presented below.

The official ICARIA logotype is available on the website.

Figure 1. ICARIA official logo and templates.

Figure 2. ICARIA identity brand book.

Roll-up

A roll-up banner was produced at the beginning of the ICARIA project to support its visibility during events and conferences. This material has been consistently used by consortium partners to ensure a clear project presence. An updated version of the roll-up was developed to reflect changes in the consortium composition.

It is available on the website.

Figure 3. ICARIA roll-up.

Project website

The ICARIA project website serves as the central hub for communication and dissemination, providing up-to-date information about the project's objectives, activities, and results. The website is structured around a navigation menu with the following main sections: the homepage, "About ICARIA", "Case Studies", "Toolkit", "Meet the Team", "News", "Downloads", and "Contact".

The homepage provides an accessible overview of the project, highlighting the growing threat of climate-related disasters and positioning ICARIA's asset-level modelling framework as a key response to this challenge. Key figures summarising the project's scope —including the number of partners, case studies, replication regions, duration, and budget— are displayed to give visitors a quick understanding of the project's scale. It also gives an overview of the recent news, the ICARIA toolkit, the consortium members and a link to subscribe to the newsletter.

The "About ICARIA" page introduces the project's mission to improve climate resilience of critical assets through advanced asset-level modelling frameworks. It summarises the main hazards, impacted sectors, and types of effects considered, before presenting the project's methodology and the use of case studies and follower regions.

Detailed information on the three case study regions is provided in the "Case Studies" page, as well as the infographics for each trial modeling framework to contextualise the project's implementation and replication phases.

The website also presents a "Toolkit" section, which brings together the project's main technical outputs, including datasets, maps, a Decision Support System (DSS), an Adaptation Measures Portfolio,

Holistic Resilience Assessment Tools, and Impact and Multi-risk Assessment resources. Each tool is briefly described and it's directly accessible through a link.

Furthermore, the website highlights the consortium through the "Meet the team" section. This section includes a series of team member profiles published as individual posts, the logos of all consortium partners, a description of the project's Communities of Practice (CoPs), a networking section with a list of European projects with which ICARIA has already activated contact, and a subsection for sister projects, which are EU-funded initiatives operating under the same topic.

A regularly updated "News" section ensures that visitors can follow the latest developments, including events and project milestones. Under the "News" section, there are "Blog" and "Events" subsections. The first one has five blog posts about curiosities and trends about climate change adaptation, and the second one contains information about which events ICARIA has participated in.

The "Downloads" section is divided into three subsections: "Deliverables", "Publications", and "Materials", where all the deliverables, scientific publications and dissemination materials are posted. Finally, a "Contact" section is available to allow interested parties to reach out to the investigators of the project.

The project website can be consulted through the following link: https://www.icaria-project.eu/.

Figure 4. ICARIA website.

Infographics

The ICARIA project developed a set of infographics as visual dissemination materials designed to communicate complex technical and scientific concepts to diverse audiences. These infographics summarise key aspects of the project's methodology and structure, including the trial modelling frameworks for the case study regions, the asset-level modelling approach, the three case studies, and the implementation, replication, and exploitation phases.

The infographics are available on the "Downloads" section of the project website. They are also posted under the section "Case studies".

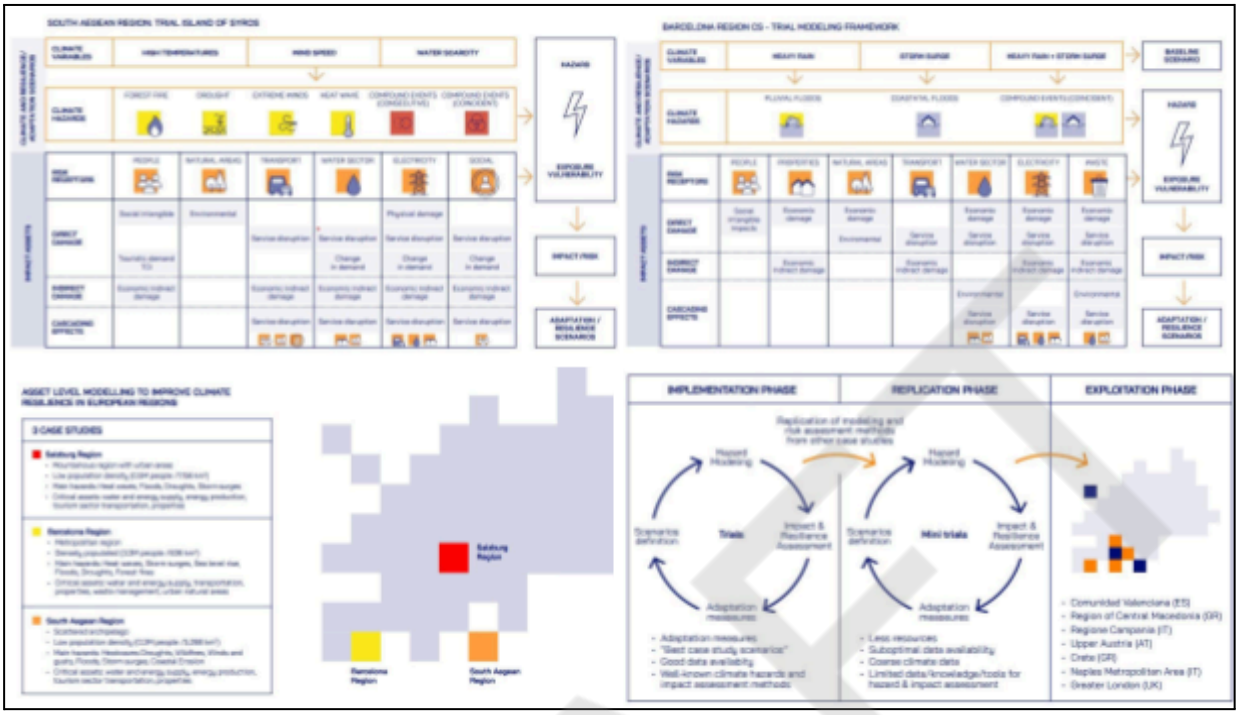

Figure 5. ICARIA infographics.

Informative leaflet

An informative leaflet was produced to introduce the ICARIA project to a broad audience in an accessible and engaging way. Available in both digital and printed formats, the leaflet was designed to be handed out at events. The primary purpose of the informative leaflet is to introduce ICARIA to new audiences in an approachable and informative way. It contains general project information, such as the total budget, duration, and contact details, an overview of the project's objectives, the three pilot regions where the project's activities are being carried out and the key outcomes and expected results of the project and details about the research activities.

It is available on the website.

Figure 6. ICARIA informative leaflet.

Poster

A poster has been produced to present general information about the project, offering a snapshot of ICARIA's objectives, activities, and key highlights in a format that is easy to consult. The poster has been used across several events and scientific conferences to facilitate engagement with researchers, experts, and stakeholders. In addition to its use at in-person events, the poster is also available on ICARIA's official website, ensuring that it reaches a wider online audience.

It is available on the website.

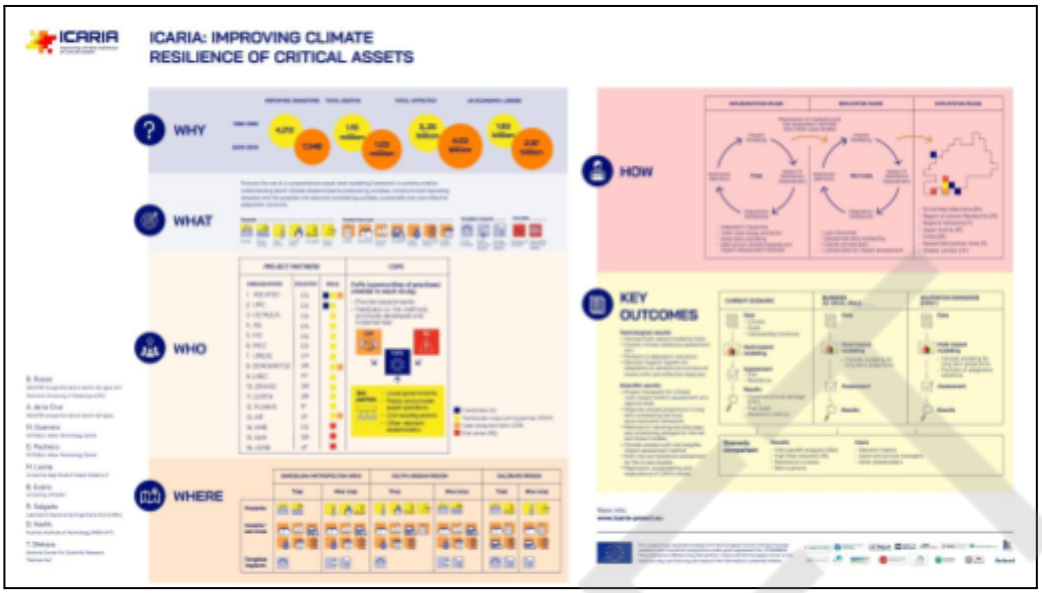

Figure 7. ICARIA poster.

Short promotional video

A short promotional video has been produced as part of ICARIA's communication and dissemination strategy, directed to a wide range of audiences. The video explains the project, its objectives and case studies in an easy-to-understand manner, making it accessible to both specialist and non-specialist audiences alike.

The short promotional video is available on the dissemination materials section as well as posted on YouTube.

Figure 8. ICARIA short promotional video posted on YouTube.

In addition to ICARIA's own promotional video, Beniamino Russo, ICARIA Scientific Coordinator, was featured in a video interview produced by MAIA, one of ICARIA's sister projects. Russo highlights two key messages central to ICARIA's mission: the benefits of investing in preventive measures against climate change compared to the costs of a 'business as usual' approach, and the importance of involving end users in the development of ICARIA's solutions from the outset. The interview is available

on MAIA's Alter! platform as well as on the news section of ICARIA.

The video recorded by MAIA can be found here, under the news sections of the ICARIA website.

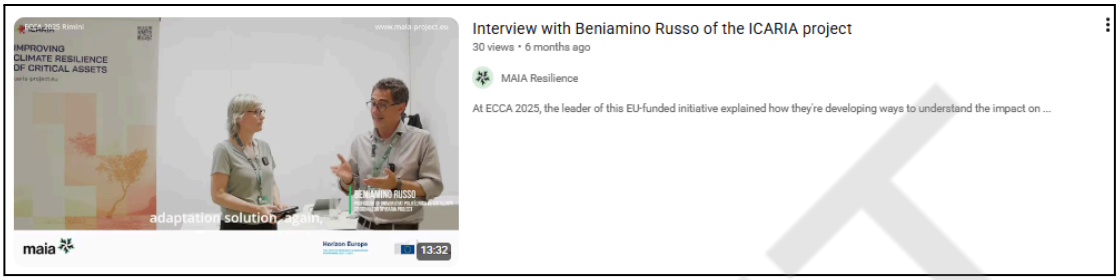

Figure 9. Beniamino Russo's interview by MAIA posted on YouTube.

ICARIA collaborated with its sister projects at the The 7th biennial European Climate Change Adaptation Conference (ECCA2025). During the conference, Beniamino delivered a presentation titled "Strategies and Tools for Improving Infrastructure Resilience in Multi-hazards Context". In addition, the project's Decision Support System was presented

The post regarding the ECCA 2025 can be found here.

Figure 10. Beniamino Russo presenting ICARIA at ECCA 2025.

Newsletters

Throughout the duration of the project, a total of 5 newsletters have been produced and distributed, 2 internal and 3 external. In addition, a fourth external newsletter will be sent in the following weeks to disseminate the project outcomes, the final video and the final event information.

The internal newsletters were circulated among the project's consortium members, and the external newsletters were addressed to a wider audience, including registered followers, stakeholders, and interested parties.

Each edition provided readers with an up-to-date overview of the project's latest developments, structured around several recurring sections:

- General project information such as ICARIA's objectives, duration, funding, and official project code.
- Project highlights: featuring key milestones and upcoming activities, such as calls for abstracts for scientific conferences, workshops organised by the consortium, and project events.
- Featured articles: where the recent news about the project were brought up.
- Scientific dissemination updates: a summary of the conferences and events where ICARIA has been represented.

The link to the newsletters can be found here:

- 1st external newsletter (no link available)
- 2nd external newsletter
- 3rd external newsletter
- 4th external newsletter will be sent in the following weeks.
- 1st internal newsletter
- 2nd internal newsletter

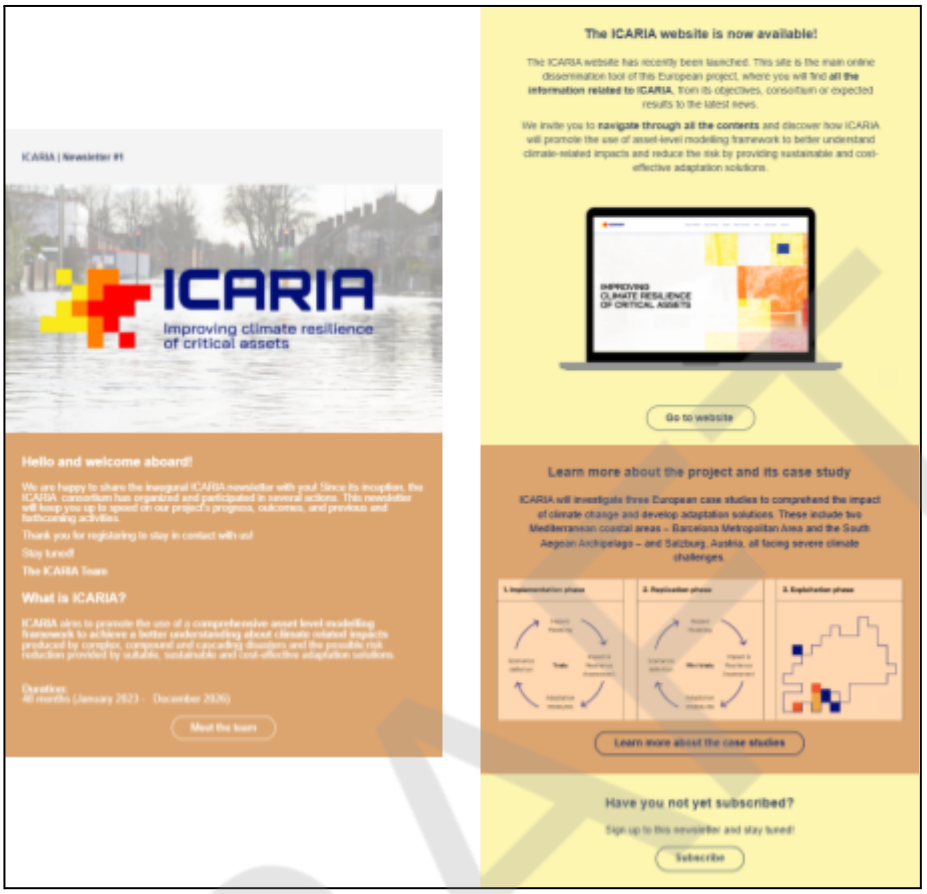

Figure 11. ICARIA's first external newsletter.

Figure 12. ICARIA's second external newsletter.

Figure 13. ICARIA's third external newsletter.

Figure 14. ICARIA's first internal newsletter.

Figure 15. ICARIA's second internal newsletter.

One-pager

A one-pager will be developed with all the key information about the project, its objectives, and its results into a single, visually accessible document. This concise format is designed to provide an overview of the project for a wide range of audiences, including stakeholders, policymakers, researchers, and the general public. It will be available on ICARIA's official website, where it can be freely downloaded by any interested party and disseminated through social media channels.

Final video

A final video has been produced to mark the closure of the ICARIA project and summarise its key achievements. The video covers the main motivations behind the project: the growing threat of extreme weather events driven by climate change and their impact on critical infrastructures. It walks viewers through ICARIA's key contributions, including the development of risk assessment methodologies, climate projections, risk maps, a Decision Support System, and a portfolio of adaptation measures. It also highlights the three pilot regions where these tools were tested, and emphasises the transferability of the methodologies to other European regions.

The final video can be found on our website and posted on YouTube.

Figure 16. ICARIA final video.

Throughout the project duration, activities have targeted both specialised and general audiences through a combination of scientific, technical, and public-oriented actions. These efforts include engagement with social media, the organisation and participation in events, and scientific publications.

General and technical media

Throughout the project, 3 press releases were produced and distributed among general and technical media:

- The 1st press release announced the official launch of the ICARIA project, introducing its objectives, consortium, and expected contributions to climate resilience in Europe.
- The 2nd press release focused on the collaborative trials undertaken by the three Communities of Practice (CoPs) across the pilot regions, presenting the results of the climate adaptation tools tested in the Barcelona Metropolitan Area, the Salzburg Region, and the South Aegean Archipelago.
- The 3rd press release presented the final results of the project, summarising ICARIA's key achievements and contributions to climate resilience research and practice, as well as mentioning the Final Event.

Figure 17. Impact examples of the 3rd press release on Spanish general and technical media.

Figure 18. The three ICARIA press releases posted on the website.

Social media campaigns

Consortium members have actively implemented social media campaigns to disseminate ICARIA's activities through the hashtag #ICARIAeu. Over the course of the project, a total of 118 social media posts featured ICARIA, including 58 posts on X and 54 on LinkedIn, which served as the primary dissemination channels. Additionally, complementary outreach was achieved through 5 Facebook posts and 1 Bluesky post.

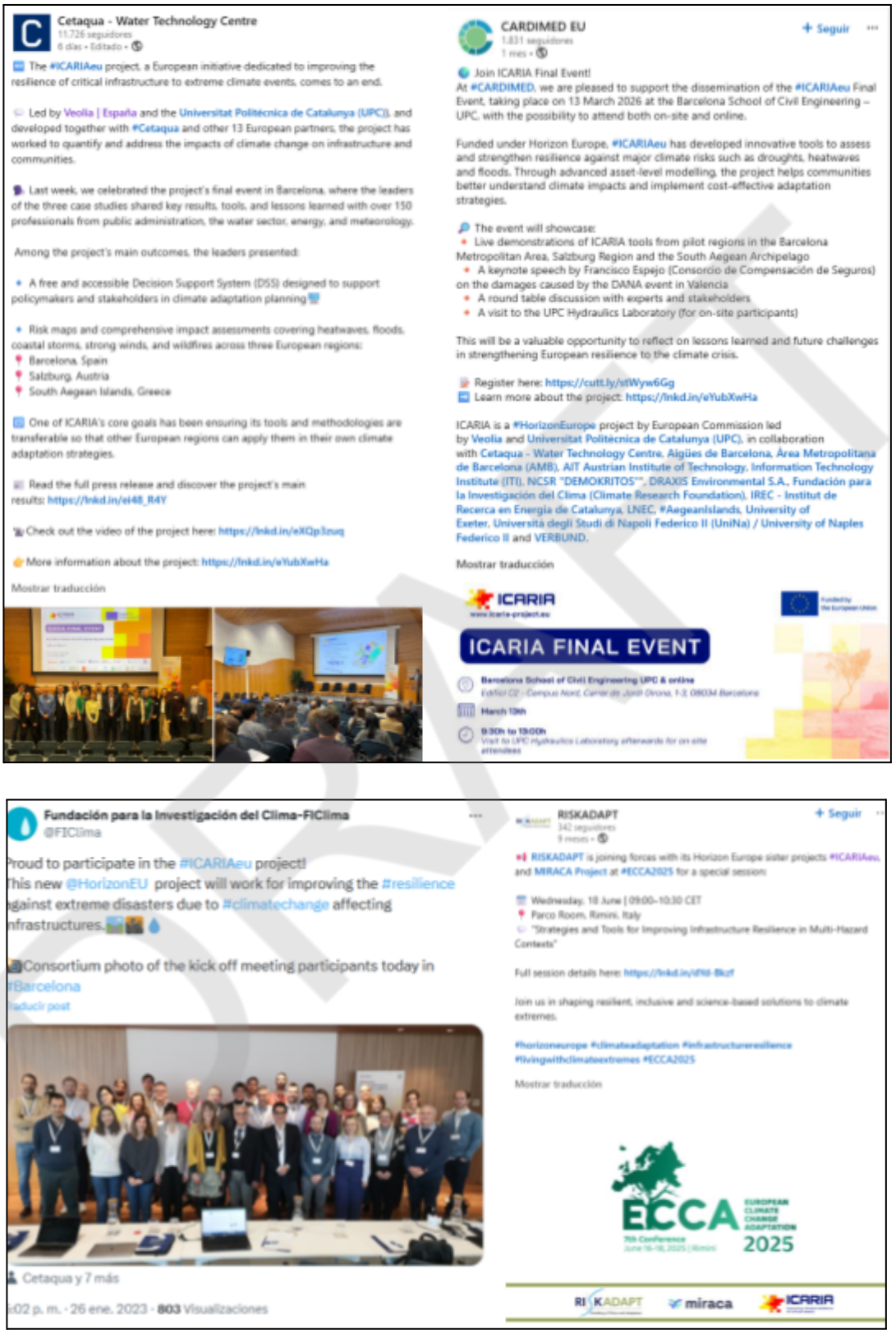

Figure 19. Posts on consortium and other project's social media about the ICARIA project.

Podcast

ICARIA was featured in Episode #12 of Cetaqua's podcast series "Thinking Forward", titled "Resiliencia urbana: Ciudades más fuertes frente a la crisis climática". This episode focused on the concept of urban resilience in the context of increasing climate-related risks, highlighting the need for innovative strategies and practical solutions to enhance cities' capacity to adapt and respond to extreme events. The discussion included contributions from key experts linked to the project, from Aquatec, Cetaqua and FIC.

The link to the podcast posted on Spotify can be found here.

Figure 20. The podcast episode posted on Spotify.

Training materials

A set of dedicated training materials was developed and published on the project website to support users in effectively navigating ICARIA's main tools. These materials consist of four video tutorials posted on YouTube (accessible via private links). They are step by step user guides for the Decision Support System (DSS) and for the ICARIA portfolio of adaptation measures, and an introduction to the application features of the RAF App, with a short and extended version.

The links to the training materials can be found here:

- ICARIA RAF App user guide - Extended version
- ICARIA RAF App user guide - Overview
- ICARIA Decision Support System user guide
- ICARIA portfolio of adaptation measures

They can also be found on the website under the Downloads - Training materials section.

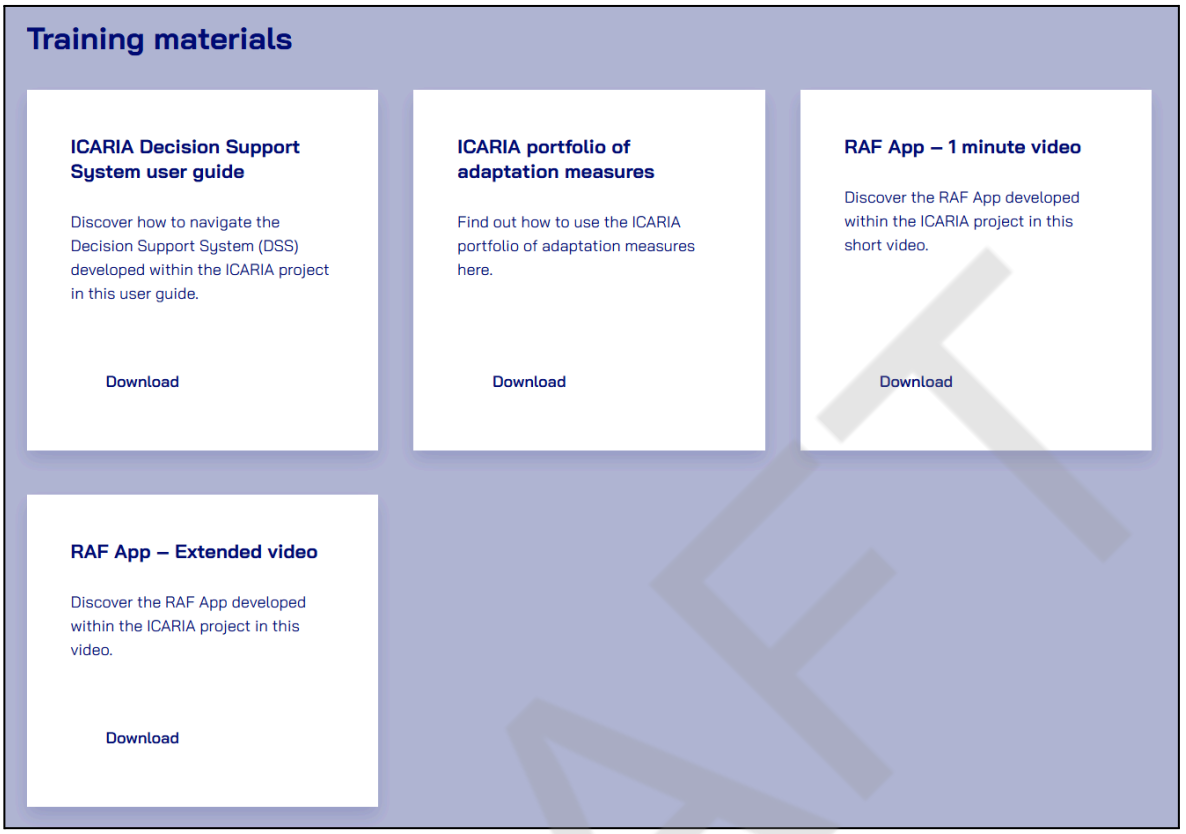

Figure 21. The direct access from the website to the training materials posted on YouTube.

Attendance to scientific scientific events, conferences and workshops

Consortium members have contributed to the dissemination of ICARIA by participating in a total of 20 national and international scientific events, conferences, and workshops throughout the project's lifetime. At these events, the project was presented through both oral presentations —following the established ICARIA communication template— and poster sessions. These contributions were further amplified through social media, the dedicated "Events" section on the website, and the newsletter.

The link to the "Events" section can be found here.

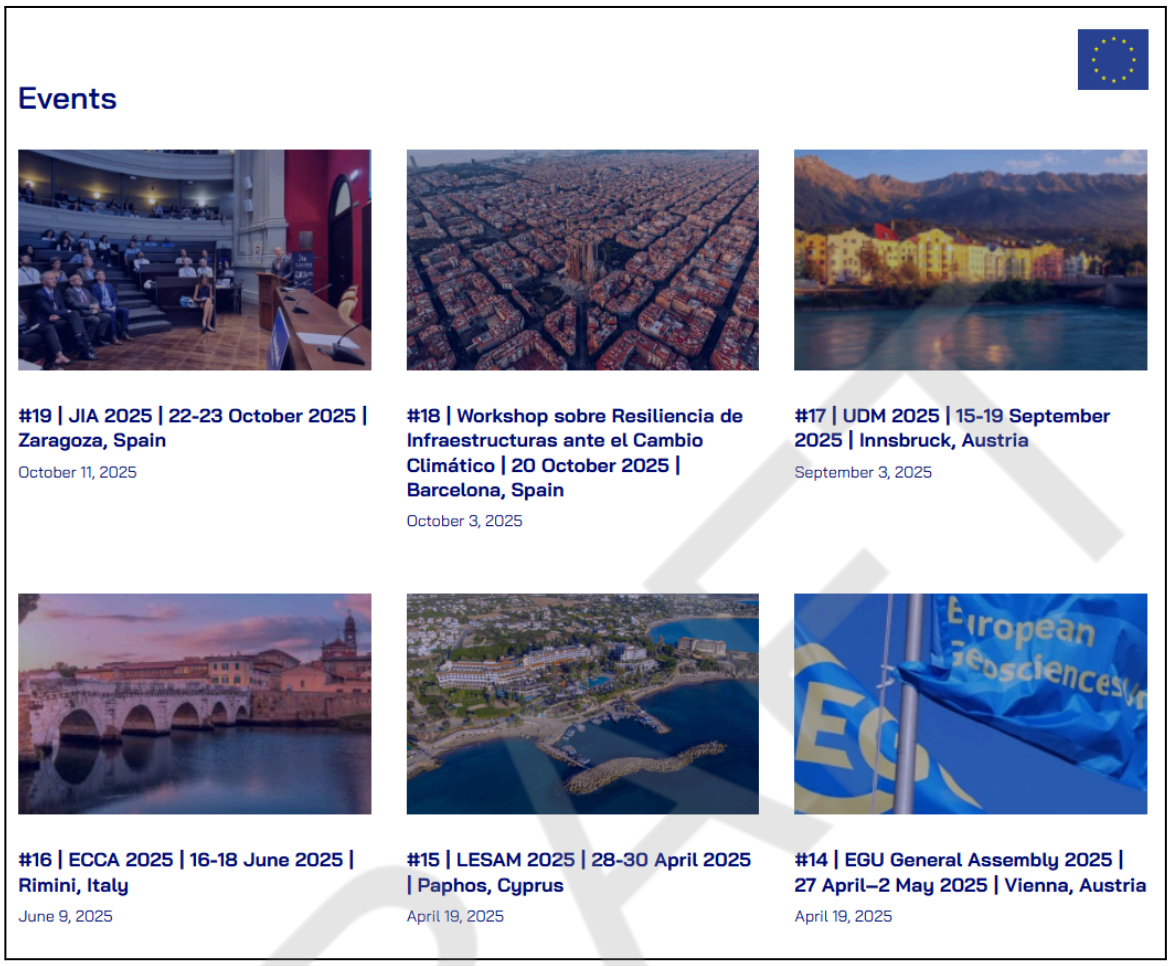

Figure 22. Some of the events where ICARIA has participated, posted on the website.

Publication of scientific papers

During the lifetime of the project, a total of 12 peer-reviewed papers have been published, with one additional paper already accepted for publication and five currently in progress. The ongoing publications are led by different partners, including two by Aquatec, one by AIT focusing on the Salzburg case study, one by DMKTS addressing the Aegean Islands Region, and one by Cetaqua dedicated to the ICARIA Decision Support System (DSS). All scientific outputs have been regularly updated in the "Publications" section of the project website, ensuring accessibility for interested stakeholders.

The link to the "Publications" section can be found here.

Figure 23. Papers produced in the project posted on the website.

Presentation event

ICARIA was presented by UPC at ECCA 2023 conference. This allowed the dissemination of the project roadmap to the EU climate change research community. A positioning poster was prepared for this. It summarised the project's scientific and technical objectives, the case studies' characteristics and the role of the partners.

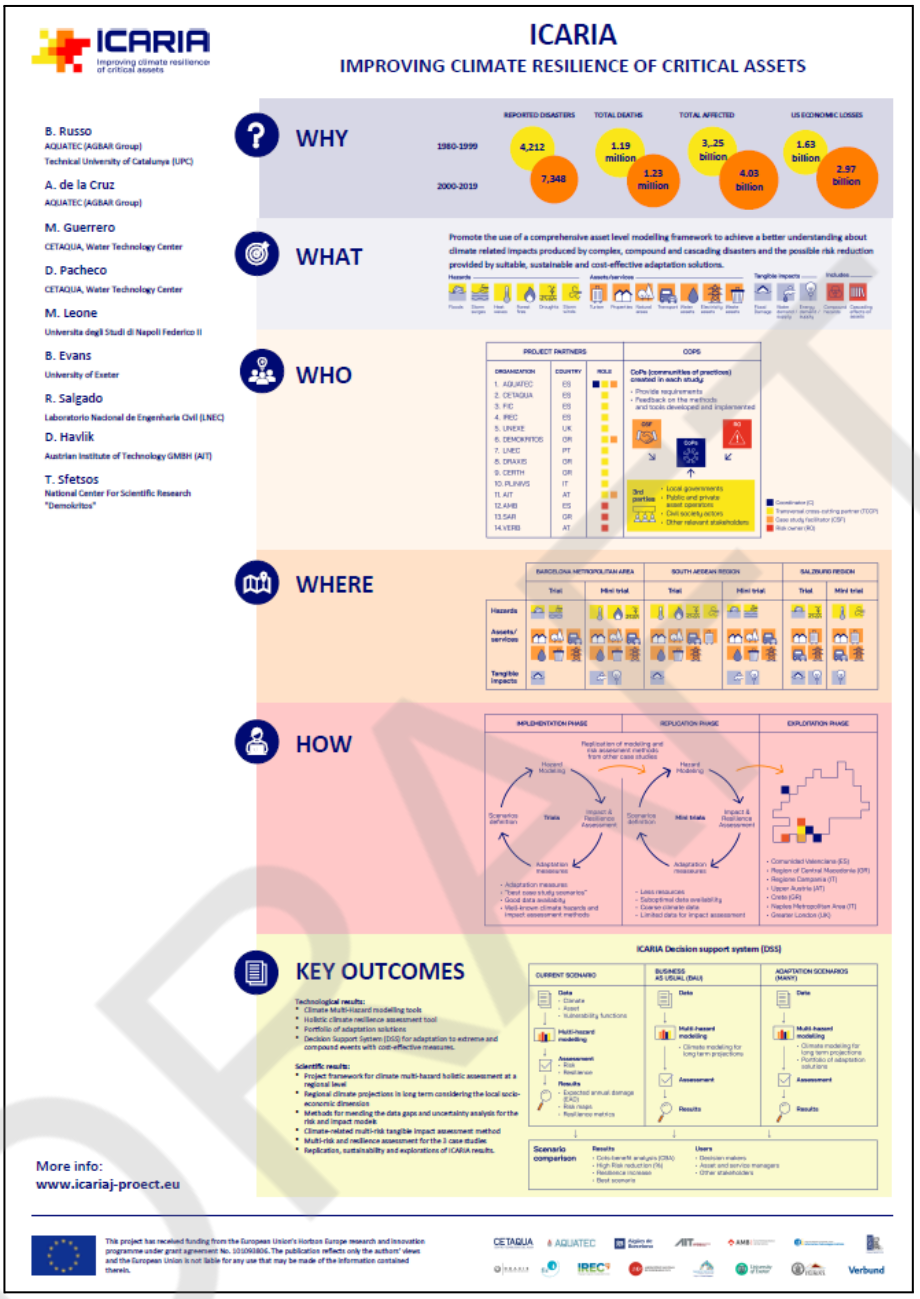

Figure 24. ICARIA positioning poster used in ECCA 2023

Final event

The ICARIA final event was held on 13 March 2026 at the Universitat Politècnica de Catalunya (Barcelona), in a hybrid format combining in-person and online participation. The event had 167 attendees, of which 85 attended in person. Participants included representatives from municipalities, public authorities, and other relevant stakeholders.

The event programme featured presentations of the project's main results from the three case studies. A keynote speech was delivered by Francisco Espejo (Consorcio de Compensación de Seguros), focusing on the recent DANA event in Valencia and its implications for climate risk management and urban resilience.

A roundtable discussion brought together key experts and stakeholders, moderated by Mattia Leone (Università di Napoli Federico II), with contributions from Ana Romero (Barcelona Metropolitan Area), Mara Iaccarino (Comune di Napoli), Lorenzo Chelleri (Universitat Internacional de Catalunya), and Nikolaos Papadopoulos (Region of Central Macedonia). Attendees also had the opportunity to visit the UPC Hydraulics Laboratory, guided by Beniamino Russo.

The link to the Final Event agenda is available here.

Figure 25. The final event was held in Barcelona.

Figure 26. The agenda of the final event.

Conclusions

During the ICARIA project, a set of dissemination materials has been developed to ensure visibility and impact of the project's objectives, activities, and results across diverse audiences. These materials include branding assets, infographics, posters, leaflets, newsletters, promotional videos, interviews for sister projects, training materials, and a dedicated project website that centralises all public outputs in an accessible way.

They have been designed to support communication at events and through digital channels, facilitating engagement with scientific communities, public authorities, stakeholders, and the general public, while also contributing to joint dissemination efforts carried out in collaboration with sister projects.

The consistent application of ICARIA's dissemination materials have strengthened the project's recognition and outreach. The active involvement of consortium partners in sharing these materials has ensured their effective distribution and maximised their contribution to the project's overall impact.

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More info: **www.icaria-project.eu**

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