



**Climate
ADAPT**

SHARING ADAPTATION
KNOWLEDGE FOR
A CLIMATE-RESILIENT
EUROPE

Experiences from European Climate Adaptation Platform (Climate-ADAPT) – Direct communication with users (and providers)

Kati Mattern

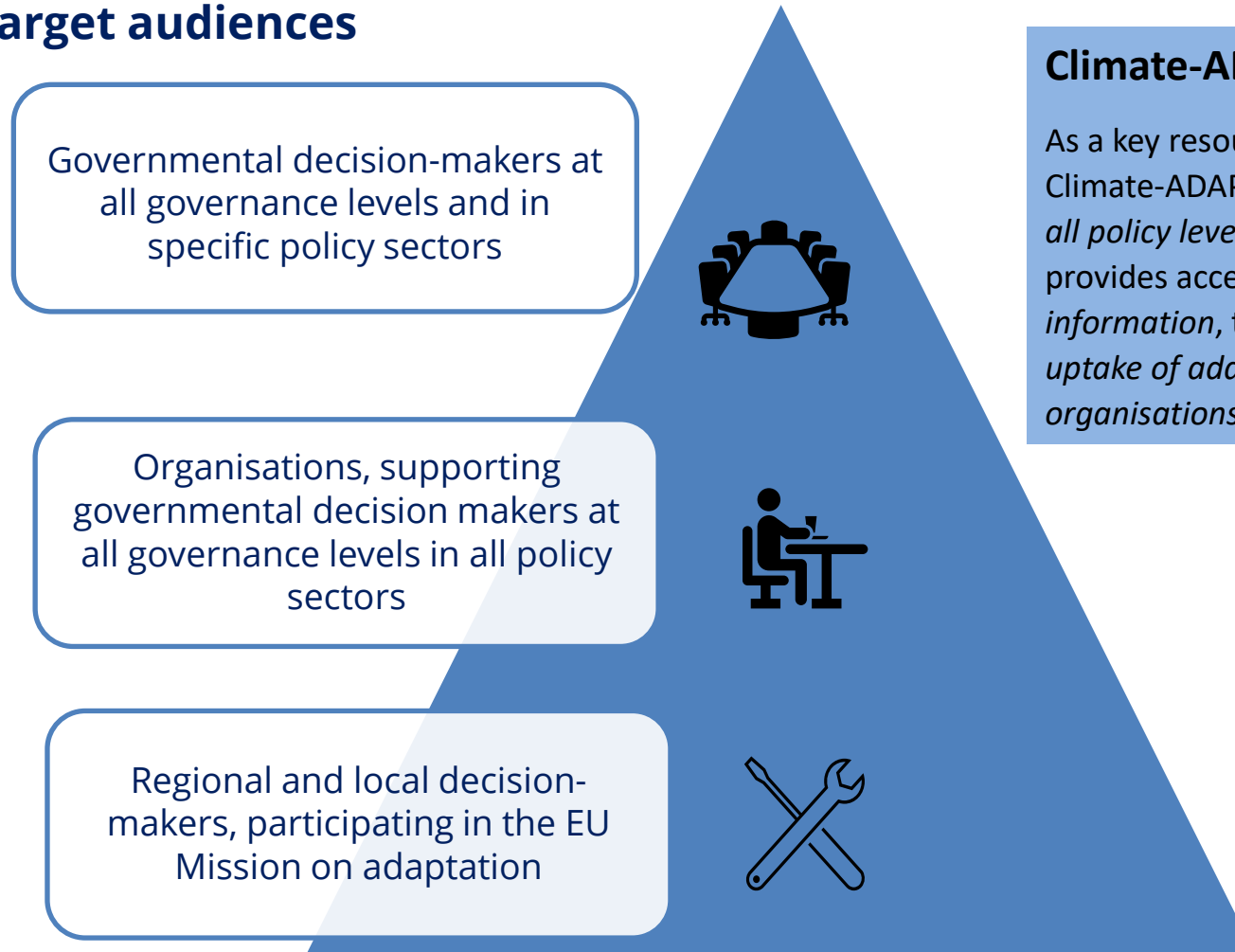
European Environment Agency

**Supported by the European Topic Centre on Climate Change Adaptation and
LULUCF (ETC/CA)**

European Environment Agency 

1) Climate-ADAPT interaction with users

Climate-ADAPT target audiences



Climate-ADAPT mission

As a key resource for the EU adaptation policy framework, Climate-ADAPT supports climate change *adaptation across all policy levels and in all relevant policy areas* in Europe. It provides access to the necessary *adaptation data and information*, turns it into *reliable knowledge*, catalyses the *uptake of adaptation solutions*, and *mobilises people and organisations* to make adaptation happen.

1) Climate-ADAPT interaction with users

Regularly engaging users and providers

All users and providers:

- Quarterly Climate-ADAPT newsletter
- 2 Annual Climate-ADAPT webinars
- Climate-ADAPT generic inbox
- Conferences, National level events

Key stakeholders:

- Climate-ADAPT Advisory Board
- 2 Annual Eionet partner meetings (flagship topic, breakout group)

Improvements 2024

- Simplified Climate-ADAPT newsletter
- Additional email-notifications to address users more specifically

Newsletter 2023

The screenshot shows the top of the newsletter with the Climate ADAPT logo and the European Environment Agency logo. The main content includes three articles: 1. '2023 State of the Energy Union published', 2. 'Heatwaves, droughts, other extreme weather events increasingly influencing adaptation policies in Europe', and 3. 'Commission funds 171 new LIFE projects in environment and climate across Europe with over €396 million'. Each article has a 'Read more' link and a small image.

Newsletter 2024

The screenshot shows the top of the newsletter with the Climate ADAPT logo and the text 'SHARING ADAPTATION KNOWLEDGE FOR A CLIMATE-RESILIENT EUROPE'. The main content includes an 'Editorial' section and an 'EU policies and EEA activities' section. The editorial discusses the 2022-2024 Climate-ADAPT strategy and the modernised EEA website. The EU policies section includes an article about the EEA report on Europe's preparedness for rapidly growing climate risks, with a 'Read more' link and a small image of a flooded street.

Providing more targeted information 2024

The screenshot shows the subscription form for the Climate-ADAPT newsletter. It includes fields for 'First Name' and 'Last Name', an 'Email*' field, and a section for 'Please indicate your area(s) of interest in climate change adaptation'. There are several checkboxes for different areas of interest, such as 'All Climate change adaptation news and Climate-ADAPT newsletter', 'Climate change hazards, impacts and risks', etc. There is also a 'Submit' button at the bottom.

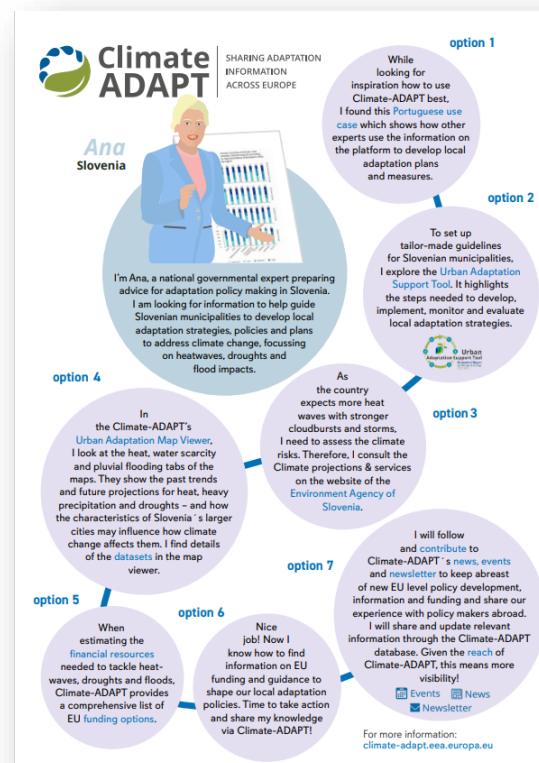



1) Climate-ADAPT interaction with users

2022 Joint national adaptation platforms/Climate-ADAPT promotion

Time	Organisation Speaker	Content
10:05	Directorate of Climate Change and Sustainable Development Ministry of Environment, Waters and Forests Robert Szép DG CLIMA Peter Löffler	Opening session Shared introduction and challenges
I Addressing adaptation to climate change in Romania		
10:15	National Meteorological Administration Elena Mateescu, Sorin Cheval	Climate change challenges in Romania
10:25	National Meteorological Administration Vasile Crăciunescu	Presentation of the Romanian ADAPT Platform (beta version)
10:35	Q/A Session	
II Complementary knowledge available at EU levels on Climate-ADAPT		
10:40	Ramboll Laetitia Giraud	Role of Climate-ADAPT in supporting adaptation to climate change in Romania
11:00	Q/A Session	
11:10	Covenant of Mayors Europe Petya Pishmisheva	Presentation of the Urban Adaptation Support Tool - the adaptation planning and implementation cycle at a glance
11:20	Q/A Session	
III Reflections on lessons learnt on the provision of adaptation knowledge and outlook		
11:25	Institute of Geography of the Romanian Academy - Tourism sector Bianca Mitrică, Monica Dumitrașcu National Meteorological Administration Agricultural sector Daniel Alexandru Institute of Geography of the Romanian Academy – Urban sector Ines Grigorescu	Round table: reflections on knowledge available for adaptation at national/local and EU levels
11:55	Ramboll	Outlook and next steps
12:00	Closing word	

	Webinar	Participants	Training
Slovenia	17 March	63	08 April
Poland	24 May	419	14 June
Slovakia	25 May	95	21 June
Bulgaria	01 June	24	17 June
Romania	08 June	79	23 June





Zornitza Bulgaria


Bulgaria | Solutions for adaptation to climate change in the agriculture sector

Get to know Zornitza, who works in an organization providing advice to Bulgarian farmers. She wants to better understand the impacts of climate change on agriculture, especially floods and heat waves, to effectively advise her clients.

[Click here to download the story.](#)

For complementary information, read here the short profile of Climate-ADAPT in [Bulgarian language](#).

[Click here to watch the recording of the webinar 'Boosting adaptation to climate change: National and EU level knowledge and tools for Bulgaria'.](#)



Piotr Poland


Poland | Solutions for adaptation at local levels

Get to know Piotr, a planner for the Krakow City Council. As drought is a key challenge in Poland, he is looking for data and guidance on water management to develop green-blue infrastructure solutions.

[Click here to download the story.](#)

For complementary information, read here the short profile of Climate-ADAPT in [Polish language](#).

[Click here to watch the recording of the webinar 'Boosting adaptation to climate change: National and EU level knowledge and tools for Poland'.](#)



Alexandru Romania

Romania | Solutions for adaptation to climate change in the agriculture sector

Get to know Alexandru, a Romanian consultant who helps governmental organisations design adaptation solutions for the agriculture sector. He is looking for solutions to cope with the impacts of floods, which challenge the agriculture and forestry sectors in the southern Romanian part of the Danube Region.

[Click here to download the story.](#)

1) Climate-ADAPT interaction with users

Presenting Climate-ADAPT for increased outreach and impact

2022 Promotion at national levels, funded by European Commission



2022/2023 Promotion at national levels



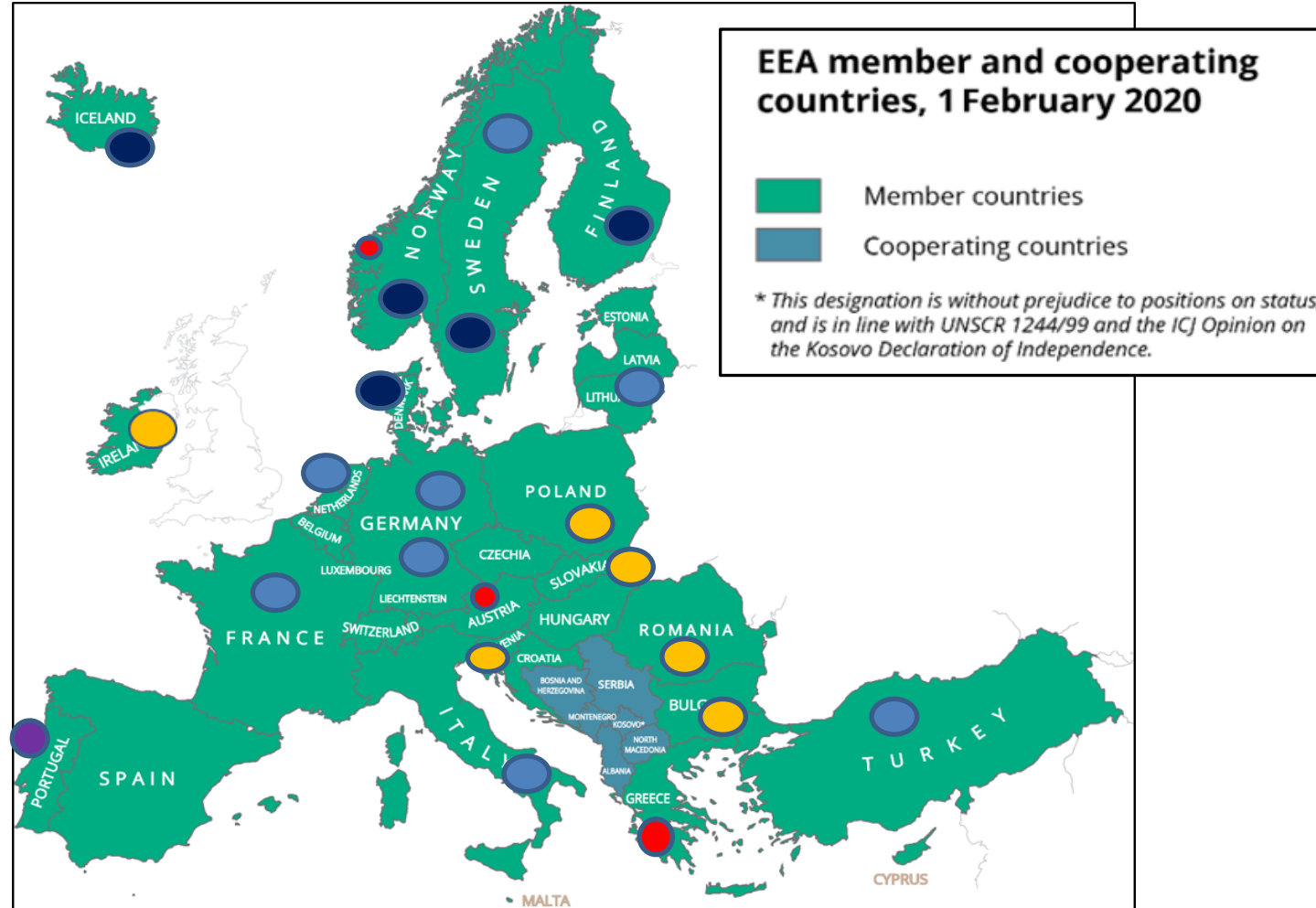
2023 Promotion at transnational levels



2024 Climate-ADAPT presentations at national levels



Planned, but not realised



2) Findings from the external evaluation of Climate-ADAPT

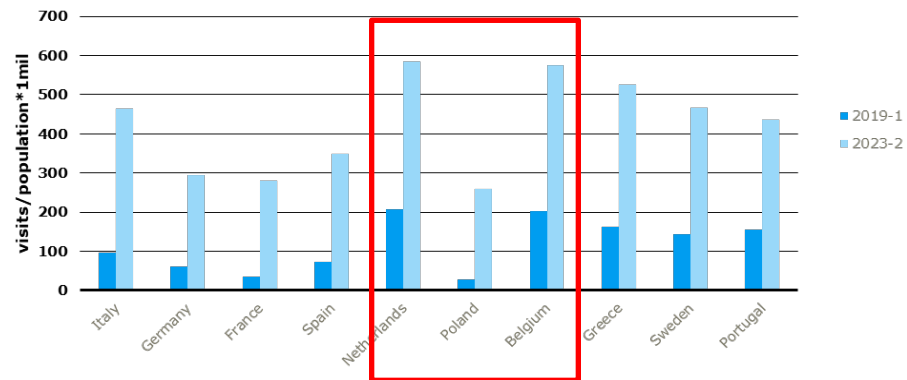
Understanding the actual user audience

Findings Geographic origin (web statistics):

- All European regions attracted, but still less from Central and Eastern European countries
- Partly successful EU dissemination activity in 2022 for 5 countries: more users in Poland
- Only 16% of survey responses indicated a focus on Eastern European countries.

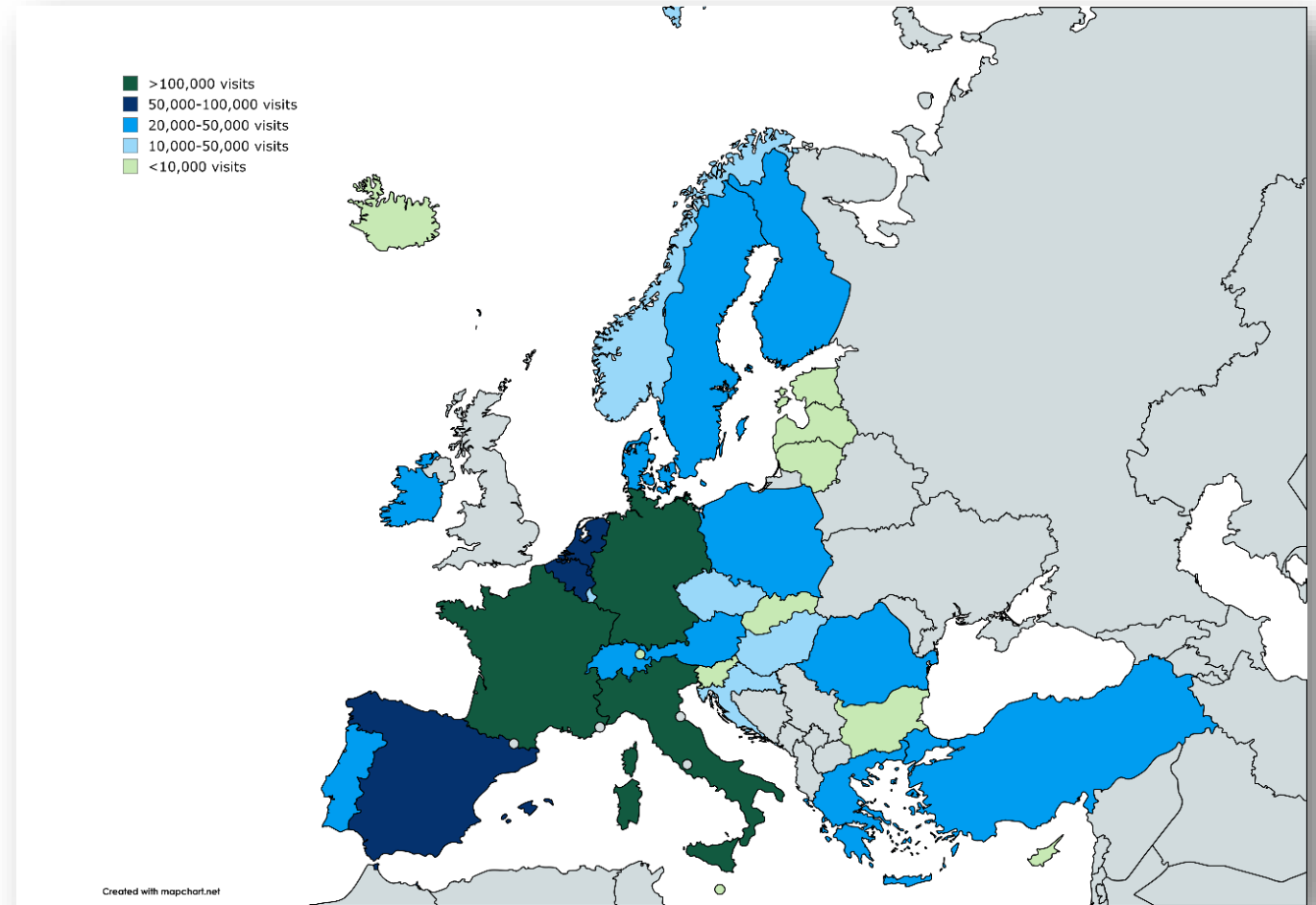
Recommendations:

- Continue efforts to improve outreach to underrepresented regions, by enhancing visibility and accessibility for these users



Total visits per million population for the top 10 EEA member and cooperating countries in the first half of 2019 and the second half of 2023

Source: Ramboll, 2024



Total Climate-ADAPT visits in EEA member countries Jan 2019 - May 2024

2) Findings from the external evaluation

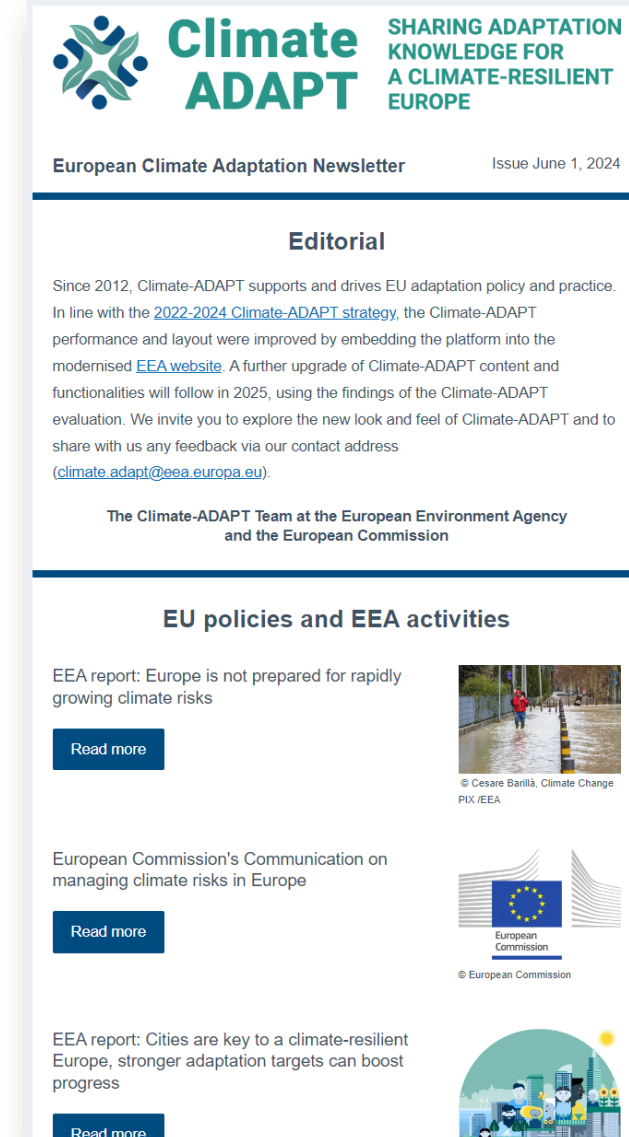
How to improve dissemination and promotion to address current and new users to enhance overall impact?

Key findings from Climate-ADAPT evaluation

- Climate-ADAPT newsletter, news/events and webinars seen as effective dissemination tools
- Webinars important online format to make information accessible and to showcase best practices and maladaptation examples

Recommendations:

- Add social media sharing buttons
- Improve download functions
- Improve content sharing process, e.g. better options to update dynamic content like events



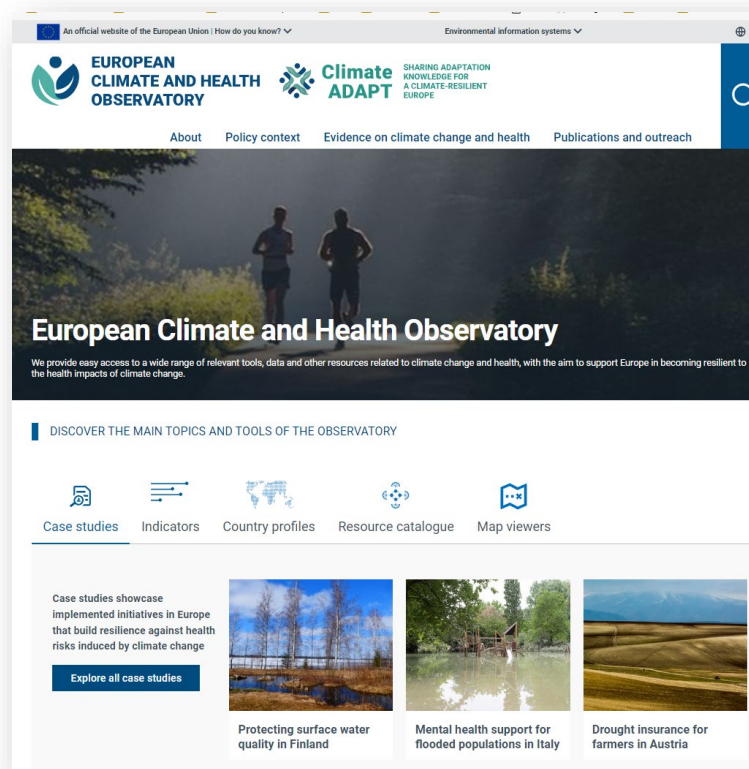
3) Communicating with sectoral users

Example of sector-based and partner driven adaptation platform

European Climate and Health Observatory Portal

- ✓ Formal, **sector-based partnership** model – all partners have a stake in the health impacts of climate change (strategic objective)
- ✓ Partners are responsible for delivering knowledge, data, and analysis based on agreed 2-years workplans (2023-2024)
- ✓ In addition to contributing to the evidence base, EEA is responsible for the maintenance and updating of the Observatory platform

External valuation suggests that the current approach is effective in meeting the objectives of the Observatory.



The Partnership



3) Communicating with sectoral users

Findings from Expert workshop on adaptation knowledge platforms 08/09 October 2024

National delivery models

- Sectors included on platforms vary among countries. Often, sectors are defined through National Adaptation Plans/Strategies
- In some cases, sectors are directly responsible for contributing content to the webpage whereas in others, platform manager develop content by sector /link to sector pages/or have content reviewed by an expert in the sector
- Sectors are at different stages of adaptation planning. Some sectors, such as agriculture and water, much more engaged
- Some sectors are already implementing adaptation actions but not using the “language” of adaptation

Challenges

- Different jurisdictions responsible for different sectors – i.e. national platforms might not cover education or health, which would fall under regional authority

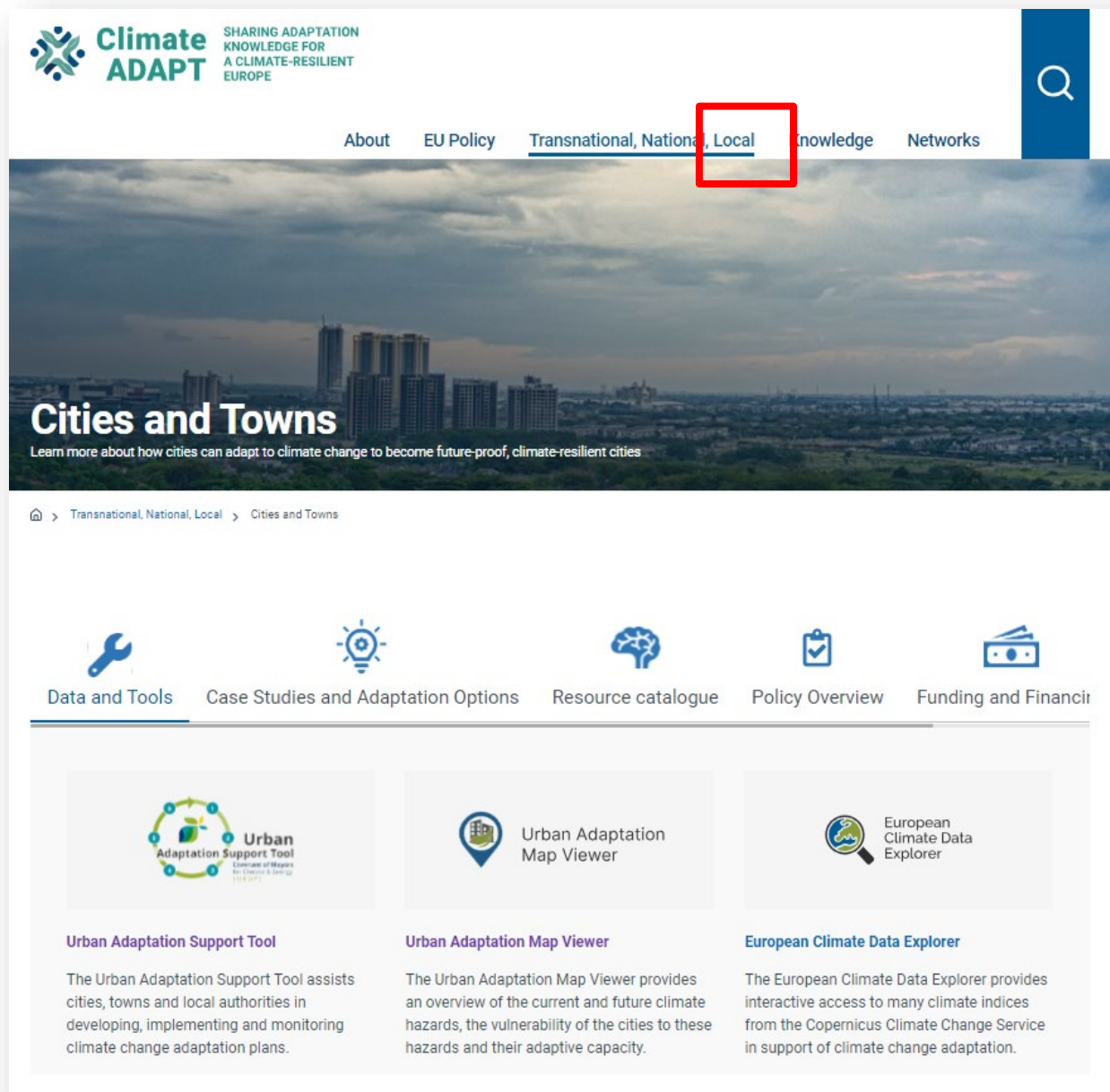
What works best

- In DK, a nominated person responsible for adaptation within each sector
- Use personal meetings to better engage sectors – opportunity for sectors to collaborate and engage on adaptation
- The platform isn't the place for engaging with sectors; rather must engage through industry networks, meetings, 1-on-1 conversations

Climate Adaptation in Denmark - Climate Change Adaptation (klimatilpasning.dk)



4) Communicating with local/regional users



The screenshot shows the Climate ADAPT website interface. At the top left is the logo with the text 'SHARING ADAPTATION KNOWLEDGE FOR A CLIMATE-RESILIENT EUROPE'. The navigation menu includes 'About', 'EU Policy', 'Transnational, National, Local', 'Knowledge', and 'Networks'. The 'Local' menu item is highlighted with a red box. Below the navigation is a banner for 'Cities and Towns' with the subtext 'Learn more about how cities can adapt to climate change to become future-proof, climate-resilient cities'. A breadcrumb trail shows 'Transnational, National, Local > Cities and Towns'. A horizontal menu below the banner contains icons and labels for 'Data and Tools', 'Case Studies and Adaptation Options', 'Resource catalogue', 'Policy Overview', and 'Funding and Financials'. The main content area features three featured tools: 'Urban Adaptation Support Tool', 'Urban Adaptation Map Viewer', and 'European Climate Data Explorer', each with a brief description of its function.

Single entry point to all knowledge relevant to local municipalities

- Urban Adaptation Support Tool, Maps and indicators
- Adaptation options, case studies, pre-selected to urban content
- Resource Catalogue highlighting most relevant publications
- EU Policy and funding overviews
- Links to relevant city networks and projects

<https://climate-adapt.eea.europa.eu/en/countries-regions/local>

4) Communicating with local/regional users

Findings from Expert workshop on adaptation knowledge platforms 08/09 October 2024

Delivery models:

- Varied approaches to address subnational level users in countries (direct support for smaller countries (DK), indirect support in larger countries (DE))
- Most national platforms have information tailored to regional/local level, in separate section or within each sector (e.g. FI).
- Most platforms with communication and outreach strategy.
- Where national platforms not yet developed, usually already an outreach strategy, through working groups, targeted information campaigns, or existing subnational organisations.

Challenges:

- National languages knowledge and translation one of the biggest barriers to engagement
- Additional language barrier: very technical terminology used in documents
- Smaller municipalities harder to reach (PL), needing more support (AT).
- Often not clear who exactly within municipalities information should be directed to.

Information needs:

- Essential: Funding resources and how to access them
- Subnational level needs mostly what and how to act immediately, rather than extended background information.
- Most platforms guide on how to prepare local climate adaptation plans, some also including data at the national level that can be used for plans (TR, where the new climate law will require all municipalities to have adaptation plans)

What works best:

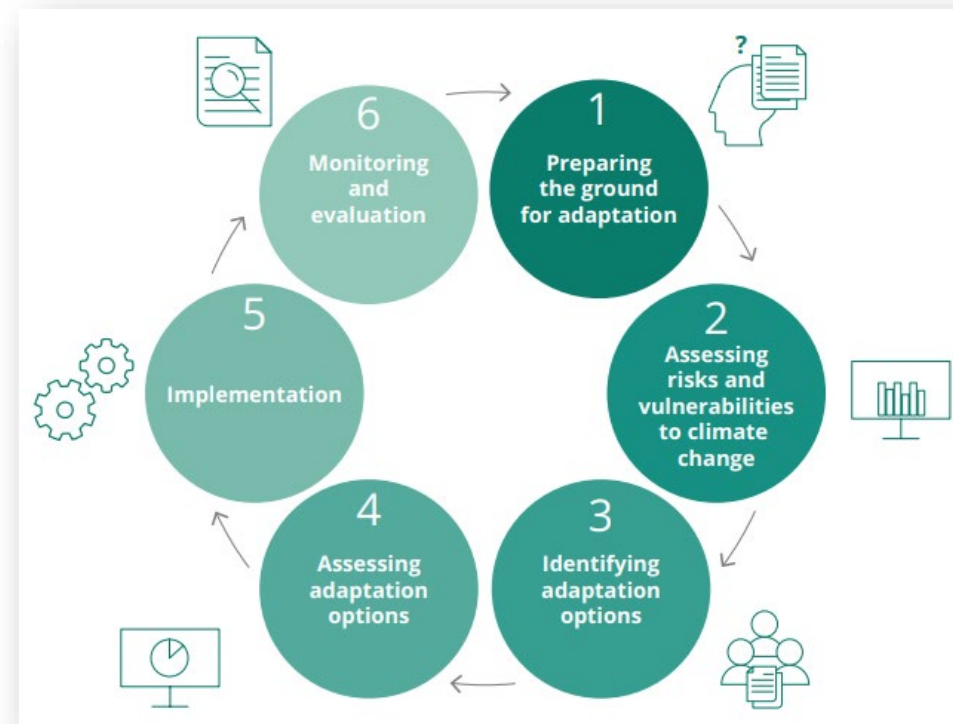
- Practical information, expressed through visuals, videos, photos and highlighting actual local examples.
- Newsletters, videoclips (SL), study trips (SK), and demonstration cases (Pyrenees) useful initiatives

Transnational platforms:

- Baltic Sea and Pyrenees platforms engage with subnational level in some respects more actively/easily than the national level

Subnational content support by Climate-ADAPT:

- Continue providing reference/basis information relevant for subnational, with EU-wide datasets and guide to EU-level funding sources
- Efforts not to be duplicated, try to tap further into and link to existing sub-national level initiatives



4) Communicating with local/regional users

[EU Mission on Adaptation to Climate Change](#)



Key findings from the external evaluation

- EU Mission Portal still in development during the evaluation, with limited resources and no clear evidence of its impact on the EU Mission.
- Key issues: limited access and difficult navigation
- Stakeholders recognise the EU Mission Portal, but its distinction from Climate-ADAPT remains unclear
- Mission's user-driven Portal approach clashes with Climate-ADAPT's content management style

[30 Oct, 10:00 – 11:30](#)

[Webinar on the EU Mission on adaptation portal](#)

Future opportunities to be considered

- **Accelerate monitoring** to validate the Portal's impact
- **Enhance user-friendly content** and accessible resources to reach broader audiences; invest in promotion and capacity-building
- **Replicate successful practices** from well-received content to establish standard procedures
- **Enhance integration** between the Mission Portal and Climate-ADAPT
- **Launch communication campaign** to clarify relationship to Climate-ADAPT
- **Adjust user interaction and content management** to reflect the Mission's dynamic
- **Leverage the momentum** timely transfer of new adaptation projects outputs to local/regional authorities



Climate-ADAPT

<https://climate-adapt.eea.europa.eu/>

New Climate-ADAPT newsletter subscription:

<https://subscriptions.eea.europa.eu/newsletter-subscription-climate-adapt>

Feedback/questions:

climate.adapt@eea.europa.eu

European Climate and Health Observatory

<https://climate-adapt.eea.europa.eu/en/observatory>

EU Mission on Adaptation to Climate Change Portal:

<https://climate-adapt.eea.europa.eu/en/mission>

The screenshot shows the Climate-ADAPT website homepage. At the top left is the logo with the text "Climate ADAPT" and "SHARING ADAPTATION KNOWLEDGE FOR A CLIMATE-RESILIENT EUROPE". A search icon is in the top right. A navigation menu includes "About", "Transnational, National, Local", "EU Policy", "Knowledge", and "Networks". A large blue banner contains the text "Discover the key services, thematic features and tools of Climate-ADAPT" and "Sharing adaptation knowledge for a Climate-Resilient Europe". Below the banner is a row of icons for "Key Services", "Adaptation in sectors", "Case studies", "Adaptation support tool", "Country profiles", and "Resource catalog". The main content area features four cards: "EU MISSIONS ADAPTATION TO CLIMATE CHANGE", "European Climate Data Explorer", "EUROPEAN CLIMATE AND HEALTH OBSERVATORY", and "EUROPEAN CLIMATE RISK ASSESSMENT". Each card includes a brief description of the service.