



# NEXOGENESIS

STREAMLINING WATER RELATED POLICIES

## D6.3 Communication activities report for M19-M36

Lead: Water Europe

Date: 27/08/2024



# Project Deliverable

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**Abstract**

The deliverable D6.3 presents all the communications activities completed from month 19 to month 36 of the project, featuring in detail all the main materials, tools and channels used so far, to ensure the visibility of NEXOGENESIS project.

**Keywords**

Communications, activities, materials, branding, tools

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# 1. Executive summary

The deliverable 6.3 'Communications Activities Report for M19-36' has been developed in the context of NEXOGENESIS's Work Package (WP) 6 which aims to maximise the impact of the project by raising awareness, and communicating around project activities, while ensuring the dissemination, exploitation, sustainability, and added value creation during and beyond the project life cycle. This WP is linked to all other WPs as it supports all the project activities by providing adequate communication and dissemination materials and the right strategy for the results to be exploitable. Moreover, all the WPs are linked to this WP, as the WP6 activities are nurtured by all the project activities and results.

This report provides an overview of the work carried out by the project's communications team from months 19 to 36. It includes updates on all the main communication channels, such as the website and social media, as well as the tools used, including newsletters, videos, and factsheets. Additionally, the report provides details on the promotion of the project through physical and online events and workshops. Overall, the report addresses all aspects of online and offline communications activities, making reference also to the monitoring process of the communication activities with updates on the key performance indicators achieved from month 19 to month 36.

Overall, this report summarises all the communications activities that have taken place from March 2023 to August 2024. One final report on Communications activities is expected to be delivered, covering the period from M36-M48 of the project.



## 2. Introduction

The deliverable 6.3 'Communications Activities Report for M19-36' has been developed in the context of NEXOGENESIS Work Package 6 which is dedicated to maximising the impact of the NEXOGENESIS project by raising awareness, communicating around the project activities, disseminating and exploiting the project results, while engaging a variety of stakeholder groups applying a multichannel communication approach.

The purpose of this document is to offer an overview of all the communication activities implemented within 17 months, during the second part of the project, setting the basis for the promotion and widespread awareness of the NEXOGENESIS project and its achievements to a large audience throughout the whole duration of the project. All the existing materials and tools presented in this document will be maintained and updated, if necessary, over the course of the project, while further resources will be developed in response to project developments, results, as well as stakeholder needs and requirements.

Structured around six main chapters, this report first introduces the readers to the online materials created and the channels used for the project, before moving on with the offline communication tools and the events where the project got disseminated. The communications KPIs reached up to the month 36 of the project are also presented.

In particular, now, the document is structured as follows:

- Chapter 3 is dedicated to the online tools created, website, social media and newsletters and others;
- Chapter 4 is about the printed materials developed and the events in which NEXOGENESIS participated;
- Chapter 5 refers to the monitoring and KPIs reached;
- The document finishes with a summarising Conclusion Chapter.



## 3. NEXOGENESIS online communication

### 3.1 Website

The NEXOGENESIS website (<https://nexogenesis.eu/>) is the central hub for all project-related information and updates. Serving as the primary communication platform, the website fulfils several key roles:

- **Comprehensive Information Hub:** Access everything about the project, including details on partners, case studies, outcomes, and results.
- **Communication Channel:** Stay updated on project developments, events, and news.
- **Resources & Downloads:** Find key communications, deliverables, publications, newsletters, and factsheets.
- **Social Media Connection:** Easily access our X (formerly Twitter), LinkedIn, and YouTube accounts, and sign up for our newsletter.

From the beginning of the project until month 18, the project's website was updated 20 times. Since then, 23 additional updates have been made, covering news related to NEXOGENESIS meetings, workshops, publications, and case study updates. In total, the website now features 43 posts. A detailed list of the news posts done from M19-36 is listed in the table below.

Table 1: NEXOGENESIS news articles

#	News article	Date
#1	Validation of the WEF Nexus Index in the Southern African Development Community	21/03/2023
#2	Case study #1: 3rd stakeholders' workshop in Greece	27/03/2023
#3	NEXOGENESIS at the EGU23 Conference!	20/04/2023
#4	Access to Water-Related Services Strongly Modulates Human Development	03/05/2023
#5	Water as a key enabler of nexus systems (water-energy-food)	23/05/2023
#6	Case Study #3: 3rd stakeholders' workshop was completed successfully !	01/06/2023
#7	NEXOGENESIS mid-term review was a success!	07/06/2023
#8	Version 3 of the Global Aridity Index and Potential Evapotranspiration Database	07/06/2023
#9	The third stakeholder workshop of the Adige Case study was a success !	05/07/2023
#10	NEXOGENESIS will be part of the 18th International Conference on Environmental Science and Technology (CEST2023)	19/07/2023





#11	Joint Policy Paper “Optimising Water-Energy-Food-Ecosystems Nexus in the Mediterranean basin”	26/07/2023
#12	The third stakeholder workshop of the Lielupe River Basin Case Study has been completed!	01/08/2023
#13	Save the date and register for the Nexus Regional Forum of Stakeholders	04/08/2023
#14	NEXOGENESIS 2023 General Assembly in Tours, France	06/10/2023
#15	Scale Dependence of Errors in Snow Water Equivalent Simulations Using ERA5 Reanalysis over Alpine Basins	30/10/2023
#16	NEXOGENESIS experts took part in a panel discussion on challenges and opportunities of interdisciplinarity in river studies	27/11/2023
#17	Factsheet #5: Biophysical and socio-economic modelling data	28/02/2024
#18	Case Study 2: 4th stakeholder workshop	12/03/2024
#19	Interview with Loreto López Gamboa, Sustainable Development student at Utrecht University	18/03/2024
#20	Factsheet #6: Sensitivity and uncertainty analysis	28/03/2024
#21	Factsheet #7: Lessons learnt from stakeholder engagement in case studies	28/05/2024
#22	Breaking down WEFE nexus complexity – Article 1/3	13/06/2024
#23	Factsheet #8: How does NEXOGENESIS drive research towards the policy arena?	25/06/2024



Figure 1 - News and events screenshot



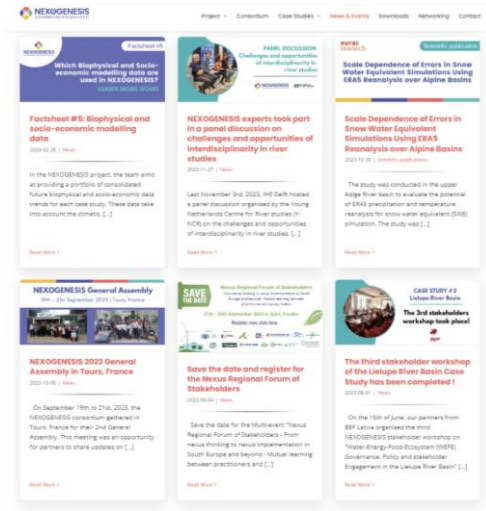


Figure 2 - News and events screenshot 2

Different templates have been created for the different type of news (factsheets, interviews, scientific publication and general news), as illustrated in the following figures.



Figure 3: Illustration for general news



“ I cannot imagine a sustainable world without collaboration ”

Loreto López Gamboa

Student, Sustainable Development, Utrecht University



Figure 4: Illustration for news including an interview



Scientific publication

## Water as a key enabler of nexus systems (water-energy-food)



Figure 5: Illustration for scientific publications





Figure 6: Illustration for factsheets

## 3.2 Social Media

Social media presence is key for the project to accomplish its communication and dissemination objectives. The NEXOGENESIS project aims at building a strong online presence through its own channels but also through engaging with its partners' channels, as well as the ones of targeted stakeholders that could function as multipliers of NEXOGENESIS's messages and impact.

The NEXOGENESIS's Communication Strategy (D6.1) makes reference to three main channels for the communication dissemination of the project's news, events and results: X (formerly Twitter), LinkedIn and YouTube. These channels have been identified and selected as the best means to reach out to our target groups; to attract the relevant stakeholders for the project's progress and to increase and maintain our stakeholders' engagement and productivity throughout the whole duration of the project. The social media channels of the project have been active since the project's launch and all the materials published through the accounts are in line with the project's brand identity.

NEXOGENESIS's YouTube account has gained 47 subscribers since its launch. Overall, the project has published 32 videos with an average of 175 views per videos. A snapshot of the NEXOGENESIS YouTube account is visible at Figure 9. More information about the videos are provided in section 4.4.



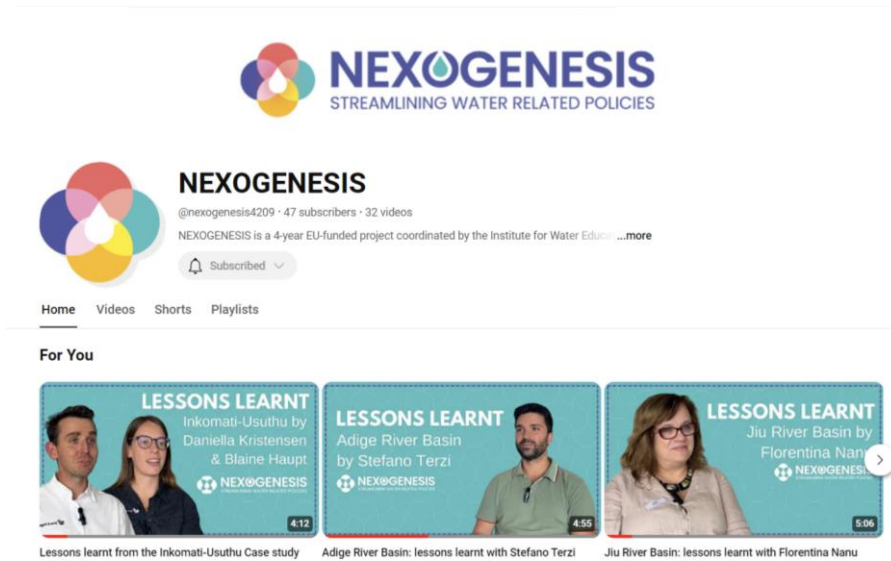


Figure 7 - YouTube

The NEXOGENESIS’s LinkedIn account currently engages with 661 followers and over the period March 2023 - July 2024 has published 170 posts with an average of 9.23 engagement rate and 45,415 total impressions.

The X account of NEXOGENESIS has collected 652 followers. Since March 2023, NEXOGENESIS sent 210 tweets performing 33,197 impressions and gaining a total of 713 likes. Snapshots of the NEXOGENESIS LinkedIn and X accounts are shown in Figures 8 and 9.

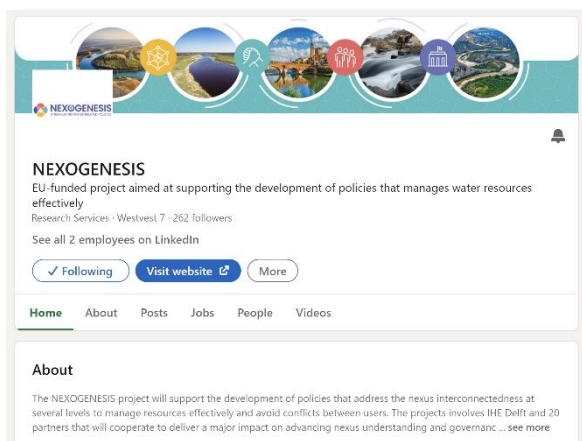


Figure 8 - LinkedIn



Figure 9 - X

Overall, throughout this reporting period, NEXOGENESIS accounts have attracted 711 new followers through all its channels, doubling almost the number of its followers since month 18. As a result, a total of 1,360 online followers are now reached daily through the project’s main social media channels.

## 3.3 Newsletters

Email newsletters are a highly effective digital marketing tool, allowing us to engage directly with readers by delivering valuable content and relevant updates straight to their inboxes. They play a crucial role in boosting a project's visibility and ensuring successful dissemination within its community. The NEXOGENESIS email newsletter offers readers a concise overview of the project, details on case studies, updates on current developments, and insights into the long-term benefits of the initiative.

To provide readers with a 360-degree update of what is happening in the project, the structure of the newsletter included four indicative main sections:

- The first section gathers the most important and recent activities.
- A second section highlights additional news and developments occurred during the last period.
- The third section usually focuses on the occasions where the NEXOGENESIS project was presented.
- The last part of the newsletter aims to promote the latest videos and interviews released on the NEXOGENESIS's YouTube channel
- The bottom of the newsletter always lists a series of upcoming events related to the project' topics

The indicative structure above was used for the 3<sup>rd</sup> and 4<sup>th</sup> editions of the NEXOGENESIS newsletter while the 5<sup>th</sup> one was slightly adjusted to the most current news and updates of the project.

Up to the month 18, the project released two newsletters. During the period that goes from M19 to the M36, NEXOGENESIS has released 3 additional newsletters. In particular, the project sent out the email campaigns listed below:

- 3<sup>rd</sup> NXG Newsletter released on the 25<sup>th</sup> of July 2023
- 4<sup>th</sup> NXG Newsletter released on the 17<sup>th</sup> of January 2024
- 5<sup>th</sup> NXG Newsletter released on the 27<sup>th</sup> of June 2024

The third newsletter (sent on the 25<sup>th</sup> of July 2023) was sent to 153 recipients over MailChimp and it collected 33.6% of open rate, 49 opens and 7 clicks. Screenshots of the 3<sup>rd</sup> newsletter are illustrated below.



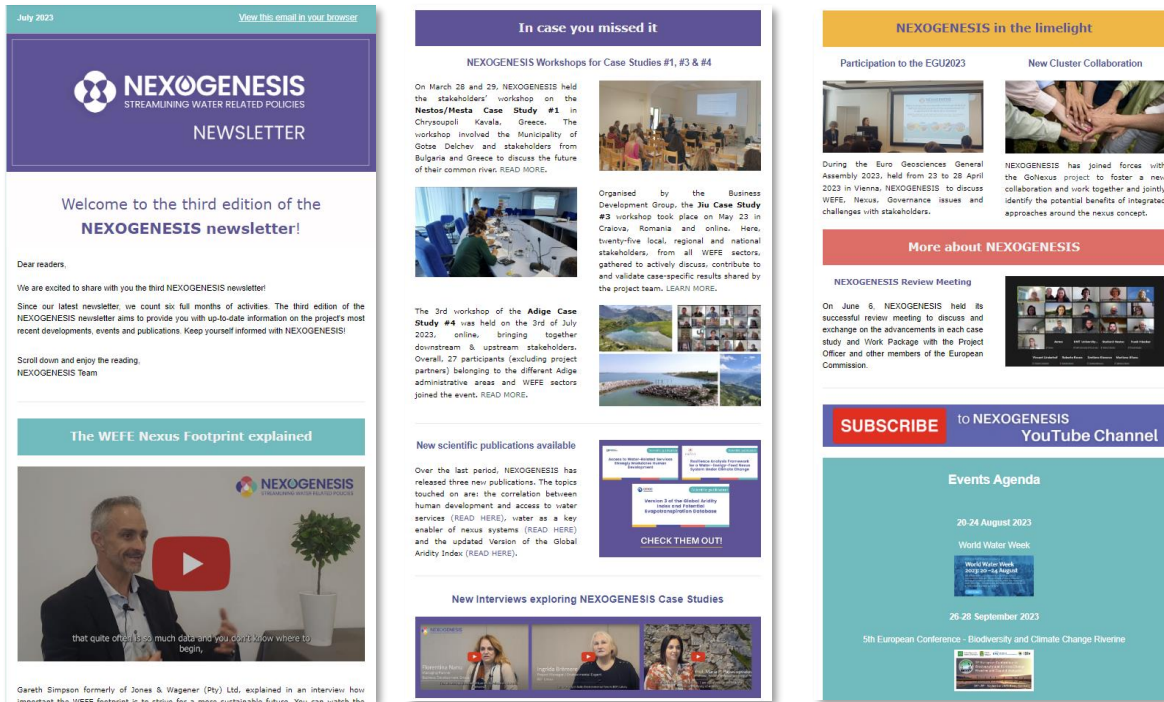


Figure 8 - Third NEXOGENESIS Newsletter

The fourth newsletter of the project was sent to 160 recipients over MailChimp in January 2024 and it has collected so far 37.6% of open rate, 59 opens and 7 clicks. Some screenshots of the 4<sup>th</sup> NEXOGENESIS newsletter are shown below.



## D6.3 Communication Activities Report for M19-M36

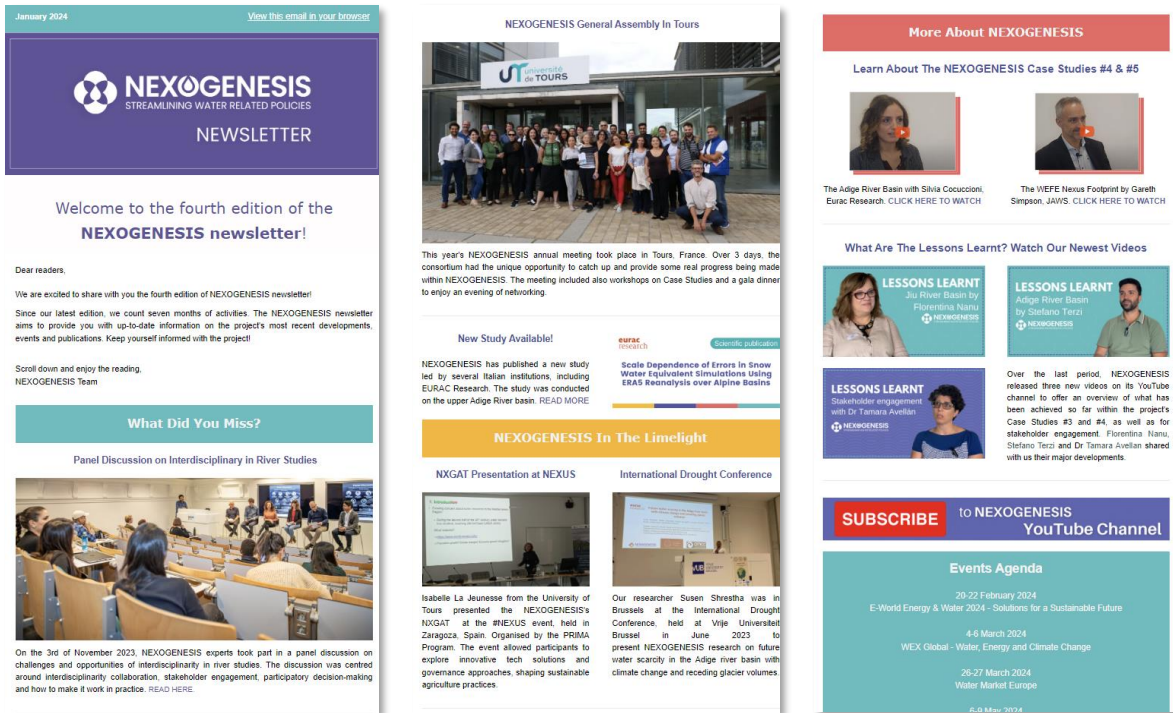


Figure 9 - Fourth NEXOGENESIS Newsletter

The fifth and latest NEXOGENESIS newsletter of the project was sent to 168 recipients over MailChimp in June 2024, and it has scored a total of 33.6% of open rate, 52 opens and 7 clicks.

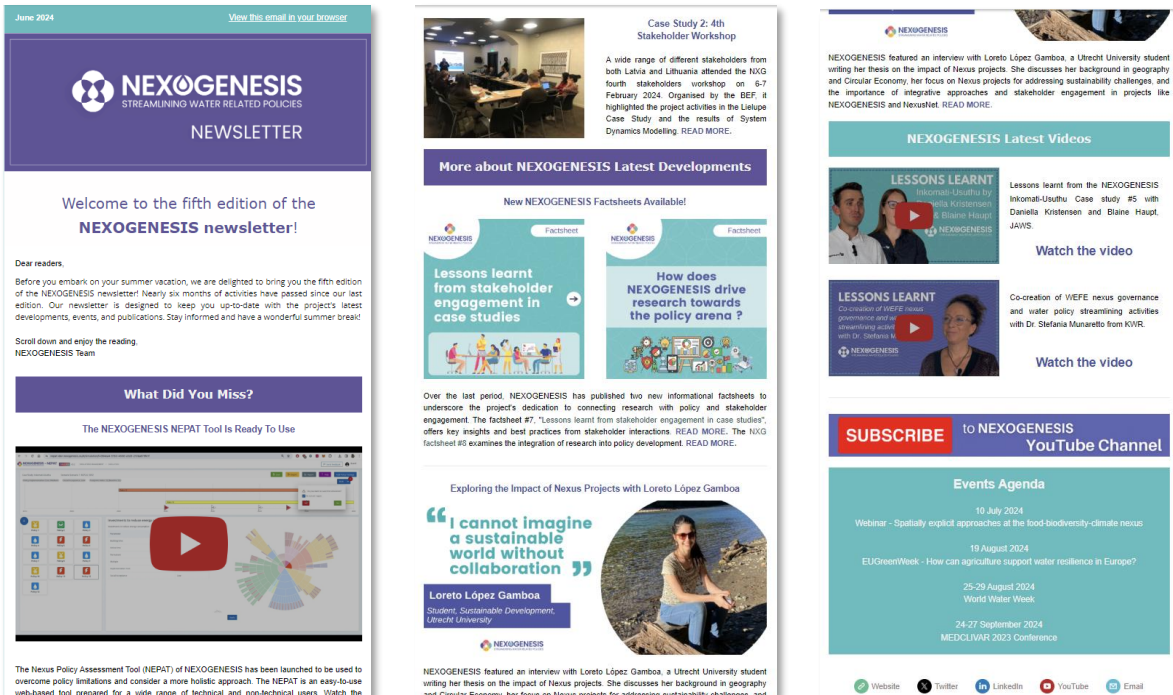


Figure 10 - Fifth NEXOGENESIS newsletter





### 3.4 Videos

Videos have proven to be an effective way to convey stories clearly. Over the past 17 months, NEXOGENESIS has leveraged this medium to showcase the project’s case studies and inform the public about the key developments. Up to month 18 of the project, 17 videos were published over [YouTube](#). Since then, the NEXOGENESIS communications team has released a total of 32 new videos on [YouTube](#), aiming to promote the project’s progress and the impact of its innovative solutions. Three of these 32 videos were translations of the NEPAT tool.

The list of 18 videos published by NEXOGENESIS can be categorised in four different blocks.

The first block is composed of five videos addressing the project’s main topics of stakeholder engagement, policy impact and NEXUS systems. These videos are crucial as they provide insights into how the project is connecting with stakeholders and influences policy-making. A screenshot of the five videos is provided below.



Figure 11 - Screenshot of the 5 videos dedicated to the project’s main topics

The second block of videos contains five interviews dedicated to the ‘lessons learnt’. In these videos, the project partners talked about the main progress achieved from implementing NXG activities on stakeholder engagement, and co-creation of WEFE nexus governance to the developments achieved across the case studies located in the Jiu River Basin, Adige River and the Inkomati-Usuthu Water Management Area. A screenshot of the videos’ thumbnails is shown below.



Figure 12 - Screenshot of the ‘lesson learnt’ videos

The third block of videos released during the last 17 months includes four interviews dedicated to the case studies where partners shared the main challenges, solutions expected to be implemented and personal expectations. A set of screenshots is available below.



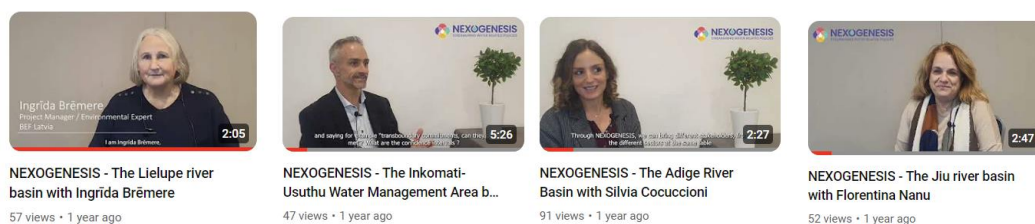


Figure 13 - Screenshot of NXG interviews

The last block of videos introduces the NEPAT tool, which is instrumental in addressing policy limitations and promoting a holistic approach. The video was published in four different languages (Greek, Bulgarian, English and Romanian). A screenshot of the four videos is available below.

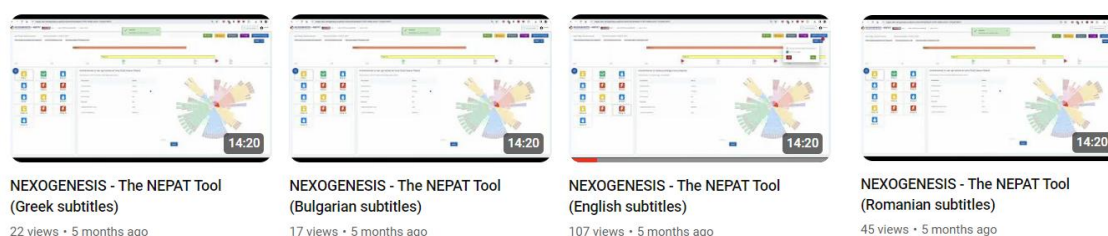


Figure 14 - Screenshot of NEPAT tool videos

## 3.5 Factsheets

Factsheets are an essential tool to display key information in a visual manner that can be easily understood by the reader. In addition to the four factsheets that NEXOGENESIS produced during the first reporting period, four additional factsheets have been made available on the website and the YouTube channel. The factsheets were also converted into video and slideshow formats in order to provide a more interactive version on social media channels.

Overall, the project has developed 8 factsheets, and the list below highlights the four ones that have been developed over the last 17 months:

[Factsheet #5](#) ‘Biophysical and socio-economic modelling data’ provides a portfolio of consolidated future biophysical and socio-economic data trends for each case study. These data take into account the climatic, hydrological, environmental and socio-economic aspects to support NEXOGENESIS work for each case study.

[Factsheet #6](#) titled ‘Sensitivity and uncertainty analysis’ provides future projections related to policies and their impacts on the WEF nexus for each of its five case studies taking into account the uncertainty of the future.

**Factsheet #7** titled ‘Lessons learnt from stakeholder engagement in case studies’ offers a short overview of the project’s stakeholder engagement strategy to enhance policy integration and facilitate a shift towards better governance of the WEFE nexus.

**Factsheet #8** ‘How does NEXOGENESIS drive research towards the policy arena?’ shows the strategy used by the NEXOGENESIS consortium to have an impact on the local, national and international policy.

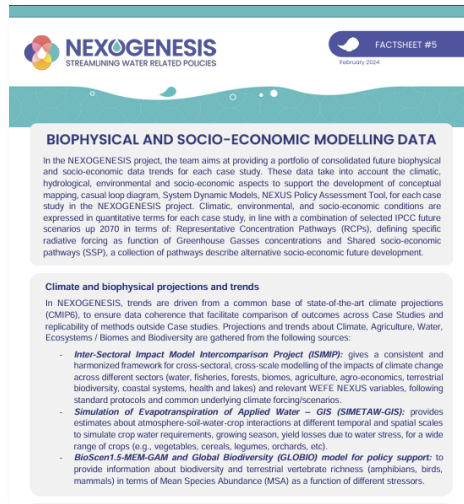


Figure 15 - NEXOGENESIS factsheet #5



Figure 16 - NEXOGENESIS factsheet #6





Figure 17 - NEXOGENESIS factsheet #7



Figure 18 - NEXOGENESIS factsheet #8



## 3.6 Articles

On the project’s website, 23 articles have been published including news about the different events in which NEXOGENESIS was presented, main activities of the project, etc. For the detailed list of the pieces, please check Section 3.1.

Moreover, the NEXOGENESIS project has attracted attention not only through its own channels, but also made appearance on partners’ and other external websites. At least 8 blog posts and news articles have been dedicated to NEXOGENESIS through external websites over this period. The screenshots below provide a glimpse of NEXOGENESIS’s online visibility across different websites.



Figure 19 - Screenshots of news articles featuring NEXOGENESIS

## 3.7 Online events/webinars/workshops

During the period M19-M36, the NEXOGENESIS project was present in two events conducted online. The Wire-KWR Early Career seminar was organised online in November 2023, as well as the Nexusnet WG3 event in June 2024. Including the three online events from the first reporting period, a total of five events/meetings have taken place in an online or hybrid format for the project. For note, in addition to those events, case study leaders have organised workshops in the framework of their activities, some of them being organised online. There are not included in this report as they are included in the activities of WP1 and WP5.

Event Name	Date	Partners Involved	Type of contribution
Wire-KWR Early Career Seminar	01/11/2023	KWR	Online
Nexusnet WG3	04/06/2024	KWR	Online

Table 2: NEXOGENESIS participation to online external events



## 4. NEXOGENESIS offline communication

### 4.1 Organisation of events and project presentations during relevant events

During the first reporting period, five events were reported by partners, whereas up to the 36<sup>th</sup> month of the project, NEXOGENESIS partners joined 23 face-to-face events, either to present the project and disseminate the project's promotional materials or to network with others, as indicated in the table 3 below. Overall, partners have reported their participation in 25 events. For note, in addition to those events, case study leaders have organised workshops in the framework of their activities. There are not included in this report as they are included in the activities of WP1 and WP5.

Partner	Title of the presentation	Event	Location	Date
<b>CMCC-CAF</b>	Water Energy Food Ecosystem Services (WEFE) nexus assessment in the context of climate change: a literature review and conceptual model development for the Adige River basin (Italy).	EGU2023	Vienna, Austria	24/04/2023
<b>IHE</b>	The science-policy interface in hydrology	EGU2023	Vienna, Austria	24-25/04/2023
<b>IHE</b>	A statistical approach to quantify the water security-human development relation	ICoWEFS2023	Leiria, Portugal	10-12/05/2023
<b>NTUA/UTH</b>	Sustainable Management of the Nestos/Mesta Transboundary River Basin based on a Participatory Approach and the DPSIR and AHP Frameworks	Water Innovation & Circularity Conference (WICC)	Athens, Greece	7-9/06/2023
<b>NTUA/UTH</b>	Evaluation of Climate Change Impacts on a Basin in Northern Greece	12 <sup>th</sup> EWRA Congress	Thessaloniki, Greece	27/06 – 01/07/2023
<b>IHE</b>	Ethical considerations of participatory modelling in the context of sustainable development.	CEST 2023	Athens, Greece	30/08 – 02/09/2023



<b>IHE</b>	Water centrality to enabling water-energy-food systems.	CEST 2023	Athens, Greece	30/08 – 02/09/2023
<b>KWR</b>	Towards transboundary Water-Energy-Food-Ecosystem Nexus governance: a comparative governance assessment of the Lielupe and Nestos-Mesta river basins	Earth System Governance conference 2023	Radboud Universiteit Nijmegen, Netherlands	28/10/2023
<b>NTUA</b>	Water-Energy-Food-Ecosystems (WEFE) Nexus: An Assessment of Policy Integration Stepping to Improve Water Governance	Joint Congress of the 9 <sup>th</sup> International Water Industry Conference and the 4 <sup>th</sup> WaterEnergy Nexus Conference (IWIC-WEN 2023)	Daegu, Korea	05-08/12/2023
<b>IHE Delft</b>	Policy Analysis and Systems Approaches for the water-food-energy-carbon nexus	10th World Water Forum, Bali	Bali, Indonesia	22/02/2024
<b>UNIVE</b>	Stakeholders' engagement for the identification of measures supporting ecosystem services within the Water-Energy-Food Ecosystems (WEFE) nexus in the Adige River basin (Italy).	EGU 2024	Wien, Austria	14-19/04/2024
<b>CMCC</b>	Nature-Based Solutions: Evaluating the global carbon sequestration potential of agroforestry and increased tree cover on agricultural land	EGU 2024	Wien, Austria	14-19/04/2024
<b>CMCC</b>	Global Aridity Index and Potential Evapotranspiration Database: CIMP_6 Future Projections	EGU 2024	Wien, Austria	14-19/04/2024
<b>KWR</b>	PhD on Water-Energy-Food-Ecosystem nexus governance	Lecture at master program Sustainable development Utrecht University	Utrecht, Netherlands	April 2024
<b>KWR</b>	WEFE nexus governance assessment: insights From The Lielupe And Nestos-Mesta River Basin	IWA YP Benelux conference	Antwerp, Netherlands	08-09/07/2024
<b>IHE Delft</b>	The role of system dynamics modelling in understanding and supporting integrated natural resources management	International System Dynamics Conference	Bergen, Norway	August 2024
<b>IHE Delft</b>	Using SD participatory modelling to support international river basin	International System Dynamics Conference	Bergen, Norway	August 2024



	policy discussions: the case of the Lielupe River Basin water-energy-food-ecosystems nexus			
<b>JAWS</b>	Role-players negotiating the trade-offs in the WEFE nexus – A South African Perspective	IAIAsa Conference 2024	Rustenburg, South Africa	27-30/08/2024

Table 3: NEXOGENESIS participation in face-to-face events



Figure 20 - NEXOGENESIS partners at the NexusNet Regional Stakeholders Forum held in Malta



Figure 21 - Maria Papadopoulou from NTUA showcasing the project work during the 4th Water-Energy Nexus Conference 2023



Figure 22 - Partners from University of Tours presenting the NEXOGENESIS's NXGAT at the event, held in Zaragoza, Spain





## 5. Monitoring of the communication activities through KPIs

All the communication activities throughout the project are closely monitored and assessed based on a set of key performance indicators (KPIs) indicatively specified for each channel and phase of the project. Excel monitoring forms are set up and distributed among partners to capture all the communications efforts that happened within the consortium. The forms are sent out to partners on a periodic basis.

The table 4 below presents the main communication and dissemination tools, along with the KPIs established at the beginning of the project. As demonstrated by these figures, both the online and the physical communications activities of the project are making a great progress.

Table 4: Communication activities KPIs

KPIs	KPIs targeted for the Period 1 + 2 (1-36)	Overall KPIs targeted for the whole duration of the project	KPIs reached for the 2 <sup>nd</sup> reporting period (19-36)
Number of website visitors	2.200	3.000+	<b>4.026</b>
Number of followers on X and LinkedIn	200	300+	<b>1.313</b>
Number of project publications/press releases	11	20+	<b>17</b>
Number of scientific publications	26	50+	<b>12</b>
Number of policy briefs	1	3	<b>1</b>
Number of organised events	4	10+	<b>15</b>
Number of participants in the organised events	30	50+	<b>223</b>
Number of newsletters	5	8	<b>5</b>
Number of newsletter subscribers	150	200+	<b>170</b>



Number of news on the website	20	at least 6 per year	43
Number of events in which the project participated in	22	30+	32
Number of flyers created	1	1	1
Number of posters created	1	1	1

## 6. Conclusion and next steps

The deliverable D6.3 has aimed to present all the Communication activities accomplished during the period of month 19 to month 36 of the project. Building on the strong foundation established in the early stages of the project, with a clear and strong brand identity and all the necessary materials, this report is a demonstration of the ongoing momentum and continuous progress of the project when it comes to all its communications activities. As proven by all the preceding sections, the activities of the project have increased and partners' efforts have resulted in a substantial growth in social media outreach, article publications, video distribution, and event participation.

The chapters above cover the activities from the M19 to the M36 of the project, showing the online and offline tools, and providing details on the events where the project was disseminated. The new materials that have been produced, always remain available on NEXOGENESIS SurfDrive, so that the project partners can use them for any occasion needed.

The monitoring table shows that communication activities are progressing well. Updating online tools and promotional materials will continue throughout the project, to ensure the consortium always has the most current resources for effectively communicating its achievements.

Since its launch, NEXOGENESIS's YouTube account has gained 47 subscribers, contributing to the overall success of the project's outreach. Throughout this reporting period, NEXOGENESIS has attracted 711 new followers across all its social media channels, reaching a total of 1,360 online followers daily through its main social media platforms.

In addition to social media growth, the project has made significant progress in its external communication/ Up to month 18, NEXOGENESIS released 3 newsletters, 4 factsheets and 18 new videos.



Over this period, NEXOGENESIS partners participated in 3 online events and attended 17 face-to-face occasions, bringing the total to 22 events where the project was presented and promoted.

Looking ahead, one final report on communication activities is to be delivered at the end of the project, covering the period from M36 to M48 and capturing the progress and impact of the project's efforts at its final stage.

