



# PIISA

Piloting Innovative Insurance  
Solutions for Adaptation

D 4.1 Communication, Dissemination and Stakeholder  
Engagement Plan, Version 1

Authors: Kati Berninger, Lisa Benes



Funded by  
the European Union

## Disclaimer

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.

## Document information

Grant Agreement	n°101112841
Project Title	Piloting Innovative Insurance Solutions for Adaptation
Project Acronym	PIISA
Project Coordinator	Hilppa Gregow, Finnish Meteorological Institute
Project Duration	1.6.2023 – 31.5.2026 (36 months)
Related Work Package	WP 4
Deliverable Title	Communication, Dissemination and Stakeholder Engagement Plan, Version 1
Related Task(s)	4.1
Lead Organisation	Tyrsky Consulting
Contributing Partner(s)	LGI, all PIISA partners
Authors	Kati Berninger (Tyrsky Consulting), Lisa Benes (LGI)
Due Date	September 30 <sup>th</sup> 2023
Submission Date	September 29 <sup>th</sup> 2023
Dissemination level	Public

## History

Date	Version	Submitted by	Reviewed by	Comments
29.9.2023	1	Tyrsky Consulting	IVM, Stichting CAS, Amigo, FMI	

## Table of contents

1	Introduction.....	7
2	Key messages.....	9
3	Stakeholder engagement plan .....	10
3.1	Stakeholder identification and mapping .....	10
3.2	The main target groups.....	11
3.3	Stakeholder engagement in pilots.....	13
3.4	Interaction with policy makers.....	15
3.5	A white paper for the insurance sector.....	16
3.6	Other stakeholder engagement actions .....	16
4	Dissemination plan.....	18
4.1	PIISA events .....	18
4.2	Participating in events .....	19
4.3	Collaboration with other projects and networks .....	19
4.4	Publications generated by the project.....	20
5	External communication plan .....	21
5.1	The project website and blog .....	21
5.2	Social media accounts .....	22
5.3	Newsletter .....	24
5.4	Visual identity.....	25
6	Internal communication plan.....	30
6.1	Teams chat and internal mailing lists.....	30
6.2	Project meetings and thematic groups .....	30
6.3	Internal newsletter.....	31
	Annexes .....	33
	Annex I Stakeholder registry template .....	33
	Annex II Events registry template .....	33
	Annex III Calendar of blog posts.....	34
	Annex IV Blog post writing instructions.....	35
	Annex V Key Performance Indicators .....	36



**PIISA**

Piloting Innovative Insurance  
Solutions for Adaptation

D4.1 CDSEP



Funded by  
the European Union

## Summary

This Communication, Dissemination and Stakeholder Engagement Plan (CDSEP) outlines the strategy and actions that will be implemented to promote PIISA and its key concepts as well as co-creating and disseminating the innovative insurance solutions for adaptation piloted within the project during the 36 months of the project. This plan will be regularly updated and improved based on the monitoring results collected, to reach the objectives that have been set.

## Keywords

PIISA, communication, dissemination, stakeholder engagement, awareness raising, adaptation, climate risk, insurance

## 1 Introduction

Piloting Innovative Insurance Solutions for Adaptation (PIISA) project starts with analyzing use of insurance in climate change adaptation focusing on recent developments, and uses gathered knowledge to co-develop new insurance products with stakeholders and pilots them. Ultimately the project aims to serve wider uptake of insurance in adaptation by developing solutions for insurances, current administrative and legal obstacles, and coherent use of insurance to advance adaptation. Consequently, it must convince both insurance suppliers and potential users of the potential of new insurance products to reduce and share climate risk. Policy makers should better understand climate risks and impacts, whereas adaptation experts and stakeholders in the adaptation field should have a clear picture of the role insurance can play in filling adaptation gaps (see section 2). These notions guide the dissemination, exploitation, communication and stakeholder engagement activities in PIISA. PIISA will communicate and disseminate project results in relevant phases of the project, not only in the end.

PIISA Work Package (WP) 4 is devoted to dissemination, exploitation and communication activities. It has a strong element of stakeholder engagement and co-creation especially in the pilots. The WP4 has strong linkages to all work packages and will ensure through internal communication activities efficient information flow across work packages (Figure 1). WP4 supports other work packages in these activities.

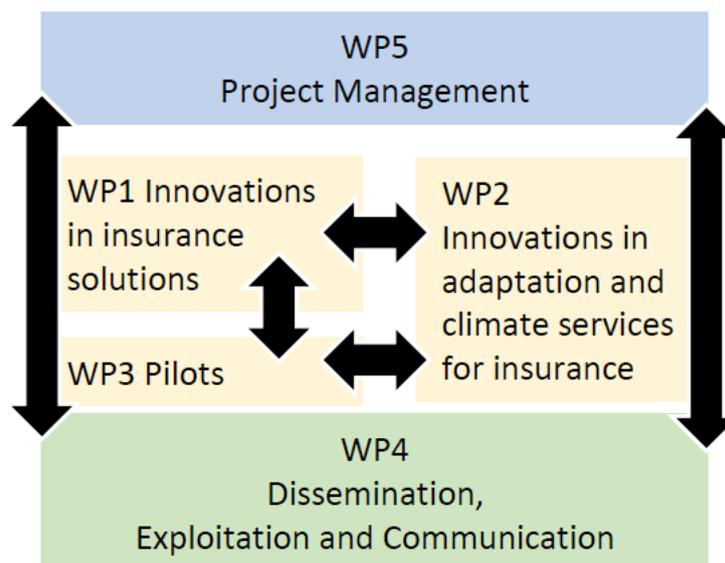


Figure 1. The information flow across work packages. The research and development activities of the project are carried out in WP1, WP2, and WP3, the yellow boxes. They share information and discuss about findings, joint information needs, task timing, and joint activities. WP5 responsible for overall coordination and management of the project (blue box) and WP4 marked in green need information from all work packages and are together responsible for efficient internal communication. WP4 has the prime responsibility for organizing and coordinating communication, dissemination and stakeholder collaboration together with experts from all work packages.

More specifically, WP4 will:

- widely promote and ensure the visibility of the PIISA project through tailored communication tools, channels and an overall strategy
- disseminate the knowledge and results achieved in PIISA to the project's stakeholders
- ensure other work packages are able to collect information they need from stakeholders
- facilitate a dialogue, and especially in pilots (P milestones), a co-creation process with key stakeholders
- enhance exploitation of the project results
- effectively facilitate internal communication

WP4 will run through the whole project period [Months 1-36]. Whereas Tyrsky is the lead beneficiary of WP4, LGI and FMI will contribute strongly, and all other partners take part in the various tasks and especially in the content production. The work is coordinated in the Communications Team with representation from each partner organization. This team works together to ensure the stakeholder engagement, communication and dissemination activities are delivered in a timely manner.

In this document, the tasks listed in the project plan are further scrutinized and divided into subtasks with detailed timetable, means, resources and responsibilities. Furthermore, the report also provides guidelines regarding use of the social media, submission of material for the newsletter and the website, production and dissemination of brochures and leaflets, the use of PIISA logo and templated as well as protocols about stakeholder engagement.

This is the initial Communication, Dissemination and Stakeholder Engagement Plan of the project. The plan will be updated halfway through the project (month 18) and at the end of the project (month 34). The updated version will include a report of the activities and achievements thus far including a report on the impact of communication, dissemination and stakeholder engagement activities.

## 2 Key messages

The PIISA project has formulated the following key messages at the beginning of the project:

1) it is essential for all actors to adapt to the changing climate and reduce the climate risks that touch their sector or sphere of life. At the moment, there is an adaptation gap, which needs to be addressed. Insurance companies can help in filling the gap by encouraging insurance users to better prepare and adapt to the changing climate and reduce risks. This can be partially by providing information and guidelines, and partially by financial premiums for insurance users.

2) In spite of efficient risk mitigation and adaptation efforts, all climate risks cannot be prevented. Insurances provide protection against so-called residual risks.<sup>1</sup> In those cases, insurances can help to cover the damages. New, innovative insurance products can both encourage adaptation measures and bring security to the policyholder.

3) PIISA develops new insurance concepts or products for three sectors: cities (considering nature-based solutions and well-being), agriculture and forestry sector. The concepts or products are first piloted in specifically chosen locations with key stakeholders, and then their potential for wider uptake will be assessed.

The key messages of the PIISA project may evolve during the project with new research results and insights from interaction with diverse stakeholders.

---

<sup>1</sup> "Residual risk is the risk that remains after efforts to identify and eliminate some or all types of risk have been made." (<https://www.techtarget.com/searchsecurity/definitions/R>)

### 3 Stakeholder engagement plan

The PIISA project will have close interaction with key stakeholders (see section 3.1) to ensure two-way communication and exploitation of results. The project will engage stakeholders at several levels of involvement (see section 3.1). In addition to co-creation of new insurance products within pilots, stakeholders will be invited to discuss preliminary results and comment on them. Care will be taken to meet diverse knowledge needs of different stakeholders from policy makers and regulators to insurance industry and insurance users such as farmers, forest owners or municipalities.

Tyrsky Consulting will coordinate stakeholder engagement and together with other partners in WP4 facilitates the stakeholder engagement and arranges interaction opportunities. All partners will contribute by bringing in their contacts, substance and results as well as information needs.

WP1, WP2 and WP3 also include co-creation of climate services and insurance products. WP4 supports this work.

Some stakeholders representing different fields of expertise have been invited to participate in the External Advisory Board (EAB) of PIISA (see section 3.6).

#### 3.1 Stakeholder identification and mapping

The PIISA project has identified key stakeholders related to adaptation to climate change, risk management and insurance industry and asked about the most important stakeholders' expectations in face-to-face meetings. PIISA will use a snowballing technique to identify additional stakeholders: already identified stakeholders will be asked who should be considered as stakeholders. This will continue as long as new stakeholders are encountered. Stakeholders may also be identified through new contacts made during the project through active participation in events and dialogue with projects working on related topics.

Based on stakeholder interests, expected contributions to the project and their expectations on the project results, the interaction strategy was designed after dividing them into four groups based on levels of interaction (Table 1). In the PIISA project, stakeholders are defined broadly as persons, groups or organizations that are or may be interested in the project. The target groups of the project are the potential users of the end-results. The stakeholders and target groups partially overlap. The target groups are those actors included in the interaction pathways 1, 2 and 3 as shown in Table 1.

<b>1.Close collaboration (within the project)</b> Selected insurance companies, Selected insurance users	<b>2.Collaboration (around the project)</b> Projects working on adaptation, Insurance industry, Consumer NGOs, National authorities regulating the insurance market
<b>3.Consultation (supplementing the project)</b> Insurance users, Policy makers, Stakeholders working on adaptation	<b>4.Informing (awareness raising, sharing and activation)</b> Interested citizens, Municipalities and European federations of local authorities, Infrastructure companies and European umbrella organizations for infrastructure, Broader insurance and finance field

Table 1. The four interaction pathways.

Close collaboration means that the stakeholders are invited to participate in the co-creation process in PIISA pilots (see section 3.3.) or they are part of the project's External Advisory Board (EAB, see section 3.6).

Information on stakeholders identified in the initial and further phases of the project in WP1, WP2 and WP3 will be collected and classified using an events registry excel sheet designed for that purpose (Annex I). The file will be in the PIISA Teams workspace (WP4 folder), where only the project team has access. Further details of the management of the data used and produced in PIISA are described in the Data Management Plan.

## 3.2 The main target groups

The main target groups include insurance companies, insurance users, scientific communities in different fields, policy makers at the EU and national levels, and different stakeholders working on adaptation.

The identified level of knowledge and needs of the different target groups are summarized below:

- a) Adaptation experts and stakeholders in the adaptation field
  - know about adaptation, but have limited knowledge on insurance or climate services
  - need information on the potential role of insurances in adaptation
- b) Insurance sector
  - experts in insurance, but in adaptation or climate risks
  - need concepts, solutions, services and products
- c) Policy makers
  - restricted knowledge about adaptation, climate risks and insurance
  - potentially deep knowledge in a limited number of policies and regulations
  - limited knowledge about a broad range of policies and regulations
  - need concise information and policy recommendations that are readily usable
- d) Citizens
  - generally limited knowledge about adaptation, climate risks or insurances
  - need basic information about risks and solutions
- e) Specific insurance user groups
  - farmers, forest owners, house owners, real estate brokers and developers, cities
  - experts in their field, limited knowledge about climate risks and insurance
  - need information about risks and solutions
- f) Scientific communities

- experts in their field, may have expert knowledge on other questions as well
- need scientific knowledge on the questions they are not specialized in and new research results on their own field

The communication strategy will be based on the level of knowledge of each target group. Information will be tailored for the different levels and needs, including:

- Entry-level information/introduction to climate risks and insurance
- Medium level information building on the development of climate services and insurance products or new concepts
- Medium level information for the sectors included
- Expert level information on specific questions
- Policy related information for policy makers

### 3.3 Stakeholder engagement in pilots

PIISA develops new innovative concepts, advanced products and services – this development takes place through piloting. The development work is carried out in five pilots:

- 1) Green roof insurances,
- 2) Addressing soil stability risks for homeowner insurance holders,
- 3) Insurance and climate services for agriculture,
- 4) Forest insurances against selected biotic and abiotic risks, and
- 5) Wildfire insurances enhancing adaptive actions

Co-creation with stakeholders and potential users is an essential part of the PIISA pilots. The methods used in the co-creation depend on the nature and maturity of the concept or the insurance product. The piloting advances in three phases that are called loops (a.k.a. sprint in agile product development), which are built on lessons learned from previous loops.

Each Loop in each pilot includes co-creation and collection of feedback of the concepts or products developed with selected target groups. The feedback is used in PIISA for the development of the pilot or is formulated as recommendations on how the pilot can be developed and/or implemented in another country or region. Target groups are, as needed in each pilot, trial users, potential customers, industry regulatory authorities, political decision-makers (including adaptation) or insurance operators. Methods include surveys, workshops and interviews. They will be selected according to the needs of each pilot.

The timing of feedback collection depends on the schedule of the loops in each pilot. The first loops end either in May 2024 or between December 2024 and January 2025. The second loops end either between May and July 2025 or in the end of the project. In the latter case, the feedback will be collected in the beginning of the third loop around October 2025. The development work within PIISA, i.e. third loops, end in February 2026 for all pilots.

The co-creation and collection of feedback of the concepts or products developed in each pilot is carried out in WP1, WP3, WP4 together. WP3 leader FMI and WP4 leader Tyrsky Consulting will coordinate this activity together, organizing meetings with the various pilots agreeing on the format, schedule and responsibilities.

Table 2 shows a schematic description of the first loop of each pilot. The following loops will be planned as the project progresses.

Pilot	What?	Who is responsible?	Methods of co-creation/ feedback collection	Target groups	Where?
1. Green roof insurances	Evaluating an insurance solution that encourages policyholders to adopt green roofs	IVM and CAS	Interviews, workshop	Interpolis Home-owners (policy holders)	The Netherlands
2. Addressing soil stability risks for home-owner insurance holders	Developing methodology to integrate the level of vulnerability and exposure to climate risks into financial assessment	2DII	Document surveys, expert interviews	Home-owners, local authorities, insurance experts	Lyon, France
3. Insurance and climate services for agriculture	Developing a Parametric Insurance product for farmers	LocalTapiola and FMI	Initial survey, Workshop testing the pilot product	Finnish farmers	Finland
4. Forest insurances against selected biotic and abiotic risks	Scientific and product development	AXAC	Feedback survey for experts on technical issues, workshop for the target group	Experts, German forest owners	Germany
5. Wildfire insurances enhancing adaptive actions	Selecting adaptation measures identified in Portugal's NAP that have potential to be combined with innovative insurance instruments	AXAC	Expert assessments, interviews, workshops	State and regional bodies responsible for wildfire control	Portugal

Table 2. A schematic description of the first loop of each pilot

**Interviews** will be used within pilots when there is a need to have a deep understanding of the views of a small group of people. The questions covered will include the following:

- How well does the concept/product suit your local setting?
- Which barriers (legal, institutional, technical, socio-economic) exist in the application of the concept/product?
- How would you develop the concept/product further?
- Would it be potentially replicable to other countries/situations?
- Anything else you would like to add

**Surveys** will be used within the loops to collect information depending on development phase of the pilot, e.g. from a selected group of test users or from a large number of people, for example insurance holders. WP4 (Tyrsky and LGI together) will prepare guidance for surveys. It will be available in November 2023. The processing of survey data follows the EU's General Data Protection Regulation (2016/679) in processing personal data. Our privacy notice describes, e.g., how personal data is collected, processed, transferred and stored. The procedures for managing research data are detailed in the Data Management Plan. Procedures for management of survey data will be detailed in the Data Management Plan.

One of the testing/feedback methods will be **workshops**. The workshops organized within pilots will be mainly local events in local languages. Events will be mostly in-person, but can also be held online if more convenient for the participants. If needed, WP4 will provide support for WP3 in organizing the workshops.

Stories of the co-creation process of the first loops of different pilots will be published on the website during 2024. Experts in WP3 will be asked to produce the stories as pilot activities are going on.

Results of the pilots will be presented in webinars or other events organized together with collaborating organizations or projects (see section 4.1 PIISA events). Results will also be described in the PIISA blog post series (see section 5.1 the project website and blog and Annex III).

### 3.4 Interaction with policy makers

#### a) Thematic roundtables for national and EU policy makers

A set of thematic roundtables (approximately 3 events) will be organized for national and EU policy makers during the year 2025. The topics may be sectoral (agriculture, forest sector, housing) or other policy-relevant topics, for example removing barriers hindering the use of innovative insurance products to foster adaptation.

Topics will be identified during the first half of the project. Information for that purpose will be collected during the half-way webinar in November 2024 (see chapter 4 Dissemination)

Tyrsky Consulting will coordinate the organization of the roundtables, LGI and partners with experience in policy work will participate.

#### b) Policy brief (D4.4)

The policy-related lessons learned during the project will be summarized in a policy brief (D4.4), which will serve both national and EU level policy makers. The messages will be in concise format and readily usable for formulating policies to enhance insurances related to climate change adaptation. The policy recommendations will, as far as possible, take into account national differences in policy instruments, practice, risks and possibilities.

The policy brief will be published in February 2026, and disseminated broadly within the PIISA network. Tyrsky Consulting will have the main responsibility for coordinating the work. Other partners will participate and bring in their substance knowledge as well as understanding of policy issues and the insurance sector.

The process of formulating the policy recommendations will include a co-creation session with relevant stakeholders. It can be either an independent event or a part of a webinar or physical event organized by PIISA or together with other actors.

c) A discussion event in the European Parliament or equivalent

In February 2026, in the event of publication of the policy brief, a discussion event will be organized for EU policy makers. The event could be in the European Parliament to facilitate the participation of the MEPs. It may also be organized in connection with other events with relevant participants.

Tyrsky Consulting together with LGI has the main responsibility for coordinating the event, other partners bring in their contacts and substance knowledge.

### 3.5 A white paper for the insurance sector

The lessons learned over the course of the PIISA project will be summarized in a white paper targeted to the insurance sector (D4.5), which will be published in February 2026, and disseminated broadly within the PIISA network.

Tyrsky Consulting will have the main responsibility for coordinating the work. The content, authors and the drafting process will be planned in detail in autumn 2025. Experts from the partner insurance companies and other relevant partner organizations will be invited to participate as authors and bring in their substance knowledge as well as understanding of the insurance sector. The External Advisory Board will be asked to contribute and/or comment on the white paper.

The white paper will be launched in an online publishing event, which may be in connection with an existing webinar.

### 3.6 Other stakeholder engagement actions

a) External Advisory Board

A part of the key stakeholders identified has been invited to the PIISA External Advisory Board (EAB). The members of the EAB will be invited to comment on the draft products in their field of

expertise, for example the insurance sector or forestry. The EAB and its role is described in more detail in the Project Management Guide.

b) Collecting stakeholder views during the mid-term webinar (see chapter 4 dissemination plan on mid-term webinar)

## 4 Dissemination plan

LGI will coordinate the dissemination activities, in close collaboration with PIISA partners.

### 4.1 PIISA events

#### a) Webinar series

A webinar series on insurance and adaptation opportunities will be organized in coordination with other projects with a related topic (see section 4.3 below). There will be a total of three webinars with an attendance target of all together 1000 participants.

The theme of the webinar series will be “Filling adaptation gaps with knowledge on risks and insurance”. The webinar topics are based on PIISA pilots, and the planned timing and topics are the following, based on the maturity of the concepts and services:

January 2025: Green roofs and nature-based solutions

March 2025: Food and agriculture

October 2025: Forests and forestry

The webinars will be half-day events of a maximum of 4 hours on zoom or another platform if managed by a co-organizing project.

The structure of all webinars will be similar, including:

- 1) An introduction to the topic for a broader audience. This is setting the scene and explaining the risks and adaptation gap in question, and the role of the insurance sector as a part of the solution.
- 2) A conceptual description of the insurance solution tested in pilots
- 3) Presentation of the PIISA pilot results in a local setting
- 4) An invited commentary
- 5) Discussion and/or an interactive session

#### b) Mid-term webinar

The PIISA mid-term webinar will be organized in November 2024 to present the project results so far and to discuss them with stakeholders. The event will last for one day, having topical sections for different target groups like insurance providers, potential insurance users and policy makers. The programme will include a set of presentations by PIISA researchers, commentaries by stakeholders, and interactive sessions during which participants will be able to share their ideas and knowledge about topics like climate risks, climate services and new insurance concepts.

During the webinar, stakeholder views will be collected using relevant workshop tools and survey instruments fitting them into a setting with a large number of participants.

The target number of participants in this event is at least 150 participants from all over Europe. The event will be advertised in multiple forums, shared via the PIISA online platforms (e.g., LinkedIn, Twitter and the website) and personal invitations to diverse stakeholders.

Tyrsky Consulting and LGI, together with FMI, have the main responsibility for the organization of the event. All partners will participate in drafting the programme, inviting guest speakers and promoting the event.

#### c) Final seminar

The PIISA final seminar will be organized in March 2026.

The target number of participants in this event is at least 150 participants from all over Europe. The event will be advertised in multiple forums shared via the PIISA online platforms (e.g., LinkedIn, Twitter and the website) and through personal invitations to diverse stakeholders.

Tyrsky Consulting and LGI, together with FMI, have the main responsibility for the organization of the event. All partners participate in drafting the programme, inviting guest speakers and promoting the event.

## 4.2 Participating in events

All partners of the PIISA project will actively take part in both physical and online events – conferences, seminars, webinars etc. They will give presentations on PIISA results or with other methods actively disseminate knowledge of the PIISA project and its topics.

LGI coordinates the participation of partners in conferences and events, makes sure attendance is reported accordingly in order to reach the set KPI of attending over 40 events. Partners will record the details of their attendance in the events registry Excel document shared on the PIISA Teams workspace (WP4 folder) (Annex II). Additionally, partners are also requested to add information about any events they are organizing, or events that may be of interest to PIISA as a whole, in the same Excel document.

An events page will be published on the PIISA website to showcase and facilitate the sharing of information about upcoming events, both PIISA events and external events that relate to the work of the project, both for consortium members and stakeholders.

## 4.3 Collaboration with other projects and networks

The PIISA project will aim to foster a close collaboration with relevant networks, clusters, and initiatives at European, national and regional level to share information, exploit synergies, via its dissemination channels. The target is to collaborate with at least 8 projects.

The collaboration will be done through the Mission Adaptation Platform (<https://climate-adapt.eea.europa.eu/en/mission>) and its Community of Practice.

LGI will be responsible for coordinating the collaboration, keeping the whole project informed about what is going on in other projects with relevance to PIISA. Regular updates will be given in project meetings and in the PIISA internal newsletter (see section 6.3). All partners will be encouraged to join the Community of Practice.

## 4.4 Publications generated by the project

The PIISA project produces a part of its Deliverables in report format. These include a Policy Brief and a White Paper (D4.4 and D4.5) produced in WP4. The internal review and approval process of these publications is described in the Project Management Guide.

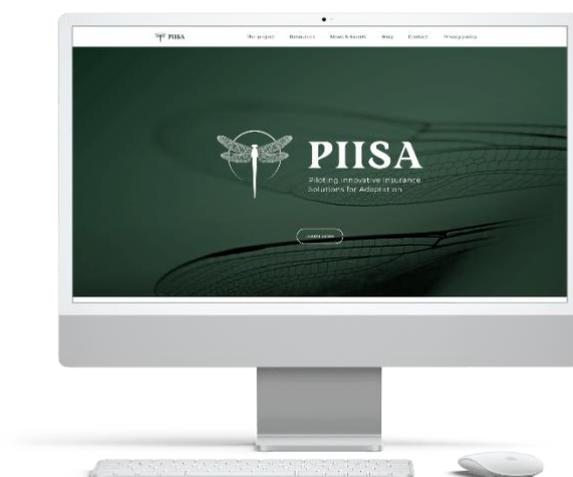
The project has committed to producing at least 10 scientific publications. The majority of them will be peer reviewed articles in acknowledged journals. Other options such as contributions to scientific book volumes are also possible. The General Assembly in December 2023 will decide how the initiatives for scientific publications and the internal review process will be coordinated and whether a Publication Committee will be established for this purpose.

## 5 External communication plan

### 5.1 The project website and blog

The PIISA project website will be launched in September 2023: [www.piisa-project.eu](http://www.piisa-project.eu). LGI will be responsible for the set up of the website, including updating it. All partners will be responsible for providing content to the website: news, blog posts, project results etc. as well as encouraging their contacts to visit the website for information about the project, its results and events. The target is to reach at least 12 000 visitors.

The website serves as the primary information source for the project and is the place where most stakeholders and end-users will go to find out more about the project, the pilots, the latest news and events. The design is tailored to be accessible and appealing, and aligned with the project's communication objectives to engage stakeholders. The website will be continuously updated with news, events, communication items, public deliverables, and pilot results to keep frequent visitors and target audiences engaged.



To make useful and relevant information available for online visitors, it was decided that the website should address the needs and questions that would most likely be of interest including:

- What the project is about
- What the project is delivering and why
- Who the project partners are
- What the latest news and events of the project are
- Where to find more information on the topic or related projects

Browser compatibility: the website is to be compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website will be responsive and will adjust based on the screen size of the device

it is viewed on, regardless of whether the device used it a desktop, tablet, or mobile phone, in landscape or portrait.

The following sections will be used to communicate and disseminate information:

- About the Project: activities, objectives, partners, as well as the project's manifesto and the sister projects
- Resources: public deliverables and reports, electronic newsletters, the different pilots as well as communications resources
- News and Events: presenting the latest news, press releases or press features, events being launched or being held.
- Blog: displaying articles related to the project, its results, its events etc.

Quarterly blog posts will be published on the project website. A calendar of blog posts outlines the topic, timing and responsibilities of drafting the blog posts (Annex III). The instructions for blog writing are in Annex IV.

PIISA contact email [contact@piisa-project.eu](mailto:contact@piisa-project.eu) is published on the website.

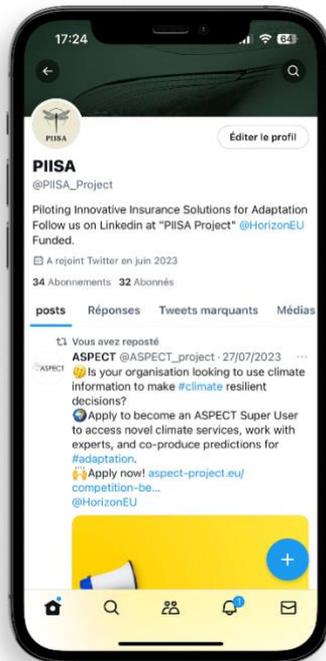
## 5.2 Social media accounts

Different social media channels, such as Twitter and LinkedIn will be used throughout the project to communicate on the project and disseminate its results in an effective and impactful way. The target is to reach all together over 1000 followers. LGI is responsible for the social media accounts. All partners will provide material for that purpose. LGI will set up a Social Media Canal on the PIISA Teams, where people can post and flag LGI when they have information they wish to disseminate.

A first list of hashtags related to PIISA has been developed and will be used to maximise the project's visibility on all channels. The project partners are encouraged to use the following hashtags when posting about the project: **#PIISAProject**, **#PIISA**, **#ClimateInsurance**, **#AdaptationInsurance**, **#ClimateServices**.

a) Twitter

A Twitter account was created at the start of the project under the handle [@PIISA\\_Project](https://twitter.com/PIISA_Project).



Twitter is used as one of the main channels to build a project’s online community and to disseminate the results. The three main objectives set for Twitter are to:

- Build relationships and engage with target audiences
- Disseminate knowledge on climate services and climate insurance
- Bring PIISA results closer to the general public, journalists and policymakers

The PIISA Twitter account will be managed daily. In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

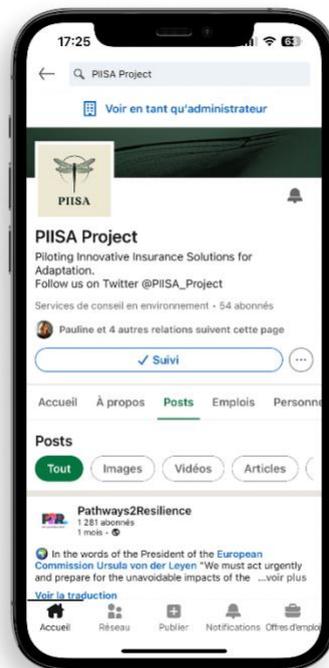
- Target at least one tweet/retweet on a bi-weekly basis
- Like or Repost tweets which **@PIISA\_Project**
- Follow and engage users who tweet content related to PIISA activities
- Track specific words, mentions and trending hashtags

Twitter will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by PIISA partners and promote content generated by the project. Partners involved in communication activities will closely monitor related content posted by other social media accounts to share it on the PIISA Twitter account.

#### b) LinkedIn

A LinkedIn page was created for PIISA under the name **@PIISA Project**.

The PIISA LinkedIn account will be managed daily.



In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Target at least one post or share on a bi-weekly basis
- Like or Repost posts which mention **@PIISA Project**
- Follow and engage users who post content related to PIISA activities
- Track specific words, mentions and trending hashtags

### 5.3 Newsletter

An annual newsletter will be sent to stakeholders to inform them of project updates, news, and upcoming activities. The newsletter will inform the PIISA Project community about the latest achievements of the project, progress, pilot outcomes, and relevant events.

The newsletter will contain different sections, including:

- An editorial written by the coordinator providing an overview of the previous year
- A meet the partner's campaign
- A technical update from each work package leader on progress made
- A recap of the events attended and upcoming events of interest
- A feature on the results achieved so far by PIISA

LGI will contact the coordinator/partners one month prior to the scheduled Newsletter, to collect the needed information, make the edits, review, and validate the information.

Partners are invited to contribute ideas, suggestions of events to highlight or any other type of information they think might be of added value to the PIISA newsletter. For consistency, this type of information will be uploaded to the WP4 Teams channel in the newsletter folder.

Results and statistics will be drawn for each newsletter. Conclusions will be drawn, and possible areas of improvement will be discussed to optimize future editions.

A subscription pop-up box compliant with GDPR regulation will be added to the website to encourage visitors to subscribe to the newsletter to receive the latest project results and achievements.

The first newsletter will likely be distributed in the summer of 2024, after the first year of the project.

The KPI target is to have over 200 subscribers.

## 5.4 Visual identity

One of the first communications actions (Task 4.3) was to develop the project's visual identity. To build its brand recognition, a logo was designed at the beginning of the project. It is, and will be, associated and included in all paper and electronic documentation as well as promotional materials.

The logo and its variations will be available on the PIISA project website together with the instructions on how to use them.

To ensure a strong project identity, two logo versions were designed, analysed and altered to best represent PIISA in the simplest and clearest way possible. The aim of the PIISA logo was developed to reflect the essence of the project. The dragonfly was chosen as an emblem for the project as they are trendsetting, adventurous and fearless creatures, who are not afraid to take risks.



# PIISA

Piloting Innovative Insurance  
Solutions for Adaptation

D4.1 CDSEP



Their strength is also something to behold. They can lift items up to fifteen times their weight, a feat of strength even human technology cannot replicate. They represent grace, flexibility, and adaptability. Dragonflies can fly as fast as your car drives on a city street and speeds up to forty-five miles per hour. They are also able to shift in all directions and even halt mid-flight. The symbolism of the dragonfly as an emblem animal is one of change, transformation, and metamorphosis. A creature of the wind, glittering and ephemeral, the dragonfly calls on us to evolve and fulfil our potential. Today, representing the art of change and transformation, the dragonfly invites us to adapt. It indirectly represents the importance of climate services for our future.



# PIISA

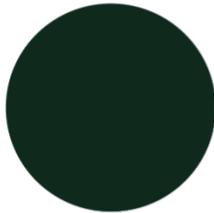
Piloting Innovative Insurance  
Solutions for Adaptation

As banking and insurance are more historical industries, we tried to represent them by paring a classic, elegant, and institutionalized style in the « PIISA » font, with a more minimalistic, modern font for text. It is the combination of the old and new, the industry transformation, creating innovative solutions and adapting to a rapidly changing environment. Having an ancient industry adapt to the challenges we face today.

Regarding the main colours, we wanted warm, earthy tones, close to nature, all while remaining elegant and calming.

Green (#0E291C): Green is a down-to-earth, nature attributed colour. It can represent new beginnings, change and growth. It also signifies renewal and abundance.

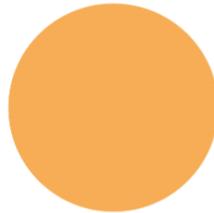
Yellow (#FFAE52): Yellow brings about positive feelings. Joy, happiness, and hope. It can boost confidence, curiosity, and even improve learning. There is something about yellow that makes us think logically and positively.



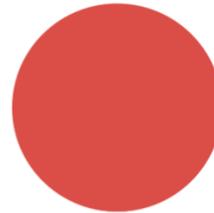
**Dark Green**  
#0E291C



**Eggshell**  
#EDE9D5



**Sandy Brown**  
#FFAE52



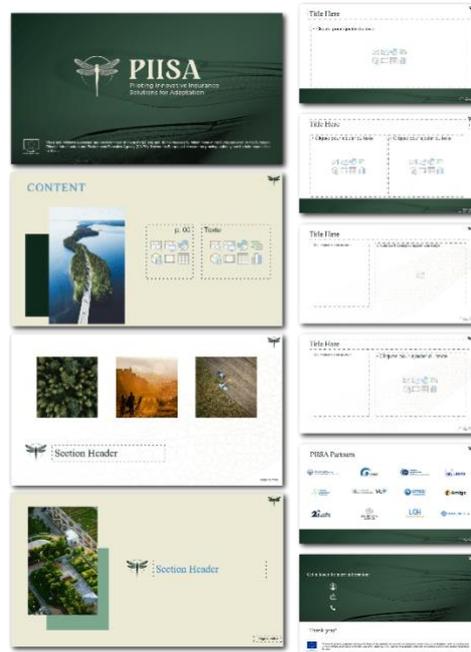
**Jasper**  
#D94D45

a) Printing

Partners will have the printing files available via the PIISA Teams channels, and are free to print what they deem necessary with regards to their budget. LGI Sustainable Innovation will print upon demand to avoid waste, but will prioritise events that have been decided to be of particular importance to PIISA.

b) Project Templates

A PowerPoint template was designed and distributed to all partners after the start of the project. Easy to use and versatile, the template adds value to the PIISA brand and ensures the project's visibility when presented at events or conferences. It is available for partners in the PIISA Teams.



A Word document template was also prepared and shared with all PIISA partners after the start of the project. Consistent with the PIISA visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables. It is available for partners in the PIISA Teams.



c) Promotional Material

- Flyer: a flyer will be designed and distributed at workshops and events organised by PIISA, as well as at external events. It will include key messages, objectives, expected

impacts and consortium members and contact information. The flyer can be printed on demand to avoid waste.

- Poster: a poster will be designed and displayed at workshops and events organised by PIISA, as well as at external events. It will include key messages, objectives, expected impacts and consortium members and contact information. The poster will be printed on demand to avoid waste.
- Roll-up: a roll-up will be designed for display at various events and conferences attended by project partners. It will include visual elements that represent the project, a brief summary, consortium members and contact information. The roll-up will only be printed once when the first physical event is confirmed and PIISA partners will be present.



Figure 2: Example of Promotional Material

## 6 Internal communication plan

The purpose of internal communication in PIISA is that the activities of different WPs are coordinated in a way that information flow between WPs is ensured. The different WPs need input from each other to effectively carry out the activities.

It is the responsibility of WP leaders to ensure that their outputs are communicated to the other WPs in a timely manner. These issues will be discussed in the executive board meetings. Issues related to stakeholder engagement, dissemination and communication will be discussed in the communications team.

WP4 and WP5 will together be responsible for coordinating internal communication. WP4 will plan and use tools and methods for internal communication as well as organize internal workshops if needed. WP5 will be responsible for internal communication related to decision-making, administration and general management of the project. These methods are described in the Project Management Guide.

### 6.1 Teams chat and internal mailing lists

The PIISA project will, as far as possible, use the Teams chat channel for messages. However, the chat channel will be complemented by email messages in order to be sure that everybody receives the relevant information about the project.

The project has established mailing lists to facilitate the internal communication. The mailing lists ensure that everybody is using up to date contact details and reaches all relevant team members. Details on the internal mailing lists and how to add or remove participants are described in the Project Management Guide.

### 6.2 Project meetings and thematic groups

Meetings are an essential tool in internal communication. They create motivation for participants and a feeling of ownership. They give an opportunity to discuss and clarify issues that are not understood or there is disagreement about. However, meetings should be managed efficiently to save time and reach the objectives.

Below the most common types of meeting and their purpose as well as the participants are described.

#### a) Executive board

The Executive Board (EB) consists of the project steering group, the WP leaders and WP co-leaders. It is responsible for implementation of the project plan and conducting internal and external evaluations for the deliverables. EB creates and follows an efficient meeting schedule to share progress and concerns and discuss solutions. The EB has meetings every 3 months, the

first one in September 2023. Important communication, dissemination and stakeholder collaboration issues will be discussed in the meetings.

The EB members are listed in the Project Management Guide.

#### b) Communications Team

The Communications Team has members from each partner organization. This team works together to ensure the stakeholder engagement, communication and dissemination activities are delivered in a timely manner. It will meet every 3 months or more often if needed, for example when organizing large events. It coordinates and exchanges information on communication, dissemination and stakeholder engagement activities.

The list of members and deputy members of the Communications Team can be found in the WP4/Communications team folder on PIISA Teams channel.

#### c) Internal briefings

A series of internal briefings held regularly will be established. The tentative topics include basic issues on climate insurance, introduction to parametric insurance, and existing good examples of insurance products. Tyrsky will establish a calendar of internal briefings by November 2023.

#### d) Consortium meetings

The consortium meetings are held every 6 months. The Steering group is responsible for organizing them. Their timing will be in the calendar of meetings set up by WP5. will be either remote meetings or live meetings (M18 and M36) with a possibility for remote participation to maximise the participation rate. The consortium meetings are important points to share insights, ideas and concerns. They will be used as efficient platforms for co-creation.

Well planned workshop sessions will be organized in each consortium meeting to facilitate mutual understanding of the goals of the project and to evaluate what has worked well and where there is a need for improvement. WP4 together with WP5 will plan and organize the workshop sessions.

#### e) WP meetings

WP leaders may call WP meetings or meetings to clarify a specific task for a smaller group of people.

## 6.3 Internal newsletter

It is important to inform all consortium members on the progress and results of the project as well as upcoming events even if they are not attending. One way to keep everyone on track will be a quarterly internal newsletter sent by email.

The content will include:

- links to news or blog posts published on the website
- information on the pilots and deliverables produced
- reports from internal briefings and consortium workshops

- stories on events attended with photos
- calendar of events

LGI will produce a template for the internal newsletter in November 2023. WP leaders will be responsible for providing content.



## Annexes

### Annex I Stakeholder registry template

Organization	Name	Email	Stakeholder type (business, NGO, administration, research, other)	Close collaboration /collaboration /consulting /informing

National/regional/EU/Global	Country or region (if relevant)	Potential role/WP	Who added this information	Date of the information

### Annex II Events registry template

Dates	Event name	Locatio n	Description	Target audience	Strategic (low/medium/ high)	Attendees	Poster	Oral	Event web page

## Annex III Calendar of blog posts

	Time	Topic	Responsible person/s, partner/s
1.	10/2023	Adaptation gap and how insurance can help in filling it	Kati Berninger, Tyrsky, Heikki Tuomenvirta and Hilppa Gregow, FMI
2.	12/2023	Climate indicators relevant for insurance products	Chiara Fabrini, AMIGO
3.	2/2024	Green roofs insurance concept	Peter Robinson, IVM
4.	5/2024	Climate risks related to clay soils	2DII
5.	9/2024	Adaptation alternatives employing Nature-Based-Solutions	CMCC
6.	11/2024	What do policy makers need to know about climate risks and insurance?	Tyrsky, partners working on policy issues
7.	1/2025	What do Finnish farmers think about weather services as a tool to climate change adaptation?	Tyrsky, LähiTapiola
8.	4/2025	Forest insurance needs to cover climate risks	AXAC
9.	6/2025	Can insurance support wildfire prevention and management?	AXAC, CMCC
10.	10/2025	Lessons learned for the insurance sector	Tyrsky, AXAC, LähiTapiola, other insurance companies
11.	1/2026	Climate Adaptation Dashboard	Tyrsky, 2DII
12.	3/2026	Policy recommendations	Tyrsky, FMI

## Annex IV Blog post writing instructions

The aim of the PIISA blog posts is to share the project's preliminary results, ongoing work and key concepts. The blog post can either be written in a way that connects to a wider audience, or tailored to an audience with expert knowledge relevant to the specific topic chosen for the blog.

A well written blog should have a clear and concise language, but with an informal tone of voice. The maximum length of the blog post should not exceed 2 A4 pages.

The text consists of short sentences and is divided into paragraphs. You can include subheadings, pictures and diagrams to enliven the whole. A concise blog post as a whole may also include links to further resources.

Always remember that when creating your text that you are writing for an audience who is interested in the topic of your blog. Your job is to provide a perspective that will engage your readers and, get them involved and to discuss the issue.

The title of your blog should get the reader interested and click to read the article. Does your message stand out from other blogs on the same topic?

At the end of the blog, provide your name/s, your organization/s and your role/s within the PIISA project. If the author wishes, s/he is welcome to also add a photo of her/himself.

Please remember that WP4 will provide assistance in writing the blog posts. Tyrsky and LGI will comment and edit your post if needed, and LGI will be responsible for publishing the blog post, as part of its dissemination task.

Please upload your blogs to the Teams WP4/Blog post folder. Make sure to ping the relevant person to review it and a representative from LGI, when it is ready to be published on the website and across relevant dissemination channels.

## Annex V Key Performance Indicators

Activity	Target
Public website	> 12000 visitors
Social media	> 1000 total followers
Newsletters	> 200 subscribers
PIISA presented in conferences and events	> 40 events attended
Scientific publications	> 10 publications
Webinar series (3 webinars)	> 1000 total attendees
Blog	12 posts
Policy briefs and white papers	> 2 documents
Workshops, roundtables and discussion sessions organize	10 PIISA events
Mid-term online event	> 150 attendees
Final event	> 150 attendees