SCEWERO

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SCEWERO

STRENGTHENING THE RESEARCH CAPACITIES FOR EXTREME WEATHER EVENTS IN ROMANIA

SCEWERO

GA 101159497

D8.2 Plan for Dissemination, Exploitation and Communication (Update 1)

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cmcc Centro Euro-Mediterraneo sui Cambiamenti Climatici

Universiteit Antwerpen

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List of abbreviations

Abbreviation	Definition
AI	Artificial Intelligence
CO	Project Coordinator
EC	European Commission
EU	European Union
EEAB	External Expert Advisory Board
EWE	Extreme Weather Event
EWS	Early Warning System
KPI	Key Performance Indicator
GA	Grant Agreement
M	Month
PO	Project Officer
PP	Project Partner
TG	Target Group
WP	Work Package
DEC	Dissemination, Exploitation, and Communication
WPLG	Work Package Leader Group

Executive Summary

The SCEWERO project, funded under Horizon Europe, aims to enhance Romania's research capacities in managing extreme weather events (EWEs). This Dissemination, Exploitation, and Communication (DEC) Plan outlines strategies for effectively sharing project findings, engaging stakeholders, and maximizing impact.

The project targets multiple audiences, including policymakers, scientists, students, industry professionals, and the general public. Through a combination of online and offline communication channels—such as a project website, social media, newsletters, scientific publications, and webinars—SCEWERO ensures wide-reaching visibility and engagement.

A core aspect of the plan is **knowledge transfer**, integrating artificial intelligence (AI) and data science into early warning systems (EWSs) and climate resilience strategies. By fostering collaboration between academia, industry, and policymakers, the project seeks to influence decision-making processes and practical applications.

While the dissemination and communication strategies are clearly defined, the detailed exploitation strategy will be developed later in the project's implementation. This phased approach ensures that exploitation activities are aligned with emerging results, maximizing their impact and applicability. Key performance indicators (KPIs) are established to monitor the impact of communication efforts, including website traffic, social media engagement, participation in events, and the number of scientific publications.

By promoting open access to research outputs and strengthening collaboration with European and international partners, SCEWERO contributes to the broader goals of climate adaptation and disaster preparedness, ensuring its long-term impact beyond the project's duration.

1. Introduction

SCEWERO DEC activities are detailed here as a *Plan for Dissemination and Communication*, whose key objective is to describe the strategies through which the project will reach out to public bodies, decision-makers, and citizens.

Communication activities encompass promoting the project and its activities to all audiences; **dissemination** of results concerns all activities related to making results, including practical ones such as methods, available and visible to users.

This plan will be updated twice throughout the project (M18 and M36). It details *the dissemination and communication activities* of the project and describes the actions to coordinate and create synergies with other research projects and initiatives, while the formulation of *the exploitation plan will be developed as the project progresses* and during the first update (M18).

It describes how the consortium is applying the co-design approach to the dissemination and communication activities, and it presents how it will monitor the efficiency and success of this dissemination and communication strategy.

WP8 and WP9 translate networking activities into a coherent set of project outcomes and promote the dissemination and further exploitation of context-specific menus of feasible and efficient activities to strengthen the research capacity of the UBB researchers.

Successful integration of results from different disciplines (climate science, science communication and AI) is fostered by close collaboration among the partners and relies on the long-standing experience of partners working in specific contexts. This collaboration will occur both *within tasks* (research design and implementation) and *between tasks* (integration of results into subsequent studies and feedback), ensuring that the project achieves more than the sum of its parts. For example, most tasks involve knowledge transfer and the exchange of best practices of novel approaches to integrate insights from numerical modelling into communication activities. Collaboration and joint activities (training sessions and summer schools) will be deepened by exchanging personnel at various stages of the project implementation. This collaboration will facilitate the integration and synthesis of multiple streams of evidence from the project that are relevant to particular administrative and technical choices. From the onset of the project, specific tasks are devoted to implementing all necessary actions to ensure that knowledge transfer from different disciplines translates into a set of coherent project outcomes.

Communication and dissemination activities and materials will be crucial in reaching the target groups of SCEWERO.

The main **target groups (TG)** for these activities and the most important activities to be carried out have already been identified during the project's initial phase. All activities will be monitored through KPIs, followed up and updated to maximise their impact.

The Project Coordinator (CO) lead the communication and dissemination activities in collaboration with all partners. The External Expert Advisory Board (EEAB) also plays a significant role in providing support in this regard through participation in online meetings. According to the Partners Agreement, the knowledge generated throughout the project will be managed and overseen by the CO, with the assistance of the project General Assembly. As the project advances, the CO – based on input from project partners (PPs) – will regularly update the

webpage with information on the dissemination activities conducted, ensuring continuous reporting.

2. Objectives of the plan

The proposed activities aim to communicate the project outcomes, foster discussion for reaching a consensus, and identify areas where further research is needed.

Some target groups and communities may be less familiar with the AI field, and thus the dissemination and communication activities aim to raise awareness, encourage dialogue and promote the uptake of this information.

The purpose of the communication activities is to **reach out to society as a whole by increasing the visibility of the project and demonstrating how AI can contribute to tackling the societal challenges of climate change and extreme events**.

These activities will be tailored to target diverse audiences and establish a dialogue within and beyond different communities. Several communication tools and channels will be used to inform all target audiences at local, regional, national and EU levels about the project goals and key messages, maximising its impact. These tools and channels include (among others) a project website, social media accounts, press releases, and newsletters.

Communication materials will be available in English, while multi-language versions will be prepared when needed (e.g., Romanian and Hungarian), prioritising those materials and tools aiming to support local or regional community engagement activities.

Specific objectives of the communication activities of SCEWERO are:

- Share project outcomes with scientific communities, policymakers, and practitioners;
- Ensure the uptake of results into practical applications and policy frameworks, improving the national EWS in Romania and enhancing the resilience of communities against extreme heat events;
- Raise awareness about SCEWERO's contributions to climate resilience, targeting both specialised and general audiences;
- Improve the CO and PPs' visibility.

3. Target groups

SCEWERO's dissemination and communication strategy is designed to ensure that all key stakeholders — are effectively engaged. By using targeted approaches for each audience, the project will maximize its impact, foster collaboration, and contribute to building a more climate-resilient society. Defining **the Target Group** and related **communication activities** is essential to ensure that project messages reach the intended audience effectively and generate meaningful engagement. This strategic approach enhances the overall impact and visibility of the project.

Clearly identifying the target groups allows project efforts to focus on individuals or organisations who can benefit from or contribute to the project's objectives. In parallel, well-structured communication activities will ensure that the project's objectives, progress, and results are clearly conveyed to both the target audience and the broader public. For communication activities, KPIs will be defined to measure message dissemination effectiveness, media

coverage, and event participation rates, ensuring continuous monitoring and optimisation of outreach efforts.

Table 1 summarises all these efforts, along with their associated KPIs, which will be included for clarity. Furthermore, in this section we will provide a detailed definition of the target group, ensuring a focused and strategic approach throughout the project's lifecycle.

3.1. TG1 - Technical and administrative staff at UBB

Technical and administrative staff at Babeș-Bolyai University (UBB) here refers to the group of professionals (researchers, financial and human resources experts) tasked with ensuring writing, administration and management of the research and development projects and for other academic and research activities.

3.2. TG2 - Scientific community

The scientific community refers to the collective body of researchers and professionals engaged in the systematic pursuit of knowledge through observation, experimentation, and theoretical analysis across various scientific disciplines. This community encompasses academic institutions, research organisations, independent scientists, and other stakeholders who contribute to the advancement, validation, and dissemination of scientific knowledge.

3.3. TG3 - Researchers and professionals in Romania and abroad

Researchers and professionals in Romania and abroad refer to individuals engaged in scientific, academic, or industry-based activities, both within Romania and internationally, who contribute to knowledge creation, technological advancement, and applying specialised expertise across various sectors. This group includes academic researchers, industry experts, technical professionals, fostering cross-border collaboration and knowledge exchange.

3.4. TG4 - Students at UBB and abroad

Students at UBB and abroad refers to the group of undergraduate, master's, and doctoral students enrolled at Babeș-Bolyai University (UBB) and in other Higher Education Institutions or research organisations in the widening countries. This target group is key to disseminating knowledge, skills development, and engagement in academic, research, and innovation activities through summer schools, contributing to the university's educational and academic environment and fostering future professionals in various fields.

3.5. TG5 - Governments, policymakers and stakeholders

Government agencies, ministries, European institutions, and local authorities play a crucial role in integrating scientific research into climate adaptation policies and EWSs. SCEWERO will provide policymakers in Romania with evidence-based insights through participation in advisory committees and high-level climate forums. By fostering direct interactions with decision-makers, the project aims to influence legislative frameworks in Romania, especially for redesign the early warnings for heat events, improve preparedness for extreme events, and support the development of climate resilience strategies at the national level.

Also, involving EEAB members from the key organisations (National Meteorological Administration and National Inspectorate for Emergency Situations) responsible for the national

EWS will facilitate direct communication and shorten the ways from science-based decisions to implementation.

3.6. TG6 - Citizens

Public awareness and community engagement are essential to building climate resilience and ensuring preparedness for EWEs. To educate and engage the broader public, SCEWERO will launch awareness campaigns through social media, community events, and educational partnerships (with a focus on the secondary education level).

These campaigns will highlight the impact of EWEs and provide practical guidance on preparedness and adaptation. Also, SCEWERO will communicate key project findings to the general public to promote the use of the mobile application for crowd-sourcing data and to show how the outcomes of the action are relevant to our everyday lives, connecting with other European Green Deal-related projects in the focus regions and organising joint events for raising awareness on climate change mitigation and adaptation (mainly focused on extreme events) and the need of community engagement.

3.7. TG7 - eGoverment and Smart city solutions providers

eGovernment refers to the use of digital technologies, particularly the internet, to provide public services, communicate with citizens, businesses, and other government entities, and to streamline governmental operations. It involves the integration of Information and Communication Technologies in the design, implementation, and delivery of government services and processes.

Smart city solutions providers are companies or organizations that offer technologies, services, and platforms to help municipalities and urban areas transform into "smart cities." These cities use Internet of Things (IoT), data analytics, AI (artificial intelligence), and digital infrastructure to optimize urban services, enhance sustainability, and improve the quality of life for residents.

3.8. TG8 - Consortium partners & EC Project Officer

The SCEWERO project involves a consortium of five partners: Universitatea Babeș-Bolyai in Romania as CO, Fondazione Centro Euro-Mediterraneo Sui Cambiamenti Climatici (CMCC) in Italy, Universiteit Antwerpen in Belgium, Justus-Liebig-Universität Giessen in Germany, and Indeco Soft in Romania, as PPs.

TABLE 1. SCEWERO COMMUNICATION ELEMENTS, THE PLANNED ACTIVITIES, AND THE KPIS DEFINITION FOR EACH TG

Target Group	*Activity*	*KPIs*
TG1: **Technical and administrative staff at UBB**	• In-person training (short visit) • Online training	• Minimum 5 UBB admin and research management staff • 1 administrative working group created in the Faculty of Geography
TG2: **Scientific community**	• Peer-reviewed publications • Participation in international conferences • Connecting with other EWEs and/or European Green Deal-related projects	• Minimum 5 scientific papers • Minimum 5 conference participations • 1 international conference organised (M36) • Minimum 1 sister project

		• 1 report for temperature/weather conditions thresholds
TG3: **Researchers and professionals in Romania and abroad**	• Trainings/Webinars • Training materials	• Minimum 15 UBB researchers
TG4: **Students at UBB and abroad**	• Improved courses on EWEs and AI delivered by professors/ researchers trained	• 3 summer schools organised
TG5: **Policymakers, public administration, and stakeholders**	• Participation in the workshop • Participation in the Scientific conference at the end of the project	• 1 workshop (M31-33)
TG6: **Citizens**	• Rising awareness campaign on extreme events impact, with a special focus on heat impact on health • Newsletters • Social media activity to promote the use of the mobile application for crowdsourcing data and showing how the outcomes of the action are relevant to our everyday lives • Preparing information programs related to EWEs for the *Green Week* to be delivered in-person or online (for middle education level)	• 1 Mobile application (beta version available in M15) • Minimum 6 newsletters • Minimum 3 training materials as PPTs for students and trainees for the *Green Week* program • 2 webinars • Social/technical activity in schools
TG 7: **eGovernment and Smart City solutions providers**	• Presentation in meetings of the Transilvania IT Cluster and Transilvania Digital Innovation Hub (eDIH)	• Minimum 1 presentation
TG 8: **Consortium partners & EC PO**	• Regular meetings of GA and WPLG • Meetings with PO • Project reports	• Minimum 6 in-person/ online meetings • Minimum 1 meeting (M18) • Minimum 2 documents

4. Key performance indicators (KPIs)

Defining Key Performance Indicators (KPIs) in a communication and dissemination plan is crucial as it establishes clear, measurable objectives that guide the success of communication efforts. KPIs help to track progress, evaluate effectiveness, and ensure alignment with the overall goals of the project. Without well-defined KPIs, it becomes difficult to assess whether the communication strategy is achieving its desired impact and delivering value to stakeholders.

Preliminary KPIs have been defined, ensuring that the communication efforts are aligned with the project's objectives and enabling ongoing evaluation of success and impact.

SCEWERO will track KPIs, such as:

- Website analytics (site access annually: 500 - tracked with Matomo or similar service).
- Social media (500 followers all over the social media account)
- Newsletter (≥ 6 by the end of the project)
- Webinar/Workshop (≥3 co-organized by SCEWERO)
- Trainings (≥3 sessions, with ≥15 attendees)
- Summer schools (≥3, with ≥45 attendees)
- Project documentation (≥2 pieces produced by the end of the project)
- Press Releases (≥ 2 by the end of the project)
- Publications (≥5 peer-reviewed publications)
- Scientific conferences (≥1 conference organised and ≥5 participations in other conferences)
- Collaboration with ≥1 similarly EU-funded project.

5. What do we communicate? – Key messages

SCEWERO's strategy is designed to effectively communicate its scientific advancements, policy recommendations, and societal impact. The following key messages will be tailored to various audiences to maximise engagement, knowledge transfer, and real-world application.

➢ ***Advancing research excellence in EWEs***

SCEWERO aims to strengthen Romania's research capacity on EWEs by leveraging expertise from top European research organizations. Through knowledge transfer, AI-driven analysis, and multidisciplinary collaboration, the project enhances the ability of researchers to study and predict heatwaves, droughts, floods, and compound climate events. These efforts contribute to the broader scientific understanding of climate-related risks and their societal and economic impacts.

➢ ***Harnessing AI and data science for EWSs***

By integrating AI-based models, satellite data, and historical climate records, SCEWERO is developing improved methods for forecasting EWEs. The project aims to improve the EWS to enhance preparedness and minimize risks for vulnerable communities and critical infrastructure. This data-driven approach ensures more accurate predictions and enables quicker response strategies to mitigate damage.

➢ ***Strengthening Romania's climate resilience and risk management***

SCEWERO's findings will be used to improve climate adaptation strategies in Romania at local, regional and national level by providing actionable insights for policymakers, emergency responders, and local governments. The project will contribute to the development of national and regional policies that integrate climate risk assessment, urban planning, and disaster preparedness to protect citizens and economic sectors from EWEs impacts.

➢ ***Supporting key economic sectors in adapting to climate risks***

EWEs significantly impact agriculture, energy, transportation, and public health sectors, and SCEWERO provides relevant information for adaptation strategies and data-driven recommendations to help businesses and service providers integrate climate resilience to EWEs into their planning and operations.

- ***Enhancing public awareness and community engagement on climate risks***

Public education is a key component of climate resilience. SCEWERO will actively engage communities through accessible science communication, social media activities, mobile application, and local workshops (e.g. Green Week). By fostering awareness and encouraging behavioural adaptation, the project aims to empower individuals and organisations to take proactive measures against extreme weather threats.

- ***Promoting international collaboration for climate adaptation***

SCEWERO is part of a global effort to improve climate resilience and extreme weather preparedness. Through collaborations with European and international research networks, policy institutions, and NGOs, the project contributes to broader climate adaptation strategies that align with the European Green Deal and the UN's Early Warnings for All (EW4All) initiative.

- ***Ensuring the sustainability and long-term impact of SCEWERO's findings***

SCEWERO is committed to ensuring its research outputs and policy recommendations remain relevant beyond the project's duration. The project will support ongoing research, policy development, and training of existing and future experts in climate science and risk management by developing open-access datasets, knowledge-sharing platforms, and capacity-building programs.

6. How we communicate – Language

The language of this project is English. For consistency, we recommend adhering to British English spelling conventions where possible. In order to avoid unnecessary editorial work at later stages, we recommend reading/scanning the guidelines in the EC English Style Guide.

Communication and dissemination materials will be available in English, while multi-language versions (English, Romanian and Hungarian) will be prepared when needed, prioritising those materials and tools aiming to support local or regional community engagement activities.

7. SCEWERO Tools & channels

SCEWERO's communication and dissemination strategy employs a ***multi-channel communication approach*** to ensure that scientific findings, policy recommendations, and project outcomes effectively reach key stakeholders, policymakers, industry representatives, and the general public.

7.1. Project website

The project website serves as the primary hub for all SCEWERO-related content, ensuring accessibility to researchers, stakeholders, and the general public worldwide. It provides comprehensive information about the project's objectives, methodology, and progress. Visitors can access general information about the project (mission, consortium partners, project

objectives), news updates and event calendars, scientific publications and public deliverables will be showcased here. The website will also feature multimedia resources, including webinars to enhance engagement with non-specialist audiences. Regular updates will ensure that stakeholders stay informed about project milestones and key developments. The project website is available on www.scewero.eu (online from M3) and consists of a landing page and structured content.

The CO (UBB) and CMCC communication team publish the content on the website. INDECO ensures the design and security of the website.

7.2. Social media channels

SCEWERO utilizes social media to engage with diverse audiences in real-time, sharing project updates, research findings, and event announcements. Information related to the main research topic of the project will also be posted, with the aim of raising awareness among the targeted audience.
Different platforms will serve distinct purposes:

- LinkedIn (SCEWERO Project) - Professional engagement through in-depth articles, networking opportunities, and collaboration announcements.
- Facebook (SCEWERO Consortium) - Community engagement, event promotion, and accessible educational content for the general public.
- Instagram (SCEWERO) - Visual storytelling through project activities and related information, research highlights, and infographics.

By leveraging these platforms, SCEWERO fosters a dynamic and interactive communication environment. The CO and CMCC will oversee the posts and keep records of the impact on the social media accounts. All other PPs make suggestions for posts.

7.3. Newsletters

SCEWERO will publish a bi-annual digital newsletter summarising project progress, upcoming events, and new research outputs to keep stakeholders informed. Each edition will feature expert insights, case studies, and calls to action, encouraging engagement with project activities.

7.4. Webinars

SCEWERO will organise two webinars as part of its ongoing effort to raise awareness about climate change, EWEs, and their socio-economic impacts. The first webinar will target a broad audience, discussing the effects of EWEs across various sectors. The second webinar will focus on the ethical dilemmas of AI and its societal implications. Both webinars will be held remotely, promoting knowledge sharing and engagement. The content will be made accessible on the project's website, extending the reach and impact to a broader audience.

7.5. Scientific publications

A central component of SCEWERO's dissemination efforts will be ensuring open access to project outcomes and results through their publication in international scientific journals and grey literature, such as scientific reports. We will also share findings at scientific conferences and workshops to maximise their reach and impact. To further support this goal, we have established a dedicated Zenodo repository (https://zenodo.org/communities/scewero/) to centralise and

provide free access to project materials. This repository serves as a key resource for sharing knowledge with both the scientific community and the general public.

7.6. Press Releases

Press releases will be issued at key project milestones to ensure media coverage in both national and international outlets. These will highlight significant findings, collaborations, and policy implications. The project team will engage with journalists and media houses to provide expert interviews and feature stories, helping to translate scientific research into public discourse.

8. Visual and brand identity

This section describes the logo and template material used for the communication and dissemination activities. It reflects a common visual identity associated with the project logos, text, and presentation templates.

A brand identity includes many different design elements, such as fonts, colour palettes, decorative motifs, and logo designs. Together, these elements create the brand identity and echo the project voice across all channels. Below is the list of brand identity elements.

8.1. Logo and colour palette

The SCEWERO logo versions (with and without text) (primary version) are shown in Figure 1 below.

FIGURE 1. SCEWERO PROJECT LOGO

The colours of the logos use the palette illustrated in Fig. 2:

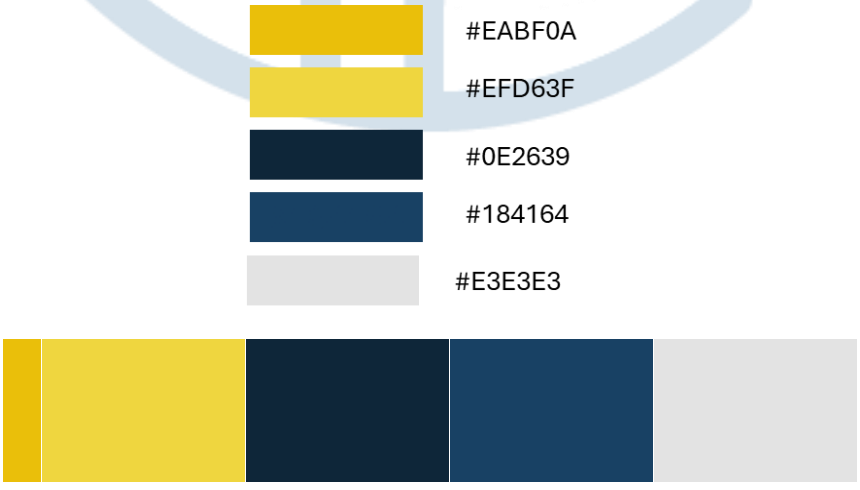

FIGURE 2. SCEWERO PROJECT COLOUR PALETTE

8.2. Communication kit

In M3 of the project, the SCEWERO communication kit will be developed and includes:

1. A text document (deliverable) template, such as the one herein used (Fig. 3);
2. A PowerPoint template (Fig. 4) to support internal and external presentations of the project;
3. A QR code (Fig. 5) pointing out the SCEWERO project website (www.scewero.eu), which will be included on the last slide of each presentation.

These materials will be made available to all partners, along with guidelines on how to best use them. The template encompasses the main visual identity elements for the project, including the project logo in the upper header, the EC visibility (Funded by the European Union) and the PPs logos, styles for headings and text. It will be used not only for internal communication at project meetings and reviews but also for the communication and dissemination of project results to external target groups both at the international and local levels, e.g. to scientific communities at conferences and workshops, local stakeholders, and the general public.

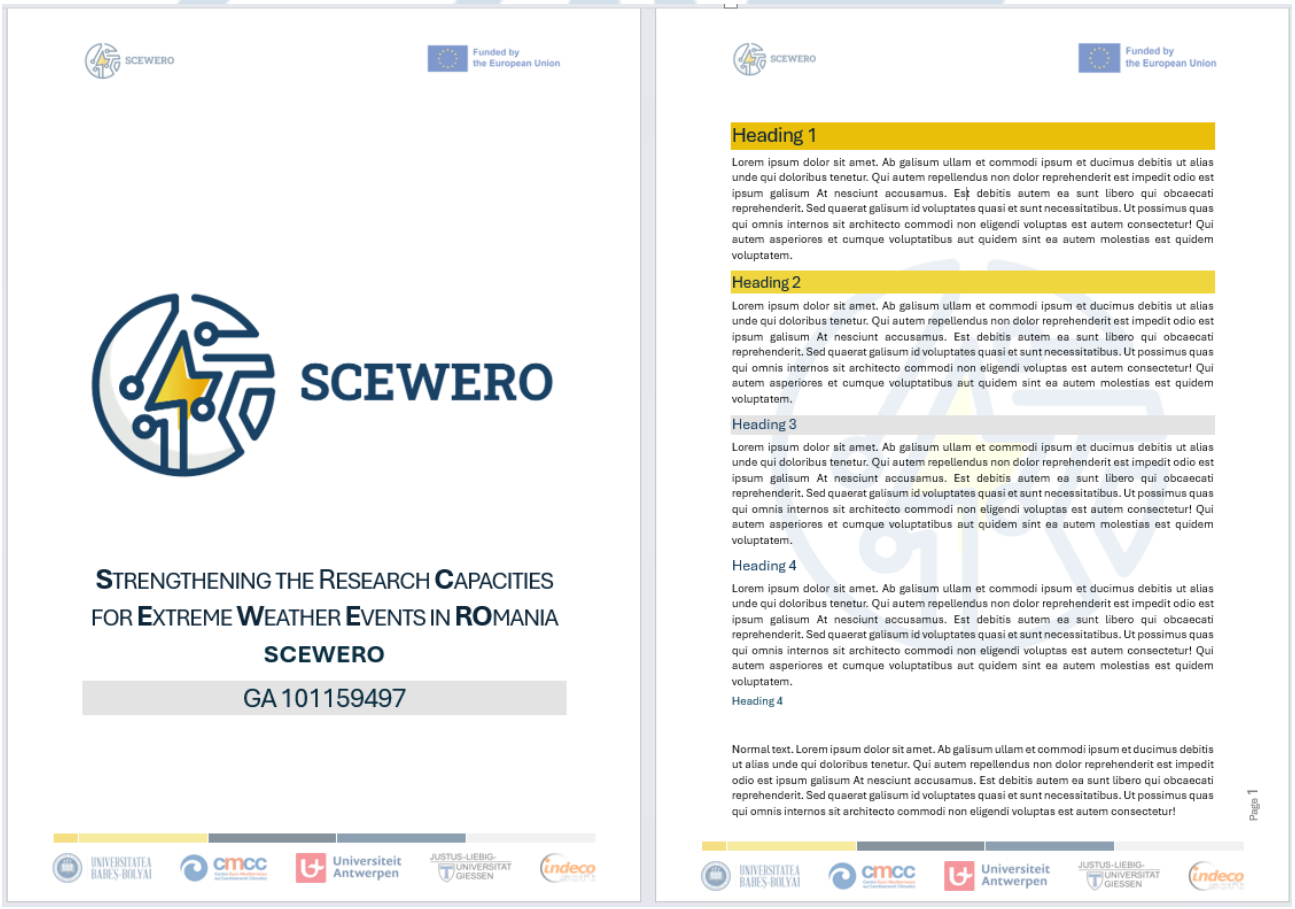

FIGURE 3. SCEWERO PROJECT TEMPLATE FOR DOCUMENTS

FIGURE 4. SCEWERO PROJECT POWERPOINT PRESENTATION TEMPLATE, WITH VARIOUS LAYOUTS

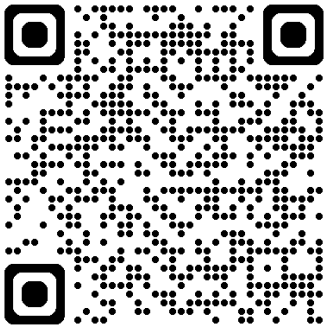

FIGURE 5. THE QR CODE FOR THE SCEWERO PROJECT WEBSITE

9. Funding statement

The website, database, some deliverables, research papers, and other publications are open-access and will represent the main legacy of the project beyond its duration. The project will also support scientific papers co-authored by project partners to be submitted for publication in open-access journals as long as there are enough resources available for this purpose.

According to the GA 101159497, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate): "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."

10. Conclusions

The SCEWERO project plays a crucial role in advancing Romania's capabilities in climate resilience and extreme weather management. By integrating AI-driven forecasting, stakeholder engagement, and knowledge-sharing initiatives, the project ensures its findings are accessible and actionable for policymakers, researchers, and the general public.

While dissemination and communication activities are clearly defined, the detailed exploitation strategy will be developed in a later stage of the project implementation. This will ensure that project results are effectively utilised beyond the implementation period, maximising their impact on policy frameworks, EWS, and climate resilience measures. Through targeted outreach and collaboration with European and international partners, SCEWERO aligns with broader climate adaptation strategies, including the European Green Deal and the UN's EW4All initiative.

By the end of the project, SCEWERO aims to have strengthened research capacity, enhanced public awareness, and contributed to improved disaster preparedness measures, reinforcing Romania's ability to tackle climate challenges effectively.