SCEWERO

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SCEWERO

STRENGTHENING THE RESEARCH CAPACITIES FOR EXTREME WEATHER EVENTS IN ROMANIA

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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 ("Strengthening the Research Capacities for Extreme Weather Events in Romania") has completed its first year of implementation with substantial and measurable progress across dissemination, communication, capacity building, and stakeholder engagement activities. All actions have been implemented in line with the objectives of the Horizon Europe WIDERA programme, with particular emphasis on strengthening institutional capacity, widening participation, and ensuring long-term sustainability of project outcomes.

During the first 17 months, SCEWERO has met or exceeded the majority of its Key Performance Indicators (KPIs) defined in the Grant Agreement and the initial *Plan for Dissemination, Exploitation and Communication*. Notably, the project website significantly exceeded its annual target, recording approximately 1,400 active users, well above the KPI of 500. Social media engagement also surpassed expectations, reaching 665 followers across LinkedIn, Facebook, and Instagram, exceeding the target of 500. These figures demonstrate strong visibility, effective outreach strategies, and growing recognition of the project within both professional and public audiences.

Capacity-building objectives have been robustly addressed. All planned training activities for technical, administrative, and research staff at UBB have been completed (100%), as have training activities involving at least 15 UBB researchers (17 researchers completed). One out of three planned summer schools has already been organised in M12 (33%). Another one is to be organised in M24, indicating timely implementation and sustained momentum. Regular consortium governance has been fully maintained, with all scheduled meetings and reporting obligations fulfilled.

From a scientific and innovation perspective, several core dissemination outputs are already underway. Peer-reviewed publications, scientific conference participations, collaboration with sister projects, and thematic reports are progressing according to plan, with delivery aligned to later project milestones. The beta version of the SCEWERO mobile application, released in M15, represents a key innovation output and has already achieved 90% of its KPI, confirming the project's ability to translate research activities into concrete, user-oriented tools.

Overall, the first 17 months of SCEWERO demonstrate high implementation capacity, strong partner coordination, and effective uptake of communication channels, providing a solid foundation for consolidating and scaling scientific, societal, and policy impacts in the remaining project period.

1. Introduction

Extreme Weather Events (EWEs) represent a growing challenge for Europe, with increasing impacts on health, infrastructure, ecosystems, and socio-economic stability. Romania is particularly exposed to heatwaves, droughts, and extreme temperature variability, highlighting the need for strengthened national research capacity, advanced analytical tools, and improved knowledge transfer between science, policy, and society.

The SCEWERO project addresses these challenges by enhancing Romania's capacity to analyse, predict, and respond to EWEs through a combination of scientific excellence, artificial intelligence approaches, targeted training, and structured stakeholder engagement. The project brings together academic institutions, research centres, and innovation partners to reinforce institutional capacity while embedding Romania more strongly within European research and innovation networks.

This deliverable summarises **the status of dissemination, exploitation, and communication activities after the first year of implementation**. It builds on the original dissemination strategy and provides an evidence-based assessment of progress using clearly defined KPIs. The focus is on measurable outputs, effectiveness of communication channels, and early signs of impact across different target groups, including researchers, students, policymakers, industry stakeholders, and citizens.

During the reporting period, SCEWERO deployed a multi-channel dissemination strategy that combined digital platforms (website, social media, and newsletters), scientific communication (publications, conferences, and repositories), training activities, and public engagement tools. The approach ensures that project outputs are not only scientifically robust but also accessible, reusable, and relevant for non-academic stakeholders.

Importantly, the first half of the project implementation period has been characterised by front-loaded implementation, allowing several KPIs to be reached or exceeded ahead of schedule. This reflects strong coordination among partners, effective internal governance, and alignment between technical progress and communication actions. The results achieved to date demonstrate that SCEWERO is on track to deliver sustained impact at national and European levels.

2. Objectives and Achievements

The SCEWERO dissemination, exploitation, and communication plan (PDEC) is structured around a target-group-oriented framework, ensuring that communication actions, capacity-building measures, and outreach activities are directly aligned with the project's strategic objectives. Table 1 summarises the planned activities and associated KPIs for each Target Group (TG), while achievement levels at M17 demonstrate the effectiveness of implementation during the first half of the project. Quantitative indicators are further consolidated and analysed in *Chapter 3* to avoid duplication.

TG1 – Technical and Administrative Staff at UBB

The objective for TG1 is to strengthen institutional and administrative capacity at the coordinating institution. All planned actions have been fully achieved (100%), including targeted in-person and online training activities involving 14 administrative and research management staff members,

as well as the establishment of one dedicated administrative working group at the Institute of Geography, a new research-dedicated structure in the Faculty of Geography. These results directly support the WIDERA objective of reinforcing research management and governance structures.

TG2 – Scientific Community

Engagement with the scientific community focuses on scientific dissemination, networking, and integration within European research ecosystems. At M17, activities related to peer-reviewed publications, thematic reporting, collaboration with at least one sister project, and organising an international conference are progressing as planned. The planned **international scientific event participation has already achieved 20%, and three others (60%) are planned** for 2026, while the remaining actions are aligned with later scientific milestones, reflecting the natural timing of research outputs rather than delays.

TG3 – Researchers and Professionals in Romania and Abroad

For TG3, the plan targets professional upskilling through structured **training and webinars**. All planned activities for this group have been fully completed (100%), with training delivered to at least 15 UBB researchers (17 researchers participating so far), supported by dedicated training materials. This achievement demonstrates early consolidation of research capacity and supports the project's long-term sustainability.

TG4 – Students at UBB and Abroad

Student-focused actions aim to strengthen education and early-career skills in extreme weather and AI-related topics, and to increase UBB's international visibility and scientific reputation. By M17, one out of three planned **summer schools** has been successfully organised, corresponding to a 33 % achievement rate, fully in line with the project schedule. Teaching activities delivered by trained researchers ensure coherence between staff capacity building and student education.

TG5 – Policymakers, Public Administration, and Stakeholders

Activities targeting policymakers and public authorities are designed to facilitate evidence-based decision-making. A dedicated **stakeholder workshop is scheduled** for M31–M33 and is currently in preparation. At M17, actions for this TG are classified as in progress, with no deviation from the planned timeline.

TG6 – Citizens

Citizen engagement represents a key strength of the first project year. Awareness-raising activities addressing extreme weather impacts, with a focus on heat and health, have progressed substantially. The beta version of the SCEWERO **mobile application**, released at M15, has already reached 90% of its KPI. **Educational outreach** in schools has been fully achieved through the program ***School Climate Ambassadors*** with 11 high schools, 16 teachers and 109 students engaged (100%), while **newsletter dissemination** (33%) and **social media–supported**

engagement activities are progressing according to plan. These results demonstrate effective public engagement and early societal uptake.

TG7 – eGovernment and Smart City Solution Providers

Engagement with digital innovation stakeholders is ongoing through presentations within the Transilvania IT Cluster and the Transilvania Digital Innovation Hub (eDIH). These actions are in progress and aligned with the project's exploitation and innovation objectives.

TG8 – Consortium Partners and European Commission

Internal coordination and reporting activities have been fully achieved (100%). All planned consortium meetings and project reports have been delivered, and the meeting with the Project Officer took place as scheduled (March 2026). This confirms effective governance, compliance with Grant Agreement requirements, and strong coordination among partners.

Overall, the achievements reported in Table 1 confirm that the majority of target-group-specific objectives have already been achieved or are progressing in line with the project timeline. The PDEC previous versions have proven effective in the first year and a half, providing a strong foundation for scaling dissemination, exploitation, and impact activities in subsequent reporting periods.

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

Target Group	*Activity*	*KPIs*	*M17 (%)*
TG1: **Technical & administrative staff at UBB**	In-person & online training	5 UBB admin & research management staff	100%
		1 admin working group at the Faculty of Geography	100%
TG2: **Scientific community**	Peer-reviewed publications	5 scientific papers	40%
	Participation in international conferences	5 conference participations	20%
	Connecting with other EWEs and/or European Green Deal-related projects	Connection with 1 sister project	100%
		1 report for temperature/weather conditions thresholds	In progress
		1 international conference organised (M36)	In progress
TG3: **Researchers and professionals in Romania and abroad**	Trainings/Webinars Training materials	15 UBB researchers	100 %
TG4: **Students at UBB and abroad**	Courses on EWEs and AI delivered by professors/ researchers trained	3 summer schools organised	33%

TG5: **Policymakers, public admin, & stakeholders**	Participation in the workshop	1 workshop (M31-33)	In progress
TG6: **Citizens**	Rising awareness campaign on extreme events impact, with a special focus on heat impact on health	1 Mobile application (beta version available in M15)	90%
	Newsletters	6 newsletters	33%
	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	1 workshop 1 webinar	In progress
	Preparing information programs	Social/technical activity in schools 3 training materials as PPTs for students and trainees for the *Green Week* program	50 %
TG 7: **eGovernment and Smart City solutions providers**	Presentation in meetings of the Transilvania IT Cluster & Transilvania Digital Innovation Hub (eDIH)	1 presentation	In progress
TG 8: **Consortium partners & EC PO**	Regular meetings of the GA and the WPLG	6 in-person/ online meetings	100%
	Meetings with PO	1 meeting (M18)	27 March 26
	Project reports	2 documents	100%

3. 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 track progress, evaluate effectiveness, and ensure alignment with the project's overall goals. Preliminary KPIs have been defined in Deliverable 8.2.

Table 2 provides a consolidated overview of the KPIs and their achievement levels at M17, enabling a quantitative assessment of progress in dissemination, communication, and capacity-building. The data show that several core KPIs have already been fully achieved (100%), including website visibility, social media reach, trainings, project documentation, and press releases, demonstrating strong early performance. In particular, digital outreach indicators significantly

exceeded their targets, confirming the effectiveness of the project's online communication strategy. Other KPIs, such as newsletters, summer schools, scientific publications, conferences, and collaborations, are progressing in line with the project timeline, with no delays identified to date.

Overall, the results in Table 2 underline a high level of implementation maturity after the first project year, providing a solid basis for achieving the remaining objectives in the second half of the project.

TABLE 2. SCEWERO KPIS DESCRIPTION AND THE KPIS PERCENTAGE AT M17

KPI	*Description*	*Numbers*	*M17 %*
Website analytics	500 site access annually	1400	100%
Social media	500 followers	Linkd: 352; Fbk: 241; Insta: 72 = Total 665	100%
Newsletter	≥ 6	2	33%
Webinar/Workshop	≥ 3 co-organized by SCEWERO	In progress	In progress
Trainings	≥ 5 sessions	3	60%
	≥15 attendees	17	100%
Summer schools	≥3	1	33%
	≥45 attendees	17	100%
Project documentation	≥2 pieces produced by the end of the project)	In progress	In progress
Press Releases	≥ 2 by the end of the project	In progress	In progress
Publications	≥5 peer-reviewed publications	2	40%
Scientific conferences	≥1 conference organised and ≥5 participations in other conferences)	In progress	In progress
Collaboration	with ≥1 similarly EU-funded project	1	100%

4. 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.

4.1. 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. The project website is available on www.scewero.eu (online from M3).

The 2025 acquisition data from *Google Analytics (*Figure 1) indicate that the project website attracted approximately **1.4K active users**, with new users representing the majority of traffic, demonstrating continued outreach beyond the established audience base. Direct traffic accounted for the largest share of sessions, suggesting strong brand recognition and effective dissemination through consortium networks and offline channels. Organic Search and Organic

Social channels contributed a substantial proportion of visits, reflecting the visibility of project outputs and communication materials within digital ecosystems. Referral traffic, while more limited, confirms engagement through partner organisations and external platforms, indicating opportunities for further strategic amplification.

The annual KPI for website access was set at 500 users, and this target was significantly exceeded during the reporting period (Table 2).

Overall, the traffic profile demonstrates solid organic reach with potential to strengthen cross-platform visibility and structured referral partnerships in future reporting periods.

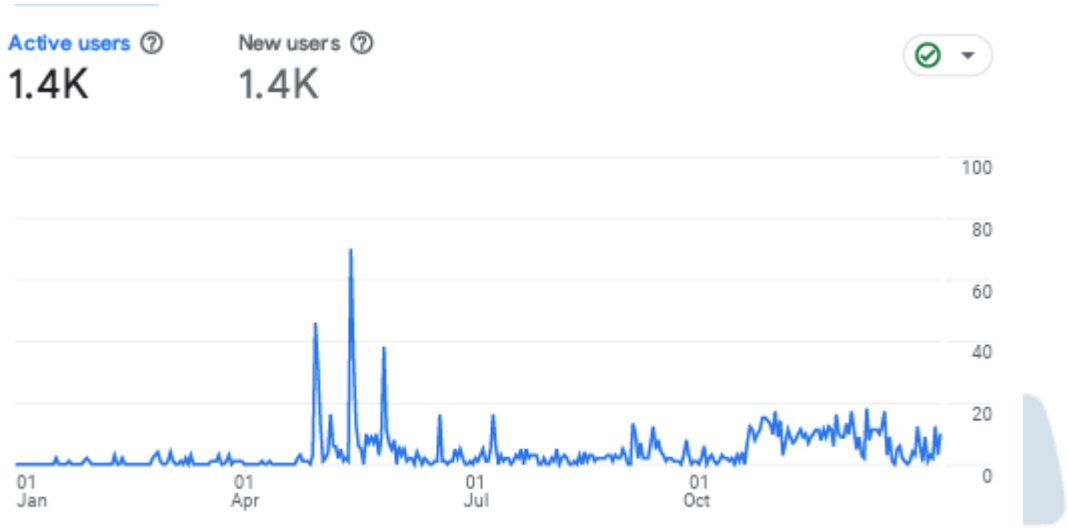

FIGURE 1. THE 2025 ACQUISITION DATA FROM GOOGLE ANALYTICS OF THE SCEWERO WEBSITE

The CO (UBB) and P2 (CMCC) communication team publish the content on the website. INDECO ensures the website's design and security.

4.2. Social Media Channels

SCEWERO utilises social media to engage with diverse audiences in real-time, sharing project updates, research findings, and event announcements.

During the reporting period, the project gained a total of 665 social media followers across its main platforms, exceeding the defined KPI of 500. The distribution of followers includes **352** on LinkedIn, **241** on Facebook, and **72** on Instagram, reflecting a diversified and multi-channel dissemination approach (Table 2).

LinkedIn remained the primary platform for engagement with professional and research-oriented audiences, while Facebook supported broader outreach to stakeholders. Instagram contributed to visual communication and visibility among wider public audiences, especially young generation.

Specifically, during the period February 2025 – February 2026, the project's **LinkedIn** communication activities generated **14,346 impressions**, demonstrating sustained visibility within relevant professional networks (Table 2). This level of exposure reflects consistent content dissemination and audience engagement aligned with the project's dissemination and exploitation strategy under the EU framework. Over the same period, the LinkedIn page reached **352** followers, indicating steady community growth among stakeholders, researchers, and

industry representatives. The increase in followers supports the establishment of a durable digital audience for ongoing knowledge transfer and results uptake. Overall, LinkedIn has proven to be an effective channel for amplifying project outputs and strengthening outreach to targeted professional communities.

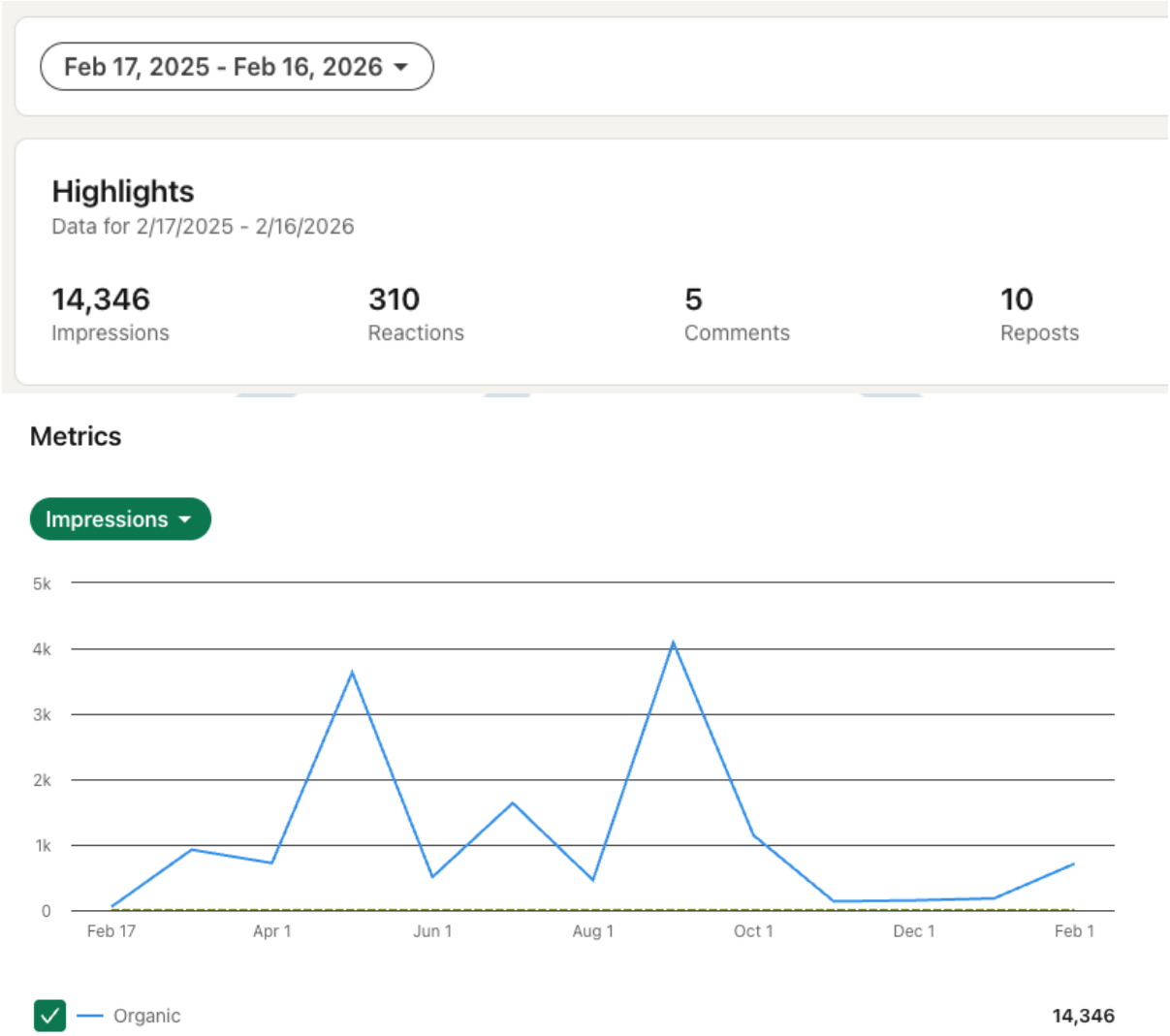

FIGURE 2. THE LINKEDIN IMPRESSION GENERATED IN 1-YEAR PROJECT (FEBRUARY 2025- FEBRUARY 2026).

By leveraging these platforms, SCEWERO fosters a dynamic and interactive communication environment. The CO and P1 will oversee the posts and keep records of the impact on the social media accounts. All other PPs suggest posts.

4.3. Newsletters

SCEWERO published 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 to encourage engagement with project activities. They are available on the project website (Figure 3).

FIGURE 3. THE DEDICATED SCEWERO NEWSLETTER AT M17.

4.4. Webinars/Workshops

SCEWERO will organise two workshops/webinars as part of its ongoing effort to raise awareness about climate change, EWEs, and their socio-economic impacts. The first workshop will target a broad audience, discussing the effects of EWEs across various sectors and the role of climate services in mitigating their impact. The second, a webinar, will focus on the ethical dilemmas of AI and its societal implications. The first event will be organised in person in Cluj-Napoca, as a joint event of the SCEWERO and Climateurope2 projects, whereas the second event 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.

4.5. Mobile App

A mobile application was developed to collect real-time perception of the Romanian population on heat comfort/stress in any location of the country, and will be fully available at M28. A beta version of this app is available on both Apple Store and Google Play (Figure 4). It has a sophisticated yet user-friendly interface in a mobile application format. The app will periodically prompt users via push notifications to detail their real-time perception of heat and overall weather conditions. A minimalist graphical form will ensure maximal user response while maintaining the accuracy of perception recording.

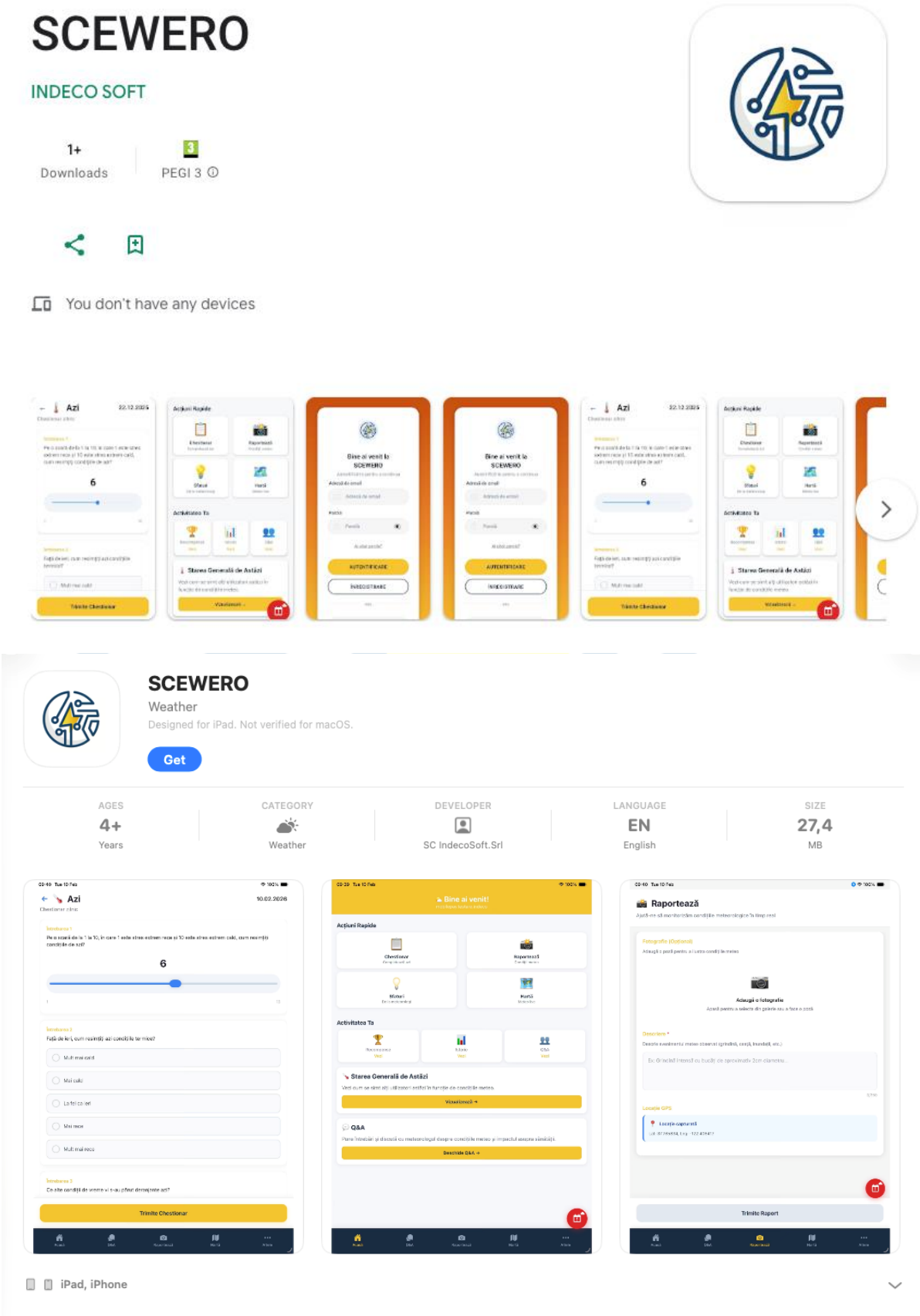

FIGURE 4. THE BETA VERSION OF THE MOBILE APP AVAILABLE ON THE APPLE STORE AND GOOGLE PLAY AT M16.

4.6. Scientific Publications

Scewero has 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. Scientific articles are planned for publication in open-access impact journals.

4.7. 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.

5. Conclusions

After its mid-implementation period, SCEWERO shows clear evidence of successful project execution and strong progress towards its strategic objectives. Dissemination, communication, and capacity-building activities have been implemented efficiently, with most quantitative KPIs already achieved or exceeded at M17.

The project has established a solid communication infrastructure, with a high-performing website, active social media presence, and structured newsletter dissemination. These channels have proven effective in reaching diverse audiences and supporting visibility well beyond the core consortium. The early and successful release of the mobile application beta version further illustrates the project's ability to deliver tangible, user-focused outputs within the planned timeframe.

Training and institutional strengthening actions have been fully implemented for key internal target groups, directly contributing to the project's objectives of widening participation and achieving excellence. At the same time, scientific dissemination activities are progressing steadily and are well aligned with upcoming milestones, ensuring that scientific outputs will mature in parallel with policy and societal engagement actions.

Overall, the first half of the implementation period confirms that SCEWERO is well-positioned to deliver long-term impact, combining scientific advancement, digital innovation, and stakeholder engagement. The strong performance observed in the initial phase provides confidence that the project will not only meet its contractual obligations but also generate durable benefits for Romania's research ecosystem and for European efforts to address extreme weather risks.