



## Title: Newsletter #1, #2 and #3

Deliverable 8.8 Newsletter #1, #2 and #3

WP: Impact maximization, Exploitation, Communication, Dissemination, Outreach, Replication

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## TABLE OF CONTENTS

EXECUTIVE SUMMARY .....	4
1.0 INTRODUCTION .....	5
2.0 NEWSLETTER USE .....	5
2.1 Objectives .....	5
2.2 Target audience .....	5
3.0 NEWSLETTER STRUCTURE .....	6
3.1 Newsletter template .....	7
4.0 EVALUATION & MONITORING PROCESS .....	8
4.1 Subscribers' Statistics .....	8
4.2 ARSINOE 1 <sup>st</sup> Newsletter Campaign Performance .....	8
4.3 REGILIENCE 2 <sup>nd</sup> Newsletter Campaign Performance .....	10
4.4 ARSINOE 3 <sup>rd</sup> Newsletter Campaign Performance .....	11
4.5 Newsletters' Monitoring Process .....	12
ANNEX: 1 <sup>ST</sup> ARSINOE NEWSLETTER .....	14
2 <sup>ND</sup> REGILIENCE NEWSLETTER .....	16
3 <sup>RD</sup> ARSINOE NEWSLETTER .....	18

## EXECUTIVE SUMMARY

The deliverable 8.8 “ARSINOE Newsletters #1, #2 and #3” has been developed in the context of the ARSINOE Work Package 8 ‘Impact maximization, Exploitation, Communication, Dissemination, Outreach, Replication’ whose objectives are to maximise the impact of the project by raising awareness, communicating around the project activities and disseminating results.

The purpose of this document is to present an overview of all the main information concerning the project’s newsletter, as a powerful tool to successfully disseminate the project’s developments and reach out to the targeted stakeholder groups. In particular, the deliverable outlines information about the newsletter’s use, presenting the key objectives of this action and the targeted audiences, the structure of the newsletter, and frequency, as well as the evaluation and monitoring process that is followed to track the newsletters’ performance.

The ARSINOE newsletters are distributed on a bi-annual basis, covering the most important ARSINOE developments, events, outcomes and other relevant information. All the content in the newsletter is published in English. Each newsletter is disseminated through the MailChimp platform and then is uploaded on the project website and shared on the project’s social media, as well.

The first newsletter of the project was released in September 2022. The second joint newsletter with other three EU-funded projects REGILIENCE, IMPETUS and TransformAr was released in November 2022. The third ARSINOE newsletter was released in March 2023. Three more newsletters are expected to be published by the end of the project and included in the deliverable D8.14: Newsletter #4, #5 and #6 which will be out at the end of the project (M48). All the newsletters of the project are currently accessible through the website and are also featured in the annex section of this document.

## 1.0 INTRODUCTION

Building smart communication channels and tools that effectively raise awareness on the ARSINOE technologies and benefits, and foster interaction with the target audiences is key to the successful development and impact creation of the ARSINOE project.

Newsletters are considered one of the most direct communication means for the project's outreach and the bi-annual ARSINOE newsletters are a tool selected for ensuring the effective dissemination of the project's continuous developments and advancements.

In this context, this document aims to present an overview of all the main information concerning the newsletter's use, structure, frequency and evaluation. Specifically, the second chapter presents the objectives and the importance of the newsletter regarding outreach to all the key stakeholder groups. The third chapter focuses on the structure of the ARSINOE newsletters, and the fourth chapter highlights the frequency intended for the newsletters' release. The last chapter is dedicated to the evaluation and monitoring process of the newsletters.

This deliverable also includes the three released ARSINOE newsletters. The upcoming newsletters of the ARSINOE project will be featured in the D8.14 deliverable "Newsletters #4, #5 and #6" that will be out by the project's end.

## 2.0 NEWSLETTER USE

In today's online media landscape, there are several options to engage with a project's audience, from social media posts and website articles to marketing campaigns and newsletters. Despite the wide range of options, though, email newsletters remain a necessary and powerful tool to increase a project's visibility and ensure its successful dissemination to the target community.

An email newsletter dedicated to the ARSINOE project enables an increased understanding and knowledge of the project, its technologies, case studies, and its long-term benefits. Through the newsletter, the ARSINOE audience gets a broader and clearer picture of what the project is about and how they could become engaged with its future developments.

### 2.1 Objectives

In this context, the ARSINOE newsletters are considered an important tool for:

- Demonstrating the ARSINOE knowledge, expertise and benefits.
- Keeping our audience updated with relevant and informative content.
- Attracting our audience to engage with the project via the opportunities published in the newsletter.

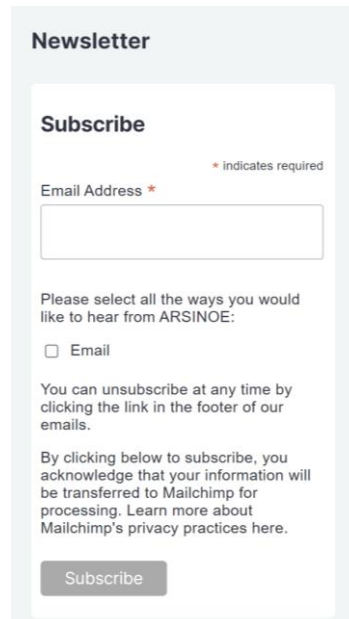
### 2.2 Target audience

The ARSINOE project has a diverse list of targeted stakeholder groups, including, amongst others: local authorities, regional governments, EU policy makers, academic/scientists/researchers, NGOs, business and industry representatives, media and the general public.

A dedicated email newsletter is the best tool to reach all the different stakeholder groups simultaneously and to capture their attention and widen their scope on what they can learn from the project and how they can benefit from it. The newsletter content aims to respond to the interests and needs of the ARSINOE audience and the diversity of their profiles.

At the same time, including the newsletter's subscription information on the website, as featured below, allows any website visitor interested in receiving ARSINOE news to automatically subscribe to the

newsletter’s email list. This helps grow the ARSINOE email recipients list and the size of the community following the project’s updates.



**Figure 2.1** Screenshots from the newsletter subscription form on the ARSINOE website

In parallel, a number of tactics will be implemented to increase the number of newsletter subscribers and open rates:

1. The newsletter is cross-promoted with other newsletter creators who have audiences relevant to ARSINOE.
2. The newsletter link is shared with the whole consortium via email to ensure everyone is aware of the newsletter and acts as ARSINOE ambassadors by reading it and re-sharing the newsletter through their networks.
3. Social media followers will be invited to subscribe via a post or tweet, asking them to invite friends and followers to join the ARSINOE newsletter.

## 3.0 NEWSLETTER STRUCTURE

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

- The first section focuses on the most important past activities and highlights of project.
- The second section points out the most recent/current project activities.
- The third section of the limelight shows the occasions where ARSINOE was presented.
- The fourth section is dedicated to the additional project’s developments and latest videos published on YouTube
- At the end of the newsletter, an agenda of ARSINOE related events is featured.

While the intention is to follow the same structure for every newsletter edition, the structure above will always be adjusted to the specific news agenda of each edition. Thus, the newsletters may have slightly different formats to adequately represent project news and respond to our readers’ needs.

## 3.1 Newsletter template

To incorporate all the planned news items and features for the first edition of the ARSINOE newsletter, a newsletter template has been created on MailChimp, combining several different elements as presented below: an opening section, space for various news items, and videos. The template will be updated and enriched with more sections and items according to the news agenda of each newsletter.

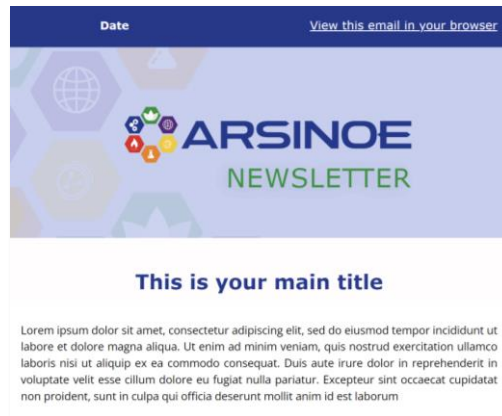


Figure 3.1 Opening section of ARSINOE newsletter template



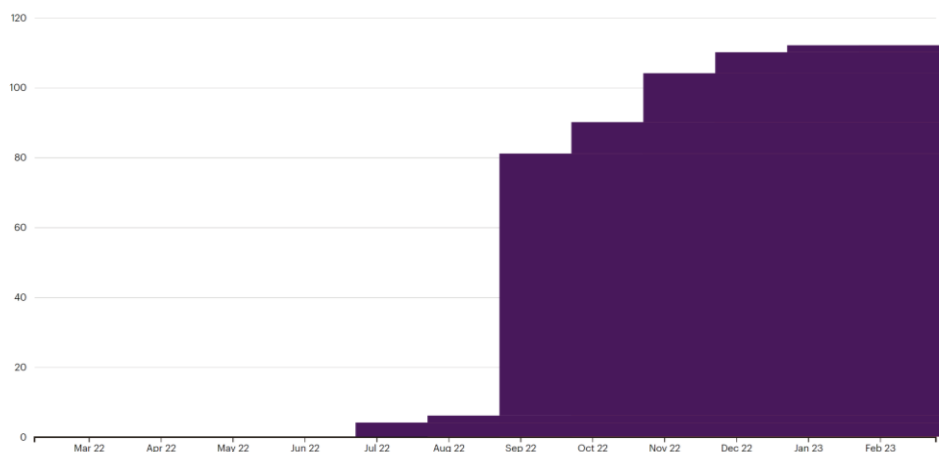
Figure 3.2 Main and final section of ARSINOE newsletter template

## 4.0 EVALUATION & MONITORING PROCESS

Distributing the newsletter through the MailChimp platform provides us with several options for monitoring and evaluating the newsletter’s performance.





### 4.1 Subscribers’ Statistics

The first newsletter of the project was released in September 2022 to a number of 63 Mailchimp subscribers, whereas now six months later, the subscribers list counts 296 contacts. The increase of the subscribers over the previous months is depicted in the graph below.



### Subscribers’ Locations


When it comes to our subscribers nationalities, MailChimp offers us some information on the top four countries that are subscribers are coming from with Greece, Spain, the United Kingdom and Belgium being among the top locations.

Top locations	
Other	14.5%
 Greece	11.9%
 Spain	6.7%
 United Kingdom	4.8%
 Belgium	3.7%

### 4.2 ARSINOE 1<sup>st</sup> Newsletter Campaign Performance

The first ARSINOE newsletter was released on the 23<sup>rd</sup> of September 2022 to a total number of 64 subscribers. The campaign was delivered to 63 contacts, as the email bounced for 1 contact according to the detailed MailChimp report. The open rate of the campaign was 36.5% which means that it received 35 total opens, while the click rate was 7.9%, meaning that it had 13 total clicks. All this information is presented in the screenshots taken from the detailed report.




**ARSINOE newsletter (copy 14)**
Sent **36.5%**

Regular · ARSINOE Classic Builder Opens **7.9%**

Sent Fri, September 23rd, 2022 3:22

PM to 64 recipients by you

Successful deliveries	<b>63</b> 98.4%
Total opens	<b>35</b>
Last opened	20/10/22 21:32
Forwarded	<b>0</b>

Clicks per unique opens	<b>21.7%</b>
Total clicks	<b>13</b>
Last clicked	20/10/22 21:35
Abuse reports	<b>0</b>

The newsletter consisted of twelve news items:

- An introduction to the newsletter
- An article on the project itself
- A case studies article
- Two pieces on the ARSINOE Workshops
- An article on the ARSINOE Youth Assembly
- A piece on the ARSINOE new collaboration
- A news about the ARSINOE seminar
- Three pieces about ARSINOE participation at conferences and events
- A Banner inviting people to register to the ARSINOE YouTube channel
- The latest video published on ARSINOE YouTube channel
- Events calendar

Based on the click report and summary available on MailChimp, the piece about the project’s case studies was by far the most clicked link with 53.8% total clicks and 42.9% unique. The 2nd most clicked pieces were the logo of the project which directed people to the official project’s website and the third most clicked link was the news about the 1<sup>st</sup> ARSINOE Youth Assembly, followed by the workshop in Tours.

URL	Total clicks	Unique clicks
<a href="https://arsinoe-project.eu/case-studies/">https://arsinoe-project.eu/case-studies/</a>	7 (53.8%)	3 (42.9%)
<a href="https://arsinoe-project.eu/the-project/">https://arsinoe-project.eu/the-project/</a>	3 (23.1%)	1 (14.3%)
<a href="https://arsinoe-project.eu/formulating-a-green-deal-for-athens/">https://arsinoe-project.eu/formulating-a-green-deal-for-athens/</a>	2 (15.4%)	2 (28.6%)
<a href="https://arsinoe-project.eu/arsinoe-training-workshop-in-tours-on-22-23-march-2022/">https://arsinoe-project.eu/arsinoe-training-workshop-in-tours-on-22-23-march-2022/</a>	1 (7.7%)	1 (14.3%)
<a href="https://arsinoe-project.eu/">https://arsinoe-project.eu/</a>	0 (0.0%)	0 (0.0%)
<a href="https://www.youtube.com/watch?v=olBfbG15QvY&amp;t=54s">https://www.youtube.com/watch?v=olBfbG15QvY&amp;t=54s</a>	0 (0.0%)	0 (0.0%)
<a href="https://www.youtube.com/channel/UCiJ-wgKBIQRF8V6MMyeTiiCQ">https://www.youtube.com/channel/UCiJ-wgKBIQRF8V6MMyeTiiCQ</a>	0 (0.0%)	0 (0.0%)

The top locations that opened this campaign are: USA, Greece, United Kingdom, Belgium and Germany as the report below demonstrates.




95 Opened	41 Clicked	6 Bounced	0 Unsubscribed
Successful deliveries	185 96.9%	Clicks per unique opens	43.2%
Total opens	300	Total clicks	146
Last opened	3/28/23 5:19AM	Last clicked	3/6/23 9:32AM
Forwarded	0	Abuse reports	0

The full newsletter is featured in the annex of this deliverable.

## 4.4 ARSINOE 3<sup>rd</sup> Newsletter Campaign Performance

The third ARSINOE newsletter was released on the 14<sup>th</sup> of March 2023 to a total number of 274 subscribers. The campaign was delivered to 258 contacts, as the email bounced for 16. The open rate of the campaign was 43.4% which means that it received 195 total opens, while the 12.4% click rate was resulting in that it had 110 total clicks. All this information is presented in the screenshots below.



**ARSINOE second newsletter**  
(copy 06)  
Regular · ARSINOE

Sent Wed, March 15th 12:28 PM to  
274 recipients by you

Sent **43.4%** Opens  
Classic Builder

**12.4%** Clicks

Successful deliveries	258 94.2%
Total opens	195
Last opened	21/3/23 22:12
Forwarded	0

Clicks per unique opens	28.6%
Total clicks	110
Last clicked	17/3/23 13:11
Abuse reports	0

The third newsletter consisted of seventeen total news items:






- An introduction to the newsletter
- An article on the project participation to the EU Community of Practise event
- The ARSINOE General Assembly
- Two articles on the ARSINOE 2<sup>nd</sup> seminar and Living Lab event
- A piece about the project presentation at the University of Morocco
- A news about the ARSINOE case study
- A section dedicated to six events where ARSINOE project was presented
- A news about the new interactive map
- A piece about the 1<sup>st</sup> ARSINOE policy brief
- Two ARSINOE videos published on the YouTube channel

- A Banner inviting people to register to the ARSINOE YouTube channel
- Events calendar

The click report and summary shown the article about the project’s Living Lab event to be the most clicked link with 22.7% total clicks and 15.3% unique. The 2nd most clicked piece was the project participation to the EU Community of Practise event and the third most clicked link was the news about the interactive map, followed by the ARSINOE General Assembly.

URL	Total clicks	Unique clicks
<a href="https://arsinoe-project.eu/torbay-and-south-devon-case-study-a-look-back-at-their-first-livi...">https://arsinoe-project.eu/torbay-and-south-devon-case-study-a-look-back-at-their-first-livi...</a>	25 (22.7%)	13 (15.3%)
<a href="https://arsinoe-project.eu/european-community-of-practice-launch-provides-climate-adap...">https://arsinoe-project.eu/european-community-of-practice-launch-provides-climate-adap...</a>	18 (16.4%)	11 (12.9%)
<a href="https://arsinoe-project.eu/new-interactive-map-to-discover-arsinoe-regions/">https://arsinoe-project.eu/new-interactive-map-to-discover-arsinoe-regions/</a>	7 (6.4%)	4 (4.7%)
<a href="https://arsinoe-project.eu/arsinoe-general-assembly-in-tenerife-2/">https://arsinoe-project.eu/arsinoe-general-assembly-in-tenerife-2/</a>	7 (6.4%)	5 (5.9%)
<a href="https://arsinoe-project.eu/mission-on-adaptation-to-climate-change-webinar/">https://arsinoe-project.eu/mission-on-adaptation-to-climate-change-webinar/</a>	6 (5.5%)	3 (3.5%)
<a href="https://www.youtube.com/watch?v=10KV5hexT-I">https://www.youtube.com/watch?v=10KV5hexT-I</a>	5 (4.5%)	3 (3.5%)
<a href="https://arsinoe-project.eu/securstorage/2023/01/ARSINOE-Policy-brief.pdf">https://arsinoe-project.eu/securstorage/2023/01/ARSINOE-Policy-brief.pdf</a>	5 (4.5%)	4 (4.7%)

When it comes to the top locations that opened this campaign are: USA, Greece, United Kingdom, Turkey and Netherlands as the screenshot below demonstrates.

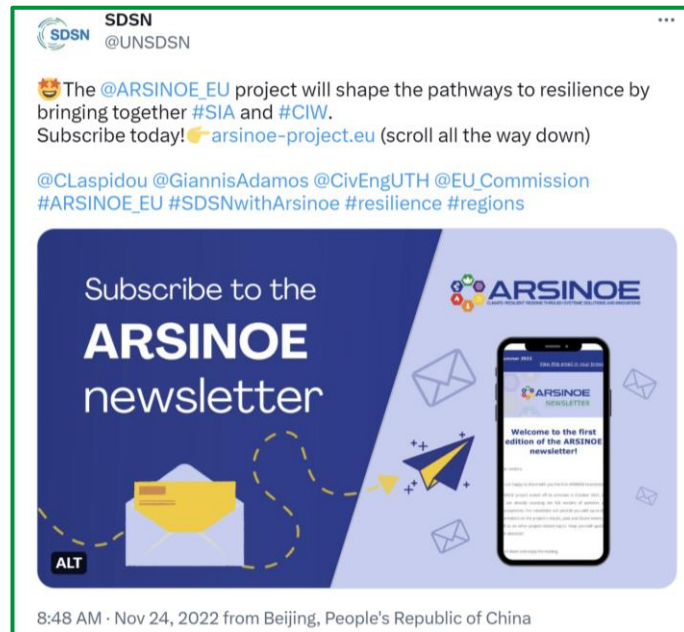
Top locations by opens		
 USA	80	51.9%
 Greece	21	13.6%
 United Kingdom	18	11.7%
 Turkey	10	6.5%
 Netherlands	5	3.2%

## 4.5 Newsletters’ Monitoring Process

As presented in the previous sections, besides the compilation of an interesting newsletter and its timely release, the monitoring process of the campaign’s performance plays an equally important role since the results of this process can guide the production of relevant news content and adjust our future content types of the next newsletters’ editions.

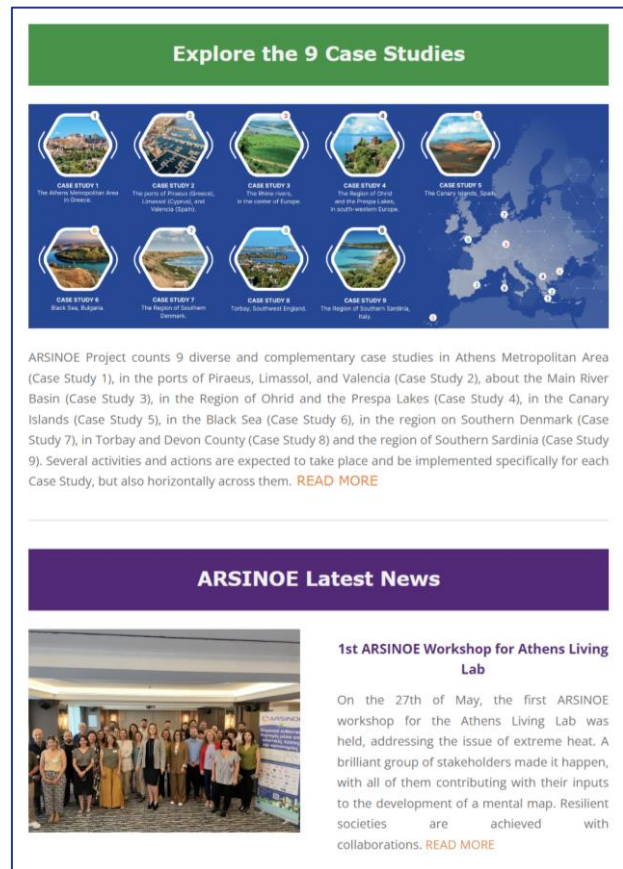
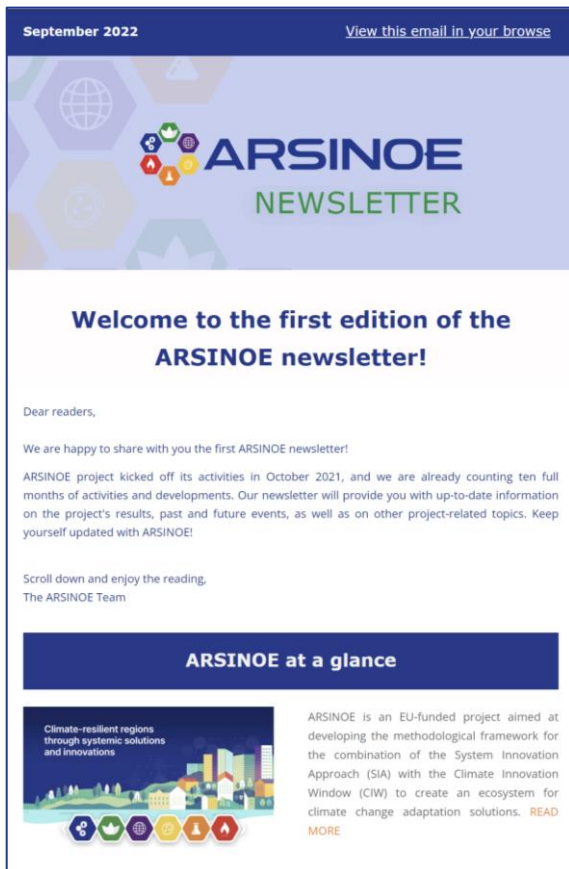
The monitoring report from the first ARSINOE campaign indicates that subscribers demonstrated more interest in the ARSINOE case studies and the project itself, by clicking on the official logo. This is an important fact to be taken into consideration for the next newsletters.

At the same time, based on the section 4.1, it is demonstrated that the list of subscribers keeps growing over the months and this is also the result of the promotion of the subscription process through social media, as demonstrated by the screenshots below.




Detailed analysis and monitoring will be taking place every time after a newsletter’s release so that the ARSINOE newsletters remain always relevant and well-adjusted to our audiences’ needs and interests with fresh and appealing content.

## ANNEX: 1<sup>st</sup> ARSINOE NEWSLETTER




**ARSINOE Training Workshop in Tours**

ARSINOE project successfully concluded its Training Workshop in Tours on 22-23 March 2022. The workshop revolved around WP2's main topics and the targets of the Case Studies with a particular focus on the Living Labs. The leader of the WP2, Isabelle La Jeunesse from the University of Tours, France, hosted all participants, while the leaders of the 9 Case Studies had the opportunity to learn how to cooperate and explore the implementation of the living labs. [READ MORE](#)




**Formulating a Green Deal for Athens**

Organized by ELIAMEP, the 1<sup>st</sup> ARSINOE Youth Assembly on Climate Change was digitally held on the 5<sup>th</sup> and 6<sup>th</sup> of May 2022. With the participation of University Students, the Assembly gave them the floor to actively debate and suggest realistic policies for climate change mitigation and adaptation. [READ MORE](#)




**New ARSINOE Collaboration**

A collaborative partnership has been established between the ARSINOE project and Neo4j within the framework of the Graphs4Good program. ARSINOE will contribute to the Graphs4Good program with an open-access release of SustainGraph which is the Knowledge Graph under development within the project. [READ MORE](#)



**Need for climate resilience is evident**




**1st ARSINOE Seminar successfully held**

This first ARSINOE clustering seminar about the "impact of Grey-Green infrastructures on climate change" was held successfully on Wednesday, the 6<sup>th</sup> of July. The seminar was chaired by the Water Europe Green-Grey Infrastructures Vision Leadership Team. [READ MORE](#)

**ARSINOE in the Limelight**


**ARSINOE Project at CEMEPE 2022 Conference**

ARSINOE was successfully presented at the CEMEPE 2022 conference, held in Mykonos from the 3<sup>rd</sup> to the 9<sup>th</sup> of June. The project's coordinator Chrysi Laspidou introduced her keynote speech at the conference's opening. On Monday the 6<sup>th</sup> of June, the workshop "Transformational pathways for regional resilience took place. [READ MORE](#)




**ARSINOE Project at Dubai Expo 2020**

Professor Dr Phoebe Koundouri, Prof. Chrysi Laspidou and Prof. Yannis Ioannidis as part of the Greek enterprise delegation visiting the UAE and DubaiExpo2020 had the opportunity to present the ARSINOE project during DubaiExpo2020, promoting entrepreneurship and sustainability through innovation. [READ MORE](#)

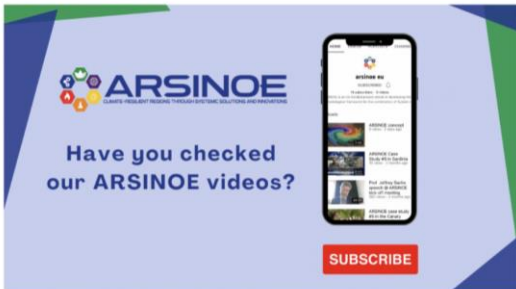


**ARSINOE Project at the high-Level event on Civic Engagement in European Missions in Paris**

ARSINOE project was present at the high-level event on Civic Engagement in EU Missions, organised by the French presidency on the 21<sup>st</sup> of March, in Paris. ARSINOE was briefly introduced with three other EU Green Deal projects during the session "Stakeholder and citizen engagement in TransformAr and other EU Green Deal projects". [READ MORE](#)




**More News & Developments**



Have you checked our ARSINOE videos?

[SUBSCRIBE](#)

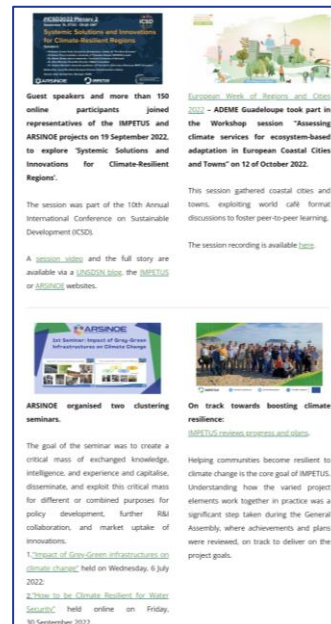
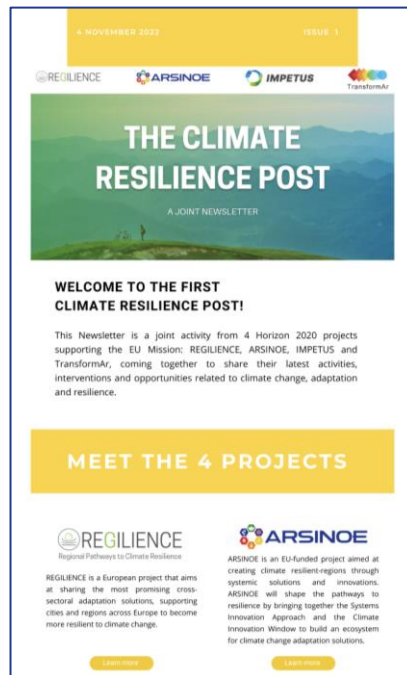
**Watch our latest video**



**Upcoming Events**

- 19-22 September 2022**  
European Water Technology Week
- 30 September 2022**  
ARSINOE 2nd Seminar: How to be Climate Resilient for Water Security
- 4-6 October 2022**  
1st ARSINOE Annual Meeting, Tenerife
- 18-19 October 2022**  
Water Knowledge Europe 2022
- 06-10 November 2022**  
17th International Conference on Wetland Systems for Water Pollution Control
- 29 November - 2 December**  
IWA Digital Water Summit 2022

## 2<sup>nd</sup> REGILIENCE NEWSLETTER







**The REGILIENCE team travelled to the beautiful city of Athens for the European Urban Resilience Forum 2022.**

In 2022 the country was severely hit by the effects of climate change. This is why the Athens Resilience Strategy 2030 is so important - to prepare and protect the most vulnerable ones from future devastations.

Read full article [here](#).



**REGILIENCE took part in the European Research and Innovation Days 2022**

Guido Schmidt, REGILIENCE Technical Coordinator took part in a session on "Mission Adaptation to Climate Change: success factors" and Announcement of the second batch of Mission Charter signatories.

Watch session recap [here](#).

## CASES FROM OUR REGIONS




The TransformAr "Adaptive Transformation Playbook" offers an overview of the essential tools regions and communities might need to design local adaptation pathways, guide resilience planners on how to discover opportunities with local stakeholders, and offer methods to evaluate progress. It will be released and available on [TransformAr's knowledge center](#) early next year.




**REGILIENCE has created a map with the list of the Signatories of the Mission Charter and the Associated Countries,** and the partner regions in ARSINOE, Impetus and TransformAr.


## INTERVIEWS



[Being "creative" about collaboration for climate resilience](#) - Opinion article by Jen Heemann




[Resilient Cities and Regions ahead of COP27: What should they expect from COP27 and what should be done to emphasize on adaptation and resilience action?](#) - Opinion article by Vasileios Latinos



**Interview with Marie-Edith for ADEME Guadeloupe**


Watch interview [here](#)




[Giving Digital Twins the IMPETUS to become regional](#)

In the water industry, "Digital Twins" usually describes virtual replicas of physical assets. But 'digital twinning' of an entire region, connecting ground and satellite sensors with regional models could help with long-term water decision making, says Prof. Christos Makropoulos.

## GOOD NEWS!



**TransformAr, IMPETUS, REGILIENCE and ARSINOE are contributing to the IPCC Working Group II on impacts, adaptation and vulnerability!** [EU research contribution to IPCC working group II on impacts, adaptation and vulnerability: providing solutions enabling resilient development](#)



Even embedded in conflict, **Ukraine is showing the path towards transformation** with a ["A Green New Deal is taking shape—in Ukraine"](#).

## UPCOMING EVENTS

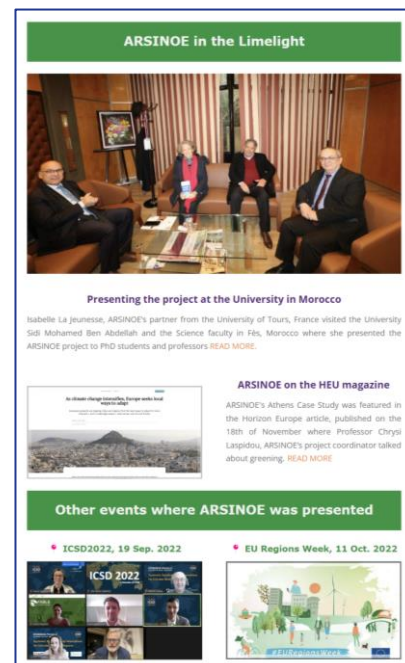
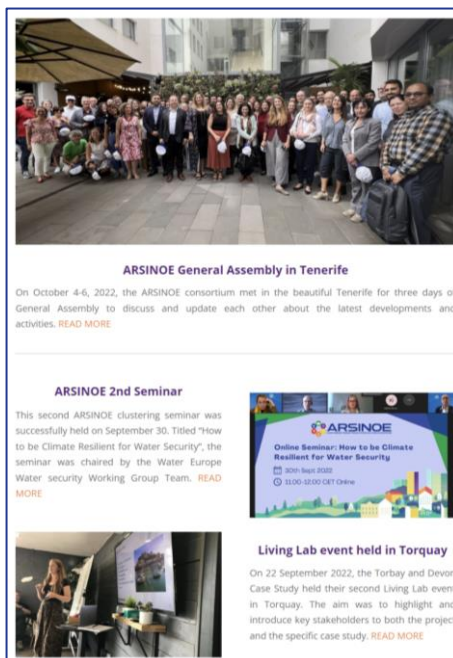
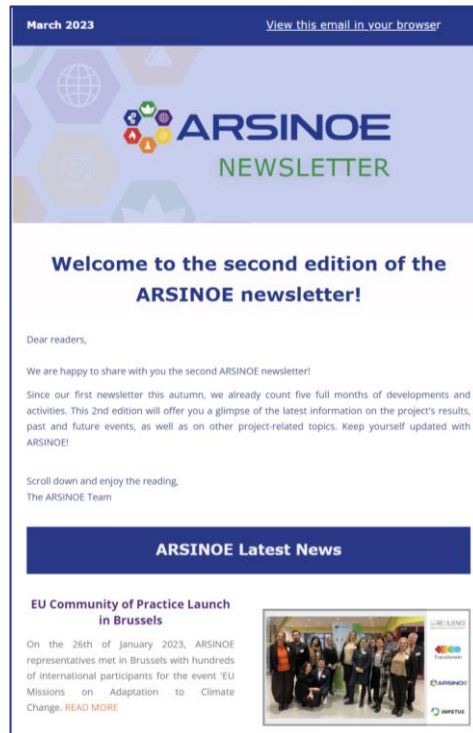
- 10 November 2022 - **Workshop of exchanges of good practices and solutions on resilient agriculture practices for climate change adaptation in the Caribbean Basin**, organised by Programme of exchanges in the EU Outermost Regions.
- [The 15th annual International Conference of Education, Research and Innovation \(ICERI 2022\)](#), held in Seville, Spain on the 7-9 November 2022.

More TransformAr news and events can be found on their website - [News and Events](#)

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- 6-18 November 2022 - [UN Climate Change Conference](#) in Sharm el-Sheikh, Egypt.
- 29 November 2022 - first edition of the [IWA Digital Water Summit](#).

## 3<sup>rd</sup> ARSINOE NEWSLETTER



**Nexus Seminar N.62, 17 Oct. 2022**



**LIFE Innovative Climate Action, 09 Nov. 2022**



**Mission on Adaptation to Climate Change, 24 Oct. 2022**



**ECOMONDO, 8-11 Nov. 2022**



**More News & Developments**

CLIMATE ADAPTATION SOLUTIONS

A MAP TO GET TO KNOW THE COMMUNITIES AND REGIONS COVERED BY OUR PROJECTS!



Explore the new interactive map

ARSINOE project has been featured in the new interactive map, developed to showcase the Case Studies regions covered by ARSINOE. Start discovering the map. [LEARN MORE](#)

**ARSINOE 1st Policy Brief**

ARSINOE has released its first policy brief to raise awareness about the nine Case Studies of the project to the relevant stakeholders and their potential benefits for mitigating climate change. [LEARN MORE](#)




**The first ARSINOE policy brief IS OUT!**

**Watch our latest videos**



ARSINOE Case Study #1 presented by Prof.Chrysi Laspidou,  
University of Thessaly

**The Climate Innovation Window**  
by Laia Palau,  
BRIGAD Connect



[CLICK HERE TO WATCH MORE](#)

[SUBSCRIBE](#) to ARSINOE YouTube channel

Upcoming Events

- 14-15 March 2023  
Water Market Europe 2023
- 22-24 March 2023  
UN-Water Conference
- 23-28 April 2023  
EGU2023
- 8-10 May 2023  
Global Water Summit
- 20-22 June 2023  
Water Innovation Europe 2023
- 20-24 August 2023  
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Systems Innovation Approach (SIA) addresses the growing complexity, interdependencies and interconnectedness of modern societies and economies, focusing on the functions of the cross-sectoral system as a whole and on the variety of actors. The Climate Innovation Window (CIW) is the EU reference innovations marketplace for climate adaptation technologies. ARSINOE shapes the pathways to resilience by bringing together SIA and CIW, to build an ecosystem for climate change adaptation solutions. Within the ARSINOE ecosystem, pathways to solutions are co-created and co-designed by stakeholders, who can then select either existing CIW technologies, or technologies by new providers (or a combination) to form an innovation package. This package may be designed for implementation to a specific region, but its building blocks are transferable and re-usable; they can be re-adapted and updated. In this way, the user (region) gets an innovation package consisting of validated technologies (expanding the market for CIW); new technologies implemented in the specific local innovation package get the opportunity to be validated and become CIW members, while the society (citizens, stakeholders) benefits as a whole. ARSINOE applies a three-tier, approach: (a) using SIA it integrates multi-faceted technological, digital, business, governance and environmental aspects with social innovation for the development of adaptation pathways to climate change for specific regions; (b) it links with CIW to form innovation packages by matching innovators with end-users/regions; (c) it fosters the ecosystem sustainability and growth with cross-fertilization and replication across regions and scales, at European level and beyond, using specific business models, exploitation and outreach actions. The ARSINOE approach is show-cased in nine widely varied demonstrators, as a proof-of-concept with regards to its applicability, replicability, potential and efficacy.



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