



Relaunch of the Climate Innovation Window

Deliverable 5.2

WP5: Portfolio of innovations and support schemes

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This project has received funding from the European Union's Horizon H2020 innovation action programme under grant agreement 101037424.

Deliverable Number and Name	D5.2 – Relaunch of the Climate Innovation Window
Work Package	WP5 – Portfolio of innovations and support schemes
Dissemination Level	Public
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Date Due	30/09/2024
Date Submitted	30/09/2024
File Name	D5.2: Relaunch of the CIW
Status	Public
Reviewed by (if applicable)	Svetlana Klessova (GAC), Lisa Pourcher (GAC)
Suggested citation	NA

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This document has been prepared in the framework of the European project ARSINOE. This project has received funding from the European Union’s Horizon 2020 innovation action programme under grant agreement no. 101037424.

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EXECUTIVE SUMMARY

The ARSINOE project is dedicated to creating a comprehensive ecosystem for climate change adaptation, aligned with the objectives of the European Green Deal (EGD). A key pillar of this initiative is the Climate Innovation Window (CIW), an online platform that serves as a dynamic marketplace for climate adaptation innovations. The CIW connects innovators and stakeholders, facilitating the selection, validation, and expansion of innovative technologies across Europe. By fostering collaboration among innovators, the platform enables co-creation of tailored climate solutions that meet diverse climate needs.

The relaunch of the CIW is designed to improve its functionality, expand its user base, and better meet the evolving needs of innovators and stakeholders. Key upgrades include enhanced technology selection tools, expanded market reach, and improved features. Additionally, the platform now incorporates new capabilities such as GDPR compliance, user-focused design, and more efficient communication tools.

By addressing previous challenges such as usability issues and the need for better commercialization support, the CIW relaunch significantly enhances the platform's value proposition.

Furthermore, Deliverable D5.2 presents a detailed overview of the new business model developed under WP8, which supports the CIW's long-term sustainability and growth. This model ensures that the platform continues to serve a diverse user base by offering flexible access to premium features, consultancy services, and strategic partnerships, further embedding the CIW within Europe's climate adaptation landscape.

1.0 Goals and Challenges

1.1 Introduction

CIW is an online platform that acts as a marketplace and matching tool for innovative climate adaptation solutions. It enables stakeholders, including regions, innovators, and technology providers, to select or showcase existing or new climate technologies.

Within ARSINOE, the CIW serves several critical functions:

Technology selection for innovation packages: CIW offers validated technologies that can be integrated into custom innovation packages tailored to the needs of specific regions. These packages consist of existing technologies listed on the CIW platform or new technologies provided by local or global innovators. CIW allows stakeholders to mix and match technologies based on local requirements, expanding the market for innovations while ensuring flexibility and transferability of solutions.

Validation and market expansion: the platform helps validate new technologies that have been implemented in specific regions, allowing them to be added to the CIW for future use by other regions. This enhances the credibility of these innovations and facilitates broader market adoption.

Collaboration and co-creation: CIW fosters co-creation by connecting stakeholders and enabling them to collaboratively design climate adaptation strategies. This includes matching end-users (e.g., regional governments, municipalities) with solution providers to ensure that technologies are appropriately tailored and deployed for maximum impact. While CIW itself does not provide matchmaking, this will be facilitated through the newly established ARSINOE e-Community of Practice (e-CoP) on Climate Change and Sustainability. The e-CoP hosts ARSINOE's Case Study Living Labs stakeholders, project partners, as well as practitioners from other Mission Projects and EU-funded initiatives such as NATALIE, ENFORCE, and NEXUS projects. CIW serves as a key embedded platform within this framework, providing access to a wide range of innovations.

Sustainability and cross-scale replication: CIW contributes to the sustainability and replication of ARSINOE's outcomes by ensuring that technologies and innovations can be scaled across different regions in Europe. This supports the long-term goal of ecosystem growth and knowledge transfer, encouraging the uptake of successful innovations at a European level and beyond.

WP5, which focuses on developing a portfolio of innovations and support schemes, positions CIW as a pivotal platform to support the following objectives:

- CIW facilitated ARSINOE Case studies in developing their innovation pathways for climate adaptation solutions, allowing regions to select from a diverse pool of technologies.
- Developing assessment methodologies and selection criteria for innovation solutions hosted on CIW.
- Enabling a demand-driven selection process through the search system, that end-users can choose technologies from CIW that are best suited for their specific needs.
- Supporting market replication, CIW technologies tested in various regions, with successful innovations being tagged as validated, through CIW become available for replication in other areas.

In this capacity, CIW plays a critical role in enabling the exchange of knowledge, promoting validated technologies, and fostering innovation, making it a key facilitator of ARSINOE's overall mission.

1.2 Background and context

The Climate Innovation Window (CIW) was originally developed as part of the BRIGAD project (2016-2020), designed to serve as an online platform showcasing over 120 climate adaptation innovations. It provided a valuable resource for climate innovators to promote their technologies, and for end-users, including local authorities and stakeholders, to discover solutions suited to their specific climate challenges. However, as climate adaptation needs have grown more complex and diverse, the original platform required significant upgrades to meet the evolving needs of its users and align with the overarching objectives of the ARSINOE project.

The relaunch of the CIW is driven by several critical factors. Firstly, the European Green Deal (EGD) and EU Mission on Climate Adaptation emphasize the need for more effective tools to enhance regional resilience and connect innovators, stakeholders, and problem owners across Europe. In this context, a more dynamic and responsive CIW platform is needed to foster better collaboration and to ensure innovations can be selected, implemented, and scaled efficiently across multiple regions.

1.3 Objectives of CIW upgrade

The current upgrade, led under Task 5.3 of the ARSINOE project, builds on the foundation of the original platform but introduces several new functionalities to enhance user experience and improve the platform's overall effectiveness. The objectives of the CIW upgrade include:

- **Increasing resilience to climate events** by providing targeted information on climate innovations across cross-cutting themes such as floods, droughts, and extreme weather, focusing on diverse sectors, including urban areas, energy, forests, agriculture, water availability, and water security.
- **Expanding the platform's content** to include new categories of innovations (e.g., social innovation) and hazards, thus making the platform more comprehensive and accessible to a broader audience of innovators, regional authorities, and problem owners.
- **Improving the innovation selection process** by introducing new functionalities co-identified with WP2 and WP6, based on feedback from ARSINOE's local and regional stakeholders. Additionally, the platform will establish connectivity with other relevant platforms that host climate resilience solutions, thereby expanding the range of innovations available for selection.
- **Connecting with user needs** by ensuring the platform is recognized as the go-to solution for innovators, end-users, and problem owners. While primarily focused on supporting innovators and end-users, the platform will also provide valuable resources for problem owners seeking climate adaptation solutions.
- **Integrating with BRIGAD Connect services**, enabling seamless collaboration between the CIW platform and future services provided by BRIGAD Connect. This integration will support innovators in accessing funding, technical assistance, and opportunities for scaling their solutions.
- **Consolidating innovations from across Europe**, gathering key information on innovations, including Technology Readiness Levels (TRL), state of implementation, and commercialization status. This will help users better understand the market maturity of various innovations.
- **Enhancing usability and user experience**, ensuring an intuitive and accessible platform that guarantees ease of use for all stakeholders, whether they are innovators, regional authorities, or other end-users.
- **Developing a strong brand and brand recognition** by creating a cohesive visual identity, tone of voice, promotional materials, and sales pitches to effectively communicate the platform's

value and services. The platform's branding will be promoted through participation in events, marketing strategies, and collaboration with third-party projects and organizations. Some of these actions have been developed in collaboration with WP8 to align the brand and platform's success with WP8 exploitation efforts.

1.4 Challenges identified and addressed during CIW relaunch

As part of the relaunch of the CIW digital platform, several key challenges were identified and systematically addressed to ensure a successful transition and long-term sustainability. These challenges, and the corresponding actions taken, include:

- Technology transition

The migration from Drupal to WordPress was identified as a significant technical challenge due to the need to adapt the platform's architecture, design, and functionality. This challenge has been addressed by ensuring that the migration is carefully managed, preventing data loss and improving the overall scalability, usability and experience of the platform.

- GDPR implementation

Ensuring compliance with the General Data Protection Regulation (GDPR) was a key priority. The challenge was addressed by integrating GDPR compliance measures into the platform's design and ensuring that user data is protected and handled in accordance with European data privacy laws.

- Developing a Pitch and Value Proposition

A critical challenge was to create a compelling pitch and value proposition that resonates with the platform's diverse user base—innovators, end-users, problem owners, and investors. This challenge has been addressed by refining the value proposition through user feedback and aligning it with the platform's new functionalities, making CIW the go-to platform for climate innovation solutions. Moreover, starting from November 2022 and during the year 2023 three internal and two external co-creation workshops have been conducted within WP8 T8.4 Exploitation and Sustainability dedicated to the development of CIW ecosystem of values and its flywheel. The full report on these workshops will be provided in D8.9 in month 45 of the ARSINOE project by WP8.

- Alignment with other Project actions

It was necessary to ensure that CIW aligns with other ongoing actions within ARSINOE, such as:

- Support Schemes for Innovators (WP5)
- Open Tenders for Innovations (WP5)
- Living Labs and Innovation Pathways (WP2)
- Financial Schemes (WP7)
- Innovation Packages (WP6)

This challenge has been addressed by designing the CIW platform to complement and add value to these ongoing actions, ensuring that it functions as a central tool in the broader ARSINOE ecosystem.

- Developing synergies and collaborations

The need to establish synergies and collaborations across ARSINOE project tasks and with external partners was identified early in the process. This challenge is being addressed by building partnerships with other EU-funded projects and leveraging resources across platforms, thus expanding the number of innovations available for selection and enhancing the platform's overall effectiveness.

- User-centric design and usability

Ensuring a user-friendly design and intuitive navigation were identified as key challenges for encouraging broad adoption. This was addressed by redesigning the user interface and streamlining the content structure to ensure ease of use for innovators, regional authorities, and other stakeholders.

- Brand recognition and market positioning

Developing a cohesive brand identity was critical for the platform's visibility. This challenge has been addressed by developing a strong visual identity, tone of voice, promotional materials, and sales pitches to effectively communicate the platform's benefits. These elements are also being promoted through strategic marketing and engagement with third-party projects and organizations.

- Managing future financial sustainability

Ensuring the platform's financial sustainability was a major challenge. This has been addressed through the development of a comprehensive business model, including multiple revenue streams such as a freemium model, on-demand consultancy services, and platform-as-a-service options for EU-funded projects. The business model balances user engagement with monetization to secure long-term financial sustainability while remaining accessible to key users.

1.5 Plan & strategy overview

The relaunch of the Climate Innovation Window (CIW), under Task 5.3 of the ARSINOE project, was aimed at redesigning the platform to enhance user experience, incorporate advanced features, and align with the strategic goals of both ARSINOE and BRIGAIID Connect. To ensure a smooth and successful transition, the relaunch strategy was organized around several key components:

The relaunch effort was supported by a **multidisciplinary team** comprising: i) ARSINOE partners and BRIGAIID Connect members; ii) developers, who were responsible for the technical implementation of the platform, including database migration, feature development, and system upgrades; iii) UX/UI designers focused on ensuring a user-centric design, making the platform intuitive and accessible across all devices; iv) product manager, overseeing project milestones, managing team coordination, and ensuring quality assurance, assisted by the support staff, handling technical support, user queries, and post-launch troubleshooting.

The **communication plan** included i) internal communication tools, platforms like Trello, used for real-time collaboration among project teams; ii) feedback channels, which were a combination of user surveys, interviews, and direct feedback collection during the platform development phases ensures alignment with user and end-user needs; iii) strategies for promoting the CIW platform involve event participation, leveraging ARSINOE's networks, and engaging third-party partners and projects to build awareness, and also iv) documentation tools to track progress and maintain up-to-date documentation on the platform's development.

Opportunities considered include:

- User-driven feature enhancements, which were defined based on user research and feedback gathered, and new features are being introduced that cater directly to the needs of both innovators and regional authorities.
- Performance optimization for ensuring the platform operates efficiently across various devices and browsers, with fast load times and seamless navigation.

- Exploring the integration of cutting-edge technologies like AI-driven data analysis and blockchain-based validation for more secure and efficient project management for later upgrades.
- Aligning the CIW's services with broader market needs, including the expansion of platform services to other EU-funded projects and other platforms.

Skills and expertise needed, among which were prioritized web and mobile development, motion and UX/UI design, project management, data analysis, marketing and outreach.

The platform must rely on an **infrastructure** that includes:

- Adequate hosting capacity to ensure high availability and scalability as more users and projects join the platform.
- Tools like Figma for design, WordPress for content management, and version control systems for codebase management.
- Securing reliable hosting providers capable of handling increased traffic and ensuring data security.

User-centered strategies application such as user research, user-centric design, offering guidance, tutorials, and customer support to help users adapt to the new platform features and functionalities.

Adhering to all data privacy laws and ensuring that user data is managed in full compliance with the **General Data Protection Regulation (GDPR)**.

Implementing robust **data security** protocols to protect against cyber threats and data breaches, ensuring platform stability and user confidence.

Among the others, relaunch cost and timelines were managed within a defined budget and a clear roadmap, established with key milestones and deadlines, ensuring all phases of development - from design to testing.

Phases of Work for User-Centric Digital Platform Development

A Comprehensive Workflow Outline for Effective Platform Creation

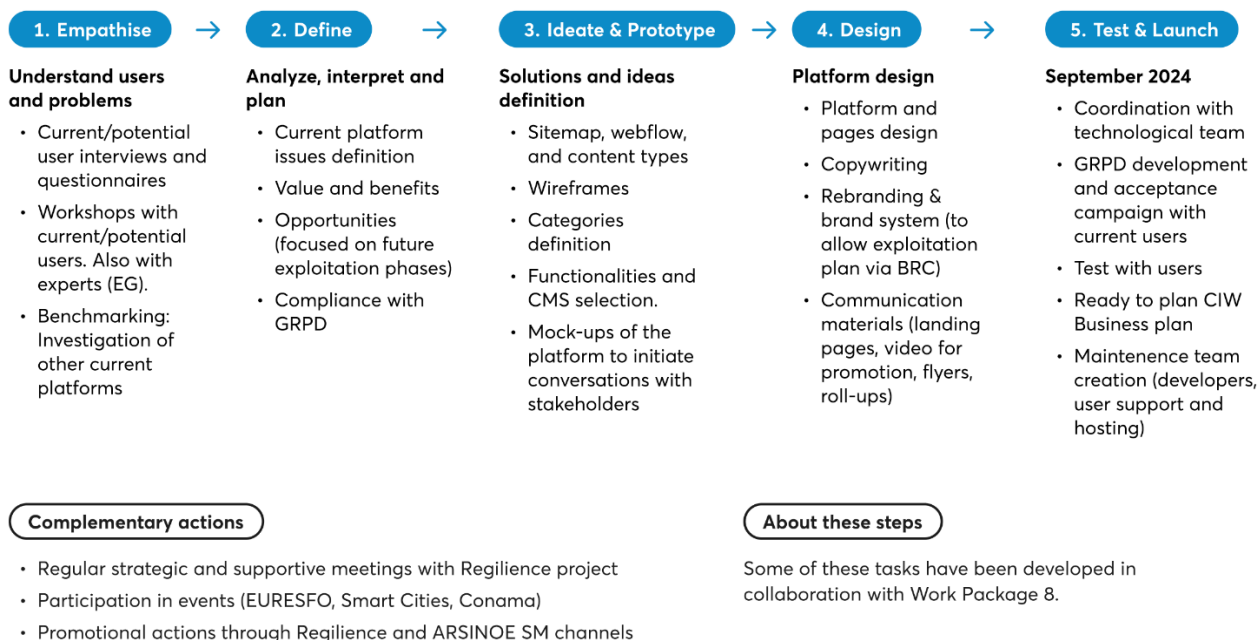


Figure 1 Phases of CIW relaunch

2.0 Ecosystem of elements, actions and connections

To achieve the objectives of CIW relaunch and address the identified challenges, a comprehensive ecosystem approach has been implemented. This model interconnects the platform's core materials, promotional activities, stakeholder engagements, and the opportunities that emerge from various ARSINOE project tasks. By ensuring that each component works synergistically, we maximize resource efficiency and enhance the overall impact and effectiveness of the platform. This interconnected approach not only addresses the needs of our users but also fosters a more robust and sustainable innovation ecosystem for climate adaptation.

Platform Value

One of the key focuses of the relaunch is to build a strong brand that resonates with innovators, end-users, and problem owners alike. The platform has been strategically designed to engage users at critical touchpoints, enhancing their overall experience and ensuring that the CIW meets their needs effectively. By placing the user at the center of the platform's development, we emphasize the value CIW offers in facilitating innovation, collaboration, and access to cutting-edge climate adaptation solutions.

Strategic relational actions

In parallel with the platform's technical development, strategic connections have been prioritized to increase visibility and promote the platform across relevant industries and sectors. Promotional activities include participation in industry conferences, hosting webinars, and organizing networking sessions. These events aim to bring together a diverse set of stakeholders, from innovators and local authorities to investors and policymakers, thereby fostering collaboration and promoting CIW's capabilities as a marketplace for climate solutions. These actions were supported also by REGILIENCE project. To name a few events where the CIW was presented and promoted: during the #CEMEPE2022 conference, held in Mykonos from June 3-9, a parallel co-creation workshop was organized with sister projects TRANSFORMAR and IMPETUS. This workshop focused on mapping synergies and identifying key activities to maximize the projects' interaction and knowledge sharing in the coming years. The CIW was presented with the following key discussion points: promoting innovations beyond project lifecycles, expanding focus areas to include resilience, and fostering collaboration between different stakeholders. Another notable event was the National Congress of Spain CONAMA 2022, held in Madrid on November 21-22. In addition, a significant co-creation workshop took place in Barcelona during the Smart City Expo World Congress 2023, on November 8-9. This workshop brought together five representatives from signatory cities, as well as innovators from the CIW and ARSINOE projects, to define the value proposition and services that meet the needs of both problem owners and solution providers. Moreover, CIW was promoted at the EURESFO 2024 in June 26-28, BRIGAIID Connect participated with the CIW branded booth and promotional materials, held meetings with other EU funded projects and innovators.

Onboarding innovators

A key aspect of the platform's success lies in attracting and onboarding climate innovators. A dedicated series of actions has been launched to ensure that innovators are encouraged to join and actively participate in the CIW. This includes targeted outreach, providing clear guidance and support for innovators to upload and showcase their solutions on the platform. Additionally, the platform offers tools and educational materials to help innovators communicate their value propositions more effectively, thereby enhancing their visibility to potential end-users and investors.

Exploitation and connections with other project areas

The platform's potential is further amplified by its strong connections with other areas and tasks within the ARSINOE project. By aligning the CIW with tasks such as WP2's Living Labs and development of Innovation pathways by each Case Study (circa 19 innovations were selected from CIW), WP5's Open Tenders for Innovations (around 130 innovation profiles were added to CIW through OTIs), and WP6's Innovation Packages, WP8 Exploitation and e-CoP, the platform can leverage these synergies to extend its reach and impact. This integration ensures that the platform not only stands alone but also adds value to the broader goals of ARSINOE, facilitating the adoption and scaling of innovative solutions.

CIW: ecosystem of elements, actions and connections

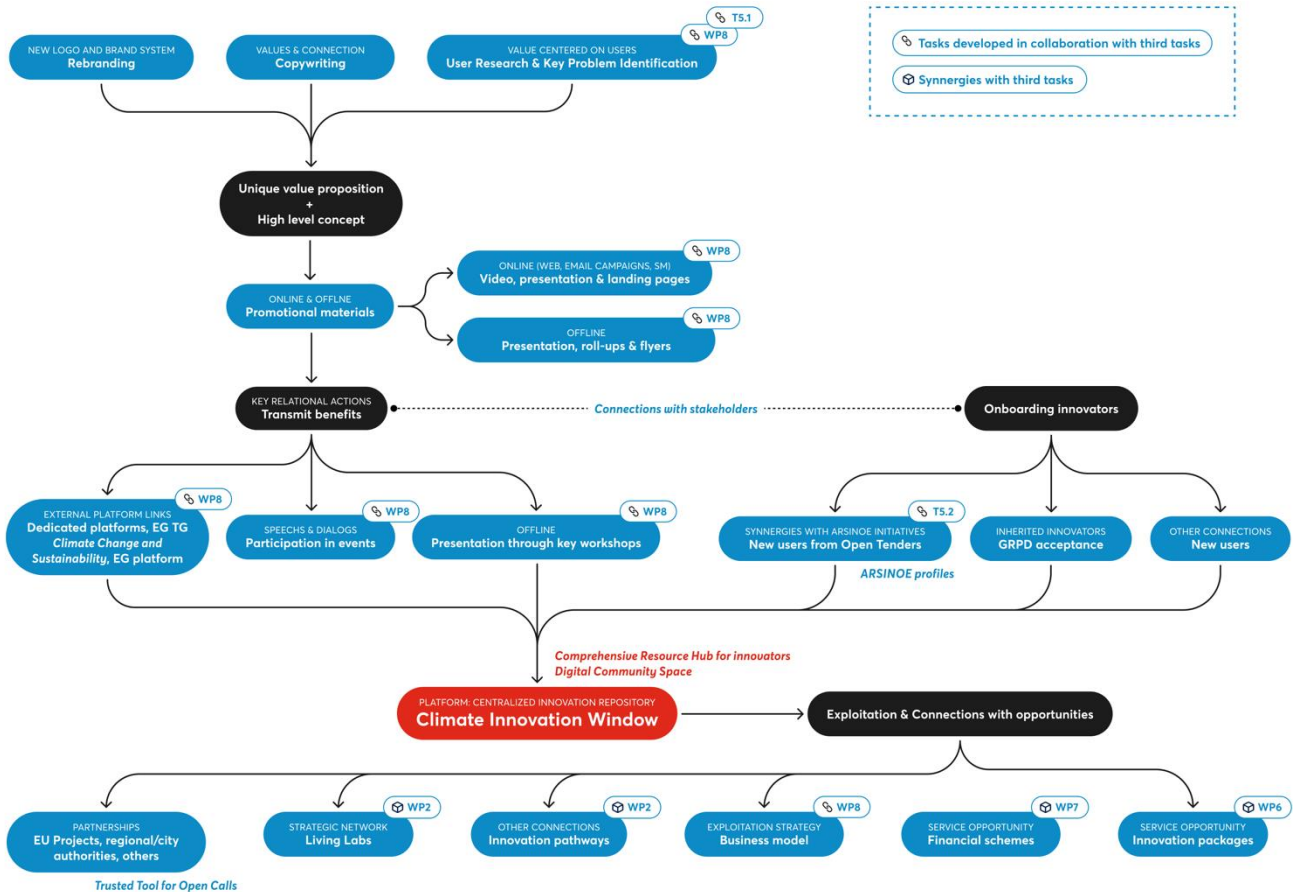


Figure 2 CIW: ecosystem of elements, actions and connections

3.0 Research phase

3.1 Analysis of problems inherited from the previous platform

The original Climate Innovation Window (CIW) platform, developed during the BRIGAD project, offered a starting point for showcasing climate adaptation innovations. However, interviews with previous users and the results from a detailed needs assessment identified several critical issues that hindered the platform's full potential. These problems highlighted the need for significant upgrades and adjustments to better meet the evolving needs of innovators, regional authorities, and other stakeholders in the climate innovation ecosystem.

1. Limited commercial benefits and visibility

A recurring theme in the feedback from innovators was the lack of commercial benefits derived from their participation on the platform. Many innovators indicated that while the CIW provided some

visibility for their innovations, it did not translate into tangible business opportunities or commercialization. Innovators expressed frustration over the absence of real market visibility, noting that merely publishing their innovations on the platform did not lead to engagement with potential clients or investors.

Furthermore, the platform's search algorithms were criticized for being inefficient. Innovators found it challenging to stand out due to poorly structured filters and an insufficiently intuitive search function, which made it difficult for users to locate relevant solutions or opportunities. This limited the platform's value as a tool for innovation discovery and commercialization.

2. Lack of targeted support for commercialization

Many users reported that the support provided by CIW was not sufficiently geared toward the specific needs of innovators, particularly around commercialization. Several interviewees noted challenges in identifying the right partners, clients, and funding opportunities to help bring their innovations to market. Despite the platform's value in facilitating collaboration among researchers and innovators, there was a clear demand for more targeted support, such as business development assistance, market analysis, and connections with potential clients or public authorities.

For example, one innovator remarked on the difficulty of breaking into certain markets due to administrative and regulatory barriers, further emphasizing the need for tailored guidance on navigating these challenges.

3. Minimal post-registration engagement

Another issue that emerged from the feedback was the lack of engagement after innovators registered on the platform. Once they had uploaded their innovations, many users felt that there was little follow-up or interaction to help them maximize their platform presence. In some cases, innovators noted that after the initial registration, there were no additional activities or opportunities to increase their visibility or connect with stakeholders.

Additionally, some innovators found the business coaching provided through the platform to be too generic, lacking the necessary depth and relevance to their specific technical challenges or market needs. As a result, the platform failed to provide meaningful post-registration support that would help innovators further develop or promote their solutions.

4. Insufficient integration with broader innovation ecosystems

While CIW provided a space for innovators to showcase their technologies, several users noted that it was insufficiently connected to broader innovation ecosystems. Innovators highlighted the importance of integrating with larger networks, such as public procurement systems, funding platforms, and industry-specific forums. Many felt that the platform needed to offer more structured networking opportunities, matchmaking services, and partnerships with public authorities and large corporations.

Innovators also expressed the need for greater access to funding opportunities, both public and private, as well as enhanced visibility in European markets. Some users suggested that the platform could benefit from lobbying efforts to promote the inclusion of sustainable solutions in public procurement and regulations.

5. High workload for limited output

Several innovators pointed out the excessive workload required to maintain their presence on the platform relative to the outcomes they achieved. They were asked to fill out numerous forms and provide detailed information, yet the results in terms of new business opportunities or partnerships

were minimal. This created a sense of frustration among users, who felt that the platform demanded significant input without offering corresponding benefits in return.

6. Need for improved communication and marketing

Finally, many innovators expressed the need for the platform to improve its communication and marketing strategies. Users felt that the platform's value proposition was not clearly communicated, both to innovators and potential clients. This made it difficult for users to understand the tangible benefits of participating in the platform, contributing to lower engagement and visibility.

Moreover, some innovators pointed out that the platform could benefit from more active promotion and participation in industry events, workshops, and fairs, to better position itself within the climate innovation ecosystem.

Conclusion

The feedback from previous users of the CIW platform highlighted several key areas in need of improvement. To address these issues, the ARSINOE project's relaunch of the platform focuses on enhancing commercialization support, improving user engagement, integrating with broader innovation ecosystems, and delivering a clearer value proposition. By tackling these inherited problems, the relaunched CIW platform aims to provide more meaningful opportunities for innovators, end-users, and investors, driving greater impact and success in the climate adaptation space.

3.2 Analysis of end-user needs

In the context of advancement TRL of Climate Innovation Window, the ARSINOE project partners Enrich Global, GAC Group and BRIGAIID Connect within WP8 with support of Resilient Cities Network conducted a series of interviews with representatives from five cities (EU Mission Charter Signatories): The Hague, Lisbon, Vejle, Thessaloniki, and Athens. The primary goal was to understand the needs of cities—key problem owners in climate adaptation—regarding the design and implementation of climate-resilient solutions. These interviews revealed several common challenges, barriers, and needs faced by cities as they work to advance their climate adaptation plans. The following key insights emerged from these discussions:

1. Specificity in Adaptation Plans and solutions

Many cities struggle with non-specific adaptation plans, which hinder their ability to identify the most relevant climate-resilient solutions. A recurring theme was the difficulty in setting clear procurement requirements that would allow them to secure appropriate external solutions. Cities expressed a need for tools that provide clearer guidance on solution selection, including more tailored options that fit their specific regional contexts. This emphasizes the need for a CIW platform that offers targeted, curated content to assist cities in better identifying and implementing solutions.

2. Lack of adequate funding for implementation

A consistent challenge across all cities was the lack of sufficient funding to support the implementation of their climate adaptation plans. While many cities have developed detailed plans, local budgets are often insufficient to cover the full costs of adaptation projects. This funding gap is compounded by the relatively immature market for climate-resilient innovations, which makes it difficult to attract private investment. To address these challenges, there is a demand for innovative financial strategies that include cross-cutting collaborations to share the burden of costs among stakeholders.

3. Need for innovative consultants and expertise

Cities highlighted a lack of access to innovative consultants capable of offering advanced solutions tailored to their specific needs. While some cities work closely with universities to ensure scientific backing, they expressed the need for more practical, replicable scenarios with minimal investment and maintenance. The ability to distinguish between contemporary solutions and genuinely innovative options is crucial. Moreover, cities indicated that innovators could potentially fill the gap by offering consultancy services through platforms like CIW, helping to define strategies, manage budgets, and offer new perspectives.

4. Collaboration with stakeholders

Cities expressed the importance of fostering cross-sectoral collaboration to successfully implement their adaptation strategies. In particular, there is a need to break down silos within and between government departments, as well as between cities and other key stakeholders, including insurance companies, public utilities, private sector innovators, and local communities. Collaboration with universities was noted as a key source of scientific backing, but reliance on academic labs alone is not enough. Cities require partnerships that can provide tested, scalable solutions with a clear return on investment.

5. Cultural and language barriers

For many cities, language and cultural differences pose significant challenges when working with European innovators. Cities tend to favor local providers due to the perceived ease of communication and cultural alignment. In addition, there is often a need for better-defined product features that are easy to implement, which can help overcome these barriers. To address this issue, cities recommended that the CIW platform incorporate a multi-language feature, ensuring greater accessibility to non-English speaking users and encouraging cross-border collaborations.

6. Enabling a collaborative ecosystem

Finally, cities stressed the need for a well-developed ecosystem that fosters collaboration between various actors - local governments, the private sector, academic institutions, and citizens. Isolated actions are not sufficient to address the scale of the climate challenge, and there is a need for platforms like CIW to help cities build sustainable, supportive ecosystems where knowledge and resources can be shared. Such an ecosystem would reduce the burden on individual actors and create a more efficient, coordinated response to climate adaptation needs.

Conclusion

The insights gathered from city representatives underscore the need for a user-centric Climate Innovation Window platform that addresses key end-user needs. By offering targeted solution matching, financial collaboration opportunities, streamlined procedures, multi-language support, the CIW can better serve the needs of European cities. Furthermore, the platform can foster a collaborative environment where cities can share best practices, replicate successful solutions, and access the innovative expertise required to implement their climate adaptation strategies.

3.3 Workshops with end-users and innovators

Two significant workshops were held in Rome (May 2023) and Barcelona (November 2023), as part of WP8's co-creation efforts. These workshops aimed to advance the exploitation objectives of the Climate Innovation Window (CIW) and enhance collaboration between end-users (cities) and innovators. Facilitated by Enrich Global, GAC Group, and BRIGAD Connect, these workshops brought together key stakeholders to shape the CIW platform's strategic direction and operational functionalities.

Exploitation Workshop #2 - Rome Italy (May 10th – 11th 2023)

The workshop in Rome focused on building networks and partnerships among innovators, cities, and stakeholders, while advancing the business development strategies for the CIW. The open session, attended by representatives of industries, public authorities, research institutes, universities, innovation associations from Italy and Brazil, innovation consultancy firms, explored opportunities for collaboration and mutual learning, with discussions centered around the role of CIW as a vehicle for these partnerships. The internal session focused on refining the business model for BRIGAIID Connect and CIW, particularly in defining value propositions for both innovators and end-users.

Outcomes from the Rome workshop include:

- A clear strategy for enhancing collaboration through CIW, focusing on leveraging partnerships across Europe and globally, esp. Latin America (participants from Brazil).
- Development of a value proposition for CIW, tailored to innovators and regional stakeholders.
- Strategic planning for future workshops to continue refining the CIW platform and its service offerings.

Exploitation Workshop #5 – Barcelona, Spain (November 7th – 8th 2023), which took place as part of the Smart Cities Expo World Congress

The Barcelona workshop was a key event for advancing the strategic objectives of CIW, particularly in its broader application beyond the ARSINOE project's lifespan. This workshop provided a dynamic platform for exchanging knowledge, showcasing innovative solutions, and facilitating collaboration between innovators, cities, and other stakeholders in the climate resilience space.

Key outcomes from the Barcelona workshop include:

- Identification of challenges faced by cities in adapting to climate risks, with the CIW positioned as a solution to bridge these gaps.
- Definition of a strategic vision for the CIW's development, aligning its functionalities with market needs and stakeholder requirements.
- Consideration of alternative business models for CIW, ensuring its sustainability and growth post-ARSINOE.

Both workshops highlighted the importance of ongoing engagement between cities and innovators, ensuring that the CIW platform becomes a central tool for knowledge sharing, innovation deployment, and scaling climate adaptation solutions.



Figure 3 Workshop with NGOs and private companies in Rome, May 2023



Figure 4 Workshop with innovators and end-users during Smart City Expo, Barcelona, November 2023



Figure 5 Panel of end-users and experts during Smart City Expo, Barcelona, November 2023

3.4 Debate (During workshop) in Mykonos, Greece (June 6th) during [#cemepe2022](#) conference

The Mykonos debate provided valuable insights into the synergies and opportunities between the CIW platform and the projects supported by the REGILIENCE project (ARSINOE, TransformAr and IMPETUS), as well as valuable information on potential interest from the innovators connected with these projects. The aim was to continue to work on the CIW's strategic objectives, to align some of them with project goals and needs.

This dialogue facilitated a constructive exchange and the identification of some of the gaps and opportunities of the projects and how the CIW platform could help to overcome them. In addition, the debate also fostered consensus among the ARSINOE partners on the integration of these findings into the relationships and opportunities between the CIW and other work packages or actions of the project.

Key outcomes from this discussion include:

- Recognition of the platform's importance in achieving ARSINOE's objectives, serving as a tool to connect with regions.
- Identification of challenges faced by ARSINOE case studies, with CIW proposed as a solution to bridge these gaps and provide support.

- Requests from stakeholders to position the platform as a Climate Change Management Innovations Platform, broadening its scope to include Climate Resilience alongside Climate Adaptation concepts.

4.0 Analysis results translated into CIW platform

4.1 Value and benefits

Considering the outcomes and conclusions of the needs analysis performed:

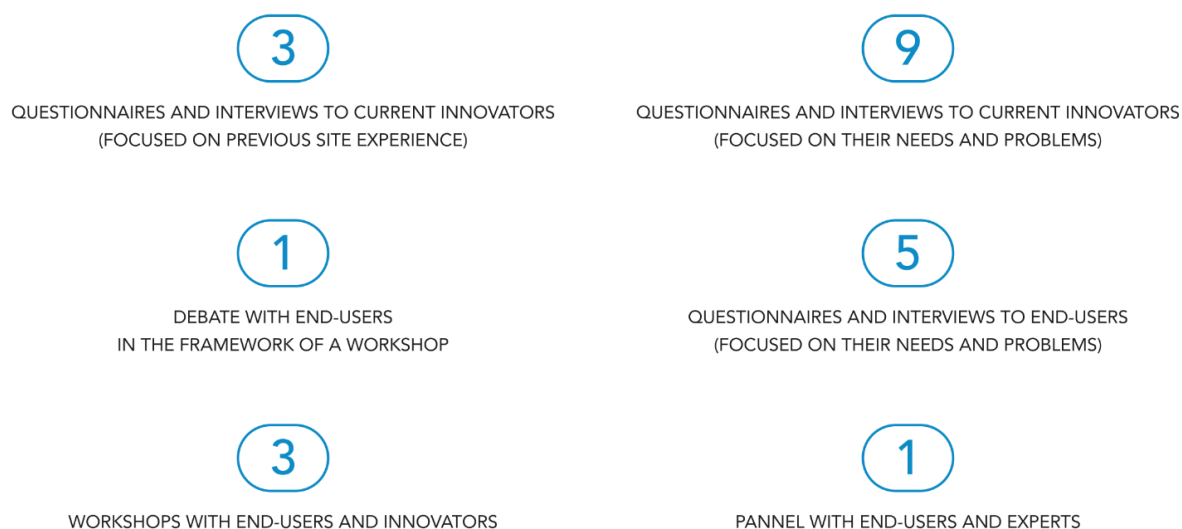


Figure 6 Summary of research actions

The Climate Innovation Window is now designed to offer a unique and valuable service for both innovators and end-users by addressing critical gaps in the climate innovation ecosystem. Through its relaunch, CIW is being developed as a centralized platform where climate adaptation technologies can be showcased, evaluated, and accessed by relevant stakeholders across Europe. The platform aims to deliver significant value through the following key areas:

Support for Innovators include increased visibility, business development resources and validation opportunities.

CIW serves as a tool for innovators to showcase their solutions to a broader audience of potential users, investors, and collaborators. Reach of audiences is being done by BRIGAIID Connect through the ongoing promotion of CIW in social media (such as [LinkedIn](#)), attendance of events (mentioned in Chapter 2 of this document), newsletters will be circulated quarterly starting from year 2025, collaboration with other EU funded projects such NATALIE, MULTICLIMACT has been also started to promote CIW innovations. By offering a space where technologies can be discovered by cities and regional authorities, CIW helps increase market visibility and opportunities for scaling. Innovators can access business support services such as consultancy, market replication strategies, and commercialization guidance, ensuring that their solutions are not only visible but also prepared for successful deployment in real-world settings. By engaging with BRIGAIID connect members through CIW [support services page](#), innovators can gain feedback and validation for their technologies.

Successful innovations that demonstrate efficacy and scalability can become part of CIW's portfolio, further expanding their market reach.

Empowering End-Users (Cities and Regions) through access to curated innovations, decision-support tools, facilitating implementation.

CIW curates a wide array of climate solutions that are categorized and tailored to specific needs such as resilience to floods, droughts, and other extreme weather events. This makes it easier for cities and regions to find suitable solutions that address their unique climate challenges. The platform offers tools that help end-users analyse and compare solutions, making it easier for them to select innovations that fit their technical and financial requirements. CIW also aims to act as a bridge between innovators and cities, fostering collaborations that can lead to the successful implementation of climate solutions at the local level. The platform's indirect partnership and matchmaking capabilities ensure that cities can connect with the right innovators (featured badges, tags) who can address their specific needs.

4.2 CIW 1.0 design and behavioural challenges identification

Based on feedback gathered from user interviews and workshops held in 2023, several key issues and challenges have been identified in the previous version of CIW platform. These insights provided a clearer understanding of areas needing improvement to enhance user experience, streamline communication, and optimize platform functionality. The following are the most significant issues which have been impacting the platform before relaunch:

A major challenge is **managing user expectations**. Many users expressed frustration due to the platform's lack of clarity regarding its functionality and the specific benefits it offers. Users found that the platform does not adequately track interactions between innovators and potential adopters, making it difficult for them to assess its impact and usefulness. As a result, there is a need for more transparent indicators of how well the platform supports collaboration and commercialization of climate innovations.

Communication and user interaction were also highlighted as critical areas for improvement. Users reported difficulties in reaching out to innovators or communicating directly through the platform. The process of inputting information was described as cumbersome, especially when users had to differentiate between describing problems and summarizing their innovations. This complexity hinders effective engagement and ultimately detracts from the overall user experience.

Another important issue involves **content management**. Users found that inputting information, particularly in certain sections like "limitations," was often a tedious and time-consuming task. Providing accurate pricing information also proved difficult due to the varying business models and cost structures associated with different innovations. This indicates a need for a more flexible and user-friendly approach to managing content on the platform, one that accommodates the diversity of innovations and business models.

Several **technical and usability issues** were also identified. One of the recurring complaints was the inability to view a comprehensive list of innovations on a single screen, limiting transparency and making navigation more challenging. Additionally, users found the criteria for showcasing innovations unclear, which undermined their ability to explore the platform effectively. The **badge system**, intended to help users navigate and categorize innovations, was seen as overcomplicated and poorly understood. Formatting issues with PDF outputs and rigid requirements for logo and photo uploads further contributed to user dissatisfaction. The platform's low usage of certain features, such as **innovation updates**, suggests that some functionalities are not meeting user needs and may require redesigning or promoting more effectively.

A **competitive analysis** also revealed gaps in how CIW compares to other platforms. Users indicated that better communication channels between innovators and users were needed. In particular, there is an expectation that users should be notified when they follow an innovation, enabling further contact and engagement with innovators.

In general, the **overall user experience** on the platform was rated as average, with most users assigning a score of 3 out of 5. This indicates that, while the platform has potential, there is considerable room for improvement in areas such as functionality, transparency, and engagement. Addressing these issues is essential to ensure that CIW becomes a more effective tool for facilitating climate innovation and fostering collaboration between innovators and stakeholders.

4.3 Compliance with GRPD

One of the most crucial aspects of the project was ensuring compliance with data protection regulations. To address this, we developed GDPR consultancy services, created legal information for the website, and established a contract with innovators to confirm that all requirements for safely showcasing their innovations are met.

As part of this effort, we conducted a comprehensive review and analysis of Climate Innovation Window's current practices concerning personal data handling and protection. This evaluation was based on the proactive responsibility principle outlined in Article 24.1 of the GDPR, which mandates that personal data protection measures be thoroughly documented to demonstrate compliance.

The audit, carried out by INTEGRA, assessed Climate Innovation Window's adherence to the European Data Protection Regulation (679/2016) and the Spanish Organic Law 3/2018 on Personal Data Protection and Digital Rights. The findings confirmed that Climate Innovation Window is committed to managing personal data optimally and complying with relevant data protection regulations.

While Climate Innovation Window partially met the regulatory requirements, the report identified areas for improvement to achieve full compliance. INTEGRA provided theoretical guidelines on data protection to assist Climate Innovation Window in maintaining rigorous data protection practices. The audit included an initial session with Climate Innovation Window's team to review their procedures, data handling practices, and required documentation to align with GDPR.

Overall, the report underscores Climate Innovation Window's dedication to adhering to data protection laws and implementing effective procedures to safeguard personal data. INTEGRA's recommendations aim to ensure that Climate Innovation Window's data protection practices are and will continue to be optimal, addressing any identified issues and proposing necessary improvements.

Additionally, their legal texts were included on Climate Innovation Window's website as well as a clear agreement with innovators. This ensures that all data protection requirements are met, allowing for the secure presentation of innovations on the platform.

The legal texts included comprehensive privacy policies detailing how personal data is collected, used, stored, and protected, in line with GDPR and local regulations. Additionally, terms of service have been updated to outline user rights and responsibilities clearly. The website now features consent forms for data processing and specific notices regarding data collection practices for different types of users. These measures ensure transparency and reinforce the platform's commitment to safeguarding user data while providing clear guidelines for compliance with data protection laws.

Parámetro	Situación			Observaciones	Mejoras
	Muy bueno	Mejorable	Deficiente		
Página web			X	No se han incorporado, en el caso de la Plataforma Climate Innovation Window, ni la política de cookies, ni el aviso legal ni la política de Privacidad. No hay un apartado que recoja, a la hora de solicitar comunicaciones a usuarios e innovadores, información referente a la normativa de protección de datos y al tratamiento de los datos que se comunican.	Incorporar la política de cookies, ni el aviso legal ni la política de Privacidad que se les hace llegar. Incorporar apartado donde se recoja, a la hora de solicitar comunicaciones a usuarios e innovadores, información referente a la normativa de protección de datos y al tratamiento de los datos que se comunican
Videovigilancia	-	-	-	No aplica	No aplica
Transferencia internacional de datos			X	No hay política de privacidad y cookies, por lo que en la plataforma no se señala nada a este respecto. En la página de BRIGAD CONNECT si se mencionan. Si se hace uso de GOOGLE ANALYTICS.	Incorporar apartado indicativo en la política de cookies y privacidad indicando si hay o no transferencia internacional de datos.
Categorías especiales de datos	-	-	-	No aplica	No aplica
Tratamiento de datos					
Miembros			X	No existe ningún documento relativo a la confidencialidad y al tratamiento de datos personales firmado entre la Asociación y entre los Miembros. No existe Protocolo de seguridad y gestión equipos y recursos.	Requerir la firma de los Miembros de los Acuerdos de confidencialidad y tratamiento de datos personales. Informar a los miembros e implementar el Protocolo de seguridad y gestión equipos y recursos.
Candidatos	-	-	-	No aplica	No aplica
Proveedores			X	No se ha firmado con ningún proveedor contrato de encargado de tratamiento de datos ni acuerdos de confidencialidad. Entre los proveedores encontramos: Mailchimp, Google, Survey Monkey, Slack, entre otros.	Firmar con los proveedor los contrato de encargado de tratamiento de datos ni acuerdos de confidencialidad que se aportan a la Asociación como modelos, adaptándolos a las necesidades del caso concreto.
Innovadores			X	No se indica nada en la página web en referencia al tratamiento, la finalidad, responsable y ejercicio de los derechos de los innovadores respecto a sus datos personales.	Incluir una cláusula de aceptación al tratamiento de los datos personales incluidos por los Innovadores antes de aceptar el envío de la información a la Asociación y antes de registrarse
Usuarios			X	No se indica nada en la página web en referencia al tratamiento, la finalidad, responsable y ejercicio de los derechos de los usuarios respecto a sus datos personales.	Incluir una cláusula de aceptación al tratamiento de los datos personales incluidos por los usuarios al momento de la solicitud de información a la Asociación
Terceros			X	Se obtienen datos de terceros a través de Open Calls lideradas por la Asociación y también datos de otras personas físicas o jurídicas que participen en las mismas subvenciones.	Indicar en los canales donde se recogen estos datos el Responsable del Tratamiento de datos, la finalidad de su recogida, una remisión a la política de privacidad y, en todo caso, tienen que aceptar expresamente la recogida de estos datos. Si hay más finalidades (como el caso de finalidades comerciales) tendrán que aceptarla todas ellas de forma individual.
Dispositivos y equipos		X		Cada miembro utiliza desde su domicilio particular su equipo. Tienen carpetas compartidas. No hay escritorio remoto. Todos los Miembros tienen acceso a la totalidad de la información de la Asociación.	Establecer un protocolo común de acceso a carpetas compartidas (Google Drive) en función de las necesidades de acceso de cada Miembro para el desempeño de su trabajo. Establecer medidas uniformes de seguridad y de actuación para los equipos informáticos de los Miembros de la Asociación.

Figure 6 GDPR consultancy report of CIW before the GDPR implementation

To achieve this, a **comprehensive GDPR acceptance campaign** was launched. The campaign involved several stages, starting with personalized emails sent to current users, notifying them about the GDPR compliance requirements and guiding them through the acceptance process. This was followed by multiple reminders for those who had not yet responded.

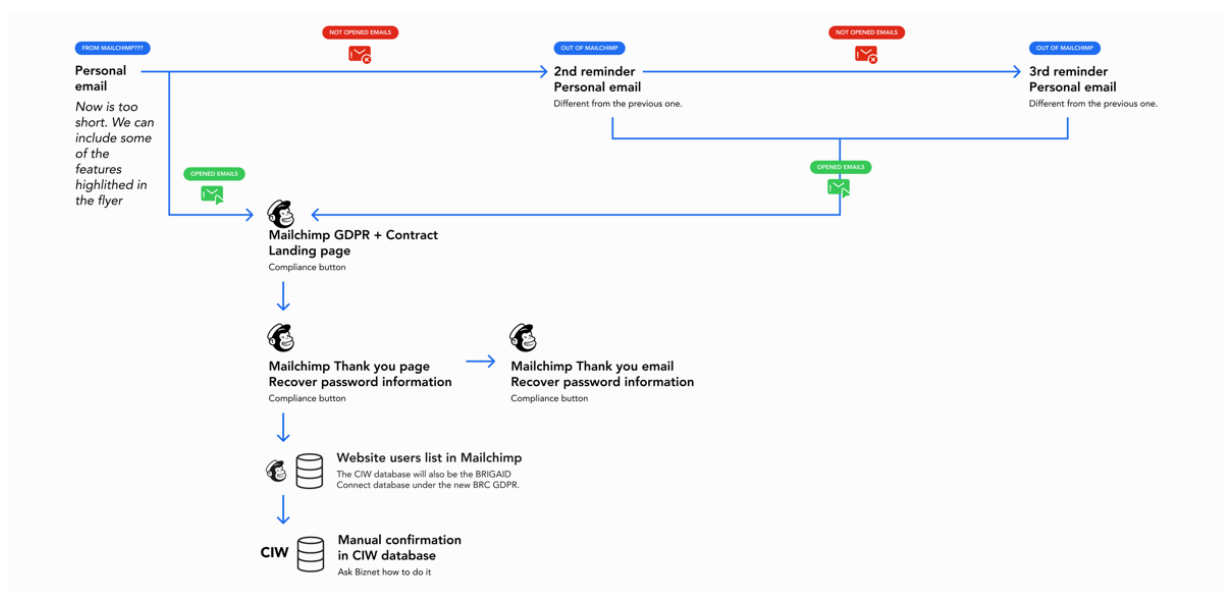


Figure 8 Funnel to invite current innovators to accept the platform GDPR

The platform also integrated GDPR-compliant forms at various touchpoints, including registration and innovation submission pages. Users were required to review and accept the updated privacy policies before continuing to engage with the platform, ensuring that all user interactions met the necessary legal standards for data protection. Additionally, contact forms were enhanced with clear terms regarding data usage and explicit user consent options.

This process not only ensured legal compliance but also helped to build user trust in the platform's data management practices.

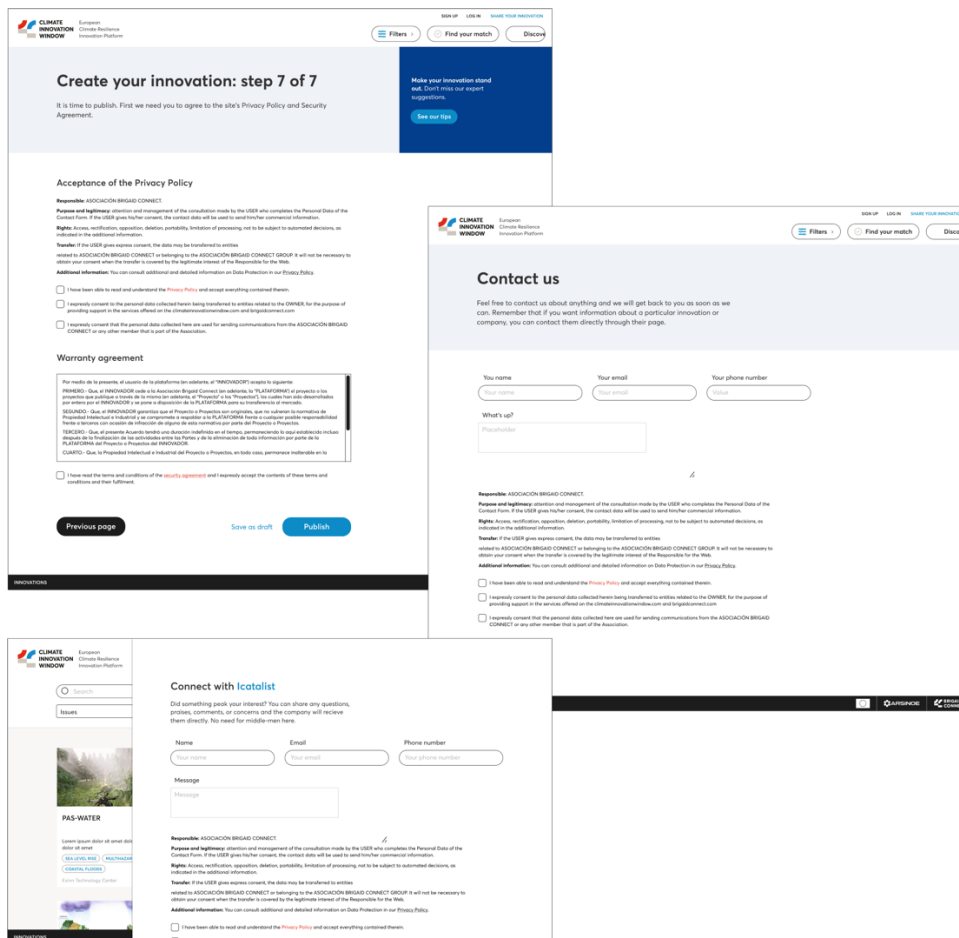


Figure 9 Implementation of the GDPR on the site

5.0 Solutions and ideas definition

The Climate Innovation Window (CIW) platform's design and development are rooted in a comprehensive process that integrates a wide array of solutions and ideas aimed at enhancing user experience, improving functionality, and fostering collaboration among stakeholders. This section provides an overview of the key solutions and design decisions made during the development process.

5.1 Sitemap, webflow, and content types

The following sitemap and webflow outline the structural design of the Climate Innovation Window (CIW) platform. This user flow study highlights the key actions, interactions, and navigation paths available to users as they explore innovations, submit their own, and engage with the platform's content. The diagram illustrates how users move through various pages - from registration to discovering innovations - ensuring an intuitive and accessible user experience.

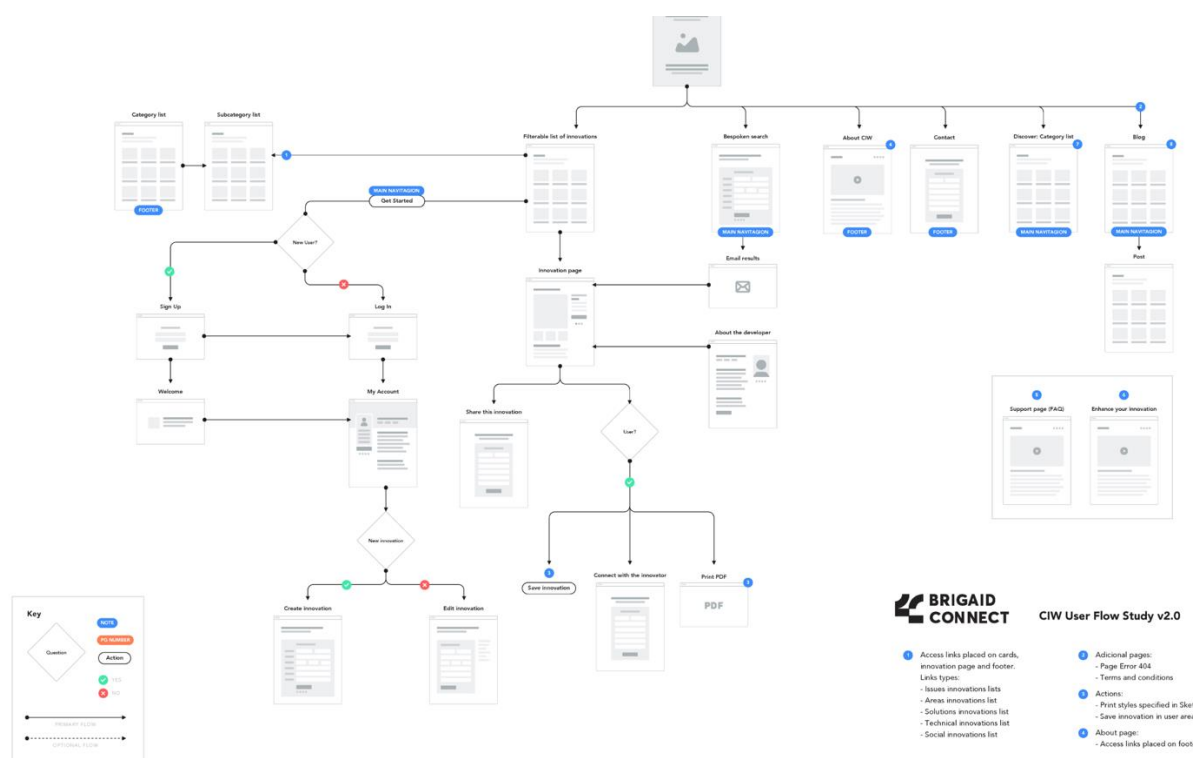


Figure 11 CIW user Webflow

5.2 Categories definition

The categories within the Climate Innovation Window (CIW) platform are organized to facilitate easy navigation for users seeking climate solutions. This categorization system allows users to filter innovations by issues, areas of application, solutions, and the type of innovation (technical or social). The comprehensive filter set ensures that users can efficiently locate relevant innovations based on their specific needs and contexts.

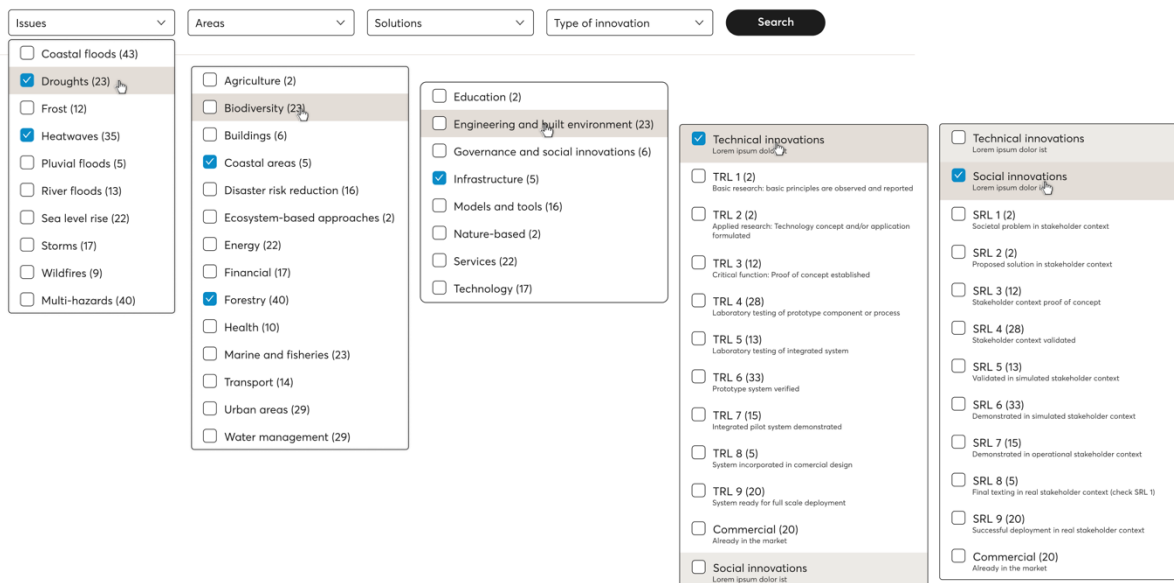


Figure 12 Content filtering by categories

5.3 Functionalities and CMS selection.

The development of the Climate Innovation Window (CIW) platform required careful consideration of the technology and features that would meet the platform's goals and user needs. Several critical functionalities were identified to ensure that the platform would provide a seamless user experience, support innovation discovery, and foster collaboration among stakeholders.

Among the key functionalities prioritized for the platform were:

Advanced Search Bar and Filtering System, this feature was essential to allow users to efficiently search and explore innovations based on a variety of criteria, such as innovation type, sector, or climate challenge. By implementing a sophisticated search system, users can quickly find relevant solutions that match their specific needs.

Innovator Registration Forms, a user-friendly, flexible form was designed to enable innovators to register their solutions on the platform. To accommodate the complexity of certain innovations, the form was developed to allow users to complete the submission process in multiple sessions. This ensures that detailed and accurate information can be provided without requiring the user to submit everything in one go.

Member Area, the platform includes a dedicated section for registered users, where they can manage their innovations, update personal information, and edit published content. This member area is designed to empower users by giving them control over their interactions with the platform, making it easier for them to track innovations and engage with other stakeholders. **Networking Capabilities**, one of the central goals of the CIW platform. The platform's networking features, namely new CIW member area now is more intuitive and is designed to facilitate connections by enabling users (innovators) to share information (to add videos, graphics, documents, information on sales prices through a specific new module), contact other innovators directly (team members and emails are included to an innovator's profile), and collaborate on solutions. This supports the broader objective of building a connected community of climate innovators.

Custom Design and Branding, the platform's design needed to reflect the BRIGAD Connect and CIW brand identities, ensuring a professional and cohesive user experience. Customizable design elements allow for the platform to meet corporate branding standards while maintaining flexibility for future updates.

After careful consideration, **WordPress** was selected as the content management system (CMS) for the platform. WordPress offers numerous advantages in meeting the identified requirements, including its robust functionality and wide range of available plugins to support advanced search capabilities, flexible forms, and user management tools. Its flexibility also allows for the creation of a member area, where users can manage their innovations and personal details efficiently. Additionally, WordPress supports extensive customization in both design and functionality, making it possible to align the platform with the specific branding and design needs of the project. Furthermore, WordPress is widely used and supported, making it a reliable choice for building a feature-rich, user-friendly platform capable of adapting to evolving requirements.

5.4 Mock-ups of the platform to initiate conversations with stakeholders

Mockups are crucial for helping people understand a project before its launch because they provide a visual representation of the final product, making complex concepts more tangible and accessible. They illustrate the design, layout, and functionality of a project, allowing stakeholders to visualize how it will work and interact.

We used mockups to present the Climate Innovation Window project at events and presentations, as they effectively communicated our vision and facilitated feedback by offering a clear preview of the platform's user interface and features.



Figure 13 Mock-up of the platform view on different devices

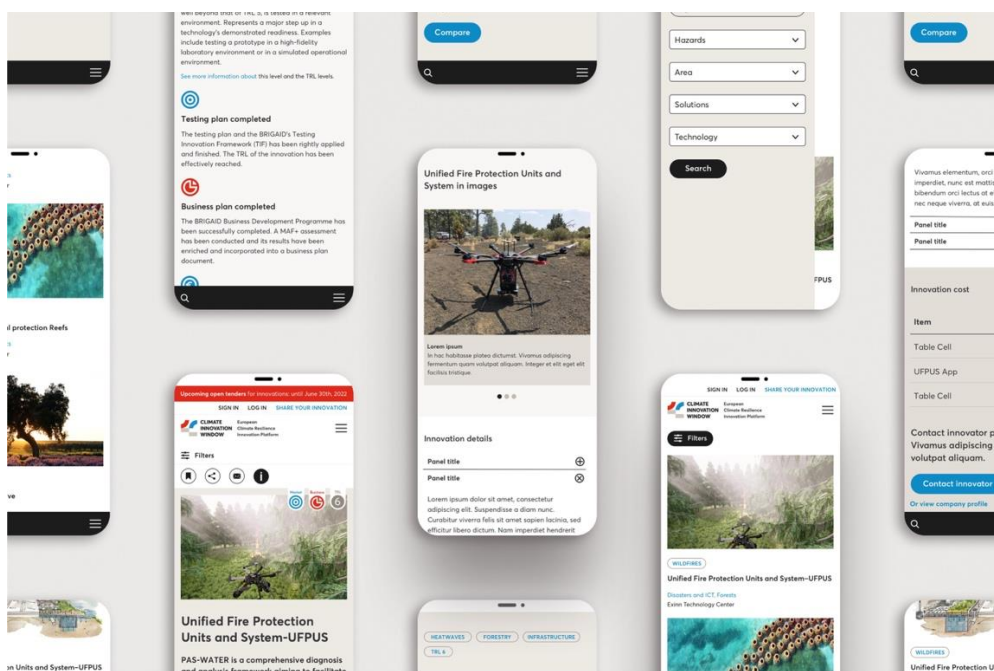


Figure 14 Mock-up of the platform view on mobile devices

5.5 Platform and pages design

The platform layout and individual pages are designed to offer clear navigation, comprehensive information, and engaging content that facilitates easy exploration of innovations.

The key pages of the platform include:

Homepage, the entry point to the platform, showcasing featured innovations, open tenders, and key sections for easy access. The homepage also highlights new updates, making it easy for users to stay informed about the latest innovations.

Innovation submission pages, designed to simplify the process for innovators to submit their solutions, the submission process is divided into multiple steps to ensure that all necessary information is collected efficiently, while allowing users to save and resume their submissions as needed.

Innovation Profiles, detailed innovation pages provide all relevant information, from technical specifications to pricing, alongside multimedia elements such as images and videos to give users a comprehensive understanding of the solutions.

Search and Filter pages, help users navigate the broad range of available innovations, allowing them to filter results based on issues, areas, solutions, and innovation types. This ensures that end-users can quickly find the most relevant innovations for their specific needs.

Overall, the platform's design ensures that it is both functional and visually appealing, enhancing the user experience.

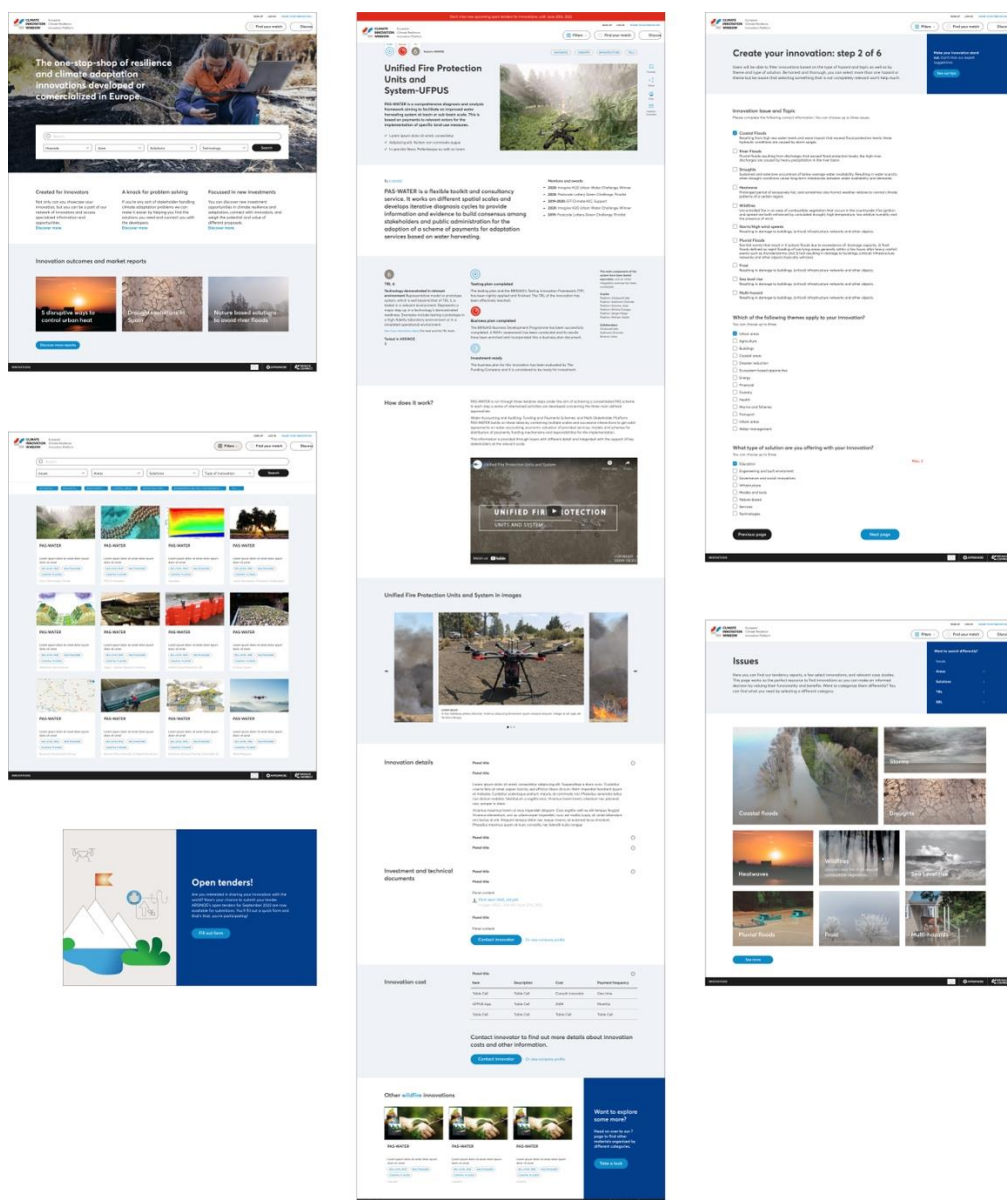


Figure 15 Designs of some of the pages of the platform

5.6 Copywriting

Copywriting is the art of crafting persuasive and engaging text that informs, motivates, and guides users. It plays a vital role in delivering a brand's message by clearly communicating the benefits and unique aspects of its products or services. Effective copywriting not only helps users make informed decisions but also contributes to shaping a brand's identity, tone, and voice. It ensures that the messaging resonates with the target audience and aligns with the brand's values.

For the Climate Innovation Window (CIW) project, copywriting was central to the website's design and user experience. Special emphasis was placed on implementing engaging and clear messaging throughout the platform—from the main website content to microcopy found in forms, tooltips, and

support messages. This approach ensured that every piece of text conveyed the CIW's value proposition in a clear, compelling, and user-friendly manner.

It's important to note that the relaunch of CIW was conducted in English only, without incorporating AI-powered multilingual systems. As a result, all written content on the platform and related materials is in English. While this decision streamlined the copywriting process, it presents an opportunity for future iterations of the platform to explore multilingual functionality to better serve a global audience.

Beyond the website, the copywriting strategy was extended to other promotional materials, such as presentations, flyers, and roll-ups used during events. This consistent and cohesive messaging helped reinforce the platform's benefits, creating a unified voice that resonated with both potential users and stakeholders. By crafting clear and persuasive copy across all touchpoints, the project was able to communicate the CIW's strengths effectively and build stronger engagement with its audience.

5.7 Rebranding & brand system

The previous Climate Innovation Window brand was strongly associated with BRIGAIID, and once the project ended, there was no clear entity behind the platform. This situation provided an opportunity to rebrand and connect the platform with BRIGAIID Connect, the association that inherited it. The rebranding objective is to align the platform with BRIGAIID Connect so that the association is both visible and recognizable as the driving force behind it. This strategy aims to build user trust by showcasing the association's value and expertise.



Figure 16 New Climate Innovation Window logo



Figure 17 BRIGAIID Connect logo

A brief brand guideline was created to ensure consistent and correct use of the logo in collaborations with third parties and for promotional or reputational purposes. This document outlines guidelines on logo usage, including size, placement, and color specifications, to maintain brand integrity and recognition. It helps prevent misuse or distortion, ensuring a cohesive and professional brand image across various platforms and materials.



Figure 18 Climate Innovation Window brand guidelines

A branding system defines the visual and conceptual elements that represent a brand, including logos, colors, fonts, and illustrations. Alongside the new logo, this system was developed to create a cohesive visual identity. It was used to design the video and other promotional materials, ensuring a consistent and professional brand presentation across various platforms.

5.8 Communication materials (landing pages, video for promotion, flyers, roll-ups)

To effectively promote the Climate Innovation Window (CIW) platform and engage stakeholders, various communication materials were developed. These include engaging landing pages, a promotional video, and visually compelling flyers and roll-ups, all designed to communicate the platform's value proposition and drive user engagement. These materials were instrumental in presenting the platform at events and increasing its visibility to a broader audience.

Link to video: <https://www.climateinnovationwindow.eu/about/>

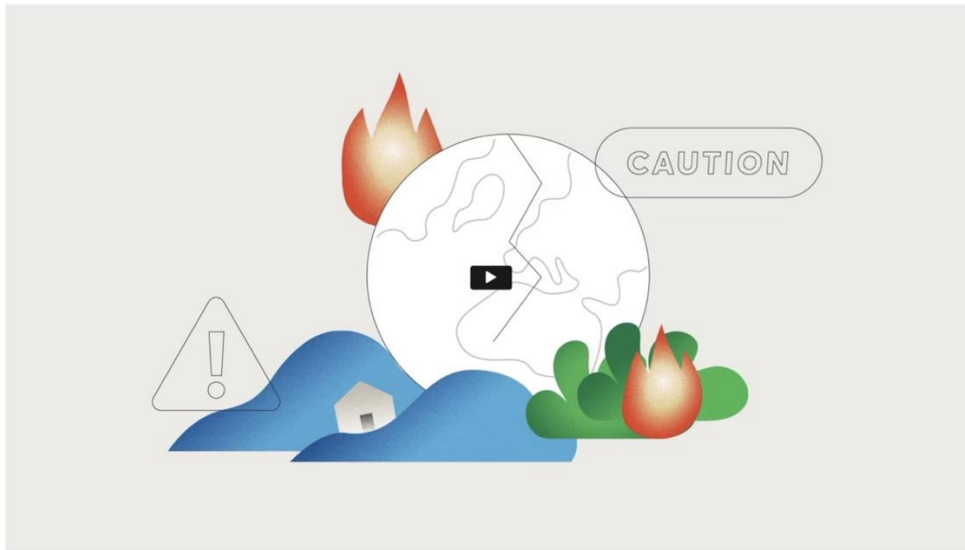
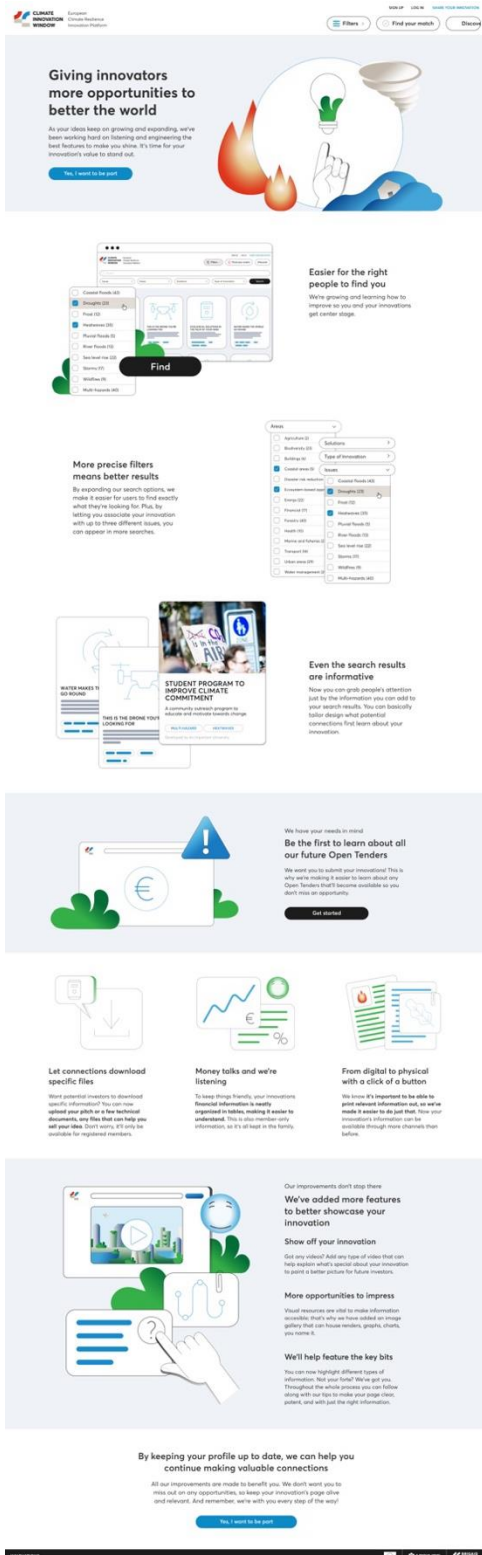


Figure 19 Climate Innovation Window presentation video



Giving innovators more opportunities to better the world
As your ideas keep on growing and expanding, we've been working hard on listening and engineering the best features to make you shine. It's time for your innovator's voice to stand out.
[This, I want to be part](#)

Easier for the right people to find you
We're growing and learning how to improve so you and your innovations get earlier stage.

More precise filters means better results
By expanding our search options, we make it easier for users to find exactly what they're looking for. Plus, by letting you associate your innovation with us to three different issues, you can appear in more searches.

Even the search results are informative
Now you can grab people's attention, and for the information you can add to your search results. You can basically color design what potential connections find learn about your innovation.

Be the first to learn about all our future Open Tenders
We want you to submit your innovation! This is why we're making it easier to learn about our Open Tenders that become available so you don't miss an opportunity.
[Get alerted](#)

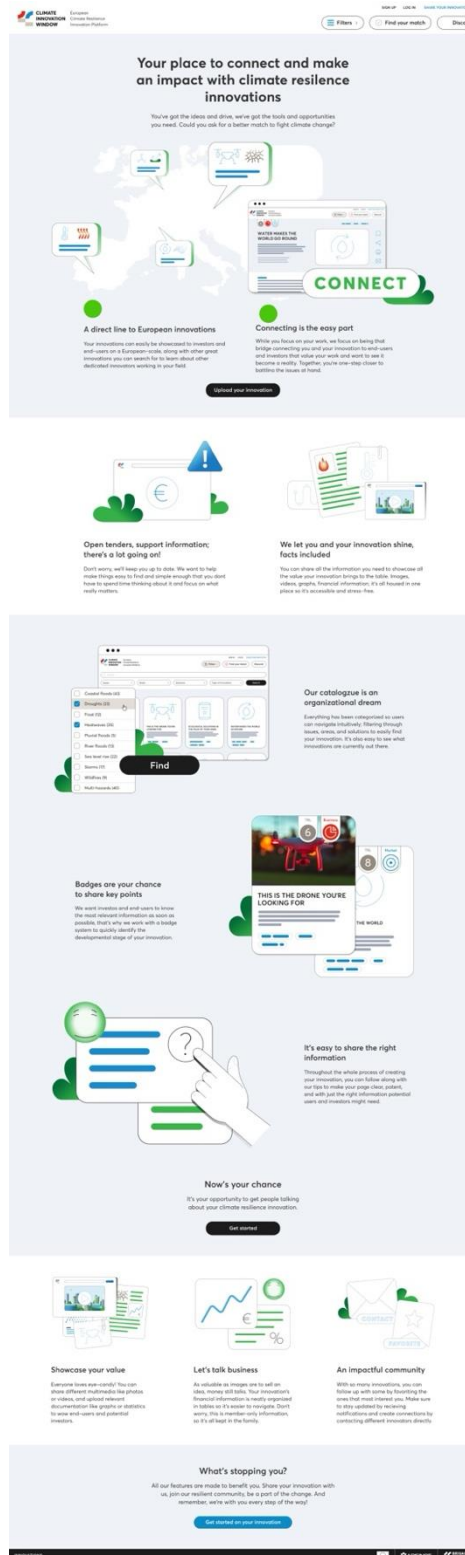
Let connections download specific files
Want potential investors to download specific information? You can now upload your pitch or a few technical documents, and files that can help you sell your idea. Don't worry, it's only available for registered members.

Money talks and we're listening
To keep things friendly, our innovations financial information is easily organized in tables, making it easier to understand. This is also member only information, so it's all kept in the family.

From digital to physical with a click of a button
We know it's important to be able to print physical information out, so we made it easier to do just that. Now your member's information can be available through more channels than before.

Our improvements don't stop there. We've added more features to better showcase your innovation
Show off your innovation
Got any videos? Add any type of video that can help explain what's special about your innovation to post a better picture for future investors.
More opportunities to impress
Visual innovation can help to make information accessible. That's why we have added an image gallery that can house members, graphs, charts, you name it.
We'll help feature the key bits
You can now highlight different types of information. Not your time? We've got you. Throughout the whole process you can follow along with our tips to make your page clear, packed, and well laid out the right information.

By keeping your profile up to date, we can help you continue making valuable connections
All our improvements are made to benefit you. We don't want you to miss out on any opportunities, so keep your innovator's page alive and relevant. And remember, we're with you every step of the way!
[This, I want to be part](#)



Your place to connect and make an impact with climate resilience innovations
You've got the ideas and drive, we've got the tools and opportunities you need. Could you use for a better match to fight climate change?

A direct line to European innovations
Your innovations can easily be showcased to investors and end-users on a European-wide, along with other great innovations you can search for to learn about other dedicated innovation working in your field.

Connecting is the easy part
While you focus on your work, we focus on being that bridge connecting you and your innovation to real users and investors that value your work and want to see it become a reality. Together, you're one step closer to bottom the hours of hard.
[Upload your innovation](#)

Open tenders, support information; there's a lot going on!
Don't worry, we'll keep you up to date. We want to help make things easy to find and simple enough that you don't have to spend too much time about it and focus on what really matters.

We let you and your innovation shine, facts included
You can share all the information you need to showcase all the value your innovation brings to the table. Images, videos, graphs, financial information. It's all housed in one place so it's accessible and easy to find.

Our catalogue is an organizational dream
Everything has been categorized so users can navigate intuitively. Filtering through hours, items, and solutions to easily find your innovation. It's also easy to see what innovations are currently out there.

Bodges are your chance to share key points
We want investors and end users to know the most relevant information as soon as possible. That's why we work with a badge system to quickly identify the developmental stage of your innovation.

This is the BRAND YOU'RE LOOKING FOR

It's easy to share the right information
Throughout the whole process of creating your innovation, you can follow along with our tips to make your page clear, packed, and well laid out the right information potential users and investors might need.

Now's your chance
It's your opportunity to get people talking about your climate resilience innovation.
[Get alerted](#)

Showcase your value
Everyone loves an award! You can show different individuals like photos or videos, and upload relevant documentation like graphs or statistics to win end-users and potential investors.

Let's talk business
As valuable as images are to sell an idea, money still talks. Your innovation's financial information is neatly organized in tables so it's easier to navigate. Don't worry, this is member-only information, so it's all kept in the family.

An impactful community
With so many innovations, you can follow up with some by boosting the ones that most interest you. Make sure to stay updated by receiving notifications and make connections by contacting different innovation directly.

What's stopping you?
All our features are made to benefit you. Share your innovation with us, join our vibrant community, be a part of the change. And remember, we're with you every step of the way!
[Get started on your innovation](#)

Figure 20 Landing pages for promotional campaigns



Figure 21 Poster and flyer used at Conama 2022 event



Figure 22 Roll up, presentation and flyer for events

6.0 Test and launch

6.1 Coordination with technological team

The successful testing and launch of the Climate Innovation Window (CIW) platform required close coordination between the design and technological teams. Regular meetings and collaborative tools such as Trello were used to manage tasks, track progress, and address any technical challenges. The technological team played a critical role in implementing the design, ensuring that the platform's functionalities - such as filters, innovation submission processes, and user interactions - worked seamlessly.

Additionally, detailed workflow diagrams and sitemaps were utilized to guide the development process, ensuring alignment between the design vision and technical execution. This coordination allowed for the timely resolution of technical issues, thorough testing, and successful deployment of the platform, ensuring that all elements were fully functional and met the users' needs before launch.

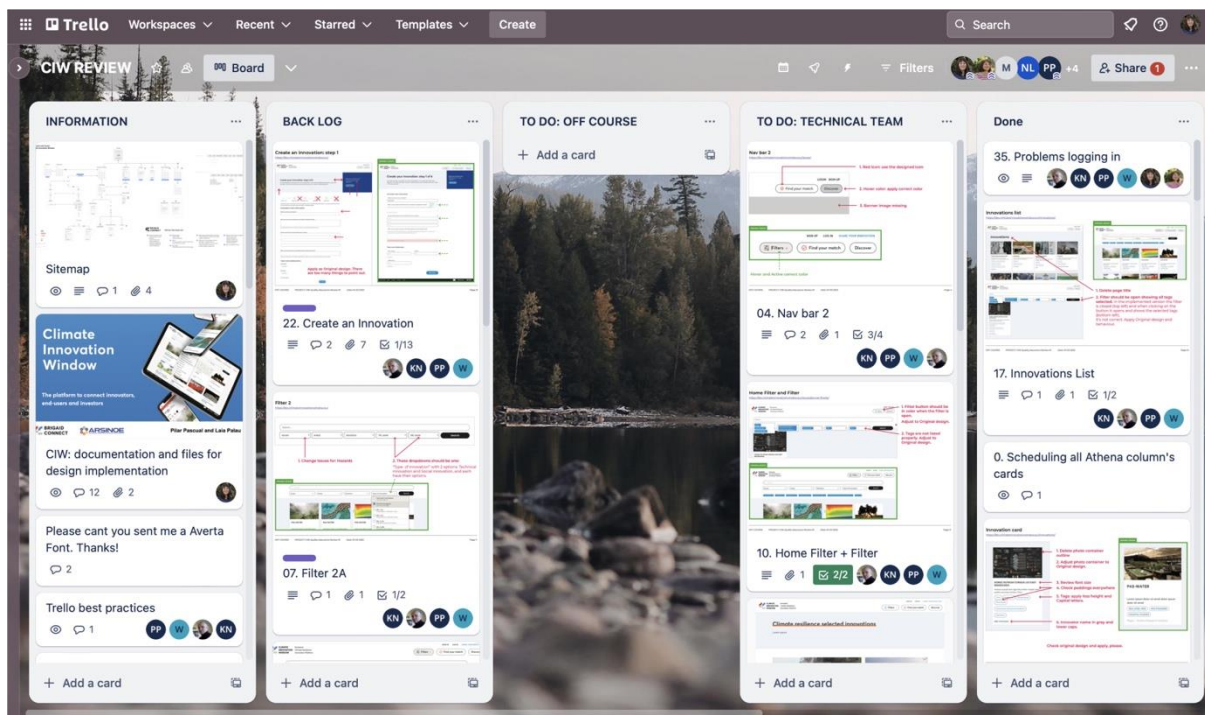


Figure 23 Trello board to coordinate teams and collaborators

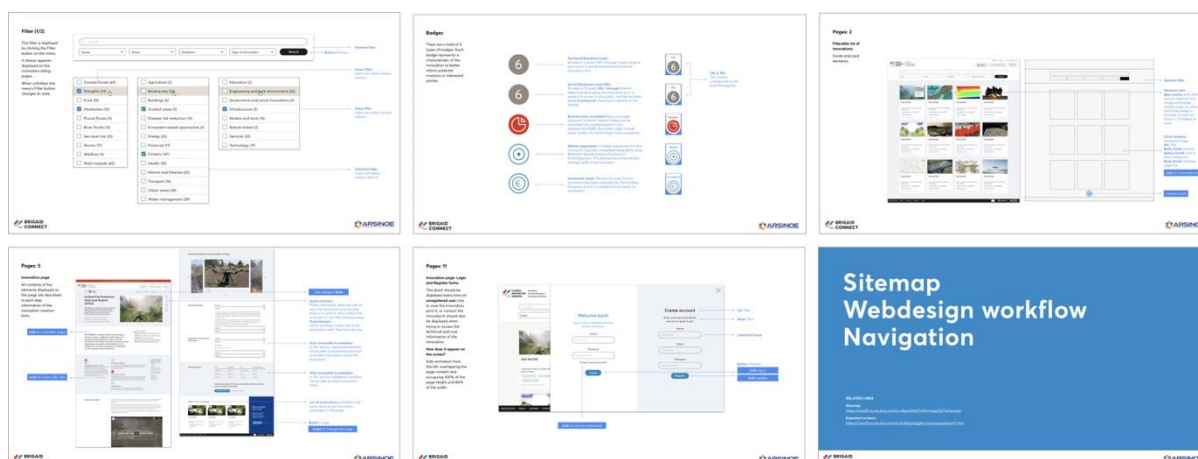


Figure 24 Pages from the dossier of design and site implementation indications

6.2 Test with users

User testing was carried out by the REGILIENCE team, BRIGAIID Connect members and a usability expert, who are independent of the development of the platform, ensuring unbiased and high-quality feedback.

The tests aimed to identify quality issues, usability concerns and opportunities to improve the overall user experience. Special attention was given to identifying and correcting bugs, refining features for improved functionality and ensuring a seamless interaction for all users.

The insights gained from these tests will drive ongoing improvements to enhance the performance of the platform and maximise user satisfaction.

6.3 Maintenance team creation (developers, user support and hosting)

The CIW has assembled a dedicated team to oversee the management of the platform, ensuring its smooth operation and continued development. This integrated team approach not only ensures efficient platform management but also supports its sustainability strategy by driving continuous improvement and innovation that aligns closely with user needs and project objectives.

Overview of the team and their roles:

- **Core maintenance, hosting and security team** is responsible for the day-to-day maintenance of the platform, ensuring it runs smoothly, remains secure and is always accessible to users.
- **Developers** are responsible for the technical aspects, including implementing new features, fixing bugs, and ensuring the platform's functionality meets user needs and overall standards.
- **Design team** provides expertise in user interface (UI) and user experience (UX) design, focusing on making the platform intuitive and visually appealing to increase user engagement.
- **Digital Marketing Expert** strategises and executes digital marketing campaigns to promote the platform, increase user acquisition and drive engagement. This team member will also analyse user data to optimise marketing strategies.

- **Communications expert** manages external communications, including public relations, media relations and stakeholder engagement. This team member will ensure clear and consistent messaging about the platform's benefits and updates.
- **Project and product manager (BRIGAIID Connect)** oversees the overall strategy and development of the platform. PP manager coordinates different teams, aligning their efforts with the platform's sustainability strategy and goals, and ensuring that developments are aligned with the BRIGAIID Connect project goals, fostering synergy and maximising the platform's impact.

7.0 Complementary actions

To maximize the reach and uptake of the Climate Innovation Window (CIW) platform, several complementary actions were implemented in collaboration with the REGILIENCE CSA project. Through over 49 meetings of REGILIENCE support team and BRIGAIID Connect team, strategic support was developed to ensure CIW's success and widespread adoption.

One of the key accomplishments was connecting CIW to Climate-ADAPT, an important platform for climate adaptation resources managed by the European Environment Agency. By integrating CIW, this connection expanded CIW's visibility, making it easier for users involved in climate resilience efforts across Europe to access and explore innovations related to water management, urban areas, agriculture, and more. You can find the connection to CIW on Climate-ADAPT [here](#).

REGILIENCE, which published an [article](#) highlighting CIW's value and role in the climate innovation space. This feature drew attention to CIW's ability to connect climate solutions with end-users and investors, fostering engagement with a broader audience.

Additionally, REGILIENCE supported CIW by including it in their newsletter through Climate-ADAPT, further promoting the platform to a targeted audience of climate adaptation professionals and stakeholders. This exposure helped drive engagement and encouraged more users to explore the platform's offerings.

These complementary actions were instrumental in driving platform adoption, creating awareness, and ensuring the successful uptake of CIW across the European climate adaptation community.

8.0 Ready to plan implementation of CIW Business Model and next steps

The Climate Innovation Window (CIW) Business Model, developed by WP8 partners Enrich Global and GAC Group, is designed to ensure the platform's sustainability, scalability, and long-term impact in the climate innovation ecosystem. This model outlines how CIW can and will continuously attract innovators, provide value to stakeholders, and sustain itself financially through various revenue streams in the coming years.

Key Points of the CIW Business Model

Value Proposition: The Climate Innovation Window (CIW) serves as a dynamic marketplace connecting climate innovators with key stakeholders, including regional authorities, EU-funded projects, and end-users. Its unique value lies in providing a space for climate solutions to gain visibility, secure funding, and facilitate connections with problem owners looking for innovative adaptation strategies.

Revenue Streams:

Freemium Model: Basic platform access remains free for innovators, while advanced features (e.g., visibility boosts, premium consultations) are available through paid tiers.

Paid Consultancy Services: CIW offers tailor-made consultancy services for regions and organizations needing expert advice on implementing climate solutions.

Platform-as-a-Service (PaaS): CIW can be offered to external organizations (e.g., EU projects) as a platform to manage open calls, tenders, or innovation challenges.

Membership Models: Institutions, regional authorities, and climate action organizations can subscribe to membership packages for premium services, such as access to exclusive tenders and matchmaking features.

Customer Segments:

Climate Innovators: Innovators providing solutions for climate related challenges looking for visibility, collaboration, and funding opportunities.

Problem Owners: Regional authorities, municipalities, and industries seeking innovative climate solutions for their challenges.

EU-funded Projects and Mission Projects: These initiatives benefit from the platform's comprehensive solutions and consultancy services.

Channels: CIW's key engagement channels include the digital platform, social media outreach, and strategic collaborations with climate networks such as REGILIENCE and Climate-ADAPT. Ongoing partnerships with EU Mission Projects and Living Labs will further boost platform uptake.

Cost Structure: The core costs for CIW include platform maintenance, technical support, user engagement, content development, and promotional activities. Significant investments are earmarked for enhancing user experience and scaling the platform's functionalities.

Key Improvements Needed:

Despite having a solid foundation, the CIW requires further refinement and optimization in specific areas:

- (1) **Diversifying Revenue Streams:** While the freemium model and consultancy services are in place, further refinement is required to diversify income sources, such as monetizing platform data insights or offering industry-tailored reports.
- (2) **User Retention and Engagement:** Continuous improvements in user experience and support services are needed to ensure high levels of engagement and retention among both innovators and problem owners.
- (3) **Multilingual Support:** To widen the platform's global reach, the introduction of multilingual capabilities should be considered, as this will enable easier adoption by non-English-speaking regions and authorities.
- (4) **Brand Visibility and Positioning:** Greater emphasis on brand visibility across key climate adaptation events, online webinars, and strategic partnerships will help CIW stand out as a go-to resource for climate innovations.

Next Steps for BRIGAIID Connect to Implement the Business Model:

- **Scaling User Engagement:**

Activate Early Adopters: Focus on actively engaging early adopters like the ARSINOE case studies and other Mission Projects.

Expand Market Reach: CIW should expand its user base across Europe, especially by targeting key regions and authorities interested in climate adaptation solutions.

- **Monetization Strategy:**

Freemium Model Rollout: Introduce the premium tiered services gradually to ensure user uptake while maintaining platform accessibility for innovators.

Consultancy and Platform-as-a-Service (PaaS): Actively promote the consultancy offerings and the platform-as-a-service model to EU-funded projects and industry stakeholders seeking robust solutions for innovation challenges.

- **Strengthening Partnerships:**

Strategic Collaborations: Continue building partnerships with relevant climate initiatives and projects, such as Climate-ADAPT, REGILIENCE, and other EU Mission Projects. These alliances will drive platform visibility and create networking opportunities for CIW users.

Cross-Platform Integration: Ensure tighter integration between CIW and other key platforms, allowing shared users and innovators to benefit from multiple climate action tools.

- **Platform Improvements:**

Continuous Innovation: BRIGAD Connect should prioritize ongoing platform improvements, leveraging feedback from innovators and stakeholders to refine features, enhance usability, and integrate emerging technologies.

Analytics and User Feedback: Implement data analytics to measure user interaction and platform success metrics. Using these insights, BRIGAD Connect can further refine the business model and enhance user engagement.

- **Sustained Outreach and Promotion:**

Communication Strategy: Develop and implement a communication and outreach strategy to maintain momentum, leveraging social media, newsletters, webinars, and climate-related events to drive user interest and engagement.

<p>Problem</p> <p># 1 Dispersed Climate Innovators Working in Isolation</p> <p>#2 Lack of Centralised Support for Advanced TRL Innovators</p> <p>#3 Challenges for Local and Regional Authorities in Finding Innovations</p> <p>#4 Need for a Trusted Platform for EU-Funded Innovation Solutions</p> <p>Existing Alternatives</p> <p>Climate-KIC, EIT Climate-KIC, The Global Innovation Lab for Climate Finance, CLIX, I4C, Climate ADAPT</p>	<p>Solution</p> <p>Centralized Innovation Repository</p> <p>Trusted Tool for Open Calls</p> <p>Comprehensive Resource Hub for innovators</p> <p>Digital Community Space</p> <p>Key Metrics</p> <p>Number of climate innovators actively using the platform.</p> <p>Number of projects actively using the platform.</p> <p>Number of collaborations and projects initiated through the platform.</p> <p>Amount of funding and resources mobilized for climate innovation projects.</p>	<p>Unique Value Proposition</p> <p>CIW offers a centralized, dynamic platform that bridges the gap between climate innovators and the realms of EU-funded projects, incl. local and regional authorities, and problem owners.</p> <p>High Level Concept</p> <p>Kickstarter meets Airbnb and LinkedIn for Climate Innovation</p>	<p>Unfair Advantage</p> <p>Unique ecosystem approach, leveraging Brigaid Connect's extensive network and specialized focus on climate adaptation, which combines trust, comprehensive support, and strategic partnerships to create an unmatched platform for climate innovation.</p> <p>Channels</p> <p>Digital Platform: CIW is a main interface.</p> <p>Partnerships with EU projects, regional/city authorities, other stakeholders to expand reach and impact.</p> <p>Other Climate dedicated platforms</p> <p>EG TG 'Climate Change and Sustainability'</p> <p>EG Community Platform</p>	<p>Customer Segments</p> <p><u>Climate Innovators</u>: Solution providers looking for funding, collaboration, and visibility.</p> <p><u>EU-funded Projects</u>: Focused on the EU Mission on Adaptation to Climate Change, seeking innovative solutions and tools for project sustainability.</p> <p><u>Problem Owners</u>: Regions, cities, and other entities looking for innovative solutions to climate adaptation challenges.</p> <p><u>Cross-project Communities of Practice</u></p> <p>Early Adopters</p> <p>ARSINOE innovators, Case Studies incl. BRC other projects</p> <p>Early Majority: Partners network of communities of practice: Enrich Global TG and Community Platform</p>
<p>Cost structure</p> <p>Hosting and Maintenance</p> <p>Customization</p> <p>Tool improvement</p> <p>Customer support</p> <p>Promotion</p>		<p>Revenue streams</p> <p>Freemium model (subscriptions)</p> <p>On Demand model (consultancy services on risk prediction)</p> <p>Platform as a service model (for EU-funded projects)</p> <p>Membership model (for public institutions/NGOs/Associations)</p>		

Next steps for BRIGAIID Connect to advance CIW:

- (1) For CIW sustainability and scaling the next steps involve solidifying the financial sustainability through diversified revenue streams while scaling user engagement, particularly with early adopters like ARSINOE case studies and EU Mission projects.
- (2) To reach market expansion, a focus will be on expanding the platform's visibility and adoption across Europe, targeting new climate innovation projects and problem owners.
- (3) Following a continuous improvement approach, CIW will continue to develop and enhance its offerings, such as improving the user interface, adding new functionalities based on user feedback, and strengthening community-building efforts.
- (4) Implementation of Paid Features: implementing the Freemium and consultancy models will be crucial to secure financial support for the platform's growth and innovation.

- (5) Building new partnerships while leveraging existing ones with EU-funded projects and regional authorities will be essential in promoting CIW's services and increasing its impact.

By following this roadmap, CIW is poised to become a central hub for climate innovation, facilitating critical connections between innovators, stakeholders, and problem owners in the climate resilience and adaptation space.

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.



This project has received funding from the European Union's Horizon H2020 innovation action programme under grant agreement 101037424.