



Newsletter #4, #5 and #6

Deliverable 8.14 Newsletter #4, #5 and #5

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 4 th Newsletter Campaign Performance	8
4.5 ARSINOE 5 th Newsletter Campaign Performance	10
4.6 ARSINOE 6 th Newsletter Campaign Performance	11
4.7 ARSINOE 7 th Newsletter Campaign Performance	13
4.8 Newsletters' Monitoring Process	14
CONCLUSIONS	15
ANNEX: 4TH ARSINOE NEWSLETTER	16
5TH ARSINOE NEWSLETTER	17
6TH ARSINOE NEWSLETTER	18
7TH ARSINOE NEWSLETTER	20

EXECUTIVE SUMMARY

The deliverable 8.14 'ARSINOE Newsletters #4, #5 and #6' has been developed in the context of the ARSINOE Work Package 8 'Impact maximisation, 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 newsletter's performance.

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

The fourth newsletter of the project was released in April 2024. The fifth newsletter was released in November 2024. The sixth ARSINOE newsletter was released in April 2025, and the last one was sent out in August 2025. All the newsletters of the project are currently accessible through the website but are also featured in the annexe section of this document.

In addition to the project's standalone newsletters, ARSINOE has also collaborated with its sister projects on the preparation of joint newsletters, which further amplified outreach and cross-project visibility within the Mission Adaptation to Climate Change community. These joint editions provided an opportunity to highlight synergies between projects, showcase shared activities, and promote complementary results to a wider audience.

Looking ahead, an eighth ARSINOE newsletter is planned, focusing on the upcoming Policy Brief #3. This edition will serve as a targeted communication piece, presenting policy-relevant insights and recommendations derived from ARSINOE's work.

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 for the successful development and impact creation of the ARSINOE project.

Annual ARSINOE newsletters are one tool selected for ensuring the effective dissemination of the ARSINOE project. Newsletters are considered one of the most direct means for the project's outreach.

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 first fully developed version of the ARSINOE newsletter and will continue to be updated with all the annual editions of the newsletters throughout the project's duration.

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 allows for an increased understanding and knowledge of the project, its technologies, case studies, and its long-term benefits. Through the newsletter, the ARSINOE audience will get 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.

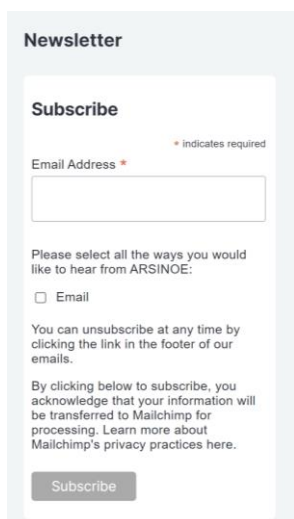
2.2 Target audience

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 simultaneously reach all the different stakeholder groups 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 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 will be cross-promoted with other newsletter creators who have audiences relevant to ARSINOE.
2. The newsletter link will be 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 the 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 the latest videos published on YouTube
- At the end of the newsletter, an agenda of ARSINOE-related events will be 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 2: Opening section of ARSINOE newsletter template

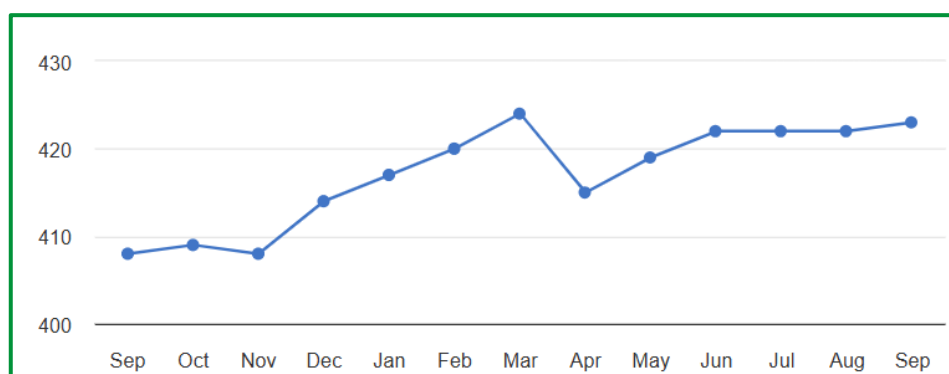


4.0 EVALUATION & MONITORING PROCESS

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 fourth newsletter of the project was released on the 23rd April 2024 to a number of 385 Mailchimp Subscribers, whereas now the subscribers list counts 430 contacts. The increase of the subscribers of the last year is depicted in the graph below.



Subscribers' Locations

When it comes to our subscribers' nationalities, MailChimp offers us some information on the top three countries that are subscribers are coming from, with Greece, the Netherlands and the United States being among the top locations.

1.	Athens, I Greece	📍
2.	Amsterdam, NH Netherlands	📍
3.	Sheridan, WY USA	📍

4.2 ARSINOE 4th Newsletter Campaign Performance

The fourth ARSINOE newsletter was released on the 19th April 2025 to a total number of 385 subscribers. The campaign was delivered to 364 contacts, as the email bounced for 21 contacts according to the detailed MailChimp report. The open rate of the campaign was 45.6% which means that it received 166 total opens, while the click rate was 5.5%, meaning that it had 18 total clicks. All this information is presented in the screenshots taken from the detailed report.

ARSINOE 4th newsletter		Sent Fri, Apr 19, 2024, 02:03 PM	ARSINOE 385 recipients	43.4% Opens	4.9% Clicks
Regular email • Legacy builder Last edited Tue, Apr 23, 2024, 11:20 AM by Water Europe Water Europe					

Deliveries	364 (94.5%)
Total opens	260
Last opened	15 Mar 2025 19:53
Forwarded	0

Clicks per unique opens	10.8%
Total clicks	32
Last clicked	25 Apr 2024 12:11
Abuse reports	0

The newsletter consisted of twelve news items:

1. An introduction to the newsletter
2. An article on World Water Day
3. A series of interviews for the Women's Day
4. The ARSINOE Seminar #6
5. An article on the ARSINOE new factsheet
6. ARSINOE participation in the Innovation Forum 2024
7. News about the ARSINOE interview for a local radio
8. A section showcasing 4 events where ARSINOE was presented
9. An article about the new group
10. A GIF showcasing the new videos on the ARSINOE YouTube channel
11. A banner inviting people to subscribe
12. Events calendar

Based on the click report and summary available on MailChimp, the piece about the project's factsheet was by far the most clicked link with 21.9% total clicks and 23.1% unique. The 2nd most clicked pieces were the participation to the Innovation Forum 2024 and the third most clicked link was the ARSINOE Seminar #6, followed by the piece about the World Water Day 2024.

URL	Total clicks	% of Total clicks	Unique clicks	% of Unique clicks
https://arsinoe-project.eu/secstorage/2024/02/AR...	7	21.9%	6	23.1%
https://arsinoe-project.eu/arsinoe-project-takes-c...	7	21.9%	5	19.2%
https://www.youtube.com/watch?v=PqD0wkOuCvY&ab_cha...	6	18.8%	4	15.4%
https://arsinoe-project.eu/arsinoe-project-highlig...	4	12.5%	4	15.4%
https://www.youtube.com/@arsinoeeu745	4	12.5%	2	7.7%
https://arsinoe-project.eu/news-events/	2	6.3%	2	7.7%
https://arsinoe-project.eu/arsinoe-workshop-at-the...	2	6.3%	2	7.7%

Subscribers' Locations

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

Top locations by opens		
19 April 2024 - 16 September 2025 • Excludes Apple MPP		
		Opens
	United States	123
	Greece	30
	United Kingdom	9
	Spain	7
	Germany	5

4.5 ARSINOE 5th Newsletter Campaign Performance

The fifth ARSINOE newsletter was released on the 18th of November 2024 to a total number of 426 subscribers. The campaign was delivered to 409 contacts, as the email bounced for 43. The open rate of the campaign was 32.4% which means that it received 124 total opens, while the 6.3% click rate resulted in that it had 24 total clicks. All this information is presented in the screenshots below.

ARSINOE 5th newsletter		Sent	ARSINOE	52.2%	16.6%
Regular email • Legacy builder		Mon, Nov 18, 2024, 11:02 AM	409 recipients	Opens	Clicks
Last edited Mon, Nov 18, 2024, 11:02 AM by Water Europe Water Europe					

Deliveries	368 (90.0%)
Total opens	280
Last opened	09 Sep 2025 23:09
Forwarded	0

Clicks per unique opens	35.7%
Total clicks	232
Last clicked	20 Nov 2024 16:20
Abuse reports	0

The fifth newsletter consisted of fourteen total news items:

1. An introduction to the newsletter
2. A piece about the 3rd ARSINOE General Assembly in Sardinia
3. A section about the Winners of the Open Call for Innovators
4. The ARSINOE Online Seminar #7 available on YouTube
5. A section about the Latest ARSINOE Factsheets
6. A news about the ARSINOE PhD Academy
7. A piece about the ARSINOE Joint Research Workshop
8. A highlight of the project's presentation to the REST~COAST Workshop
9. One piece showcasing ARSINOE presentation at the ARSINOE at the Nexus Excellentia Programme

10. A separated section with other events where ARSINOE was presented
11. A news about the testing of the project's VT Tool
12. A GIF showcasing the new videos on the ARSINOE YouTube channel
13. A banner inviting people to subscribe
14. Events calendar

The click report and summary showed the project's 3rd General Assembly to be the most clicked link with 37.1% total clicks and 20.4% unique. The 2nd most clicked piece was the piece about the selected innovators from the 1st Open Tenders, and the third most clicked link was the project's official logo, followed by the link to the YouTube channel.

URL	Total clicks	% of Total clicks	Unique clicks	% of Unique clicks
https://arsinoe-project.eu/arsinoe-3rd-general-ass...	86	37.1%	46	20.4%
https://arsinoe-project.eu/introducing-the-3-selec...	79	34.1%	41	18.2%
https://arsinoe-project.eu/	40	17.2%	40	17.8%
https://www.youtube.com/@arsinoeeu745/videos	8	3.4%	6	2.7%
https://arsinoe-project.eu/workshop-on-bridging-ga...	5	2.2%	3	1.3%
https://arsinoe-project.eu/securstorage/2024/05/AR...	3	1.3%	3	1.3%
https://www.instagram.com/arsinoe_eu/	2	0.86%	2	0.89%
https://arsinoe-project.eu/news-events/	2	0.86%	2	0.89%

Subscribers' Locations

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

Top locations by opens	
18 November 2024 - 16 September 2025 • Excludes Apple MPP	
	Opens
 United States	190
 United Kingdom	14
 Greece	14
 Spain	10
 Germany	8

4.6 ARSINOE 6th Newsletter Campaign Performance

The sixth edition of the ARSINOE newsletter was sent out on the 29th of April 2025, to 426 subscribers. Of those, 383 successfully received the campaign, with 43 emails bouncing. The newsletter achieved an open rate of 32.4%, totalling 124 opens, and a click-through rate of 6.3%, which resulted in 24 total clicks. Detailed campaign performance can be found in the screenshots below.

ARSINOE 6th newsletter Regular email • Legacy builder Last edited Tue, Apr 29, 03:16 PM by Water Europe Water Europe				
Sent		ARSINOE		42.3%
Tue, Apr 29, 03:16 PM		426 recipients		Opens
				Clicks
				6.3%

Deliveries	383 (89.9%)
Total opens	197
Last opened	09 Sep 2025 23:06
Forwarded	0

Clicks per unique opens	19.4%
Total clicks	49
Last clicked	09 Sep 2025 23:07
Abuse reports	0

This edition featured eleven news items:

1. An introduction to the newsletter
2. An article about the Athena Research Center
3. A section about the Winners of the ARSINOE 2nd Open Call
4. The ARSINOE Online Seminar #8 is available on YouTube
5. A piece about the technology deployment in the Greek pilot
6. A news about the project's presentation during the EU Climate Pact Annual Event
7. Two news about the workshop in Karlsruhe and the session at the World water Day
8. A reminder to complete the EU-wide survey from the VALORADA project
9. A GIF showcasing the latest interviews on YouTube
10. A Banner inviting people to register to the ARSINOE YouTube channel
11. Events calendar

According to the click report, the most clicked item was the project's news section, accounting for 26.5% of all clicks and 19.4% unique clicks. The ARSINOE YouTube channel was the second most popular link. The European Climate Pact Annual Event session ranked third, followed by the article on the Athena Research Centre.

URL	Total clicks	% of Total clicks	Unique clicks	% of Unique clicks
https://arsinoe-project.eu/news-events/	13	26.5%	7	19.4%
https://www.youtube.com/@arsinoeeu745/videos	9	18.4%	6	16.7%
https://arsinoe-project.eu/arsinoe-featured-at-the-...	8	16.3%	4	11.1%
https://arsinoe-project.eu/athena-research-center-...	5	10.2%	5	13.9%
https://arsinoe-project.eu/advancing-air-quality-m-...	4	8.2%	3	8.3%
https://arsinoe-project.eu/arsinoe-project-feature-...	3	6.1%	2	5.6%
https://arsinoe-project.eu/arsinoe-joins-cote-dazu-...	3	6.1%	3	8.3%
https://youtube.com/live/1oNYoQnKH8s	2	4.1%	2	5.6%

Subscribers' Locations

The top countries where recipients opened the newsletter were the USA, Germany, Spain, Italy, and Greece, as shown in the visual analytics below.

Top locations by opens			
29 April 2025 - 16 September 2025 • Excludes Apple MPP			
		Opens	% of total opens
	United States	125	63.5%
	Germany	7	3.6%
	Spain	7	3.6%
	Italy	7	3.6%
	Greece	6	3.0%

4.7 ARSINOE 7th Newsletter Campaign Performance

On August 29, 2025, the project released the seventh and final edition of the ARSINOE newsletter to 426 subscribers. The campaign successfully reached 386 recipients, while 40 emails bounced. The newsletter recorded a 45.3% open rate, translating to 175 opens, and a 7.3% click rate, generating 28 clicks in total. Full performance details are available in the screenshots below.

ARSINOE 7th newsletter			
Regular email • Legacy builder	Sent	ARSINOE	52.3%
Last edited Fri, Aug 29, 12:45 PM by Water Europe Water Europe	Fri, Aug 29, 12:45 PM	426 recipients	Opens
			Clicks

Deliveries	386 (90.6%)	Clicks per unique opens	15.4%
Total opens	300	Total clicks	63
Last opened	16 Sep 2025 10:19	Last clicked	14 Sep 2025 10:02
Forwarded	0	Abuse reports	0

This edition featured eight diverse updates, including:

1. A welcome note to introduce the edition
2. A piece about the Climate & Sustainability e-CoP
3. A news on the Climate Innovation Window
4. A section promoting the ARSINOE Policy Briefs
5. One article focused on the ARSINOE's integrated tools
6. A video promoting the upcoming documentary
7. A final piece showcasing the news and tools to be uploaded on the project's website and YouTube channel
8. A calendar of upcoming events

According to our analytics, the project's logo was the most clicked item, receiving 26.5% of total clicks and 21.8% unique clicks. The Climate Innovation Window YouTube channel came in second. The deployment of DIORAMA Tool ranked third, and the article on the partnership with ENRICH GLOBAL followed closely behind.

URL	Total clicks	% of Total clicks	Unique clicks	% of Unique clicks
https://arsinoe-project.eu/	18	26.5%	12	21.8%
https://arsinoe-project.eu/a-key-arsinoe-outcome-t...	17	25%	11	20%
https://arsinoe-project.eu/advancing-air-quality-m...	10	14.7%	7	12.7%
https://arsinoe-project.eu/arsinoe-partners-with-e...	9	13.2%	7	12.7%
https://arsinoe-project.eu/arsinoe-project-key-pol...	6	8.8%	5	9.1%
https://youtu.be/MPsu89wrr0c?si=bDo9AJ9QWkdhZx0h	6	8.8%	6	10.9%
https://arsinoe-project.eu/securstorage/2024/03/AR...	2	2.9%	2	3.6%
https://arsinoe-project.eu/wp-content/uploads/2025...	0	0%	0	0%

Subscribers' Locations

The top countries where the newsletter was opened include the United States, Greece, Luxembourg, the United Kingdom and Germany.

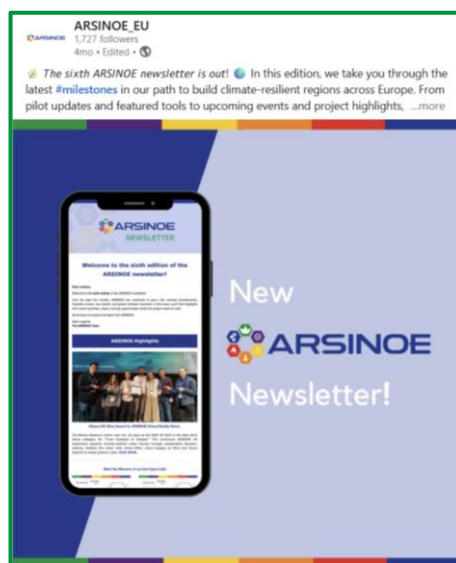
Top locations by opens		
29 August 2025 - 16 September 2025 • Excludes Apple MPP		
		Opens
	United States	178
	Greece	45
	Luxembourg	11
	United Kingdom	8
	Germany	6

4.8 Newsletters' Monitoring Process

As outlined in the preceding sections, the success of the newsletter campaign depends not only on the creation of engaging content and its timely distribution but also on the continuous monitoring of its performance. This evaluation process is essential, as it provides valuable insights that can inform the development of future content and improve the relevance of upcoming newsletter editions.

Findings from the first ARSINOE campaign's monitoring report reveal that subscribers showed heightened interest in the ARSINOE case studies and the project overall, as evidenced by frequent clicks on the official project logo. This behavioural pattern should be considered when planning the focus of future editions.

Additionally, as detailed in Section 4.1, the subscriber list has shown a steady increase over time. This growth can be attributed, in part, to the active promotion of the subscription process via social media channels, a trend further supported by the screenshots provided below.



CONCLUSIONS

Over the reporting period, the ARSINOE newsletter has established itself as an effective communication and dissemination tool, contributing to awareness raising, visibility and stakeholder engagement across the project's diverse target groups.

A total of four newsletter campaigns were released between April 2024 and August 2025. These campaigns were distributed via the MailChimp platform to a mailing list that grew steadily from 385 subscribers in early 2024 to 430 subscribers by mid-2025. The consistent increase in recipients demonstrates the effectiveness of the subscription strategy and the project's growing visibility within its stakeholder community.

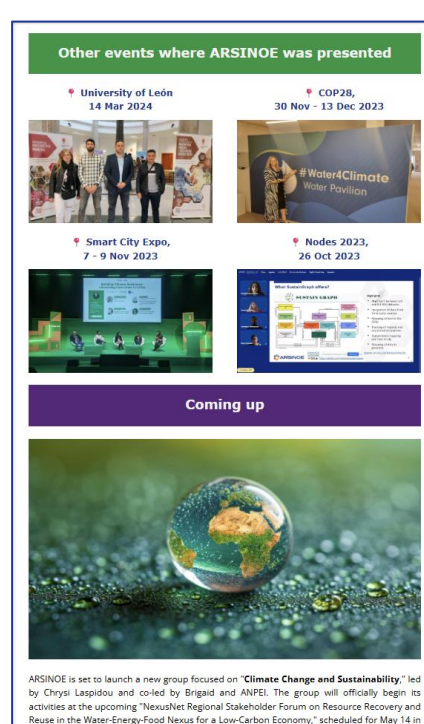
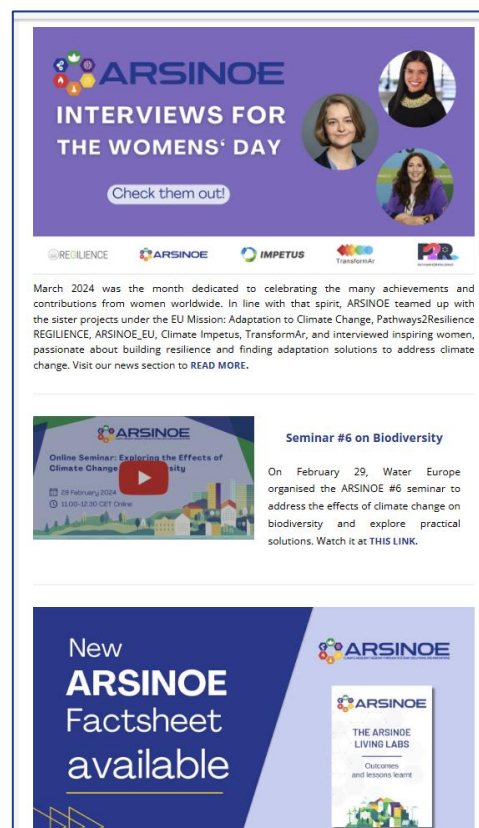
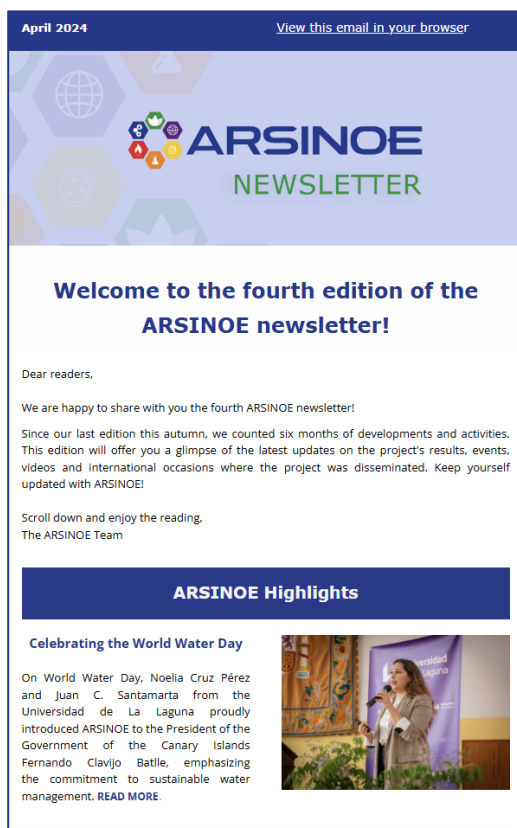
Performance indicators reveal that the newsletters achieved an average open rate of 38.9% and an average click-through rate of 6.1%, both of which are above industry benchmarks for research and innovation projects. Notably, the 4th and 7th editions recorded the strongest engagement, with open rates exceeding 45% and click-through rates surpassing 7%. These outcomes indicate that the content was perceived as both relevant and valuable by the audience.

In terms of outreach, the subscriber base reflects a strong international spread, with the United States, Greece, Germany, Spain, the United Kingdom, and the Netherlands consistently ranking among the top locations. This confirms that the newsletter successfully supports ARSINOE's objective of reaching a broad and diverse set of stakeholders across Europe and beyond.

Content analysis highlights that articles showcasing project factsheets, general assemblies, open calls for innovators, and policy-related outputs generated the highest levels of engagement. This demonstrates a clear interest in both scientific outputs and opportunities for involvement, aligning well with ARSINOE's dissemination and exploitation goals.

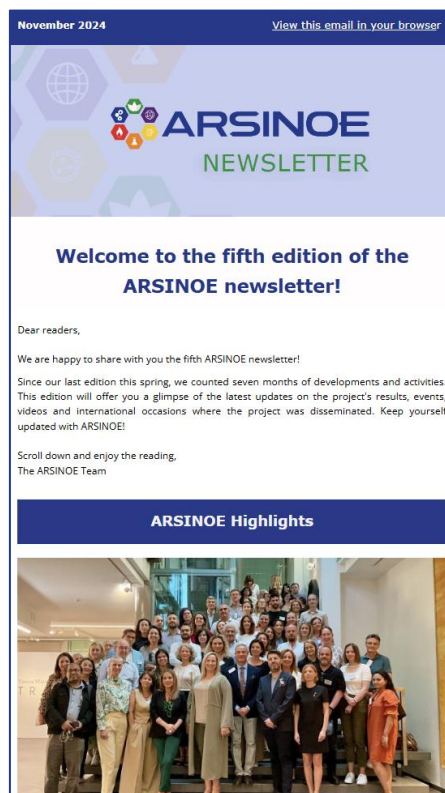
In conclusion, the newsletter has proven to be a strategic communication channel, strengthening ARSINOE's visibility, reinforcing stakeholder engagement, and effectively promoting the project's knowledge, events, and tools. The consistent growth in subscribers, solid engagement metrics, and international reach underline the newsletter's role as a key asset in the project's communication strategy.

ANNEX: 4th ARSINOE NEWSLETTER





5th ARSINOE NEWSLETTER



ARSINOE in the Limelight



ARSINOE Approaches Shared with the Next-Generation of Scientists

On 8-12 July 2024, ARSINOE members have successfully delivered the PhD Academy on Water and Climate Resilience at Venice International University, Italy. The event's goal was to assist Early Career Researchers (ECRs) in building capacity in climate resilience research. [READ MORE](#)



ARSINOE Joint Research Workshop

On September 25, the Centre for Water Systems at the University of Exeter and the Environment Agency co-hosted a joint research exchange workshop to showcase innovative research and fostered collaboration on critical environmental challenges. [READ MORE](#)



Bridging Gaps in Coastal Restoration

On October 9, the ARSINOE project manager, Prof. Giannis Adamos and Mr. Charis Stavidis represented the ARSINOE at the Workshop organized by the REST-COAST project in Thessaloniki, Greece. [READ MORE](#)




Other events where ARSINOE was presented

UN Global Water Sanitation & Strategy, 16 Jul 2024

NCP4 Mission 'Meet & Share' event, 11 Jul 2024

SDG 6 AND WATER ACTION AGENDA SPECIAL EVENT 16 JULY

'Adaptation to Climate Change' Virtual Workshop, 2 Jul 2024

CEMEPE NEXUSNET Cost Action session, 20 Jun 2024

New ARSINOE Interviews



[Click Here to Watch all the interviews](#)

[SUBSCRIBE](#) to ARSINOE YouTube channel

Upcoming Events

11-22 November 2024
COP29

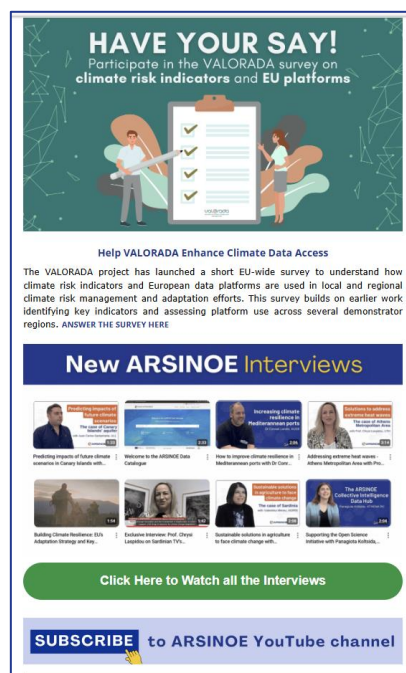
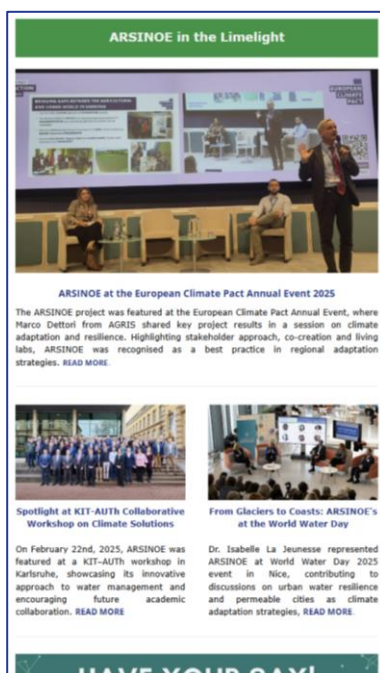
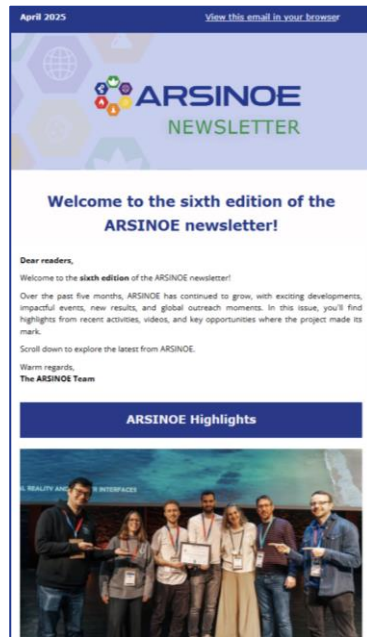
10-12 December 2024
Water Knowledge Europe

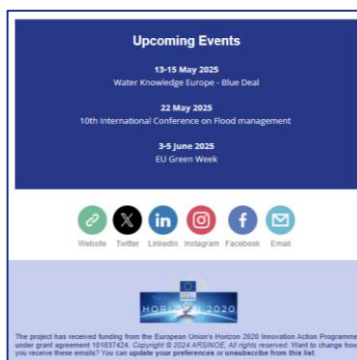
Website Twitter LinkedIn Instagram Facebook Email

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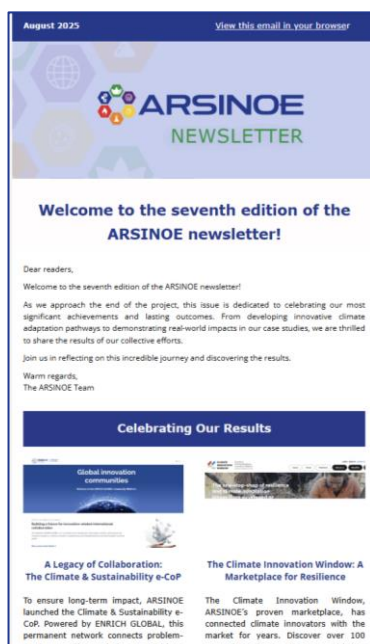
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6th ARSINOE NEWSLETTER





7th ARSINOE Newsletter



Driving Change: ARSINOE's Policy Impact

ARSINOE Policy briefs



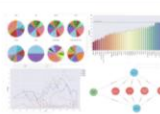
ARSINOE translates real-world insights into policy. Two briefs are already available, focusing on effective governance and stakeholder engagement, with a third on "Systemic Water Resilience in Europe" coming soon. These offer a roadmap for decision-makers to strengthen Europe's climate strategies. [READ MORE](#).

Key Policy Contributions

- ❖ **Provided Guidance for EU Legislation:** Offered specific recommendations for the EU Water Acquis and National Energy and Climate Plans (NECPs).
- ❖ **Developed Practical Toolkits:** Supplied stakeholders with a Finance Registry, cost-benefit analysis methods, and a participatory governance toolkit.
- ❖ **Championed Proven Technologies:** Advocated for integrating nature-based solutions and digital twins into official planning and policy.

An Integrated Digital Ecosystem

The ARSINOE's integrated tools connect complex information from the Data Catalogue and Knowledge Graph, making it accessible through a central Dashboard to support smarter, evidence-based decisions. [LEARN MORE](#).



Coming up!

GRAINS OF CHANGE

DURUM WHEAT ADAPTATION IN THE MEDITERRANEAN REGION

Announcing 'Grains of Change': An ARSINOE Documentary

The ARSINOE project is proud to announce the upcoming release of our new documentary film, "Grains of Change: Durum Wheat Adaptation in the Mediterranean Region." This film explores the critical challenges facing one of Europe's most vital crops at the intersection of tradition, climate change, and the global food system. Stay tuned, the documentary will be released in September 2025. Watch the trailer [here](#).

What's Next on the ARSINOE Horizon?

Get ready for more ARSINOE Impact! New solutions and videos are coming soon. Visit our website and subscribe to our YouTube channel to explore the many innovative solutions and case study results already available for you to discover.



[Visit the ARSINOE Website](#)

[Check Our YouTube Channel](#)

Upcoming Events

27-28 October 2025
Water Innovation Europe

4-7 November 2025
ECOMONDO

8-12 December 2025
Water and Development: Congress & Exhibition








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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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