



ENhancing our understanding of Trade Impacts
on Climate, industries, and the Environment



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D6.1 Communication, Dissemination and Exploitation Plan

WP6. Communication, dissemination, and exploitation

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EC Summary Requirements

1. Changes with respect to the DoA

No changes with respect to the work described in the DoA.

2. Dissemination and uptake

This deliverable will serve as a reference document for consortium partners to support and implement ENTICE's communication, dissemination and exploitation (CDE) plan, outlining its purpose, target audiences, tools, key messages and measurable key indicators of progress. This deliverable also provides target stakeholders with a clear understanding of the project's CDE strategy and planned activities.

3. Short summary of results (<250 words)

This communication, dissemination and exploitation plan serves as the ENTICE project's guidance framework for all communication, dissemination and exploitation activities. It presents a comprehensive strategy designed to effectively communicate the project's objectives, activities, findings, and results to its target audiences, while also outlining the key CDE tools, that will be employed to maximise the impact of project outcomes.

The plan identifies target audiences for the project, which range from policymakers, scientists, researchers and industrial and business/trade associations to individual citizens and environmental, climate, and civil society NGOs. It also describes the various CDE tools that will be utilised such as the project's visual identity, website, social media channels, and bi-monthly newsletters to events, publications, interactive tools, and synergies with other relevant projects/activities. Finally, the plan sets measurable targets (KPIs) to enable verification and evaluation of CDE progress. The CDE plan is designed as a living document that will be continuously revised and updated to respond to challenges, identify opportunities and reinforce successes observed during the implementation of this version of the plan.

4. Evidence of accomplishment

This report.





Preface

In today's interconnected global economy, understanding the trade-climate nexus is more critical than ever. Trade policies significantly influence environmental outcomes, while climate change affects trade flows. However, the complex relationship between these areas remains insufficiently explored, often due to data limitations, gaps in economic modelling and the evolving nature of global supply chains. The ENTICE project aims to bridge these knowledge gaps by advancing our understanding of the trade-climate-industry (TCI) nexus. It examines how trade policies impact environmental sustainability and how climate policies shape global trade dynamics. By developing fact-based insights and innovative modelling tools, ENTICE supports informed decision-making at this crucial intersection of trade, climate, and sustainability.

E3M – E3-MODELLING AE	EL	
CMCC – FONDAZIONE CENTRO EURO-MEDITERRANEO SUI CAMBIAMENTI CLIMATICI	IT	
WI – WUPPERTAL INSTITUT FÜR KLIMA, UMWELT, ENERGIE GMBH	DE	
REFORM – FUNDACJA INSTYTUT REFORM	PL	
VUA – STICHTING VU	NL	
HOL – HOLISTIC IKE	EL	
ENEXTGEN – ENEXTGEN S.R.L.	IT	
UoS – UNIVERSITY OF SOUTHAMPTON	UK	
UNIVR – UNIVERSITÀ DEGLI STUDI DI VERONA	IT	
SEURECO – SEURECO SOCIÉTÉ EUROPÉENNE D'ECONOMIE SARL	FR	
ICCS – ΕΡΕΥΝΗΤΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΑΚΟ ΙΝΣΤΙΤΟΥΤΟ ΣΥΣΤΗΜΑΤΩΝ ΕΠΙΚΟΙΝΩΝΙΑΣ ΚΑΙ ΥΠΟΛΟΓΙΣΤΩΝ	EL	
POLIMI – POLITECNICO DI MILANO	IT	
Purdue – TRUSTEES OF PURDUE UNIVERSITY	US	
ZEW – LEIBNIZ-ZENTRUM FÜR EUROPÄISCHE WIRTSCHAFTSFORSCHUNG GMBH MANNHEIMRL	DE	
UU – UNIVERSITEIT UTRECHT	NL	
ORDESCYS – ORDECSYS SARL	CH	



List of Abbreviations

Term	Description
CBAM	Carbon Border Adjustment Mechanism
CDE	Communication, Dissemination and Exploitation
EAERE	European Association of Environmental and Resource Economists
ECEMP	European Climate and Energy Modelling Platform
ECPR	European Consortium for Political Research
EII	Emission-Intensive Industries
EEA	European Economic Area
EU	European Union
GTAP	Global Trade Analysis Project
IAEE	International Association for Energy Economics
IAM	Integrated Assessment Model
IAMC	Integrated Assessment Modeling Consortium
IEW	International Energy Workshop
IPCC	Intergovernmental Panel on Climate Change
KPI	Key Performance Indicators
LCA	Life Cycle Assessment
NGO	Non-Governmental Organisation
TCI	Trade, Climate, and Industry
UNFCCC	United Nations Framework Convention on Climate Change
WRI	World Resources Institute
WP	Work Package
WTO	World Trade Organisation



Executive Summary

This Communication, Dissemination and Exploitation (CDE) Plan sets out the strategic approach of the ENTICE project to effectively engage with diverse stakeholders and maximise the visibility, uptake, and long-term impact of its research outputs. The plan outlines how ENTICE will communicate and disseminate knowledge around the complex Trade-Climate-Industry (TCI) nexus, and ensure that its results are translated into actionable tools and insights for policymakers, researchers, industry, and civil society.

The CDE strategy is grounded in three interconnected and mutually reinforcing dimensions: communication, which raises awareness and translates the TCI nexus into accessible narratives; dissemination, which ensures that the scientific findings, publications, and tools developed in ENTICE reach the appropriate expert audiences; and exploitation, which supports the practical application of project results in policymaking, including industry and trade strategies as well as academic research. While each dimension has distinct goals and channels, they are integrated into a cohesive approach towards enhancing ENTICE's outreach and societal value.

Importantly, this document is conceived as a living strategy, designed to evolve alongside the project's progress. It will be reviewed and updated at key project stages (Months 18 and 34), allowing the consortium to refine and improve its approach for CDE, respond to emerging opportunities, and align with evolving stakeholder needs and policy developments.





Contents

1	Introduction	7
2	The purpose of the CDE Plan	9
3	Target audience.....	11
	3.1 Policymakers	11
	3.2 Researchers and academia	12
	3.3 Industries & businesses	13
	3.4 NGOs and civil society.....	14
	3.5 Broader audiences	15
4	Communication Strategy.....	17
	4.1 Objectives	17
	4.2 Key Messages and Approach.....	18
	4.3 Communication Channels and Tools	19
	4.3.1 Project Website.....	19
	4.3.2 Social media accounts	20
	4.3.3 Visual Identity Materials	21
	4.3.4 Newsletter.....	22
	4.3.5 Press releases and blogs	23
	4.4 Key Performance Indicators	23
5	Dissemination Strategy.....	25
	5.1 Approach and Principles	25
	5.2 Key Dissemination Activities and Channels	26
	5.2.1 Scientific Publications and Conferences	27
	5.2.2 Stakeholder Engagement and Co-Creation	27
	5.2.3 Synergies with Other Projects	27
	5.2.4 Open Data and Model Sharing.....	28
	5.2.5 Policy Briefs and Industry Guide.....	29
	5.3 Key Performance Indicators	29
6	Exploitation Strategy.....	31
	6.1 Key Exploitable Results.....	31
7	Risk Analysis and Mitigation Measures	34
8	Conclusions and future updates.....	36



1 Introduction

Amid renewed global focus on trade, the connections between trade and climate are receiving increased attention from policymakers, yet their links remain complex and often unclear. Existing tools and models used for assessing and forecasting the trade-climate relationship face substantial limitations, as they do not sufficiently capture the multidimensional and multistage interactions between environmental policies and the global trade system. Additionally, they lack granularity in the representation of supply chains across key industries and fail to fully account for critical value chains, such as those related to resources like critical minerals and green technology production.

The ENTICE project responds to the growing urgency to better understand the complex interconnections between trade and climate, especially in light of recent shifts in global trade dynamics and the accelerating push for environmental action. It aims to advance knowledge on the complex relationship between trade policies and their environmental impacts. This work is increasingly relevant as countries implement climate commitments under the Paris Agreement, navigate evolving trade frameworks, and recognise the crucial role trade can play in driving the transition towards a low-carbon, sustainable global economy.

In order to bridge critical gaps in the empirical and theoretical understanding of the trade-climate nexus, the ENTICE project will develop an interactive, state-of-the-art modelling toolbox which will quantify the effects of trade on climate and the environment, analyse the complex interactions between trade and climate policies, and embed them into the broader development and sustainability policy context. ENTICE will not only improve the existing tools and databases that enhance the knowledge on the links between trade and the environment but will also provide detailed projections on trade-related GHG emissions and how growth patterns of developing economies are expected to contribute to future emissions and trade flows.

By achieving these objectives, the ENTICE project aims to equip its target audiences with the knowledge and tools necessary to effectively navigate the complex Trade-Climate-Industry (TCI) nexus. These insights will support evidence-based trade and climate policymaking, assist businesses and industry associations in adapting to regulatory shifts and emerging sustainability standards, and cultivate a more informed and engaged civil society and general public. The ENTICE project will follow a participatory approach to engage its target audiences through its transdisciplinary listening mechanism involving co-creation activities with relevant stakeholders, aiming to nurture a shared understanding of the intricate trade-climate relationship.

This Communication, Dissemination, and Exploitation (CDE) Plan is essential to achieving these objectives by ensuring that ENTICE's research, activities, and outcomes reach a broad and relevant audience. It provides a strategic framework to maximise the project's impact, enhance its visibility, and facilitate knowledge transfer among policymakers, industry leaders, researchers, and the civil society. Additionally, it serves as a reference document for consortium partners to strategically align and implement CDE activities throughout the project.

Following the introduction in Chapter 1, the deliverable outlines the CDE strategic approach in Chapter 2, providing an overview of the project's central CDE strategies. Chapter 3 analyses in-depth the target





audiences, describing also their key engagement activities. Chapters 4 and 5 focus on communication and dissemination strategies respectively, presenting the tools, approaches, and activities that will be employed to ensure maximum visibility, impact, and uptake of project outcomes. Chapter 6 presents the exploitation strategy, outlining how the project's outcomes will be further used beyond its duration. Finally, Chapter 7 describes the CDE strategy's risk analysis and mitigation measures foreseen, while chapter 8 summarises any concluding remarks and outlines the next steps for refining the CDE Plan as the project progresses.





2 The purpose of the CDE Plan

The ENTICE Communication, Dissemination, and Exploitation (CDE) Plan is a strategic framework designed to maximise the visibility, reach, and impact of the project's findings and outcomes. It ensures that key target audiences, including policymakers, the scientific community, industry representatives, civil society organisations, and the wider public effectively engage with ENTICE's results and contribute to the project's broader objectives.

As a living document, the CDE Plan will evolve alongside the project, continuously adapting to emerging research developments, stakeholder needs, and policy priorities within the trade, climate, and industry nexus. By dynamically adjusting its strategies, the plan ensures that ENTICE remains at the forefront of scientific and policy discussions, providing relevant and timely insights to its audiences.

To achieve this, the CDE Plan is structured around three interconnected pillars:

Communication: Focuses on raising awareness of the project and its contributions to addressing trade-climate challenges. Communication efforts will translate complex scientific findings into accessible narratives for a broad audience, leveraging the project's social media accounts, media engagement, and outreach activities at the national, European, and international level.

Dissemination: Aims to ensure the effective transfer of knowledge and research outputs to relevant stakeholders, such as academics, policymakers, industry experts, and civil society actors. This will be achieved through scientific publications, presentations in conferences, workshops, policy briefs, and collaborative synergies with related initiatives and projects, ensuring the uptake of ENTICE's findings in research, policymaking, and professional practice.

Exploitation: Ensures that ENTICE's results translate into actionable insights and practical tools for decision-makers, and practitioners. This includes the development of easily accessible toolkits, policy recommendations, capacity-building resources, and stakeholder-driven co-creation activities to support informed decision-making in trade and climate policy. Special emphasis will be placed on ensuring that project outputs are openly accessible and aligned with ongoing policy processes and industry needs.

The success of the ENTICE CDE Plan relies on a targeted and well-structured approach that engages stakeholders, ensuring that the project's findings are not only shared but also understood, adopted, and applied. Each of the three pillars - Communication, Dissemination, and Exploitation - serves a distinct yet complementary role in achieving this goal. While Communication raises awareness and fosters a broad understanding of the trade-climate-industry (TCI) nexus, Dissemination ensures that research insights reach relevant experts and decision-makers, enabling them to build upon ENTICE's work. Exploitation, in turn, focuses on translating these insights into concrete policy measures, industry applications, and long-term societal benefits in line with the project's goals. Together, these elements form a comprehensive strategy that amplifies the impact of ENTICE, ensuring that its contributions extend far beyond the project's duration and actively shape the future of trade and climate policy as described below:

**Table 1.** Overview of the CDE strategy

	Communication	Dissemination	Exploitation
What	The TCI Nexus explained: Inform and raise awareness about the complex interconnections between trade, climate, and industry and why further research is essential.	The TCI Nexus unravelled: Make the outputs public and accessible to ensure their use in further research, policymaking, and industry decision making.	The TCI Nexus transformed: The insights and tools developed lead to real-world impact by influencing new policies, supporting business strategies, and contributing to further research.
For whom	Addressed to all target audiences and the wider society.	Project's target audiences (policymakers, researchers, industry and business associations, and civil society).	Primarily policymakers, industry, and the scientific community.
When	Throughout the full lifespan of the project.	When results are made available and up to four years after the end of the project.	Towards the end of the project and up to four years after the end of the project.
How	Active social media channels with engaging content, project website, blogs & press releases, participation in events & workshops.	Scientific publications, policy papers, events & workshops, conferences, open access to databases.	Policy papers and industry guides as well as the open-source online toolbox for knowledge sharing and data accessibility (i.e., via platforms like IAM PARIS and Zenodo) .
Why	Ensure a clear understanding of the TCI nexus to support informed decision-making. Increase public and expert awareness of the importance of trade-climate interactions. Engage stakeholders and encourage dialogue.	Ensure that research findings are openly available and usable. Strengthen collaboration with other researchers and policy groups. Contribute to the scientific and policy knowledge on trade-climate interactions.	Enable the adoption of research findings into new or improved policies and business strategies. Provide industry with tools for decarbonisation and sustainable trade practices. Ensure that project outputs contribute to ongoing scientific and policy debates.



3 Target audience

At its core, ENTICE aims to nurture a shared understanding among stakeholders about the challenges and opportunities in developing sustainable, efficient, and equitable trade policies. To achieve this, effective communication, dissemination, and exploitation activities require a clear understanding of the diverse audiences that engage with and benefit from the project's findings. The goal is to ensure that each activity is tailored to respond to the specific needs and interests of each stakeholder group and include messaging that resonates with its audience.

The project clearly lists several co-creation methodologies, such as a transdisciplinary listening mechanism which will be established early in the project and will be active throughout its duration. Stakeholder engagement will also be guided by a detailed Stakeholder Engagement Strategy (D1.1) and powered by a dynamic stakeholder database developed in the context –and tailored to the needs– of the project. In this section, the focus is on four distinct target groups that play a critical role in the TCI nexus: a) policymakers at the EU and national level; b) the research community; c) businesses and industries affected by trade and climate policies directly or indirectly and civil society; and d) two indirect target audiences, the media and the general public.

3.1 Policymakers

Policymakers play a central role in shaping the intersections of trade and climate policies. Recognising this, the ENTICE project methodology positions policymakers as primary beneficiaries of its research output and initiatives and key participants in its project activities. After all, one of the main expected outcomes of ENTICE is to enhance the knowledge and inform policy makers on the positive and negative impacts of trade and trade policy on climate. The project will seek to engage the following policymakers:

- **On a national Level:** Government officials and Members of Parliament from Ministries of Finance, Trade, Environment, or Climate and Energy across EU member states and associated countries.
- **On a European Level:** Representatives from EU institutions, notably Directorates-General such as TRADE, GROW, CLIMA, ENER, RTD, and CINEA alongside members of the European Parliament and the Committee of the Regions.
- **On an international Level:** Secretariat members and representatives from intergovernmental agencies and global bodies like UNFCCC and WTO.

Engagement Activities

To ensure effective engagement, ENTICE will adopt a strategic approach rooted in trust, relevance, and clarity. Policymakers often operate under time constraints and are more likely to engage with research that is accessible, concise, and actionable. Therefore, ENTICE will prioritise clear, jargon-free language, aligning insights and research results with current policy priorities, while demonstrating their practical implications. The project consortium will also foster relationships by engaging policymakers early in the research process, tailoring messages to their specific needs, and leveraging trusted intermediaries and networks through the following activities:

1. **Listening Mechanism (Task 1.3):** ENTICE will establish a platform inviting influential EU, national and regional policymakers to guide and evaluate research outcomes, particularly those assessing





the impacts of trade and trade policies on climate. This collaborative approach ensures that findings are both relevant and actionable since stakeholders participating at the project's transdisciplinary listening mechanism will largely drive the policy questions as well as inform and validate the research and model development process.

2. **Policy Briefs and Event Participation:** To disseminate outputs effectively, ENTICE will produce policy briefs and actively participate in major influential events, including, but not limited to, the Trade Pavilion at UNFCCC COPs, WTO Ministerial Conferences, and the European Sustainable Development/Energy Week.
3. **Capacity Building Initiatives:** ENTICE plans to organise at least three capacity-building webinars and workshops tailored for EU policymakers and stakeholders. These sessions will present scenario analyses and introduce new tools and data developed by the project. A custom-made interactive tool will complement these workshops, allowing policymakers to explore findings, visualise data, and receive real-time feedback on the trade-climate interactions through a Computable General Equilibrium (CGE) emulator.

3.2 Researchers and academia

Researchers and academics are a key audience for the ENTICE project, since one of the project's key objectives is to improve and enlarge the toolbox of models and other research techniques as well as available data and its processing, to analyse the impact of trade and trade policy on climate. The project will engage academics, researchers, and modellers working on climate change mitigation, trade and competitiveness, industrial ecology, SDGs, industrial economics and related disciplines to foster interdisciplinary collaboration and methodological innovation. ENTICE specifically targets the following researchers who seek to enhance their methods and tools, broaden their research perspectives, and contribute to stretching the frontiers of science, and overcome knowledge gaps and shortcomings:

- Modellers working on integrated assessment models (IAMs), computable general equilibrium (CGE) and macroeconomic models, life cycle assessment (LCA), and industrial ecology approaches.
- Researchers involved in relevant European and international projects such as ECEMF, DIAMOND, PRISMA, CircoMod, DECIPHER, TRANCIENSE, ACCLIMATE, and in global research initiatives like the Global Carbon Project and the Climate Change Governance (CCG) network.
- Experts involved in major scientific assessments such as the IPCC assessment reports, IPBES, IRP, CMIP, and GEO-7.
- Academics and experts who are part of international modelling consortia and academic societies, including GTAP, IAMC, EAERE, IIOA, IEA-ETSAP, IEW, openmod, and OpTIMUS.
- Relevant social science research communities (Earth System Governance Network, Energy Politics, Policy, and Governance Research Group under the ECPR).

Engagement Activities

Drawing from the expertise of the consortium, which includes top-tier and well-connected academic institutions, ENTICE benefits from access to leading researchers and extensive academic networks. This academic strength is further enhanced by the participation of Purdue University, which operates the Global Trade Analysis Project (GTAP), a widely recognised economic modelling network and database extensively used for international trade and climate policy analysis. Researchers and academia will be engaged through the following project activities:





1. **Collaboration with Existing Research Initiatives:** ENTICE will establish synergies with projects and research groups working on new modelling capacities, global value chains, and circular economy perspectives (see section 5.2.3 below). This includes co-authoring scientific publications, participating in cluster events, and contributing to knowledge-sharing via workshops, conferences, and platforms.
2. **Scientific Conferences and Networking:** The project will organise dedicated sessions at major academic and modelling conferences, including the IAMC Annual Meeting, ECEMP annual conferences, and GTAP events. These sessions will showcase project tools, models, and findings, promote discussion and knowledge sharing, and encourage interdisciplinary exchange.
3. **Contributions to Global Assessments:** ENTICE will actively contribute to global assessments such as IPCC AR7 (including special reports) and the WRI World Resources Annual Reports. By integrating its research into these high-profile studies, the project will ensure its findings inform climate policy debates at the highest level.
4. **Scientific Publications:** Research outputs will be disseminated through peer-reviewed journals in climate, trade, and environmental economics. By publishing in top-tier and open-access peer-reviewed journals, ENTICE aims to reach a broad audience of experts and establish itself as a leading contributor to the trade-climate discourse.
5. **Open Science and Knowledge Sharing:** ENTICE is committed to open science principles. All new code, data, and scenarios developed within the project will be made publicly available through Zenodo and the [IAM PARIS platform](#). The project will also develop two new open online tools: a) a capacity-building toolbox to support researchers in understanding trade-climate interactions and b) an open data tool for data splitting of industrial sectors in I-O tables used in GTAP and other frameworks.

3.3 Industries & businesses

As trade policies are deeply intertwined with industrial and business strategies, ENTICE will actively engage with industrial stakeholders, business leaders, and trade associations to ensure that its findings support real-world applications. The project will focus on businesses and industries affected by trade and climate policies directly, who are expected to be up to-date with policy priorities, anticipate developments, position themselves accordingly, and reap benefits while ensuring efficiency. Specifically, the project will engage:

- Representatives and decision makers from industries heavily affected by climate and trade policies, particularly energy-intensive industries (EIs) such as steel, cement, chemicals, and agriculture, as well as the freight transport sector, especially international shipping.
- Key stakeholders from financial institutions and funding agencies that support industrial decarbonisation.
- Trade and industrial associations (e.g., World Business Council for Sustainable Development).
- Green technology manufacturers involved in global supply chains.

Engagement Activities

To maximise industry engagement, ENTICE will leverage the consortium expertise and partnerships with key business networks, ensuring that research findings translate into actionable strategies for companies, industries, and trade associations. Moreover, efforts will be made to craft messages and provide simplified





tools that resonate deeply with this target group showing the benefits of engaging in sustainable trade and climate-resilient business practices through the following activities:

1. **Listening Mechanism and Industrial Consultation:** ENTICE will invite industry representatives to participate in its transdisciplinary listening mechanism, ensuring that their perspectives inform the project's research and outputs. By fostering early dialogue with key business stakeholders and industrial experts, ENTICE aims to produce actionable insights that can directly support industrial decision-making facing transformational challenges.
2. **Industrial Guides and Knowledge Sharing:** The project will distil its findings into an Industrial Guide, which will be distributed to participants of co-creation activities and disseminated through major trade and business associations, such as the World Business Council for Sustainable Development during the project's final phase. This guide will provide industry stakeholders and experts with clear, evidence-based recommendations on adapting their business strategies to evolving trade and climate policies.
3. **Participation in Industry Events and Expos:** To maximise outreach, ENTICE will take part in major industrial events related to green technology and sustainability, including ENLIT, Smart City Expo, Ecomondo, and Chatham House Global Trade. These platforms will provide opportunities to engage with business leaders, policymakers, and innovators working at the intersection of trade, climate, and industry. Key discussions will include topics such as the impacts of the Carbon Border Adjustment Mechanism (CBAM) and other emerging trade and climate regulations.
4. **Collaboration with Green Technology Innovators:** ENTICE will engage with green technology manufacturers to explore synergies in sustainable industrial practices. This includes reaching out to businesses developing low-carbon solutions, energy-efficient processes, and circular economy innovations focusing on the transition of the industrial sector.
5. **Financial Sector Engagement:** Given the growing role of financial institutions in supporting industrial decarbonisation, ENTICE will also reach out to those institutions that influence industrial transitions. By providing them with data-driven insights, the project will seek to contribute to more sustainable financing decisions.

3.4 NGOs and civil society

Members of civil society play a crucial role in shaping public discourse and advocating for sustainable trade policies. As such, ENTICE will actively engage with NGOs and civil society organisations to ensure their perspectives and concerns are incorporated into the project's research and policy recommendations. Recognising the inherent trade-offs within the trade-climate-environment (TCI) nexus, these stakeholders need to be informed about the multiple social and environmental impacts associated with trade policies. Key organisations targeted for engagement include:

- The EU Consumer Protection Cooperation Network, which is a network of national public enforcers established to protect consumers when shopping across national borders within the EU (and wider EEA).
- Global NGOs and climate networks such as WWF, Climate Action Network, and Greenpeace.
- C40 Cities, Climate Alliance and other local authorities' networks.
- The World Resources Institute (WRI), an independent research organisation, and other relevant trade and climate think tanks.

Engagement Activities

A significant component of the project's engagement with civil society involves studying public perceptions of trade's impact on climate and the environment. This includes an initial public discourse analysis to explore





perceptions through media and policy narratives, as well as a survey with members of civil society networks to gain deeper insights into how these perceptions evolve when presented with specific information on trade's environmental and climate impact. These organisations will be reached out through the following activities:

1. **Direct Engagement through Co-Creation and Consultations:** ENTICE will invite members of NGOs and civil society organisations to participate in its co-creation activities such as the project's transdisciplinary listening mechanism as well as engage in bilateral consultations, ensuring that their expertise and concerns inform the project's outcomes. These engagements will provide a platform for discussing policy recommendations and trade-offs within the TCI nexus.
2. **Public Perception Studies and Awareness Initiatives:** ENTICE will conduct a public perception survey among civil society organisations (WP1) to understand how trade impacts are perceived and how these perceptions shift in response to evidence-based information. Findings from these studies will help tailor communication strategies to different societal groups (WP6).
3. **Participation in Media and Advocacy Campaigns:** The project will collaborate with NGOs to disseminate the project's findings and activities through news media articles, podcasts, infographics, policy briefings, and advocacy materials. This will enhance public awareness and mobilise support for policies that align trade with climate and sustainability goals.
4. **Inclusion in Policy Dialogues and Stakeholder Workshops:** Civil society representatives will be encouraged to participate in stakeholder dialogues, workshops, and major policy events where ENTICE findings will be discussed. Their input will be vital in shaping policy recommendations that consider social and environmental justice dimensions.

3.5 Broader audiences

In addition to direct stakeholders, the ENTICE project recognises the importance of engaging indirect audiences such as media and the general public. Given the prominence of trade and climate issues in current news cycles, effectively reaching the following groups is crucial for broadening the impact, outreach, and understanding of ENTICE's objectives:

Media & Opinion Makers

The media serve as a vital mediator between ENTICE and the broader public. By providing journalists with media outlets and opinion makers with accurate, timely, and compelling information about the project's developments, ENTICE aims to facilitate informed reporting on the intricate relationships between trade policies and climate action. This engagement not only enhances public discourse but also ensures that the project's insights contribute meaningfully to ongoing policy debates and nuanced conversations on the TCI nexus.

General Public

Engaging the general public is essential for supporting a well-informed citizenry capable of understanding and supporting policies at the intersection of trade and climate. ENTICE is committed to making its research accessible through effective communication strategies, including the use of storytelling, case studies, infographics, and user-friendly interactive tools. By demystifying complex concepts and highlighting their relevance to everyday life, ENTICE seeks to engage individuals particularly interested in societal discussions and actions addressing climate change. To reinforce inclusion and accessibility, the project will also produce key communication materials in a simplified language and other EU languages where feasible, ensuring that marginalised and underrepresented communities can meaningfully engage with ENTICE's insights and



activities.



4 Communication Strategy

Effective communication is at the core of the ENTICE project's mission to enhance understanding of the TCI nexus among key stakeholders and the broader public. By translating complex research findings into accessible and engaging formats, the communication strategy ensures that the project's outputs reach a wide audience, increasing the understanding of the project's findings, supporting informed decision-making and constructive dialogue on trade and climate policies.

4.1 Objectives

The communication strategy (Figure 1) aims to:

- **Increase awareness** of the interconnections between trade, climate, and industrial policies and highlight the role of research in addressing pressing sustainability challenges and countering misinformation.
- **Make ENTICE's research outputs visible and comprehensive** to multiple audiences, ensuring accessibility and clarity through refining the project's key messages and insights and connecting them to the complex political content.
- **Engage media and citizens** to raise awareness of the importance of sustainable trade and climate policies.
- **Support informed decision-making** by equipping policymakers, industry leaders, and civil society with scientifically grounded insights on trade-related climate policies.
- **Build engagement and trust** by facilitating the dialogue among researchers, policymakers, businesses, and NGOs to promote knowledge exchange and collaboration.

Strategic Communication Framework

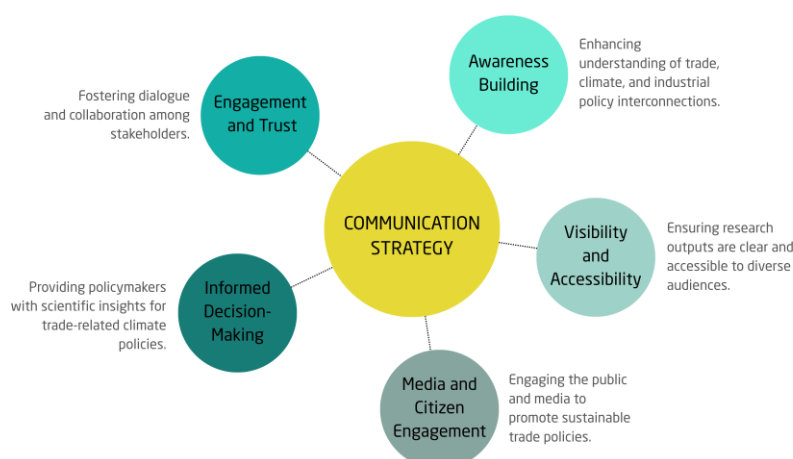


Figure 1. Strategic Communication Framework

4.2 Key Messages and Approach

The strategy acknowledges the different needs and expectations of the project's diverse target audience groups by adopting tailored approaches for each group. To effectively convey the relevance and impact of ENTICE, communication messaging will focus on:

- **Explaining the TCI Nexus:** Clarifying the interactions between trade, industrial policies, and climate action, addressing real versus perceived trade-offs, and showcasing the importance of evidence-based policymaking.
- **Demonstrating Policy Relevance:** Highlighting how the project's research contributes to the ongoing policy debate, particularly in relation to the EU Green Deal, Carbon Border Adjustment Mechanism (CBAM), the Net Zero Industrial Act, and other industrial decarbonisation efforts.
- **Highlight the interdisciplinary and transdisciplinary approach of the project:** The success of ENTICE relies on its interdisciplinary and transdisciplinary research approach which integrates knowledge and tools across both academia and society.
- **Showcasing Scientific Expertise:** Emphasising the consortium's expertise and methodological advancements in trade modelling, economic projections, and sustainability analyses.
- **Bridging Science and Society:** Making research outputs accessible to a non-scientific audience through storytelling, case studies, infographics, and user-friendly interactive tools.

As the ENTICE project progresses, key messages will be refined and updated to reflect all research insights and policy developments.

Table 2. ENTICE Communication Key Messages by Audience

Target Audience	Core Message	Tone	Primary Channels
General Public	International trade, climate change, and industrial development are deeply intertwined—and their impacts reach everyone. ENTICE helps clarify how TCI policies are interconnected and why these matters to everyday life and the environment.	Clear, relatable, hopeful	Project website, social media, infographics, storytelling videos, webinars
Policymakers & Public Authorities	Effective climate and industrial policy must go hand in hand with fair and sustainable trade. ENTICE provides robust evidence and tools to support policy decisions that align climate action with fair and sustainable trade and industrial growth.	Practical, solution-oriented	Policy briefs, stakeholder workshops, direct engagement, EU policy events, tailored webinars
Scientific Community	Advancing knowledge at the intersection of trade, climate, and industry requires cutting-edge	Professional, collaborative	Peer-reviewed publications, academic conferences, open-source tools and data,



	methods and collaboration across disciplines. ENTICE delivers innovative models and interdisciplinary research on the TCI nexus, advancing state-of-the-art methodologies and scenario tools.		thematic workshops
Industry & Business Networks	Transitioning to climate-smart and resilient economies requires clear insights into trade and industrial processes. ENTICE explores the economic and competitive implications of TCI policy intersections to inform long-term planning and innovation pathways.	Forward-looking, strategic	Industry roundtables, trade and sustainability forums, policy workshops, industry guides
Civil Society & NGOs	Fair and effective climate and trade policies must involve all voices in the conversation. ENTICE enhances transparency and democratic participation by co-creating knowledge with diverse actors.	Inclusive, empowering	Community engagement sessions, civil society networks, co-creation workshops, inclusive communication
Media & opinion makers	Reliable information is key to public understanding and engagement. ENTICE offers credible and accessible insights into the TCI intersections of trade, climate, and industry to inform public dialogue with evidence-based narratives.		Press releases, media kits, expert interviews, newsletter updates, podcast guest appearances

4.3 Communication Channels and Tools

To maximise outreach and engagement, ENTICE will leverage a combination of the following communication channels:

4.3.1 Project Website

The [ENTICE website](#) (Figure 2) is the central digital hub for all CDE efforts throughout the project's four-year duration and beyond. It acts as the project's primary public interface, enhancing visibility, while clearly communicating ENTICE's mission, interdisciplinary research agenda, activities, and progress. Functioning as an integrated information hub, the website hosts project news, public deliverables, peer-reviewed publications, and media content, alongside direct access to ENTICE's social media accounts ([LinkedIn](#), [BlueSky](#), and [Instagram](#)). In addition, it highlights the project's key developments in modelling and empirical



analysis, summarises new methodologies, and links to the IAM PARIS data-sharing platform. The IAM PARIS platform will be continuously enriched with extensive documentation, workspaces of results, GitHub access to source codes, along with a simplified online modelling toolbox designed for stakeholder-informed scenario exploration and capacity-building activities., along with a simplified online modelling toolbox designed for stakeholder-informed scenario exploration and capacity-building activities.

With a strong focus on usability and long-term impact, the ENTICE website will also support interactive engagement through visual tools and modelling results. It will remain accessible for up to four years after the project ends ensuring continued access to the project's data, results, and co-developed tools, extending the project's influence across scientific, policy, and civil society communities.

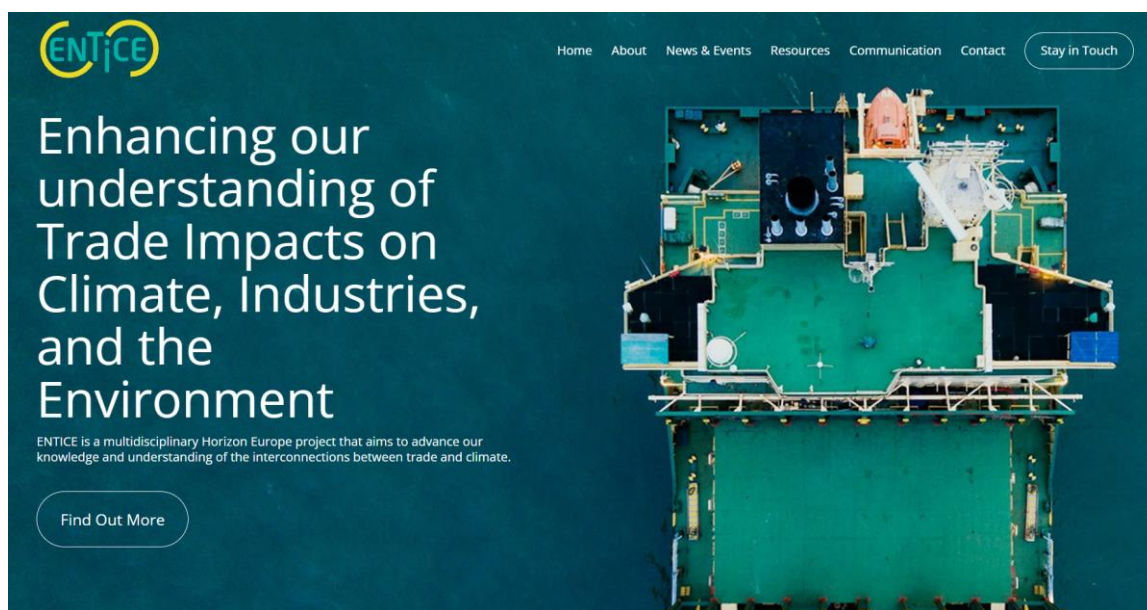


Figure 2. The ENTICE website

4.3.2 Social media accounts

Social media is a vital component of the ENTICE project's outreach and visibility strategy, offering a direct and engaging channel to connect with a wide spectrum of audiences—from policymakers and researchers to civil society organisations and the general public. ENTICE maintains active profiles on [LinkedIn](#), [BlueSky](#), and [Instagram](#), each chosen to target specific segments of the audience using tailored messaging and formats.

Through these platforms, ENTICE will translate its complex research on the TCI nexus into clear, accessible, and compelling content. The goal is to “deconstruct” the project's insights - breaking down modelling assessments, policy analysis, and stakeholder engagement milestones into bite-sized, shareable posts that invite interaction, raise awareness, and foster engagement.

Key types of content to be disseminated via ENTICE social media channels include:



- Announcements about the ENTICE project, its objectives, and partners.
- Updates on key milestones, including the development of the stakeholder-informed scenario tool, public discourse analysis, and capacity-building events.
- Highlights of policy relevance, such as contributions to the EU Green Deal, CBAM, and industrial decarbonisation debates.
- Consortium-relevant research outputs from similar projects.
- Promotion of scientific and policy-oriented activities, such as conferences, workshops, and webinars.
- Visual storytelling, infographics, and behind-the-scenes snapshots of co-creation and research processes.
- Testimonies and success stories from stakeholders and researchers involved in the project.

To maximise visibility and coherence across platforms, ENTICE will use a dedicated editorial calendar, consistent visual branding, and curated hashtags. Hashtags and tagging of institutional accounts (e.g. @EU_HORIZON, EUclimateAction, @cinea_eu) will be strategically used to reach broader and more relevant audiences in social media.

Partners are encouraged to actively engage with ENTICE's social media presence by following its official accounts through their organisational channels and, where appropriate, through personal accounts used for professional purposes. Tagging and sharing ENTICE content will help amplify the project's reach and visibility.

4.3.3 Visual Identity Materials

To ensure the project's strong and consistent visual recognition, ENTICE has developed a cohesive visual identity, including a distinctive logo and a set of branded templates and materials. The logo (Figure 3) serves as the primary visual representation of the project and reflects the interconnectedness of TCI policies. It is and will be prominently featured across all communication tools and outputs of the ENTICE project, including the website, project deliverables or other publication material, and social media posts. A comprehensive Visual Identity Guide provides clear instructions for the correct and consistent use of the project's visuals, including typography, colour schemes, and layout principles, thereby reinforcing the project's brand identity across all platforms and partner institutions.

In addition to the logo and visual identity guide, a set of promotional and informative materials has been designed to support communication and dissemination at project-relevant physical and online events. These include a descriptive project PowerPoint presentation, a flyer (Figure 4), a poster, and a roll-up banner, all tailored to appeal to diverse target audiences—from policymakers and researchers to the general public and media. These materials will be used during conferences, stakeholder workshops, and capacity-building events to raise visibility and establish the project's presence in the policy, business, and research community. Also, branded templates (MS Word and PPT) as well as a standardised text describing the project are available to partners to ensure uniformity and recognisability.



Figure 3. The ENTICE logo



Figure 4. The ENTICE Flyer

4.3.4 Newsletter

The ENTICE newsletter is a key tool for keeping stakeholders, researchers, policymakers, and the broader public informed throughout the project's lifecycle. Designed in line with the project's visual identity, the newsletter will be produced four times per year and feature updates on major milestones, research findings, policy-relevant insights, upcoming events, and stakeholder engagement opportunities. The newsletter will serve both as a communication and dissemination tool, highlighting model developments, research output,



co-creation activities, and relevant trade and climate policy debates.

After its release, the newsletter will be uploaded to the relevant section of the ENTICE website, and it will be shared through the project's social media channels. In compliance with the General Data Protection Regulation (GDPR), individuals will only be added to the newsletter mailing list with their informed and explicit consent. This consent will be collected either through an online subscription form or via direct email. Also, individuals registered at the stakeholder database (D1.1) and participants at the project's webinars and events will be invited to subscribe. Clear information on how to withdraw consent will be provided, ensuring full transparency and respect for individual privacy.

4.3.5 Press releases and blogs

Press releases, opinion articles, and blog posts will play a key role in the project's communication strategy, providing timely, accessible, and engaging content tailored to both specialist and general audiences. At least 10 press releases and articles will be issued to announce key project milestones, major findings, event highlights, and policy-relevant insights, ensuring media outlets and institutional partners are kept informed and can amplify the visibility of ENTICE. Complementing this, blog posts will offer deeper reflections on ongoing research, behind-the-scenes perspectives from the consortium, and commentary on current trade and climate policy developments.

4.3.6 Videos and Infographics

ENTICE will develop a range of videos and infographics that will translate complex modelling outcomes into clear and accessible narratives and help users understand the project's key concepts and findings in concise and engaging formats. An ENTICE YouTube account will also be in use to serve as a repository for webinars produced throughout the project span.

4.4 Key Performance Indicators

The following section introduces Table 3, which outlines the key performance indicators (KPIs) established to assess the effectiveness and reach of ENTICE's communication activities. An internal communication tracker has also been developed to constantly monitor the effectiveness of the communication activities.

Table 3. Communication KPIs

Activity	KPI	Monitoring Tool
Project website	2,000 unique visitors per year 30% of return visitors <50% bounce rate	Google Analytics
Social media accounts	500 followers on LinkedIn & Bluesky 1,000 #enticeproject uses	Analytics from LinkedIn, BlueSky and Instagram
Quarterly newsletter	2,000 recipients/downloads 30% opening rate	Email monitoring system: Website downloads and analytics; LinkedIn newsletter subscribers



Infographics and videos	> 1,500 views/downloads	YouTube, Instagram and LinkedIn stats; downloads
Blog posts, media articles, commentaries	At least 10 articles and press releases in the project's lifetime	Media monitoring; Copies of articles shared on website

5 Dissemination Strategy

The dissemination strategy of the ENTICE project is designed to ensure that its research findings, enhanced modelling tools, open databases, and policy recommendations are widely available and directly address the challenges of trade sustainability and climate mitigation. ENTICE emphasises interdisciplinary and transdisciplinary knowledge exchange by co-creating outputs with key stakeholders and collaborating with other Horizon Europe projects. Through targeted training activities and strategic synergies, the project will aim to strengthen its networks across Europe and globally, sharing best practices and robust outcomes. Moreover, by utilising the ENTICE website as a comprehensive platform for policy briefs, technical materials, datasets, and research papers, the dissemination strategy will ensure that its results are actionable, enhancing evidence-based decision-making and long-term policy impact.

5.1 Approach and Principles

ENTICE's dissemination approach is built on several core principles as shown in Figure 5 below:

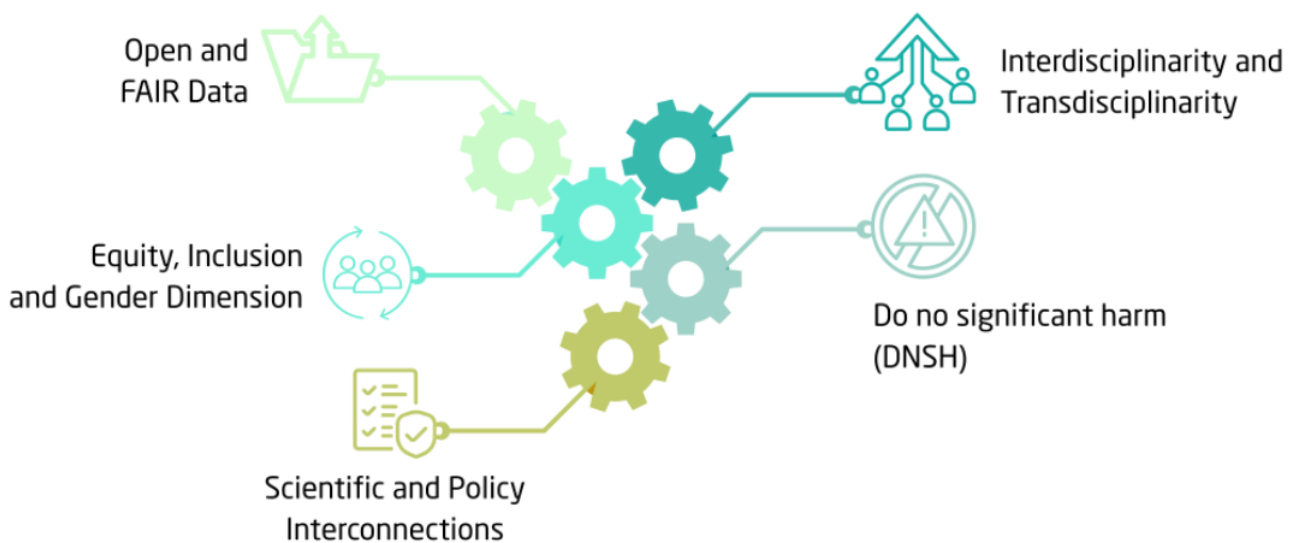


Figure 5. Entice Dissemination Approach

- **Open and FAIR Data:** All research outputs, including datasets, modelling enhancements, and publications, will be subject to the FAIR principles (Findable, Accessible, Interoperable, and Reusable). Scientific papers will be published in open-access journals, in line with Horizon Europe guidelines for open science, and accompanied by open-source datasets freely available on GitHub and Zenodo, with explicit links to the project website and the IAM PARIS platform.
- **Interdisciplinarity and Transdisciplinarity:** ENTICE's methodological framework is based on collaboration between researchers from different disciplines as well as engagement with policymakers, industry leaders, and civil society actors. Interdisciplinarity refers to the integration of data, tools, perspectives, concepts, and/or theories from multiple disciplines, demonstrating the



project's commitment against disciplinary bias and avoiding the dominance of certain research approaches over others. Transdisciplinarity refers to a reflexive mutual learning scientific method aiming to respond to complex and diverse societal problems by integrating various bodies of inputs from a wide range of stakeholders. This co-creation process means that the project's research findings will lead to improved research outcomes that are more likely to be applied in practice.

- **Equity, Inclusion, and Gender Dimension:** The project recognises that trade and climate policies have differential impacts across genders and socio-economic groups. ENTICE will reinforce gender-mainstreaming in the wider IAM modelling community through dedicated events and activities. Dissemination materials will integrate gender-sensitive perspectives, employ inclusive language, while a “no woman, no panel” policy will be set for events and discussions. Additionally, ENTICE will aim for gender-balanced participation in all stakeholder engagement events.
- **Do no significant harm (DNSH):** The DNSH principle has been considered in drafting the project methodology and visualising its possible impacts. Project implementation will be in line with the European Green Deal objectives, meaning that it will ensure compliance with the DNSH principle. ENTICE activities will not be supporting or carrying out activities that cause significant harm to any of the 6 environmental objectives of the DNSH principle (climate change mitigation, climate change adaptation, sustainable use and protection of water and marine resources, transition to a circular economy, pollution prevention and control, and protection and restoration of biodiversity and ecosystems); if anything, ENTICE seeks to promote environmental protection in its mission. Compliance with the DNSH principle will be assessed both for activities carried out during the project and will be reflected in its annual progress reporting. In addition, during the project's lifetime, DNSH will be a driving principle considered when drafting the recommendations of trade and climate policy measures.
- **Scientific and Policy Interconnections:** Dissemination efforts will seek to bridge scientific advancements with practical policy applications. By making findings transparent, accessible, and relevant, ENTICE will ensure that its insights contribute to national, EU, and international policy dialogues, particularly in relation to EU Green Deal objectives, the Carbon Border Adjustment Mechanism (CBAM), and broader trade-related policies and sustainability strategies.

In line with the collaborative and participatory approach of ENTICE, the dissemination strategy has benefited significantly from the early contributions of consortium partners. During the project's kick-off meeting, a dedicated session using digital conversation tools and interactive platforms gathered input on priorities, audiences, and effective channels for dissemination. Partners highlighted the importance of reaching both scientific and policy communities with accessible, policy-relevant content and identified that key messaging should be about building trust, an unbiased approach and confidence in the high-level expertise of the project. Their input also emphasised the need for visual clarity, storytelling, and data accessibility as key to effective outreach.

5.2 Key Dissemination Activities and Channels

To maximise the project's outreach and usability, dissemination activities will leverage a combination of traditional and digital channels ensuring that research findings and activities reach the right audiences in a clear, practical, and engaging manner.



5.2.1 Scientific Publications and Conferences

A key pillar of the ENTICE dissemination strategy is the publication and presentation of the project's research outputs through scientific publications and participation in key conferences and workshops. To ensure wide visibility and impact within both the academic and policy research communities, ENTICE is committed to publishing its findings in high-impact, peer-reviewed, open-access journals. These publications will also reflect the interdisciplinary and transdisciplinary nature of the project, covering topics such as trade dynamics, industrial decarbonisation, and climate policy integration into the TCI nexus.

In parallel, ENTICE partners will participate in major scientific and policy-relevant conferences including, but not limited to, the International Energy Workshop (IEW), the International Association for Energy Economics (IAEE), the Integrated Assessment Modeling Consortium (IAMC), the European Association of Environmental and Resource Economists (EAERE), and the United Nations Framework Convention on Climate Change (UNFCCC) side events. These platforms provide valuable opportunities to engage with global experts, present the project's progress and results, and gather feedback that will help refine the project's research activities and directions.

5.2.2 Stakeholder Engagement and Co-Creation

ENTICE's stakeholder engagement strategy is built on a transdisciplinary listening mechanism that places stakeholders at the heart of the research and model development process. From the outset, stakeholder engagement will be guided by a detailed Stakeholder Engagement Strategy (D1.1) and powered by a dynamic stakeholder database which will be developed in the context-and tailored to the needs-of the project. This database will help build an audience and disseminate the project's outputs with established research clusters and networks such as IAMC, IIOA, and the GTAP community, many of which are already represented in the consortium. Additionally, ENTICE will place particular emphasis on fostering close collaboration with the project's core synergies (other Horizon Europe projects like [DIAMOND](#) and [TRANSCIENCE](#)), coordinating efforts with ESA, and aligning with broader initiatives within Horizon Clusters 4–6 as well as the Missions "Adaptation to Climate Change," "Climate Neutral and Smart Cities," and "Restore our Ocean and Waters by 2030."

5.2.3 Synergies with Other Projects

ENTICE recognises that collaboration and knowledge sharing are essential to tackling the multifaceted challenges at the intersection of trade, climate, and industry. The project will form synergies with other projects, both within Europe and globally, covering topics related to climate change, trade, and sustainability. An indicative list of synergies with other research projects and communities is shown in Figure 6. ENTICE will develop a plan for scientific collaborations and synergies (MS7), inviting researchers and experts from similar networks to participate in co-creation activities, joint publications, and specialised events. By working closely with partners from related Horizon Europe projects—such as TRANSCIENCE, IAM COMPACT, DIAMOND, PRISMA, and ACHIEVE, the project will co-develop tools, share datasets, and align methodologies, ensuring that its innovative approaches are incorporated into broader policy and research networks. All partners are well placed in the European research landscape via their ties within networks/communities such as IAMC, ECEMP, IIOA, EAERE, GTAP, as well as via their active participation in (or coordination of) several other relevant Horizon Europe projects and research initiatives, thereby ensuring fruitful synergies on climate research. Figure 6 illustrates how links to these synergies will be

created, via the consortium members' active role in them.

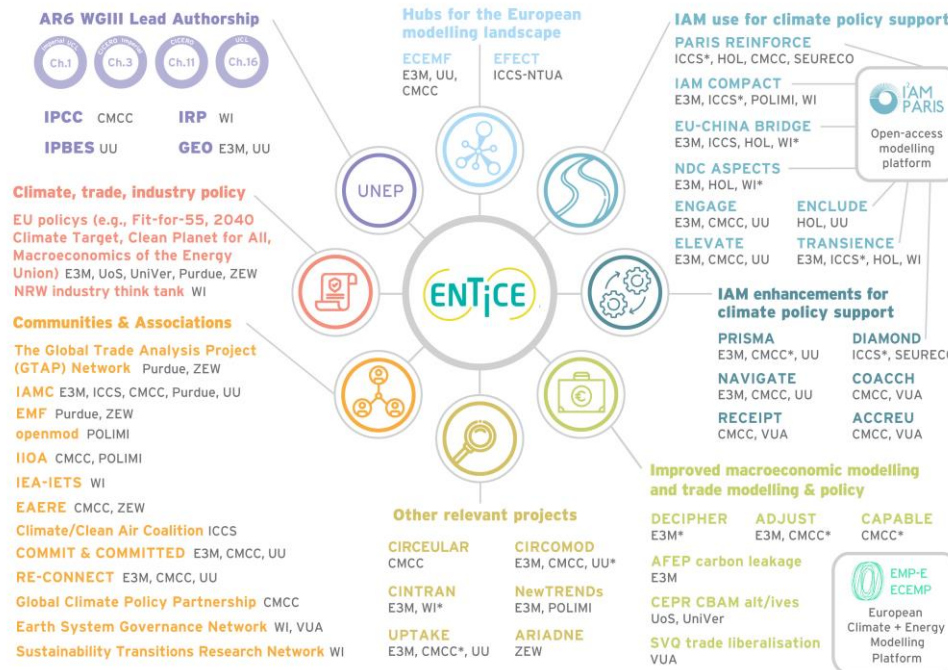


Figure 6. Links with research projects, communities, and relevant networks (* = partner is project coordinator).

In addition, ENTICE has already joined and will actively participate in the [Climate Research Communication Network](#), promoted by the European project ESM2025. This network brings together communication officers, project managers, and stakeholder engagement leaders from various EU climate research projects and/or research institutions in order to:

- **Increase the impact** of each member's communication by reaching a broader and more diverse audience.
- **Create a community of practice** to build common knowledge on best practices, contributing to making climate research communication more impactful.
- **Establish a strong presence** of the climate research community in various relevant communication networks and on social media.

The Network members meet bimonthly to discuss dissemination challenges and identify opportunities for joint activities.

5.2.4 Open Data and Model Sharing

To guarantee seamless integration with existing trade and climate research infrastructures, ENTICE will employ standardised ontologies and metadata protocols across its data and modelling outputs. ENTICE will also improve the IAMC data template, adding more trade/industrial variables. In addition, the project will develop a dedicated online knowledge hub, serving as a central repository for accessing models, scenarios and scenario analyses, and policy tools. To complement this hub, two innovative online tools will be embedded in the IAM PARIS platform:



- A data disaggregation tool incorporating all data improvements and sectoral splits developed within ENTICE in WP2, primarily targeting the research community,
- and an online visualisation tool designed to present scenario results in an intuitive, user-friendly format. It will also include interactive infographics and engaging narratives to facilitate capacity building among EU and national policymakers, enhancing their ability to understand and utilise the project's findings.

Together, these resources will support inclusive participation, improve accessibility to scientific insights, and foster a shared understanding of the project's policy-relevance.

5.2.5 Policy Briefs and Industry Guide

To bridge the gap between complex research findings and actionable policy recommendations, ENTICE will develop policy briefs and industry guides. These documents will follow key results and model simulations developed in the project, and they will provide a short and comprehensive overview of their results. Policy briefs will target decision-makers at all levels, offering evidence-based recommendations that support the European Green Deal and industrial decarbonisation efforts. Industry guides will provide in-depth, sector-specific analyses designed for businesses and financial institutions and they will be disseminated among the participants of the project's co-creation activities and relevant associations such as the World Business Council for Climate Change.

5.3 Key Performance Indicators

The dissemination strategy will be implemented throughout the entire lifespan of ENTICE and continue for up to four years after its completion, ensuring the long-term impact of the project's findings. An internal dissemination tracker has been developed to monitor and measure the effectiveness of the project's dissemination activities.

Table 4. Dissemination KPIs

Activity	KPI	Monitoring Tool
International Synergies	Project reference in 10 projects/ groups, joint papers, meetings	Digital monitoring, # of joint papers and acknowledgements
Scientific outreach	> 20 papers; > 20 conferences	Digital monitoring, OpenAIRE entries, Zenodo/GitHub unique users
Contribution to scientific assessments	>20 scenario submissions	Digital monitoring
Participation in major policy events	>6 policy events and trade events on green technology	Digital monitoring, production of blogs and articles, photos
Policy briefs	> 5 policy briefs >10 citations in policy documents of the EU and other countries,	Digital monitoring, website analytics and newsletter distribution
Industry Guide	> 1 industry guide	Digital monitoring,



		website analytics and newsletter distribution
Final EU event	Audience of 70-100	# of attendees; minutes; photos



6 Exploitation Strategy

The exploitation strategy of the ENTICE project is designed to ensure that the project's outputs, ranging from models and data to policy recommendations and stakeholder toolboxes, are translated into long-term value for science, policy, and society. While communication and dissemination focus on visibility and knowledge transfer, exploitation aims to ensure the uptake and practical use of the project's results by relevant stakeholders. The project aims to actively pursue the dissemination of exploitable results before M34.

At the heart of the exploitation approach is a strong commitment to open science, underpinned by the full accessibility of modelling enhancements, codes, scenarios, and datasets on platforms like Zenodo, GitHub, and IAM PARIS. The project will produce tangible outputs such as a capacity-building tool, a data disaggregation tool, improved GTAP-compatible datasets, and model enhancements—all of which are designed to remain active and relevant beyond the project's duration.

One of the most significant exploitable results is the ENTICE capacity-building tool, which will allow users, particularly EU and national policymakers as well as industry representatives, to explore, compare, and interpret the project's scenario results in a clear, user-friendly interface. Its development will be closely integrated with the Listening Mechanism seminars (Task 1.3), where stakeholders participating in the ENTICE Core Stakeholder Pool will co-define the functional requirements testing the tool's interface. The tool will be used in at least three dedicated capacity-building events, including a side event at a European Commission or UNFCCC COP policy forum, a workshop at the ECEMP conference, and (at least one) public webinar to ensure the tool's broader outreach. Additionally, ENTICE partners engaged in academia will incorporate the tool into their teaching activities and promote it within their networks. Technically, the tool will leverage components from the IAM PARIS platform, and a simplified version will be integrated into the platform to ensure its accessibility and functionality for at least four years beyond the project's conclusion.

The ENTICE exploitation strategy will be updated as the project evolves. As results begin to emerge, a more detailed exploitation roadmap will be created, including stakeholder-specific strategies for uptake, training resources, and ongoing support for the application of the project's outputs. Exploitation will also be supported by synergies with other Horizon Europe projects and initiatives, allowing broader dissemination and integration of the project's findings into EU and international trade and climate policies.

6.1 Key Exploitable Results

The ENTICE project foresees the development of several key exploitable results (Figure 7) that will be of value to a wide range of stakeholders and remain relevant after the project's conclusion. These include:



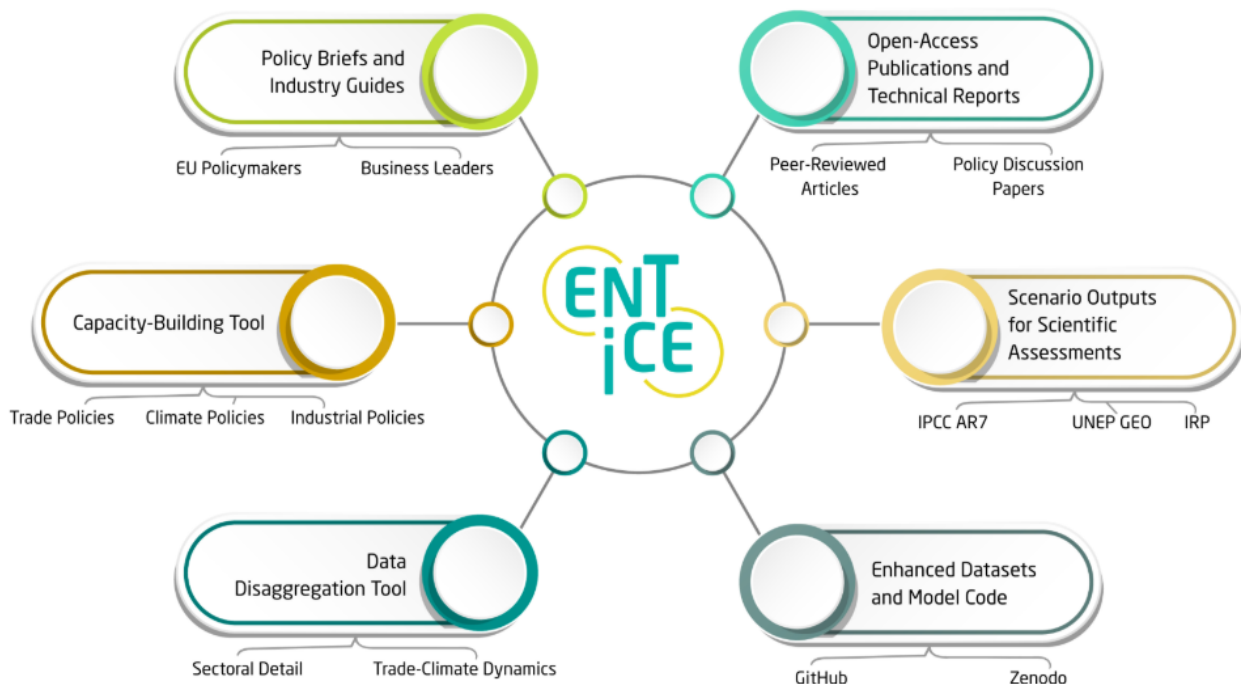


Figure 7. Key Exploitable Results

- **Capacity-Building Tool for Policymakers:** An interactive, online tool allowing users to visualise, compare, and interpret scenario outcomes related to trade, climate, and industrial policies. It will be integrated into training and policy engagement activities and hosted on IAM PARIS.
- **Data Disaggregation Tool:** A technical tool enabling improved sectoral detail in global input-output tables (e.g., GTAP), including splits for energy-intensive and green technology sectors. This will support more accurate modelling and representation of trade-climate dynamics, particularly relevant to researchers and modelling teams (both within and outside the ENTICE consortium).
- **Enhanced Datasets and Model Code:** ENTICE will generate and openly share improved datasets and source code for economic models and CGE/IAM frameworks. These will be made available via GitHub and Zenodo, with appropriate metadata and documentation to ensure FAIR compliance.
- **Policy Briefs and Industry Guides:** Practical, stakeholder-focused publications that translate complex modelling results into clear, actionable insights for EU policymakers and business leaders, particularly in emissions-intensive sectors and trade policy circles.
- **Scenario Outputs for Scientific Assessments:** ENTICE will generate robust scenarios on trade and climate impacts that can feed into high-level global assessments (e.g., IPCC AR7, UNEP GEO, IRP), as well as EU-level policy consultations on trade and climate.
- **Open-Access Publications and Technical Reports:** Peer-reviewed articles, technical documentation, and policy discussion papers that will remain accessible and continue to inform research and policy communities after the project ends.

Importantly, ENTICE will also yield high-impact behavioral and perceptual insights through a two-part



analysis of public understanding of trade-environment dynamics. The first component (Task 1.2 - Understanding the public perception of trade impacts on the environment and climate) investigates how trade and its environmental and economic impacts are represented and interpreted in public discourse. Using five case studies, Greece, Germany, Poland, Sweden, and the Netherlands, the task will analyse national and international media coverage and comment sections to uncover how trade-climate linkages are framed and contested. This qualitative media analysis (D1.5) will serve as a proxy for public perception and will inform both policy messaging and the framing of project communications.

The second component (Task 6.4 - Evaluating project impact on public perception) will build on the above foundation followed by a dedicated survey during the final year of the project. This survey will be distributed to both expert stakeholders (from ENTICE's stakeholder database) and representative panels of the general public in the five case study countries. The goal is to assess how ENTICE's findings, especially its infographics and policy visualisations, have the potential to influence awareness and attitudes toward the trade-environment relationship. This task (D6.8) will provide an evidence-based approach on how science communication can shift perceptions and inform public discourse, making it a highly relevant outcome for future science-policy-public interfaces.

Together, these outcomes form a comprehensive and interlinked set of resources that offer not only scientific and technical advancement but also behavioral and perceptual insights— and ensure ENTICE's impact spans in modelling, policymaking, and societal awareness. These Key Exploitable Results will be supported by an evolving exploitation roadmap made openly accessible, reinforcing ENTICE's long-term legacy across Europe and beyond.

7 Risk Analysis and Mitigation Measures

The success of the ENTICE Communication, Dissemination, and Exploitation Plan depends on timely stakeholder engagement, clear messaging, meaningful uptake of project results, and adaptability to external developments. The table below outlines key risks that could affect the implementation of the CDE strategy, along with mitigation measures as defined in the Grant Agreement.

Table 5. Risk Analysis for WP6 according to the Grant Agreement.

Risk	Likelihood	Impact	Mitigation Measure
Partner(s) unable to Contribute	Low	High	Rigorous management. Failure of partners will lead to immediate capacity assessment and task reassignment. Partners with adequate skills to take over.
Partners' contribution to outputs not delivered on time	Medium	Low	Quality management, early directions for timely outputs (WP7). Monthly calls on WPs (reviews/appropriate revisions) for corrective actions. 16 of 46 deliverables in first RP to reveal risks; 14 milestones to track progress.
Low scientific and/or technical quality of deliverables	Low	High	Rigorous quality management (WP1); first deliverable drafts one month before the deadline, for thorough internal review and detailed feedback by 2-5 reviewers. Partners have an excellent track record for scientific quality.
Low engagement of the four target groups of stakeholders in the TCI Nexus	Medium	Medium	Partners to mobilise existing networks and experience in co-creation and maintenance of CDE nodes. SAB will be asked to support if needed. Some partners well linked to industrial clusters (e.g., WI); others well rooted in policy (e.g., UU, E3M); many partners experienced in citizen engagement.
Limited policy and/or industrial impact and delays to major policy or scientific processes	Low	Medium	Project planning fits well in the current industrial policy context & climate policy debate. Project envisioned to run within the IPCC AR7 cycle and to end in time for the Global Stocktake. Partners are actively monitoring relevant policies. Even if policy processes are affected, the project is designed to integrate quickly related policies and deliver significant impacts that will extend beyond its duration.
Limited participation of external experts	Medium	Low	Robust CDE plan to be updated twice during the project progress (Task 6.1). Diverse SAB set up early (Task 7.3).
Limited contribution to scientific (e.g. IPCC) / policy assessments	Low	Medium	Participation in networks underpinning such assessments (e.g., IAMC, ECEMP). Many members were IPCC AR6 authors. Models well rooted in policy support (GEM-E3) or IPCC reports (WITCH, GCAM, IMAGE).



An important external risk that has become increasingly relevant to the project during the last months - and therefore not explicitly described in the initial risk analysis of the project's Grant Agreement - is the evolving and often highly volatile landscape of global and EU trade policy. Shifting geopolitical dynamics, emerging trade tensions and protectionist policies, and rapid regulatory changes such as adjustments to the CBAM, WTO reform debates, or regional trade realignments, may significantly influence the policy relevance and framing of ENTICE's research. These developments could outpace planned dissemination activities or alter stakeholder priorities, potentially limiting the immediate applicability of certain findings. To mitigate this risk, the project will maintain regular policy monitoring, ensure flexibility in messaging, and adapt the timing and focus of communication materials, particularly policy briefs and webinars, to align with evolving policy amendments and/or narratives.





8 Conclusions and future updates

This first version of the ENTICE Communication, Dissemination, and Exploitation (CDE) Plan outlines the project's strategic framework to ensure that its objectives, activities, and results are effectively communicated, broadly disseminated, and impactfully exploited. The plan identifies and details tailored strategies for engaging its diverse range of target audiences through clear messaging, inclusive tools, and open-access platforms. It also presents key exploitable outcomes and tools that will enable the project to make a tangible and lasting impact beyond its formal duration.

As ENTICE evolves, this CDE Plan will be treated as a living document, subject to regular updates that reflect project developments, feedback from stakeholders, and emerging dissemination and exploitation opportunities. Future versions will be closely aligned with two other core project components currently in development: the D1.1 Stakeholder Engagement Strategy and the M7 Plan for Scientific Collaboration and Synergies. These interlinked strategies will ensure a coordinated approach across work packages and further reinforce the effectiveness and coherence of ENTICE's communication, dissemination, and exploitation efforts.

The CDE strategy will be reviewed periodically, with a final comprehensive version due at the end of the project. The first update will be submitted halfway through the project (D6.2 - Project CDE plan - First update, M18) and the second during the final phase of the project (D6.3 Project CDE plan - Second update, M38). These updates will guarantee that ENTICE remains responsive, impactful, and relevant to the dynamic scientific, policy, and societal landscapes it aims to inform and support.

