



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



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D6.2 Project CDE plan – First update

WP6 – Enhancing communication, dissemination, exploitation and capacity building

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Responsible Author	Dimitra Spatharidou		Email	dspatharidou@holisticsa.gr	
	HOL		Phone	+30-210-6394-608	
Contributors	Dimitra Paraschou (HOL)				
Reviewer(s)	Christina Tigka (ICCS); Natasha Frilingou (ICCS); Maro Baka (E3M)				
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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 plan, outlining its purpose, target audiences, tools, key messages, and measurable key indicators of progress.

3. Short summary of results (<250 words)

This is the first update of ENTICE's strategy for the communication, dissemination, and exploitation (CDE) of project results. It reflects on the progress made during the first 18 months of project implementation and updates the strategy in light of the evolving trade, climate, and industrial policy landscape. The update refines the project's target audience mapping, stakeholder engagement approach, communication priorities, dissemination activities, and exploitation pathways. This revised strategy aims to support the effective communication, uptake, and long-term use of ENTICE's outputs by policymakers, researchers, industry stakeholders, civil society organisations, and other relevant audiences throughout the rest of the project and beyond, and to provide best practices to maximise the project's public outreach

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'ÉCONOMIE 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 Forum
ECPR	European Consortium for Political Research
EII	Emission-Intensive Industries
ESABCC	European Scientific Advisory Board on Climate Change
EU ETS	European Union Emissions Trading System
GTAP	Global Trade Analysis Project
IAEE	International Association for Energy Economics
IAM	Integrated Assessment Model
IAMC	Integrated Assessment Modeling Consortium
IEEP	Institute for European Environmental Policy
IFCCT	Integrated Forum on Climate Change and Trade
IIOA	International Input-Output Association
IPCC	Intergovernmental Panel on Climate Change
IRP	International Resource Panel
KPI	Key Performance Indicators
LCA	Life Cycle Assessment
NGO	Non-Governmental Organisation
NZIA	Net-Zero Industry Act
TESS	Forum on Trade, Environment & the SDGs
TCI	Trade-Climate-Industry
UNFCCC	United Nations Framework Convention on Climate Change
UNCTAD	UN Trade and Development
WCERE	World Congress of Environmental and Resource Economists
WP	Work Package
WTO	World Trade Organisation



Executive Summary

This deliverable presents the first update of the ENTICE Communication, Dissemination, and Exploitation (CDE) Plan. It reflects the progress made during the first 18 months of project implementation and updates the strategy in response to developments in the trade, climate, and industrial policy landscape.

Since the start of the project, ENTICE has established its communication channels, launched stakeholder engagement activities, developed synergies with relevant initiatives and networks, and strengthened its presence within policy, research, and industry communities working on trade-climate-industry (TCI) issues. These experiences have provided valuable insights into the project's target audiences, stakeholder needs, and opportunities for collaboration and uptake of project results.

The updated CDE Plan revises the stakeholder mapping and engagement approach, reflects emerging policy and scientific developments, and updates the project's communication, dissemination, and exploitation activities. The deliverable also presents the project's key exploitable results, including modelling improvements, datasets, policy-relevant analyses, capacity-building resources, and public perception research. In addition, it reviews the risks associated with communication, dissemination, and exploitation activities and outlines measures to ensure the continued effectiveness of the CDE strategy.

The updated plan will guide communication, dissemination, and exploitation activities during the next phase of the project and support the long-term visibility, uptake, and impact of ENTICE's outputs beyond the project's lifetime.



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1. Introduction

Trade and climate policies have moved to the forefront of public and political debate. In the past 18 months since the launch of the project, the interconnections between trade and climate have gained further prominence, following the introduction and implementation of measures such as the EU's Carbon Border Adjustment Mechanism (CBAM), developments in the EU Emissions Trading System (EU ETS), and wider debates on tariffs and industrial competitiveness. Trade-Climate-Industry (TCI) policy issues provide a fertile ground for narrative battles, as they often involve high stakes, complex technical details, and conflicts between economic and environmental values.¹

Despite this growing attention, the connections between trade and climate often remain unclear. Existing tools and models used to assess trade-climate interactions still face substantial limitations, as they do not sufficiently capture the multidimensional and multistage interactions between environmental policies and the global trade system². Additionally, they lack granularity in the representation of supply chains across key industries and fail to fully account for green technology production and critical value chains, such as those related to resources like critical minerals³.

The ENTICE project responds to the growing urgency to better understand the interconnections between trade and climate, especially in light of recent shifts in global trade dynamics and policy discussions on climate 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 regimes, 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 develops an interactive, state-of-the-art modelling toolbox which quantifies the effects of trade on climate and the environment, analyses the interactions between trade and climate policies, and embeds them into the broader development and sustainability policy context. ENTICE aims to improve the existing tools and databases that enhance knowledge on the links between trade and the environment and provide detailed projections on trade-related greenhouse gas emissions and how growth patterns of developing economies are expected to contribute to future emissions and trade flows.

Through these activities, the ENTICE project seeks to strengthen the evidence base on the TCI nexus and support a better understanding of how trade and climate policies interact across sectors, regions, and value chains. The project combines advanced modelling, stakeholder engagement, and open science practices to produce knowledge and tools that can support policy discussions, research activities, and strategic decision-making. ENTICE follows a participatory approach to engage its target audiences through its transdisciplinary listening mechanism and co-creation activities with relevant stakeholders, aiming to nurture a shared understanding of the intricate trade-climate relationship.

¹ D1.5 Public perception of trade and its environmental and economic impact, ENTICE, June 2026, available at <https://enticeproject.eu/deliverables>

² OECD. (2025). Harnessing trade and environmental policies to accelerate the green transition (OECD Net Zero+ Policy Papers, No. 5). OECD Publishing. <https://doi.org/10.1787/0b4d893f-en>

³ Karbevaska, L., & Hidalgo, C. A. (2025). Mapping global value chains at the product level. EPJ Data Science, 14(1), 21. <https://doi.org/10.1140/epjds/s13688-025-00521-5>



This first update of the Communication, Dissemination, and Exploitation (CDE) Plan reflects the progress and lessons learnt during the first 18 months of the ENTICE project. As the project moves from its initial setup phase into a stage where research outputs, policy briefs, and practical tools begin to be published, the CDE strategy is updated accordingly to reflect these developments and support the effective uptake of the project results. The update also responds to the evolving policy landscape surrounding trade, climate, and industrial competitiveness, ensuring that communication and stakeholder engagement activities remain relevant and responsive to emerging discussions and opportunities. At the same time, the updated CDE Plan remains aligned with Horizon Europe requirements and open science principles to ensure transparency, accessibility, inclusiveness, and the long-term impact of the project's outputs.

Following this introduction, Chapter 2 outlines the purpose of the updated CDE Plan. Chapter 3 presents the project's target audiences and stakeholder engagement approach, while Chapters 4, 5, and 6 describe the communication, dissemination, and exploitation strategies respectively. Finally, Chapter 7 describes the updated CDE strategy's risk analysis and mitigation measures foreseen, while Chapter 8 summarises concluding remarks and outlines the next steps for refining the CDE Plan during the project's last phase.

Unless otherwise stated, the metrics, indicators, and monitoring data presented in this CDE update cover project activities up to 15 June 2026. This cut-off date has been adopted to enable sufficient time for the preparation and submission of the deliverable ahead of the end of Month 18 (June 2026).





2. The purpose of the CDE Plan

The ENTICE Communication, Dissemination, and Exploitation (CDE) Plan serves as the project's strategic framework to ensure that its research, tools, and outcomes reach its key audiences and create meaningful impact throughout and beyond the project's duration. After 18 months into the implementation phase, this updated version of the CDE Plan reflects both the progress made so far and the evolving context in which ENTICE operates.

The first phase of the project focused on establishing the basis for ENTICE's outreach and engagement activities. This included the development of the project's visual identity and communication materials, the launch of the website and social media channels, identification of and participation in relevant scientific and policy events, the launch of the transdisciplinary listening mechanism, and the establishment of early synergies with relevant initiatives, projects and networks. These activities have helped position ENTICE within a growing ecosystem of actors (i.e., researchers, policymakers etc.) working at the intersection of trade, climate, and industrial transformation.

This updated CDE Plan builds on that experience. It includes a clearer understanding of where the project can contribute most effectively, which audiences are engaging with its work, and how communication and dissemination efforts can better respond to the fast-changing policy and public discourse surrounding trade, climate and industrial competitiveness. As the project moves into a phase where more research outputs, modelling tools, datasets and policy briefs begin to emerge, the focus shifts from establishing visibility towards strengthening engagement and supporting the uptake of project results.

The CDE Plan remains a living document and will continue to evolve alongside the project. It is intended to remain flexible and adaptive to respond to emerging policy developments, stakeholder feedback, and new dissemination opportunities, while maintaining coherence across consortium CDE activities. ENTICE's CDE strategy continues to be structured around three interconnected dimensions, in line with Horizon Europe guidance.⁴

Communication: Focuses on raising awareness of the project and its contributions to addressing TCI challenges. The communication strategy aims to translate complex scientific findings into accessible narratives for broad audiences, 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, conferences, workshops, policy briefs, and joint events with related

⁴ European Commission: European Research Executive Agency, Disseminating and exploiting results – A starter kit for EU-funded research and innovation projects, Publications Office of the European Union, 2025, <https://data.europa.eu/doi/10.2848/1949672>



initiatives and EU 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 toolkits, policy recommendations, capacity-building resources, stakeholder-driven co-creation activities to support informed decision-making in trade and climate policy and contributing to relevant public consultations by the European Commission “Have your Say” portal. Special emphasis will be placed on ensuring that project outputs are openly accessible and aligned with ongoing policy processes and industry needs.

The three dimensions of the CDE strategy remain distinct in purpose but closely interconnected in practice. Communication helps make the TCI nexus and the project’s work visible and accessible to wider audiences. Dissemination ensures that emerging research outputs, methods, and insights reach the stakeholders most likely to engage with and use them. Exploitation focuses on supporting the practical uptake of ENTICE’s results, particularly as the project’s tools, datasets, and policy-relevant outputs mature. Table 1 below summarises how these three dimensions differ in purpose, audience, timing, and how they complement one another within the project’s overall impact approach.

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 understood: 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 decision makers, business associations and civil society).	Primarily policymakers, industrial decision-makers, researchers, and strategic stakeholders involved in implementation and uptake.
When	Throughout the full lifespan of the project.	Throughout the project as results emerge, and up to four years after the end of the project.	Increasingly during the second half 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, open access to databases, webinars and joint activities with	The open-source toolbox, policy papers and industry guides, knowledge sharing and data accessibility via platforms like Zenodo and IAM PARIS,



		relevant initiatives and EU projects.	capacity-building activities, stakeholder-informed tools, and strategic engagement with policy and industry actors.
Why	Increase awareness and understanding of the TCI nexus. 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. Provide industry, supply-chain actors, and governments with tools for decarbonisation and sustainable trade practices. Ensure that project outputs contribute to ongoing scientific and policy debates and longer-term decision-making processes.

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 both whom the project seeks to reach, and of the broader ecosystem of the stakeholders who shape the discussions, decisions, and knowledge exchange around trade and climate.

For the purposes of this CDE Plan, a distinction is made between **target audiences** and **stakeholders**, while recognising that these roles may overlap throughout the project's lifecycle. **Target audiences** are the groups that ENTICE seeks to inform, engage, and ultimately support through its research outputs, tools, and communication activities. **Stakeholders** are actors who contribute more directly to the project's development through dialogue, co-creation, consultation, or strategic collaboration, helping ensure the relevance, credibility, and practical applicability of project outputs. In practice, many organisations and networks may play both roles at different stages of the project, for example, stakeholders engaged through the transdisciplinary listening mechanism may also become future users, adopters, or amplifiers of ENTICE's results.

Over the first 18 months of implementation, stakeholder engagement activities, participation in scientific and policy events, and the implementation of the Transdisciplinary Listening Mechanism have provided valuable insights into the project's target audiences and their ecosystems. This updated chapter reflects this experience and refines the audience mapping presented in the original CDE Plan. The following sections outline ENTICE's main target audiences and the engagement approaches associated with each of them.

3.1 Policymakers

Policymakers play a central role in shaping the interactions between trade, climate, and industrial policies and are therefore one of the primary target audiences of the ENTICE project. One of the project's main objectives is to improve the understanding of the impacts of trade and trade policy on climate and the environment and to provide evidence that can support informed policymaking. As trade and climate policies become increasingly intertwined, policymakers require robust tools, data, and analyses to navigate a rapidly evolving policy landscape characterised by growing attention to industrial competitiveness, strategic dependencies, decarbonisation, and sustainable development.

Over the first 18 months of implementation, ENTICE has strengthened its understanding of the policy communities working within TCI topics and has identified a growing number of actors, networks, and initiatives seeking to better understand the interactions between trade and climate policies. The project is actively working to engage the following policy audiences:

- **National policymakers**, including government officials and representatives from Ministries of Trade, Finance, Environment, Climate, Energy, Industry, and Foreign Affairs across EU Member States and associated countries.
- **European policymakers**, including representatives from the European Commission, with particular emphasis on DG CLIMA, DG TRADE, DG GROW, DG ENER, DG RTD, and CINEA, as well as Members

of the European Parliament and relevant EU agencies involved in trade, climate, and industrial policy.

- **Policymakers and public authorities involved in the implementation, monitoring, and assessment of key policy instruments**, including CBAM, the EU ETS, the Net-Zero Industry Act (NZIA), and broader trade agreements and sustainability frameworks.
- **International policymakers and representatives of organisations** such as the UNFCCC, WTO, OECD, UNCTAD, and other institutions working on climate, trade, and sustainable development.
- **Members of international policy networks and coalitions** working on trade and climate governance, including the [Coalition of Trade Ministers on Climate](#) and similar initiatives promoting international cooperation on climate-related trade policies.

Beyond formal policymaking institutions, ENTICE has also identified several influential policy and knowledge-sharing communities that contribute to shaping discussions on trade and climate. These include the [Green Trade Network](#), coordinated by the Institute for European Environmental Policy (IEEP), which brings together policymakers, researchers, civil society organisations, and practitioners working on sustainable trade and climate policies. The project also is in contact and follows developments within the [Forum on Trade, Environment & the SDGs \(TESS\)](#), which was created as a partnership between the Geneva Graduate Institute and the United Nations Environment Programme, and other related initiatives that seek to strengthen dialogue and cooperation at the intersection of ENTICE research topics.

Recent international policy developments further demonstrate the growing importance of trade and climate governance. Discussions at the COP30 have brought further attention to the role of trade in supporting climate ambition, including through the launch of the [Integrated Forum on Climate Change and Trade \(IFCCT\)](#), which aims to create a dedicated space for dialogue between climate and trade communities. Similarly, discussions at the [Santa Marta Conference on the Just Transition Away from Fossil Fuels](#) highlighted the importance of aligning climate action, industrial transformation, investment, and international cooperation. These developments reinforce the relevance of ENTICE's work and provide important opportunities for policy engagement and dissemination.

Engagement Activities

To ensure effective engagement, ENTICE will adopt a strategic approach rooted in relevance, accessibility, and trust. Policymakers often operate under significant time constraints and require evidence that is concise, understandable, and directly connected to ongoing policy processes. The project will therefore focus on translating complex modelling outputs into actionable insights through the following activities:

1. **Policy-oriented stakeholder dialogues** through the Transdisciplinary Listening Mechanism, bilateral consultations, workshops, and targeted exchanges with policymakers and public authorities.
2. **Production of policy briefs and other policy-oriented communication materials** addressing emerging developments in trade, climate, and industrial policy.
3. **Participation in major policy events and international fora**, including UNFCCC COPs, WTO-related events, European and international policy conferences, and other relevant trade and climate discussions.
4. **Capacity-building activities**, including webinars and workshops presenting project findings,

datasets, scenarios, and tools to policymakers and stakeholders.

5. **Development of interactive tools and visualisation resources** that support policymakers in exploring trade-climate interactions, scenario results, and policy implications in a more accessible and user-friendly manner.

3.2 Researchers and academia

Researchers and academics are a key audience for the ENTICE project, as one of its core objectives is to improve and expand the toolbox of models, datasets, and analytical approaches used to assess the interactions between trade, climate, industry, and sustainability. The project aims to advance the scientific understanding of the TCI interconnections while promoting collaboration across disciplines that do not traditionally interact closely, including trade economics, climate modelling, industrial ecology, environmental economics, political science, and governance studies.

Over the first 18 months of implementation, ENTICE has strengthened its links with the scientific communities working on trade and climate issues and with researchers involved in both modelling and policy-oriented relevant research. This has included engagement with international research communities and networks such as the [Research Network on Industrial Decarbonisation \(RENEW-Industry\)](#), which brings together researchers working on sustainable industrial transitions and provides opportunities for knowledge exchange and scientific collaboration. This reflects the project's recognition that understanding trade-climate interactions requires both advances in quantitative modelling and data and insights into governance processes, international cooperation, political developments, and societal responses to climate and trade policies. The project will seek to engage the following research communities:

- **Modellers** working on integrated assessment models (IAMs), computable general equilibrium (CGE) models, life cycle assessment (LCA), industrial ecology approaches, and other quantitative frameworks used to analyse trade, climate, and environmental interactions.
- **Researchers** involved in European and international projects focusing on climate mitigation, trade, industrial transformation, sustainable development, and environmental policy, including initiatives such as DIAMOND, IAM COMPACT, EU-CHINA BRIDGE, TRANSIENCE, ACCLIMATE, ACHIEVE, and other related Horizon Europe projects.
- **Experts** contributing to major scientific assessments and scenario exercises, including the IPCC, IPBES, the International Resource Panel (IRP), CMIP, GEO assessments, and other international scientific initiatives.
- **International research communities and networks** such as the Research Network on Industrial Decarbonisation (RENEW-Industry), the European Association of Environmental and Resource Economists (EAERE) as well as relevant **social science research communities** (Earth System Governance Network, Energy Politics, Policy, and Governance Research Group within the European Consortium for Political Research (ECPR))
- **Academics and experts** participating in international modelling consortia and scientific networks, including IAMC, GTAP, EAERE, IIOA, IEA-ETSAP, OpenMod, and OpTIMUS, and other relevant scientific communities.

Engagement Activities

ENTICE is well positioned to engage with leading scientific communities working on trade, climate, and sustainability, through the expertise of the consortium and its extensive participation in international research networks. The participation of Purdue University, which operates the Global Trade Analysis Project (GTAP), further strengthens the project's connections with global modelling communities and provides opportunities for collaboration on methodological developments and data improvements. Researchers and academia will be engaged through the following activities:

1. **Scientific collaborations and project synergies:** ENTICE will continue to strengthen collaboration with related European and international initiatives through joint publications, knowledge exchange activities, cluster events, and contributions to shared research agendas. An emphasis will be placed on strengthening exchanges between trade, climate, and governance research communities.
2. **Scientific conferences and networking:** Project results will be presented and discussed at major scientific conferences and events, including IAMC, GTAP, ECEMP, EAERE, IIOA, and other relevant conferences. These activities will support interdisciplinary dialogue, facilitate scientific exchange, and increase the visibility of project findings.
3. **Contributions to international assessments and scenario processes:** ENTICE researchers will contribute to major international scientific assessments, including IPCC AR7 and related scenario exercises. By integrating project findings into these processes, ENTICE aims to support evidence-based climate and trade policymaking at the global level.
4. **Scientific publications:** Research outputs will be disseminated through peer-reviewed journals covering climate policy, trade economics, environmental economics, industrial transformation, sustainability transitions, and related disciplines.
5. **Open science and knowledge sharing:** In line with Horizon Europe principles, ENTICE will ensure that project outputs are openly accessible whenever possible. New datasets, code, documentation, and scenarios will be made available through Zenodo⁵ and the IAM PARIS⁶ platform. Project tools and capacity-building resources will further support researchers interested in exploring trade-climate interactions and applying ENTICE methodologies in their own work.

3.3 Industries & businesses

Businesses and industry stakeholders are directly affected by the interactions between trade, climate, and industrial policies and therefore represent an important target audience for the ENTICE project. The growing importance of measures such as CBAM, the evolving sustainability reporting requirements, the Net-Zero Industry Act (NZIA), and broader discussions on strategic dependencies and critical raw materials has increased the need for evidence-based analysis of trade-climate interactions. Through its modelling tools, datasets, and policy assessments, ENTICE seeks to provide insights that can support businesses and industry associations in navigating these changes and identifying opportunities associated with the transition

⁵ <https://zenodo.org/communities/entice/>

⁶ <https://iamparis.eu/>

towards a low-carbon economy. The project aims to engage the following industry and business stakeholders:

- **Industry associations and business networks representing sectors affected by trade and climate policies**, including energy-intensive industries, manufacturing, transport, and other trade-exposed sectors.
- **Companies involved in clean technology production**, renewable energy supply chains, critical raw materials, circular economy activities, and other sectors central to the green transition.
- **Chambers of commerce, trade associations, and business organisations** working on sustainability, trade, industrial competitiveness, and innovation.
- **Companies and organisations involved in global value chains** that may be affected by climate-related trade measures, changing regulatory frameworks, and shifts in international trade patterns.
- **Financial institutions, investors**, and other actors interested in the economic implications of climate and trade policies and their impacts on industrial transformation.

Engagement Activities

ENTICE will engage industry and business stakeholders through activities designed to facilitate dialogue, knowledge exchange, and the practical use of project results.

1. **Participation in stakeholder consultations and co-creation activities:** Industry representatives will be invited to contribute to project workshops, consultations, and the Transdisciplinary Listening Mechanism, ensuring that industry perspectives are reflected in project discussions and analyses.
2. **Industrial Guides and Knowledge Sharing:** The project will summarise 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. This guide will provide industry stakeholders with clear, evidence-based recommendations on adapting to evolving trade and climate policies.
3. **Participation in Industry Events and Expos:** ENTICE will engage with relevant industry conferences, trade events, sustainability forums, and business networks to disseminate findings and gather feedback from practitioners and decision-makers.
4. **Knowledge sharing on industrial transformation and competitiveness:** The project will communicate insights related to industrial decarbonisation, trade competitiveness, critical raw materials, clean technologies, and global value chains, helping stakeholders better understand emerging challenges and opportunities.
5. **Interactive tools and capacity-building resources:** Industry stakeholders will be able to access project tools, datasets, and visualisation resources that support a better understanding of trade-climate interactions and potential future developments.

3.4 NGOs and civil society

Civil society organisations play an important role in shaping public debate, raising awareness, advocating for policy change, and representing the interests of communities affected by climate, environmental, and trade-related policies. As TCI discussions become increasingly prominent, civil society actors contribute

important perspectives on social justice, environmental protection, public accountability, and policy legitimacy. The project will seek to engage the following civil society actors:

- **Global NGOs and climate networks** such as WWF, Climate Action Network, and Greenpeace.
- **Local government and city networks**, including organisations such as C40 Cities, Climate Alliance, and other networks working on climate action and sustainable development.
- **Think tanks, research organisations**, and policy advocacy groups contributing to discussions on trade, climate, industrial transformation, and sustainability.

Engagement Activities

ENTICE will engage NGOs and civil society organisations through a combination of dialogue, consultation, and communication activities designed to support knowledge exchange and broader participation in discussions on the TCI nexus.

1. **Participation in the Transdisciplinary Listening Mechanism:** Civil society representatives will be invited to contribute to consultations, workshops, thematic discussions, and stakeholder exchanges, ensuring that societal perspectives and concerns are reflected in project discussions and outputs.
2. **Public perception and stakeholder engagement activities:** Building on the public perception analysis and related stakeholder engagement activities under WP1, ENTICE will engage civil society actors in discussions around the environmental and economic impacts of trade, helping contextualise project findings and explore how evidence can contribute to more informed public debate.
3. **Awareness-raising and knowledge sharing:** Project findings will be communicated through accessible formats, including articles, infographics, videos, webinars, podcasts, policy summaries, and social media content designed for non-specialist audiences.
4. **Participation in stakeholder dialogues and policy discussions:** Civil society organisations will be encouraged to participate in stakeholder workshops, dissemination events, and policy dialogues where project findings and their implications are discussed.
5. **Dissemination through civil society networks:** ENTICE will collaborate with relevant organisations and networks to increase the visibility of project results and foster broader discussions on the environmental, economic, and social dimensions of trade and climate policies.

3.5 Media and the general public

In addition to its primary target audiences, ENTICE recognises the importance of engaging the media and the wider public to increase awareness and understanding of trade-climate interactions.

Media and opinion makers

The media play an important role in communicating complex policy and research developments to broader audiences. ENTICE will engage journalists, media outlets, and opinion makers through press releases, media outreach, interviews, and accessible communication materials, helping to promote informed public discussion on trade, climate, and industrial transformation.

General public



ENTICE is committed to making its research accessible and relevant to non-specialist audiences. Through storytelling, infographics, videos, social media content, and interactive tools, the project will communicate the implications of trade and climate policies in an accessible and engaging way. Where feasible, key communication materials will also be adapted to different audiences and languages to support broader participation and accessibility.



4. Communication Strategy

The communication strategy continues to support the overall objective of ensuring that ENTICE's activities, findings, and tools reach and engage relevant audiences throughout the project. During the first 18 months, communication efforts focused on establishing the project's visibility, communication channels, and engaging with stakeholder networks, whereas within this phase, the strategy will support the dissemination of project findings, stakeholder engagement processes, and strengthening ENTICE's contribution to ongoing TCI policy discussions.

4.1 Objectives

The first 18 months of implementation provided valuable insights into the audiences engaging with the project, the communication formats that generate the greatest interest, and the areas where additional explanation and outreach are needed. Experience gained during this period has also highlighted the importance of connecting project activities and results to wider policy discussions on trade, climate, industrial competitiveness, and sustainability.

Building on these lessons, the communication objectives for the next phase of the project are:

- **Maintain and strengthen the visibility of ENTICE** within European and international policy, research, and stakeholder communities working on trade, climate, industry, and sustainability.
- **Increase understanding** of the interconnections between trade, climate, industrial transformation, and sustainability through accessible and engaging communication formats.
- **Support stakeholder engagement activities** by developing communication outputs that complement the project's transdisciplinary listening mechanism and co-creation processes.
- **Enhance the accessibility of scientific results**, policy terminology, and research findings through explanatory content tailored to non-specialist audiences.
- **Position ENTICE as a trusted source of evidence and expertise** on the evolving TCI nexus through timely communication aligned with ongoing European and international debates.
- **Strengthen partner participation in communication activities** and further amplify project messages through consortium networks and institutional channels.

The overall communication approach remains guided by the strategic framework developed during the initial phase of the project. While communication activities continue to evolve in response to emerging results and stakeholder needs, the framework presented in Figure 1 (see below) remains relevant in supporting awareness raising, stakeholder engagement, accessibility of project outputs, and informed discussions around the TCI nexus.

Strategic Communication Framework

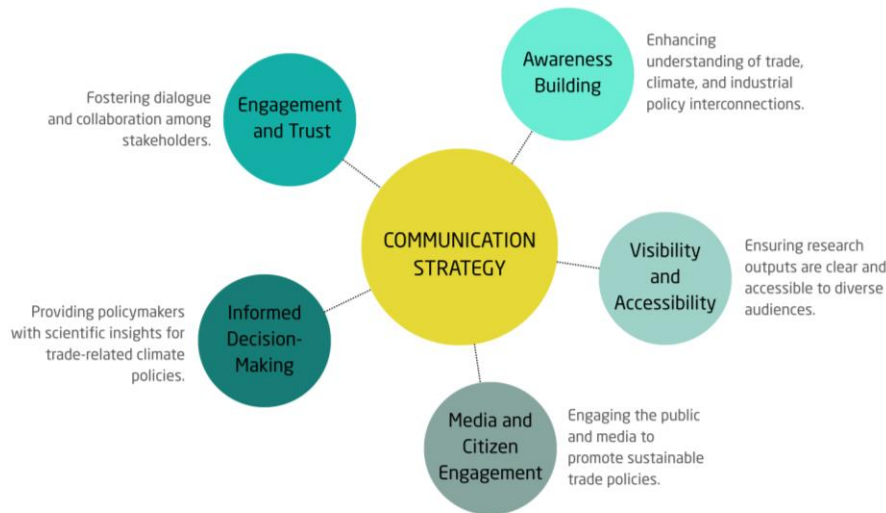


Figure 1. Strategic Communication Framework of ENTICE

4.2 Key Messages and Approach

The first 18 months of implementation provided an opportunity to understand how stakeholders engage with different communication formats and ENTICE content. Insights from social media analytics, stakeholder interactions, consortium discussions, and the implementation of dedicated communication campaigns will inform the next phase of the project's communication approach.

One of the main findings from the first reporting period was the need for greater emphasis on explaining terminology and policy concepts associated with the TCI nexus. While many stakeholders are familiar with individual topics such as climate policy, industrial competitiveness, trade regulation, or decarbonisation, communication activities revealed that the links between these topics are often less well understood. This challenge became particularly apparent when communicating modelling results and policy developments that rely on specialised terminology and complex interactions between trade, climate, and industry.

To address this challenge, ENTICE launched the "**ENTICE on the Mic**" campaign, which used short video interviews with colleagues from partner organisations to explain concepts frequently encountered in TCI discussions. The campaign aimed to make specialised terminology more accessible and connect technical concepts to ongoing policy debates and real-world challenges. Further details on the campaign are provided in Section 4.3.6.

Social media performance data also provided useful insights into audience preferences. As shown in Figure 2, content related to consortium meetings and in-person project activities generated significantly higher visibility than other content categories, with average impressions substantially exceeding those of standard project updates, news posts, and video content. Publication-related content also performed strongly,

suggesting that audiences engage particularly well with content that combines research outputs with project activities, partner expertise, and opportunities for interaction.

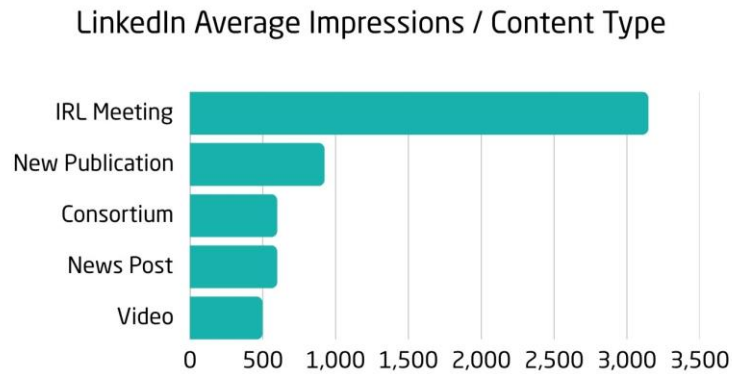


Figure 2. Average LinkedIn impressions by content category

Audience data from LinkedIn further indicate that ENTICE is primarily reaching stakeholders from research and higher education institutions, followed by representatives from think tanks, consultancies, and non-profit organisations (Figure 3). This audience profile is broadly aligned with the project's target groups and confirms that communication activities are successfully reaching communities actively engaged in trade, climate, and sustainability discussions.



Figure 3. LinkedIn followers by sector

These findings highlight that audiences engage particularly well with content that combines research outputs with project activities, partner expertise, and opportunities for interaction. Communication activities will continue to prioritise:

- Accessible explanations of TCI-related concepts and policy developments.

- Greater use of video content and visual storytelling.
- Communication linked to project milestones, publications, and stakeholder activities.
- Increased visibility of consortium expertise and partner contributions.
- Stronger connections between ENTICE research activities and ongoing European and international policy debates.

These priorities continue to be guided by the project's overarching communication message:

Understanding the interactions between trade, climate, and industry is essential for designing effective, equitable, and evidence-based pathways towards sustainable development. ENTICE contributes to this objective by providing improved data, modelling tools, and stakeholder-informed insights that support informed decision-making across policy, research, and industry communities.

While this overarching message remains consistent across all communication activities, its framing and outreach are adapted to the needs and interests of different target audiences. The communication focus and channels adopted for each audience are presented in Table 2.

Table 2. ENTICE Updated Communication Focus and Channels by Target Audience

Target Audience	Communication Focus	Main Formats/Channels
Policymakers & Public Authorities	Trade-climate interactions, policy coherence, EU ETS, CBAM, industrial competitiveness, scenario insights	Policy briefs, stakeholder workshops, direct engagement, EU policy events, tailored webinars, LinkedIn
Scientific Community	Model development, datasets, scenario tools, publications	Peer-reviewed publications, academic conferences, open-source tools and data, thematic workshops
Industry & Business Networks	Competitiveness, supply chains, trade policies, decarbonisation pathways	Industry roundtables, trade and sustainability forums, policy workshops, industry guide, LinkedIn
Civil Society & NGOs	Social and environmental implications of trade and climate policies	Community engagement sessions, civil society networks, co-creation workshops, inclusive communication
Media & opinion makers	Evidence-based insights and expert commentary on trade-climate debates	Press releases, media kits, expert interviews, newsletter updates, podcast guest appearances
General Public	Explaining the TCI nexus and key concepts through accessible language	ENTICE on the Mic, videos, infographics, website content and social media

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](#) remains the central hub for the project's communication, dissemination, and exploitation activities. The website has provided access to project news, public deliverables, scientific publications, event announcements, and communication materials, while serving as the primary entry point to the project's digital presence. Dedicated sections continue to showcase project objectives, consortium members, news articles, newsletters, events, and publicly available deliverables. The website also provides direct access to ENTICE's social media channels and serves as a gateway to future project tools and modelling outputs.

Since its launch and up until M18, the website has recorded **3,373 unique visitors** and **3,787 sessions**, exceeding the communication targets established in the original CDE Plan. Website traffic peaks were observed around major project milestones, including the General Assembly in Milan, the expert webinar after the COP30 on Trade and Climate, and scientific publications.

Website analytics indicate that the majority of visitors are first-time users (Figure 5), reflecting the project's continued ability to attract new audiences. Geographic data show that website visitors originate from a broad range of countries, with particularly strong engagement from Europe and project partner countries (Figure 6). User intent analysis further suggests that visitors primarily access the website seeking information about the project, its activities, and project-related outputs (Figure 7).



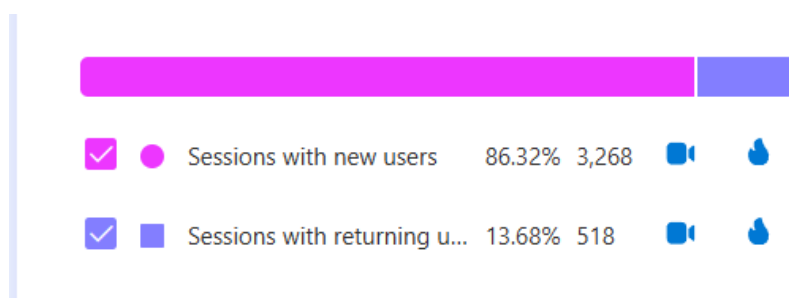


Figure 4. Website new vs returning users

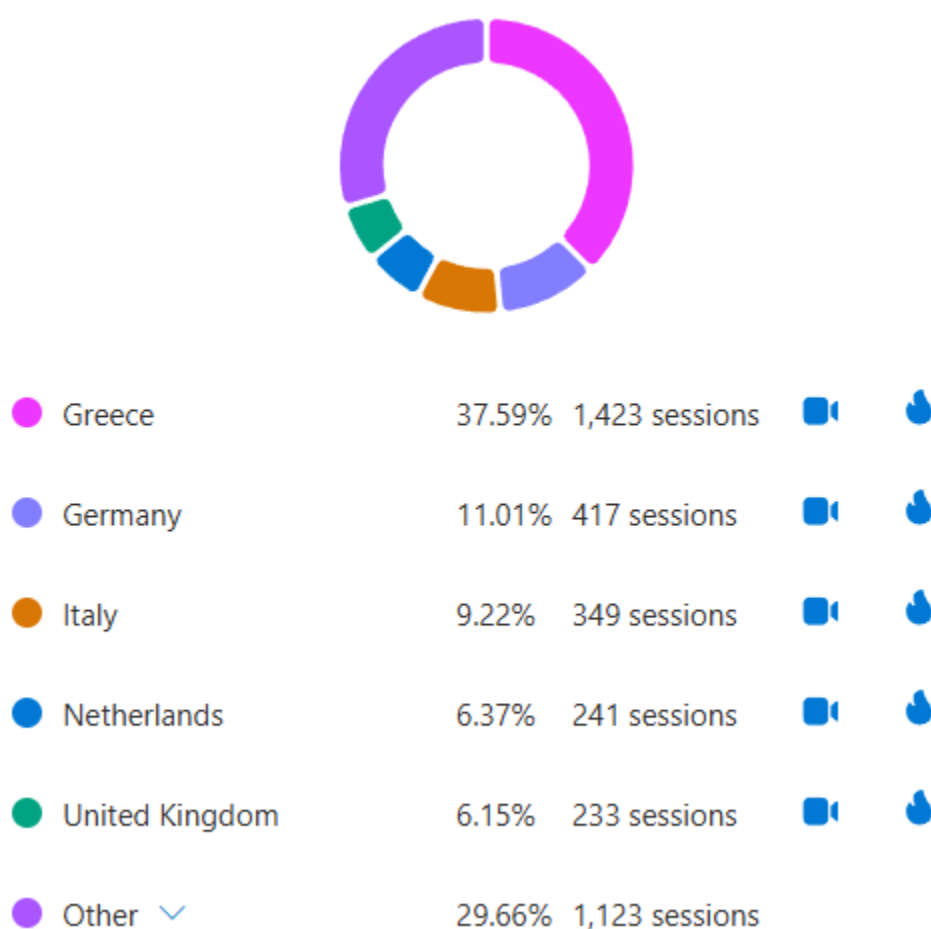


Figure 5. Website users breakdown by location

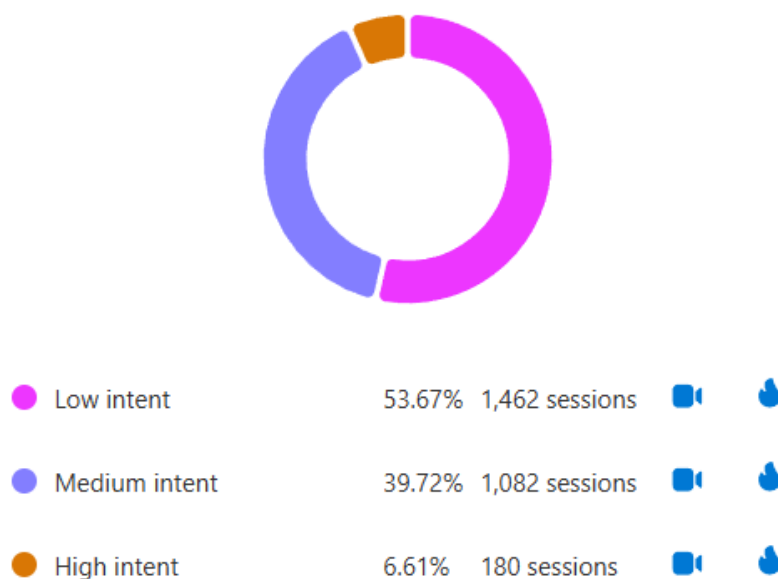


Figure 6. Website breakdown users by intent

In the next reporting period, the website will be further enriched with project results, publications, policy briefs, capacity-building materials, and future modelling tools developed by the consortium. Particular emphasis will be placed on linking the website to the data sharing platform IAM PARIS, which will be enhanced with extensive documentation of the new modelling toolbox, workspaces of results, links to model code in GitHub, and a simplified online toolbox that will be used for capacity building activities.

4.3.2 Social media accounts

Social media continues to play an important role in increasing the visibility of the ENTICE project and engaging stakeholders across research, policy, industry, and civil society communities. During the first 18 months of implementation, ENTICE maintained an active presence on [LinkedIn](#), [BlueSky](#), and [Instagram](#), using these channels to communicate project developments, research outputs, policy-relevant developments, partner activities, event participation, and explanatory content related to the Trade-Climate-Industry (TCI) nexus.

LinkedIn has emerged as the project's primary social media channel. By M18, the account had reached **359 followers**, placing the project on track to achieve its end-of-project target of 500 followers. As discussed in Section 4.2, audience analysis indicates that the platform is successfully reaching research and higher education institutions, as well as think tanks, consultancies, NGOs, and policy-related organisations. Geographically, followers are concentrated in Greece, Germany, Italy, Belgium, India, Poland, the Netherlands, France, and the United Kingdom, reflecting the project's growing international reach.

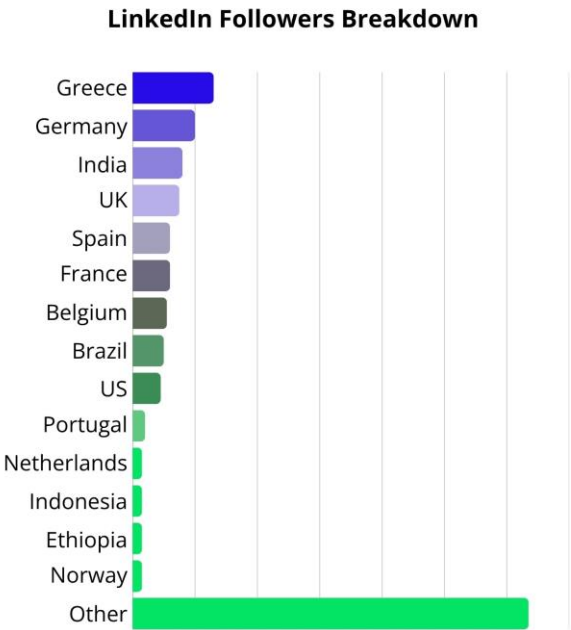


Figure 7. LinkedIn Followers by country

LinkedIn impressions demonstrated steady growth throughout the reporting period, with notable peaks recorded in November 2025 during COP30 and following the launch of the **ENTICE on the Mic** campaign.

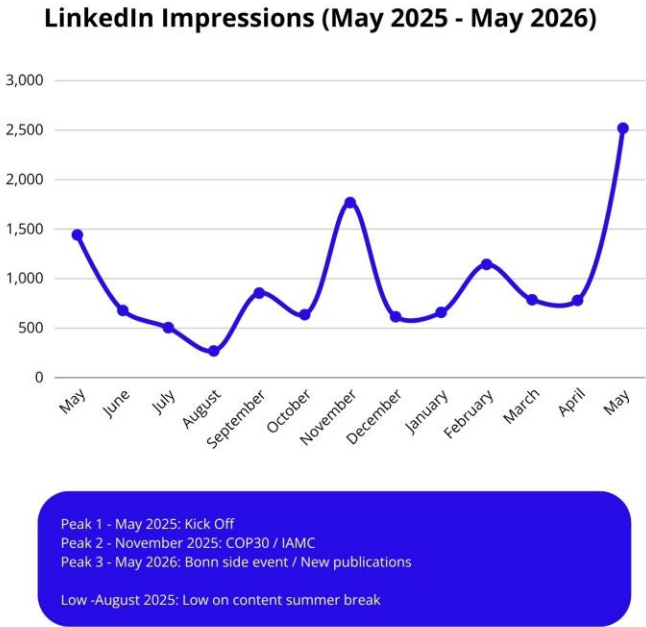


Figure 8. ENTICE LinkedIn Impressions

Social media activities also sought to highlight the expertise and perspectives of consortium members



through thematic campaigns linked to international observances and policy developments. In line with the project's commitment to gender equality and inclusiveness, communication activities also aimed to increase the visibility of women researchers and experts contributing to ENTICE. Examples include content developed for the International Day of Women and Girls in Science, which showcased the work and perspectives of women researchers contributing to ENTICE and helped communicate project themes through more personal and accessible narratives.



Figure 9. ENTICE LinkedIn post

BlueSky has been maintained as a complementary communication channel, particularly for audiences active within research, climate, and policy communities. By M18, the account had reached 136 followers and continues to support outreach to stakeholders interested in climate, trade, sustainability, and modelling-related discussions.

Bluesky Engagement (May 2025 - May 2026)

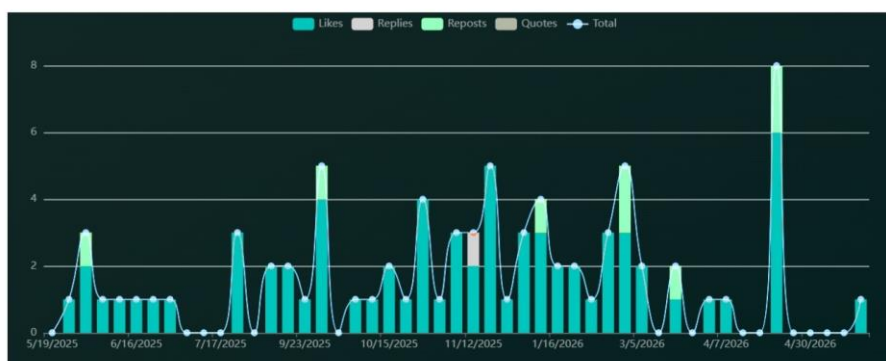


Figure 10. ENTICE Bluesky Engagement

Instagram was established during the project's initial communication phase and reached 26 followers by M18. However, experience from the first reporting period suggests that the project's target audiences are



significantly more active on professional and policy-oriented platforms. As a result, future efforts will focus primarily on LinkedIn, BlueSky, and video-based communication channels, while maintaining only a limited presence on Instagram.

Recognising the growing importance of video content and in response to the positive reception of the ENTICE on the Mic campaign, the project also launched a [YouTube channel](#) during the reporting period. The channel currently hosts recordings from the “ENTICE on the Mic” campaign as well as the two ENTICE expert-led webinars. As additional video content becomes available, the channel will support both communication and dissemination activities, including webinars, interviews, and future capacity-building resources.

During the next reporting period, social media activities will continue to combine project updates, scientific outputs, policy-relevant developments, and explanatory content, with particular emphasis on short-form video, visual storytelling, and expert-led communication formats.

4.3.3 Visual Identity Materials

The visual identity developed during the initial phase of the project has been consistently applied across all communication activities. The ENTICE logo, branding guidelines, templates, and communication materials have provided a coherent and recognisable visual presence across digital and physical channels. Since project launch, partners have actively used the project's presentation templates, flyer, and posters during conferences, stakeholder events, workshops, and meetings.

The first implementation period also provided opportunities to further develop and adapt visual materials in response to emerging communication needs. In addition to the core visual identity assets, new graphics, social media templates, event posters, and campaign-specific materials were developed to support online communication and stakeholder engagement activities. Emphasis has been placed on the use of visual storytelling and concise graphic formats to support the communication of technical concepts and policy developments related to the TCI nexus. This approach has helped increase the accessibility of project content and strengthened the visual coherence of communication outputs across different channels.



Figure 11. The ENTICE Flyer

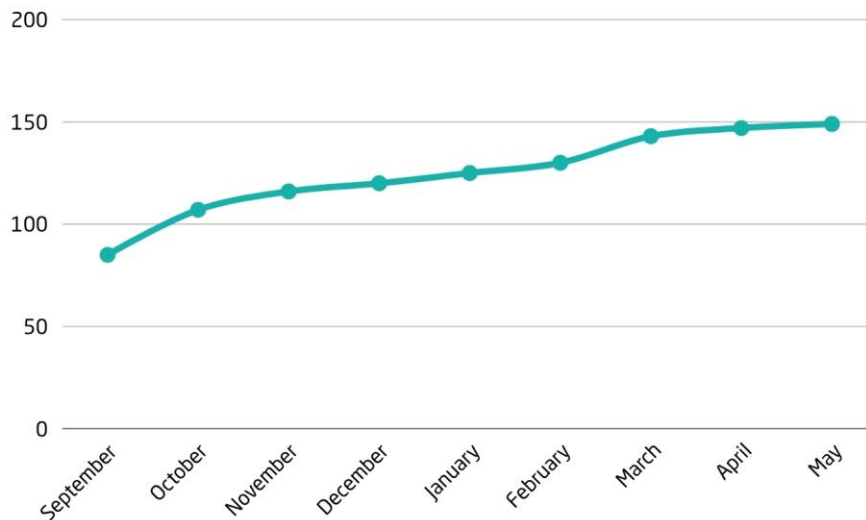
4.3.4 Newsletter

The ENTICE newsletter has become a central communication tool for maintaining regular contact with stakeholders and disseminating project developments.

Between September 2025 and May 2026, the newsletter subscriber base increased from 85 to 149 subscribers, demonstrating steady growth throughout the reporting period. Engagement indicators have remained particularly strong, with an average open rate of **72.53%** and an average click rate of **15.32%**, significantly exceeding typical newsletter performance benchmarks and surpassing the project's target open rate.



Newsletter Subscribers (September 2025 - May 2026)



Avg open rate

72.53%

Avg click rate

15.32%

Subscriber engagement



Read never	13.51%
Read sometimes	18.92%
Read often	67.57%

Figure 12. Newsletter Analytics

Analysis of subscriber engagement indicates that approximately **67.57%** of subscribers regularly engage with newsletter content, highlighting the relevance of the information provided and the quality of the audience reached. While the subscriber base remains relatively specialised, engagement levels suggest that the newsletter is successfully reaching stakeholders with a strong interest in the project's thematic areas and activities.

Newsletter content has focused on project milestones, research developments, policy-relevant discussions, publications, events, and stakeholder engagement opportunities. Each edition has also featured broader developments related to trade, climate, and industrial policy, helping position ENTICE within ongoing



European and international debates. The newsletter will continue to play a central role during the next implementation period, supporting dissemination activities and promoting project results as they become available.

4.3.5 Press releases and articles

During the first reporting period, ENTICE published **10 news articles** covering project developments, scientific publications, events, stakeholder engagement activities, and policy-relevant developments related to the TCI nexus.

Beyond reporting project activities, news content increasingly serves as a mechanism for connecting ENTICE research to wider policy discussions and developments. Articles published through the project website and partner channels contributed to maintaining a regular communication flow and extending the visibility of project activities beyond the consortium and its immediate stakeholder network.

Several articles focus on developments directly relevant to the project's research agenda. Examples include key insights from the [expert webinar on Trade and Climate following COP30](#), organised jointly with the Green Trade Network, which brought together researchers, policymakers, and practitioners to discuss emerging developments at the trade–climate nexus and their implications for international cooperation. The event also marked the first seminar organised under ENTICE's transdisciplinary listening mechanism.

The project also published an article summarising the main insights from the expert webinar on [Unpacking the EU Carbon Border Adjustment Mechanism \(CBAM\) and its Implications for China](#), organised jointly with the EU-China Bridge project on 10th of June 2026. The article highlighted key issues discussed during the event, including the complexity of CBAM implementation, intersectoral spillover effects, and the implications for climate ambition, industrial competitiveness, and international cooperation. Publishing key takeaways from project events has become an important way of extending discussions beyond the live audience and making expert insights available to a wider community.

The website also features content highlighting the contribution of ENTICE researchers to wider scientific and policy discussions. This includes coverage of the [Búzios Scientific Statement](#), co-signed by several project partners during the Integrated Assessment Modeling Consortium (IAMC) annual conference, which presented evidence-based insights for COP30 on mitigation pathways, adaptation, climate targets, and international cooperation.

In addition, news articles are used to amplify the expertise of consortium partners and connect project themes to ongoing policy debates. One example is the promotion of a [podcast episode](#) featuring colleague Lukas Hermwille from Wuppertal Institute, which examined discussions surrounding industrial competitiveness, carbon pricing, and the role of the EU Emissions Trading System in supporting Europe's climate objectives.

As project research outputs become available, greater emphasis will be placed on producing articles focused on policy developments, expert op-eds, and accessible summaries that translate research findings into formats suitable for policymakers, stakeholders, and wider audiences.

4.3.6 Videos and Infographics

During the first reporting period, the project developed a series of visual assets, including infographics,



event visuals, explanatory graphics, and video content for social media and stakeholder engagement activities. A dedicated [YouTube channel](#) was also established to host webinar recordings, interviews, and future video content. The project website was also expanded with a [dedicated Videos section](#), bringing together the ENTICE on the Mic episodes alongside recordings of the project's expert webinars, creating a central repository for audiovisual content and making these resources easily accessible to wider audiences.

A major communication campaign introduced during this period was the **ENTICE on the Mic** campaign (Figure 13). Developed in response to the need for more accessible communication of TCI-related concepts, the campaign uses short video interviews with consortium experts to explain terminology and policy issues frequently encountered in trade, climate, and industrial policy discussions.

Between April and May 2026, the campaign produced **10 short videos**, generating **1,108 views, 3,571 impressions, and 484 engagements** across project communication channels. The best-performing episode focused on the **Global Trade Analysis Project (GTAP) database**, demonstrating strong audience interest in explanatory content that helps unpack concepts and tools relevant to the project's research.

Through short video interviews with consortium partners, the campaign addressed topics such as:

- What do we mean by the Trade-Climate-Industry (TCI) nexus?
- What is the Carbon Border Adjustment Mechanism (CBAM)?
- How does the EU Emissions Trading System work?
- What do we mean by industrial decarbonisation?
- Why does trade matter for climate policy?
- What are climate scenarios and why are they important?
- How can modelling support policy decisions?

The campaign has contributed to increasing the visibility of consortium expertise while supporting the project's broader objective of making complex research and policy discussions more accessible to non-specialist audiences. Building on these initial results, additional episodes and visual communication materials will be developed during the next reporting period, covering emerging policy developments, modelling concepts, project findings, and stakeholder perspectives.

Entice on the Mic!

METRICS

10 short videos / April - May 2025

1108 total views / 3571 impressions / 484 engagements



Best Performing

ENTICE on the Mic Ep.8 - What is Global Trade Analysis Project Database (GTAP)?



Figure 13. Entice on the MIC campaign analytics

4.4 Key Performance Indicators

The following section introduces Table 3, which outlines the key performance indicators (KPIs) established to monitor the implementation and effectiveness of ENTICE's communication activities. Monitoring takes place on a continuous basis through an internal communication tracker, which brings together data from the website, social media platforms, newsletters, events, and other communication outputs. The results provide an overview of progress achieved during the first 18 months of implementation and help inform adjustments to communication activities during the next reporting period.

Table 3. Communication KPIs of ENTICE

Activity	KPI	M18	Monitoring Tool
Project website	2,000 unique visitors per year 30% of return visitors <50% bounce rate	3,373 unique visitors 13,68% return visitors > 53% scroll depth	Google Analytics
Social media accounts	500 followers on LinkedIn & Bluesky 1,000 #enticeproject uses	359 followers on LinkedIn & 136 on Bluesky	Analytics from LinkedIn, BlueSky and Instagram
Quarterly newsletter	2,000 recipients/downloads 30% opening rate	149 subscribers 72,53% opening rate	Email monitoring system: Website downloads and analytics; LinkedIn newsletter subscribers
Infographics and videos	> 1,500 views/downloads	1,108 total views, 3,571 impressions, 484 engagements	Youtube, Instagram and LinkedIn stats; downloads
Blog posts, media articles, commentaries	At least 10 articles and press releases in the project's lifetime	10 news articles	Media monitoring; Copies of articles shared on website

Overall, the indicators suggest that communication activities are progressing broadly in line with project targets. While audience growth remains gradual in some channels, engagement indicators, particularly newsletter open rates and website traffic, demonstrate strong interest among the project's target communities.

5. Dissemination Strategy

The dissemination strategy of ENTICE aims to ensure that project knowledge, research findings, datasets, modelling developments, and policy-relevant insights reach the scientific, policy, industry, and stakeholder communities that can benefit from and apply them. The first 18 months of implementation, dissemination activities focused on building the foundations for future uptake of project results through participation in scientific and policy discussions, stakeholder engagement activities, strategic collaborations, and the establishment of dissemination channels and networks. During the next phase of the project, dissemination efforts will increasingly focus on promoting its findings, supporting their uptake by relevant audiences, and strengthening ENTICE's contribution to ongoing discussions on trade, climate, industrial transformation, and sustainability.

5.1 Approach and Principles

The first 18 months of implementation confirmed the importance of dissemination activities that connect scientific evidence with ongoing policy and stakeholder discussions. The dissemination approach presented in Figure 14 remains valid and continues to guide project activities.

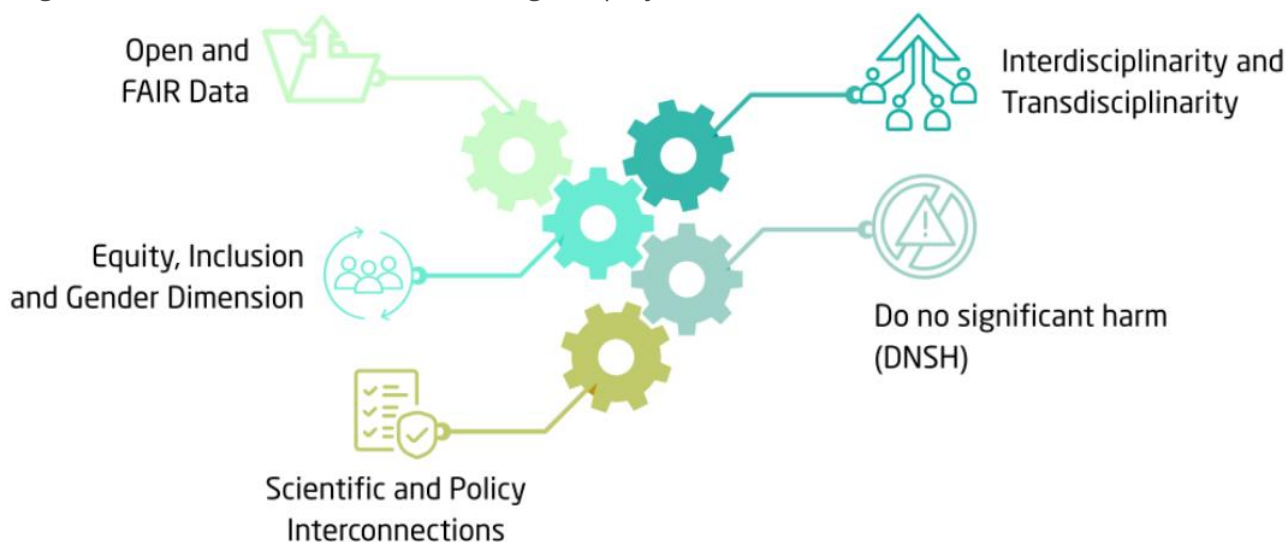


Figure 14. Entice Dissemination Approach

In the next phase of implementation, dissemination efforts will increasingly focus on supporting the uptake of project findings, datasets, modelling developments, and policy-relevant insights among scientific, policy, industry, and civil society audiences. ENTICE's dissemination activities continue to be guided by the following principles:

- **Open and FAIR Data:** Project outputs will be shared in line with Horizon Europe open science

requirements and FAIR (Findable, Accessible, Interoperable and Reusable) principles⁷. Publications, datasets, and modelling resources will be made available through appropriate repositories, including Zenodo, GitHub, the project website, and the IAM PARIS platform where relevant.

- **Interdisciplinarity and Transdisciplinarity:** Dissemination activities seek to connect scientific communities working on trade, climate, industry, and modelling while fostering dialogue with policymakers, industry representatives, and civil society organisations through conferences, webinars, stakeholder activities, and the project's transdisciplinary listening mechanism.
- **Equity, Inclusion, and Gender Dimension:** ENTICE promotes inclusive participation and gender balance across dissemination activities and communication outputs, while ensuring that diverse perspectives are represented throughout project events and materials.
- **Scientific and Policy Interconnections:** Dissemination efforts aim to ensure that scientific findings are communicated in ways that are relevant and accessible to decision-makers and stakeholders, supporting informed discussions on climate action, industrial transformation, trade policy, and sustainable development.

5.2 Key Dissemination Activities and Channels

The first 18 months of implementation provided valuable insights into dissemination priorities, target audiences, and opportunities for increasing the visibility and impact of project results. During the General Assembly held in Milan on March 2026, a dedicated dissemination session was organised to reflect on the project's communication and dissemination priorities for the upcoming phase of implementation. Through a series of interactive discussions and Slido polls, consortium partners identified the need for ENTICE to contribute robust evidence on the interactions between trade, climate, and industry, while improving understanding of how these interactions affect competitiveness, resilience, justice, supply chains, and policy design.

Participants also highlighted a number of concepts that require further explanation and outreach efforts, including CBAM, competitiveness, carbon leakage, value chains, climate justice, transition bottlenecks, and the broader interconnections within the TCI nexus. In terms of dissemination opportunities, partners identified major international events and policy forums such as COP31, research-oriented events such as IAMC 2026, WCERE, and other climate and trade-related dialogues as important platforms for increasing the visibility and impact of project results.

These reflections helped shape dissemination priorities for the next implementation period and confirmed the importance of producing accessible, policy-relevant outputs that connect scientific evidence with ongoing policy debates and stakeholder needs. The following sections provide an overview of the main dissemination activities and channels used by the project during the first reporting period.

⁷ Jacobsen, A., de Miranda Azevedo, R., Juty, N., Batista, D., Coles, S., Cornet, R., ... & Schultes, E. (2020). FAIR principles: interpretations and implementation considerations. *Data intelligence*, 2(1-2), 10-29.



slido

Figure 15. Consortium responses during the ENTICE General Assembly

5.2.1 Scientific Publications and Conferences

Scientific dissemination has been one of the project's primary dissemination channels during the first 18 months of implementation. ENTICE researchers contributed to **8 scientific publications**⁸ and delivered **14 conference presentations across 7 international conferences**, strengthening the project's outreach within the integrated assessment modelling, energy systems, climate policy, trade research communities, and transdisciplinary studies.

Conference participation focused on reaching key scientific audiences working on climate mitigation, industrial transformation, trade policy, and modelling. A major milestone was the participation of ENTICE researchers in the **18th Annual Meeting of the Integrated Assessment Modeling Consortium (IAMC)** in Búzios, Brazil, where three papers were presented on industrial policy nationalism, technologically constrained mitigation pathways, and critical mineral supply chains. These contributions reflected core areas of the project's research agenda and provided opportunities to engage with the wider modelling community on emerging challenges at the trade-climate-industry nexus.

Additional presentations were delivered at conferences and scientific events including the IAM COMPACT Final Conference, ECEMP, the 4th Conference on Trade, Value Chains and Financial Linkages in the Global Economy, and the ECEEE Zero Carbon Industry Conference. ENTICE was also represented at the 6th Swiss Social Sciences and Humanities Energy Research Workshop (SSH Energy 2026), where researchers presented findings from a narrative analysis of the TCI nexus across five European countries, highlighting the project's interdisciplinary approach to understanding climate and trade policy debates.

⁸ <https://enticeproject.eu/scientific-publications>

The project's scientific publications addressed a range of topics relevant to the TCI nexus, including climate damages and net-zero transitions, industrial transformation pathways, trade and climate policy interactions, regional implications of carbon pricing, maritime decarbonisation, and the role of modelling in constructing equitable climate futures. Several publications were developed in collaboration with other Horizon Europe projects, including IAM COMPACT, DIAMOND, TRANSIENCE, EU-China Bridge, and ACCLIMATE, demonstrating the project's commitment to knowledge exchange and scientific collaboration.

Scientific dissemination was further strengthened through participation in the **29th Annual Conference on Global Economic Analysis (GTAP)**, held in Kyoto, Japan, from 17 to 19 June 2026. ENTICE partners organised **two thematic sessions** focusing on recent advancements in modelling trade policies and on climate policy analysis, with emphasis on the responses to critical mineral supply chains and technological constraints. They also contributed with **six scientific presentations** on topics including trade policies, industrial transformation, critical mineral supply chains, technological constraints, and CBAM. These activities further promoted the dissemination of the project's findings within the international trade and economic modelling community and provided opportunities to exchange ideas with researchers working on global trade, climate policy, and integrated assessment modelling.

As noted in the introduction, the reporting period covered by this update concludes on 15 June 2026 (mid M18). An exception has been made in this section to include the 29th Annual Conference on Global Economic Analysis (GTAP), which was held from 17 to 19 June 2026, given its significance as a major dissemination milestone and its completion during the preparation of this deliverable. The participation of consortium partners in the World Congress of Environmental and Resource Economists (WCERE) 2026, and the International Input-Output Association (IIOA) Conference took place after this period and therefore, is not reflected in the metrics presented above.

Looking ahead, scientific dissemination activities will continue as new research outputs become available. ENTICE researchers have already submitted contributions to major international conferences such as the 19th Annual Meeting of the Integrated Assessment Modeling Consortium (IAMC), which will be held in Athens, Greece, from November 17 to 19, 2026. This conference, hosted by ENTICE partners E3-Modelling and ICCS, will provide an important opportunity to disseminate project findings, engage with scientific and policy communities, and strengthen the impact of ENTICE research.

5.2.2 Stakeholder Engagement and Co-Creation

Stakeholder engagement and co-creation are central elements of ENTICE's dissemination approach and are closely linked to the project's Transdisciplinary Listening Mechanism. Through workshops, webinars, and interactive exchanges, the project seeks to facilitate dialogue between researchers, policymakers, industry representatives, and other stakeholders, ensuring that project activities remain informed by diverse perspectives and real-world policy challenges. During the first reporting period, ENTICE organised three stakeholder-focused events addressing different dimensions of the trade-climate-industry nexus.

The first was the **Scenario Design Workshop**, organised by E3-Modelling and CMCC in September 2025. The online workshop brought together around **80 participants** from research, policy, and stakeholder

communities to discuss scenario development and explore key uncertainties, assumptions, and priorities relevant to the project's modelling activities. The workshop provided an important opportunity to gather stakeholder input and support the co-design of future research activities.

A second milestone was the **Expert Webinar on Trade and Climate after COP30**, organised jointly by ICCS, the Wuppertal Institute, and the Green Trade Network in December 2025. The webinar brought together **approximately 40 experts** from policy, research, and practice communities to reflect on developments emerging from COP30 and discuss their implications for trade and climate governance. The event marked the first webinar organised under ENTICE's Transdisciplinary Listening Mechanism and was subsequently made available through the [project's YouTube channel](#), extending its reach beyond live participants.

Building on this approach, ENTICE organised a third webinar in 10th of June 2026 on **Unpacking the EU Carbon Border Adjustment Mechanism (CBAM) and its Implications for China**, in collaboration with the EU-China Bridge project. The webinar attracted 128 registrations and overall, **78 people attended**, which reflects the growing interest in trade-related climate policies and their international implications. The discussion brought together experts and stakeholders to analyse the implications of CBAM implementation for trade relations, industrial competitiveness, and climate cooperation. The webinar recording was subsequently published on the project's YouTube channel, making the discussion available to a wider community.

These activities have demonstrated strong stakeholder interest in policy-relevant discussions at the intersection of trade, climate, and industry. They have also provided valuable opportunities to test emerging ideas, gather feedback, identify stakeholder concerns, and strengthen the relevance and accessibility of future project outputs. Beyond project-led activities, ENTICE has also worked with the Green Trade Network, EU-China Bridge, and TRANSIENCE to explore opportunities for joint stakeholder engagement and policy dialogue. This included a joint proposal for a policy session at the European Sustainable Energy Week (EUSEW) 2026 focused on the interactions between industrial competitiveness, trade, climate, and energy policy. While the proposal was not selected, the collaboration established a basis for future joint dissemination and stakeholder engagement activities around the TCI nexus.

5.2.3 Synergies with Other Projects

Collaboration and knowledge exchange with related research initiatives remain an important component of ENTICE's dissemination strategy. Given the interdisciplinary nature of the project and the strong links between trade, climate, energy, and industrial policy modelling, several consortium partners are actively involved in other Horizon Europe and international research projects addressing similar challenges. These connections create valuable opportunities for mutual learning, dissemination of results, and engagement with broader scientific and policy communities.

During the first reporting period, ENTICE established and strengthened links with a number of projects and initiatives working on climate policy, integrated assessment modelling, trade, and sustainability transitions,

including IAM COMPACT⁹, ACCLIMATE¹⁰, DIAMOND¹¹, TRANSIENCE¹², EU-China Bridge¹³, CLIMTrade¹⁴, and other research networks. These collaborations have already resulted in joint scientific publications, conference sessions, stakeholder engagement activities, and exchanges of knowledge and expertise.

The strong connections between ENTICE and related projects are also reflected in the scientific outputs produced so far. Several publications and conference presentations developed during the reporting period involved collaboration with researchers from IAM COMPACT, DIAMOND, TRANSIENCE, EU-China Bridge, and ACCLIMATE, highlighting the shared scientific interests and complementary expertise across these initiatives. These collaborations have helped position ENTICE within ongoing discussions on climate mitigation pathways, industrial transformation, trade policy, competitiveness, equity, and modelling methodologies.

ENTICE also actively participates in the Climate Research Communication Network, coordinated by the Horizon Europe project ESM2025. The network brings together communication and stakeholder engagement professionals from European climate research projects and institutions to exchange experiences, discuss dissemination challenges, identify opportunities for joint communication activities, and strengthen the visibility of climate research within policy and public debates. Through regular meetings and knowledge exchange activities, the network contributes to improving the effectiveness and reach of project communication and dissemination efforts.

Beyond formal collaborations, ENTICE has also supported and participated in dissemination activities organised by related projects and initiatives. Examples include participation in surveys and consultations conducted by the ACCLIMATE and CLIMTrade projects, as well as continued engagement with scientific and policy communities working on trade and climate issues. These exchanges help strengthen coordination across projects, avoid duplication of efforts, and promote the wider uptake of research findings.

5.2.4 Open Data and Model Sharing

Open science and knowledge sharing remain important elements of ENTICE's dissemination strategy. During the first reporting period, efforts focused on establishing the methodological and analytical foundations that will support future data sharing, model development, and dissemination activities.

A key milestone was the completion of **D4.1 Reference Scenario and Metrics**¹⁵, which establishes a common analytical framework for the project and defines a harmonised set of indicators to support the assessment of trade-climate-industry interactions across modelling exercises. The deliverable provides a shared reference scenario and a structured framework for scenario development, helping ensure consistency and comparability across project activities.

⁹ <https://iam-compact.eu>

¹⁰ <https://acclimate-project.eu>

¹¹ <https://climate-diamond.eu>

¹² <https://www.transience.eu>

¹³ <https://www.eu-china-bridge.eu>

¹⁴ <https://newclimate.org/resources/tools/climtrade-impacts-of-climate-regulation-on-trade>

¹⁵ <https://enticeproject.eu/deliverables>

In parallel, **D3.1 Mapping of Model Improvements: What, Why, How** outlined the planned enhancements to the modelling tools participating in ENTICE and established a common understanding of priorities, capabilities, and future development needs across the consortium. The work carried out under this deliverable provides the basis for future model improvements and supports collaboration between modelling teams throughout the project.

These activities represent important preparatory steps towards the development of the project's future open data and model-sharing infrastructure. As project results become available, ENTICE will progressively make datasets, modelling resources, documentation, and research outputs available through appropriate repositories and dissemination channels, in line with Horizon Europe open science requirements and FAIR data principles.

Looking ahead, the project will further develop its online data and knowledge-sharing resources, including planned integration with the IAM PARIS platform. Future developments will support access to project datasets, modelling documentation, scenario results, and visualisation tools, helping researchers, policymakers, and other stakeholders explore and use project outputs more effectively.

5.2.5 Policy Briefs and Industry Guide

Supporting evidence-based policy discussions is a key objective of ENTICE's dissemination strategy. As the project progresses, policy briefs and sector-specific guidance materials will play an increasingly important role in translating research findings into accessible and actionable insights for policymakers, industry stakeholders, and other interested audiences.

During the first reporting period, the project published its first policy brief, [Navigating the Nexus of Trade, Climate, and Industrial Policy](#). The brief highlights the growing interconnections between trade, climate, and industrial policies and discusses their implications for Europe's green transition and competitiveness. It also introduces the analytical approach of the ENTICE project and outlines the need for more integrated assessments of policy interactions across the trade-climate-industry nexus.

In addition to formal policy briefs, consortium partners contributed to wider policy discussions through expert commentary and public engagement activities. One example was the participation of Lukas Hermwille (Wuppertal Institute) in The Jolt podcast by FORESIGHT Climate & Energy, which explored debates around industrial competitiveness, carbon pricing, and the role of the EU Emissions Trading System. Such contributions help extend the reach of project expertise and connect ENTICE research themes to ongoing policy discussions beyond traditional academic audiences.

The development of additional policy briefs will continue throughout the project as research findings become available. These outputs will communicate key findings and policy implications emerging from ENTICE's modelling activities, stakeholder engagement processes, and scenario analyses. In parallel, the project will develop an Industry Guide, to support industry stakeholders in understanding and navigating policy developments related to trade, climate, and industrial transformation.

5.3 Key Performance Indicators

The dissemination strategy is implemented throughout the lifetime of the project and aims to maximise the visibility, uptake, and long-term impact of ENTICE's research outputs. To monitor progress, an internal dissemination tracker has been established to record scientific publications, conference participation, stakeholder engagement activities, policy-oriented outputs, and collaborations with external initiatives. The indicators presented in Table 4 provide an overview of dissemination progress achieved during the first 18 months of implementation and help guide future dissemination activities.

Table 4. Dissemination KPIs of ENTICE

Activity	Target Group	KPI	Progress by M18	Next Steps
Scientific publications	Scientific community, modellers, researchers	>20 scientific publications	8 scientific publications published	Increase publication outputs as project results emerge and support open-access publication of project findings
Conference participation	Scientific community, policymakers, researchers	>20 conference presentations	14 presentations delivered across 7 international conferences	Participation planned at IAMC, WCERE and additional scientific events
Stakeholder engagement and co-creation	Policymakers, industry, researchers, civil society	At least 10 stakeholder workshops, webinars and dialogue events	3 stakeholder events organised, engaging more than 180 participants	Expand activities through the Transdisciplinary Listening Mechanism and discussions around project findings
Participation in major policy events	Policymakers, industry representatives, civil society organisations	>6 policy events and trade events on green technology	Contributions to COP30-related discussions, Green Trade Network webinar activities and trade-climate policy dialogues	Increase presence at EU and international policy forums, including COP31 and related events
Synergies with other projects	Research projects, European initiatives, policy networks	Participation in at least 10 joint dissemination activities, collaborations	Active collaboration with IAM COMPACT, ACCLIMATE, DIAMOND, TRANSIENCE, EU-China Bridge,	Expand joint events, publications, conference



		or project synergies	CLIMTrade, Green Trade Network and Climate Research Communication Network	sessions and dissemination activities
Policy briefs	Polymakers, public authorities, think tanks	> 5 policy briefs >10 citations in policy documents of the EU and other countries,	1 policy brief published	Develop additional policy briefs based on modelling results and policy analysis
Industry Guide	Industry stakeholders, business associations	> 1 industry guide	Not applicable at M18	Development of Industry Guide foreseen in the next phase of implementation
Final EU event	Polymakers, researchers, industry, stakeholders	Audience of 70-100	Not applicable at M18	Preparation in final phase of the project



6. Exploitation Strategy

The exploitation strategy of ENTICE aims to maximise the use of the project's outputs and long-term impact of the project's results beyond the lifetime of the project. While communication focuses on raising awareness and dissemination on sharing knowledge and research outputs, exploitation seeks to support the practical uptake and use of ENTICE's tools, datasets, methodologies, policy recommendations, and capacity-building resources by relevant stakeholders.

During the first 18 months of implementation, exploitation activities focused primarily on identifying potential users of project results, engaging key stakeholder communities, and establishing the foundations required for future uptake. Stakeholder engagement activities implemented by the project have led to a better understanding of how its outputs can support policymakers, researchers, industry stakeholders, and other actors working on trade, climate, and industrial transformation issues. The next phase of implementation will place greater emphasis on ensuring that project outputs are accessible, usable, and relevant to their intended users. Exploitation will also be supported by synergies with other Horizon Europe initiatives, allowing broader dissemination and integration of ENTICE's findings into EU and international trade and climate policies.

6.1 Key Exploitable Results

The first 18 months of implementation have helped clarify which project outputs are most likely to be used beyond the consortium by different stakeholder communities. While many of ENTICE's core results are still under development, several outputs have already emerged or are expected to become available during the next phase of implementation. These include modelling improvements, datasets, policy-relevant analyses, capacity-building resources, and stakeholder engagement outcomes. Figure 16 below provides an overview of the Key Exploitable Results expected from ENTICE and illustrates how they may contribute to policy processes, scientific assessments, research and capacity building activities as well as online repositories.



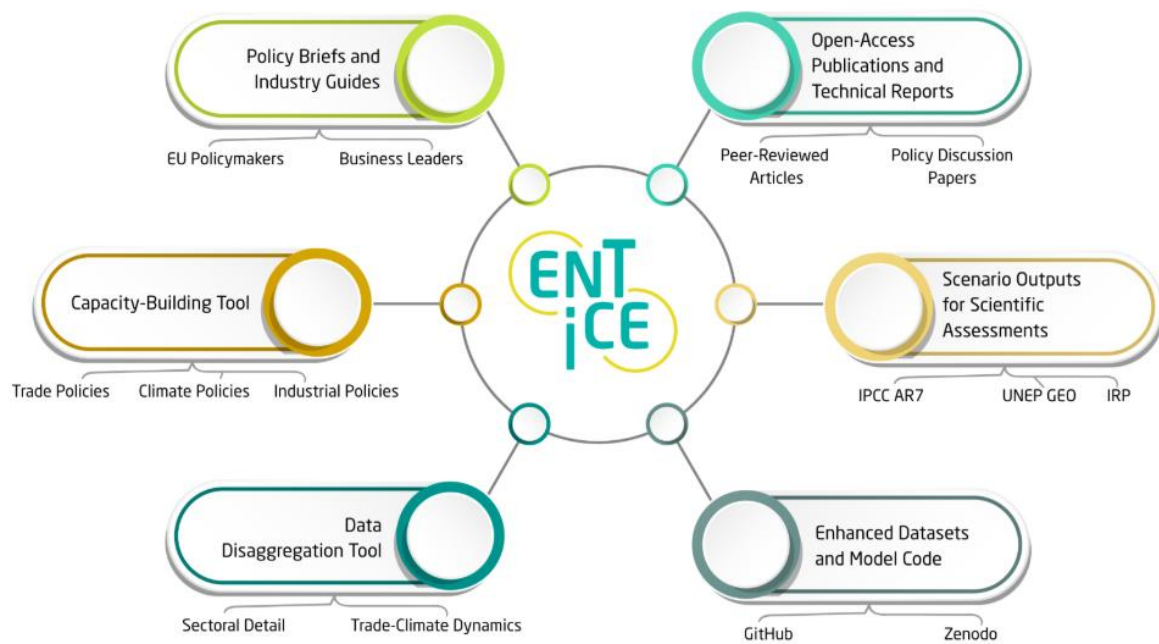


Figure 16. Key Exploitable Results

The project's exploitation activities will focus on supporting the uptake and use of the following outputs:

- **Capacity-Building Tool for Policymakers:** An interactive online tool that allows users to visualise, compare, and interpret scenario outcomes related to trade, climate, and industrial policies. The tool will support stakeholder engagement and policy discussions and will be integrated into the IAM PARIS platform.
- **Data Disaggregation Tool:** A technical tool that enables improved sectoral detail in global input-output tables (e.g., GTAP), including splits for energy-intensive and green technology sectors. The tool will support more detailed analyses of trade-climate interactions and will be particularly relevant to researchers and modelling communities.
- **Enhanced Datasets and Model Code:** Improved datasets and source code developed within the project will be shared through repositories such as GitHub and Zenodo, accompanied by documentation and metadata to support transparency, accessibility, and reuse.
- **Policy Briefs and Industry Guides:** Publications that translate project findings into accessible insights and recommendations for policymakers, business leaders, and other relevant actors working on trade, climate, and industrial transformation.
- **Scenario Outputs for Scientific Assessments:** ENTICE is developing scenarios and policy assessments that integrate trade, innovation, competitiveness, resource use, and broader environmental impacts into the analysis of climate transitions. The project aims to contribute to international scientific assessment processes, including the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), UNEP's Global Environment Outlook (GEO), the International Resource Panel (IRP), and IPCC AR7. The project's EU-focused analyses are also expected to support discussions within European policy processes, including future reports of the European Scientific Advisory Board on Climate Change (ESABCC).
- **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.

- **Public Perception and Narrative Analysis of Trade-Climate Interactions:** Deliverable D1.5 “Public perception of trade and its environmental and economic impact” will provide a comparative analysis of how trade, climate, and environmental issues are represented and debated across five European countries: Greece, Germany, Poland, Sweden, and the Netherlands. The analysis examines both media coverage and public responses in online comment sections and identifies dominant narratives, areas of contestation, and potential differences between media and public understandings of trade-related environmental impacts. These findings will offer valuable insights into how trade-climate policies are perceived and discussed by different audiences and will inform future communication and stakeholder engagement activities.



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 first 18 months of implementation have not resulted in any major deviations from the risks identified in the Grant Agreement. However, experience gained during this period has confirmed the importance of maintaining flexibility in communication and stakeholder engagement activities, particularly in a rapidly evolving trade and climate policy landscape. 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 and Mitigation Measures for WP6 according to the Grant Agreement.

Risk	Likelihood	Impact	Mitigation Measures
Partner(s) unable to Contribute	Low	High	Rigorous management. Failure of partners will lead to immediate capacity assessment, 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. The first reporting period demonstrated the effectiveness of this approach through stakeholder workshops, webinars, policy dialogues, and the Transdisciplinary Listening Mechanism, which will continue to be used to broaden stakeholder participation.
Limited policy and/or industrial impact and delays to major policy or scientific processes	Low	Medium	Project planning fits well in the industrial policy renaissance & 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 established and dynamically updated twice, promoting the project and results with all possible means (Task 6.1). The establishment of the Scientific Advisory Board and



			the growing network of project collaborators provide additional mechanisms for expert engagement and feedback.
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 external risk that has become increasingly relevant during the first 18 months of implementation is the evolving and often volatile landscape of global and EU trade policy. Shifting geopolitical dynamics, emerging trade tensions, changes in industrial policy priorities, and rapid regulatory developments, including those related to CBAM and broader trade and sustainability frameworks, may influence stakeholder priorities and the policy relevance of specific project outputs. To mitigate this risk, ENTICE will continue to monitor policy developments closely and maintain flexibility in the timing, framing, and targeting of communication, dissemination, and exploitation activities. This adaptive approach will help ensure that project outputs remain relevant and responsive to evolving policy debates.



8. Conclusions and future update

This first update to the Communication, Dissemination, and Exploitation (CDE) Plan reflects the progress made during the first 18 months of the ENTICE project and the experience gained through stakeholder engagement, communication activities, scientific dissemination, and the development of the project's first outputs. The update refines the project's approach to engaging its target audiences and supporting the uptake of future results in response to the evolving trade, climate, and industrial policy landscape.

The CDE Plan will continue to serve as a living document and will be reviewed and updated as the project progresses. A final update of the CDE Plan (D6.3) will be delivered in M38 to support the project's final phase, develop concrete measures to enhance the exploitation strategy and maximise the long-term impact of ENTICE's output.

