

Amplify your reach

Partner with MAIA to maximise your
project dissemination.



Welcome!

Science communication is vital for connecting research with the public, especially in climate science. Let's collaborate to create transparent and engaging communication.

InMedia Solutions

A communication agency founded based in Barcelona (Spain), focused on support companies and public bodies in strategic communication, branded content production (on and offline), PR, Marketing and Communication and Media planning.

Inmedia Solutions is part of different EU funded projects, both as a partner or service provider.

<https://inmedia.es>



Off Course Studio

A branding and global design studio specialized in communication strategies for diverse audiences, media, and culture to boost the value of projects and organizations.

We create strong brands and digital products to meet market standards, amplify visibility, and enhance business strategy.

Additionally, we share knowledge and engage communities to drive tangible change.

<https://offcoursstudio.com>

**OFF
COURSE**
Branding and design
for innovation

ThatzAd Advertising

Thatzad is a comprehensive online marketing agency offering services from conceptualizing business ideas to launching online campaigns for driving qualified traffic. They specialize in designing and developing customized websites, portals, and apps, as well as launching e-commerce projects and helping brands enter the market.

<https://thatzad.com>



MAIA Multiply is a MAIA initiative

The MAIA project aims to act as an impact multiplier of climate research projects funded under the Horizon Europe and Horizon 2020 programmes.

MAIA

=

Projects' results impact multiplier

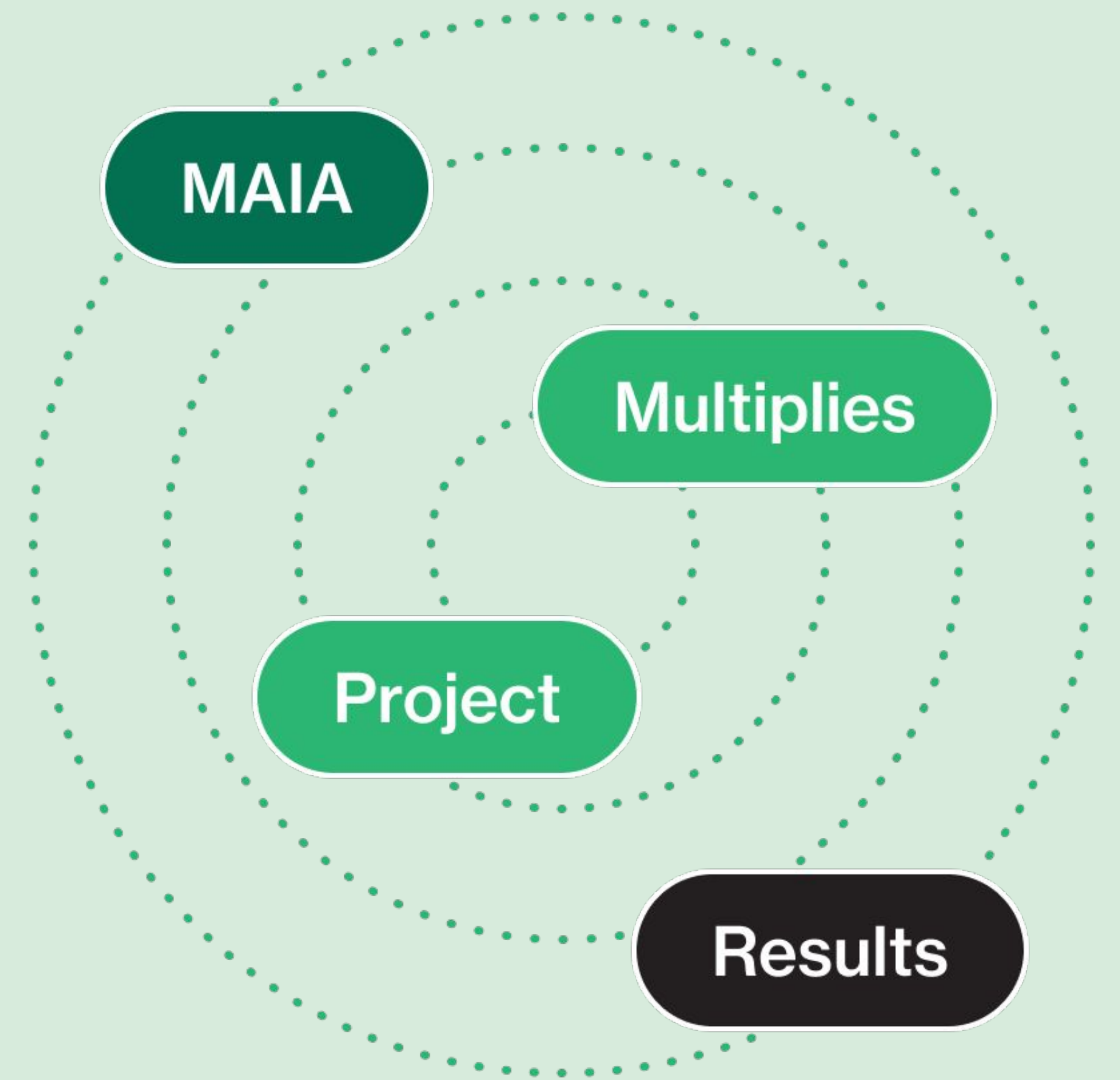
Spread climate change knowledge. Spread climate change knowledge. Spread climate change knowledge.



MAIA Multiply boosts visibility and promotes collaboration.

Our aim is to create synergies and interconnection of completed and on-going EU research projects on climate change, to maximise impact and support them, through different actions/activities:

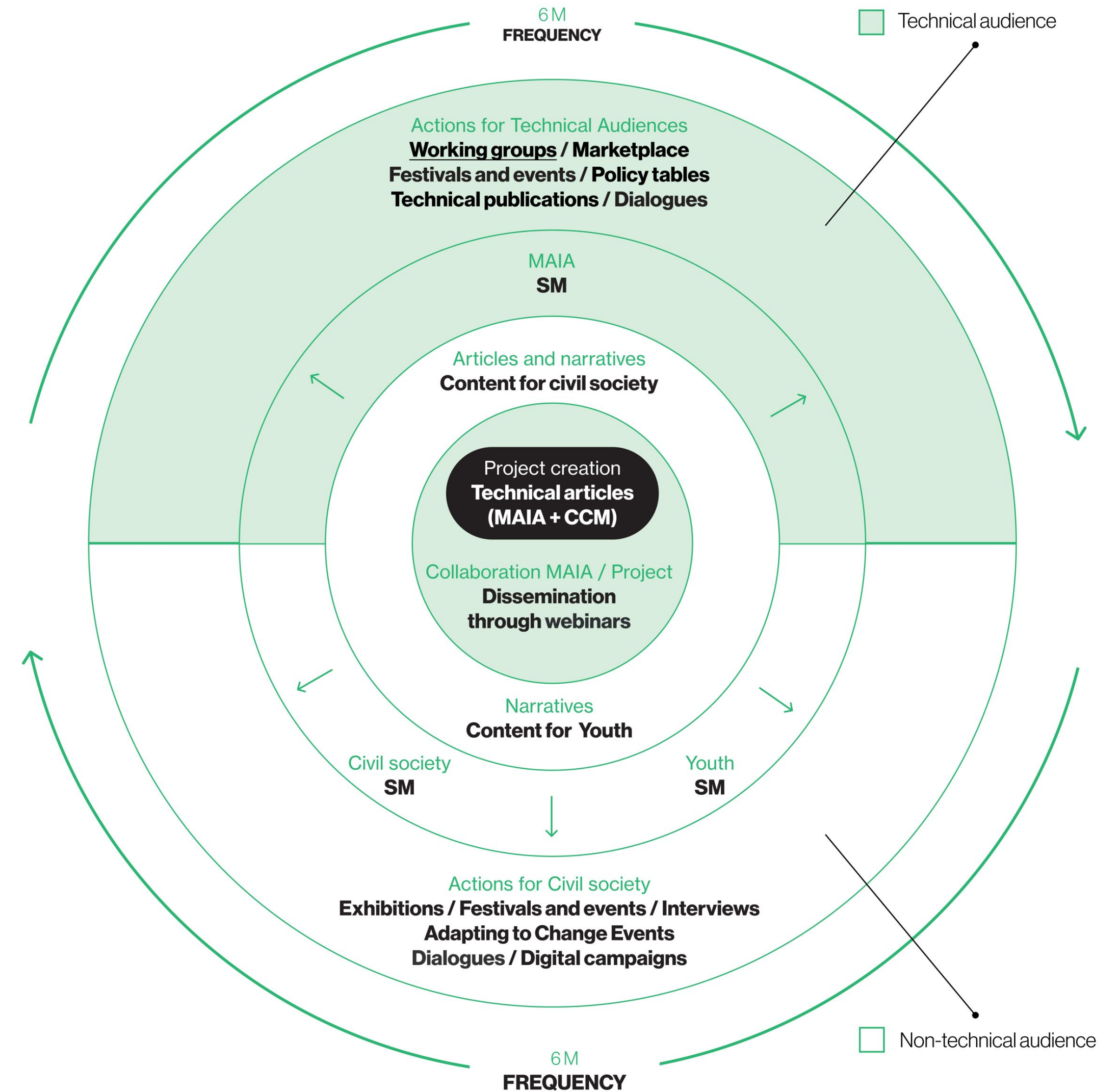
- Preparing communication materials aimed at the wider public.
- Setting up thematic working groups.
- Running policy-science dialogues.
- Setting up trade missions.
- Linking knowledge and data.
- Organizing webinars and other actions.



How does it work? Our model

Our model to disseminate knowledge and activate networks

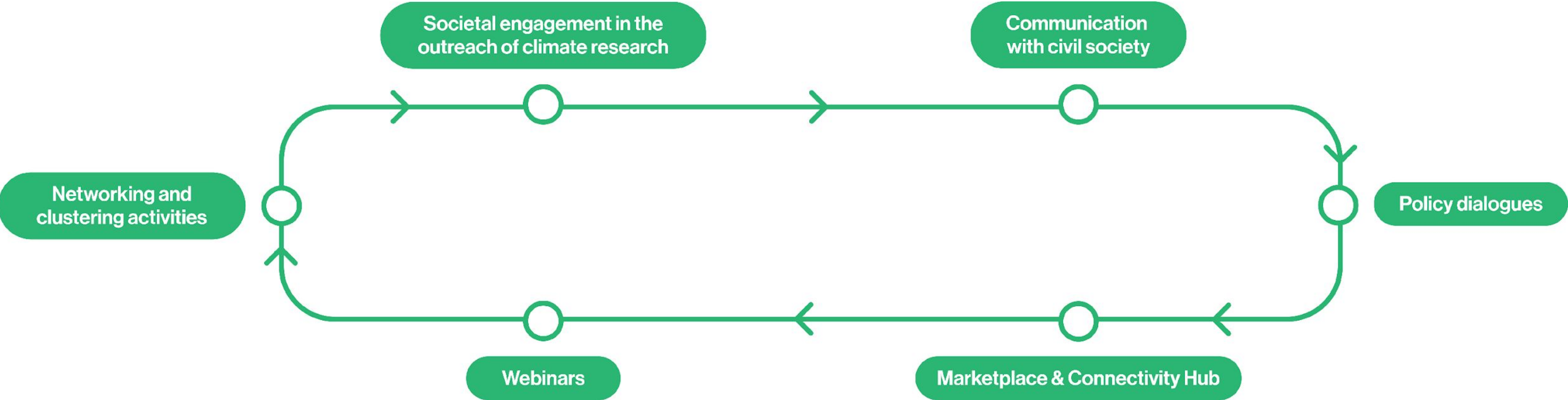
- Generate synergies between EU-funded climate change research projects
Support networking and clustering to create and activate synergies between them.
- Ensure social outreach
Activate links between communication and psychology, to raise social awareness and engage the general public.
- Connect the results with the research community
Through webinars, access to a marketplace, a Connectivity Hub and several policy actions.



Amplify your reach with MAIA Multiply

How does it work? Our network

MAIA has developed a support network to enhance project dissemination, promotion, and exploitation efforts, targeting diverse audiences to increase impact.



We make sure no one misses out on climate research!

Media for technical audiences

Media for non-technical audiences

Policy roundtables

Media for youth audience

Online marketing campaigns and advertising investment

Connectivity Hub

Climate conversations and assemblies

Policy-Civil society dialogues

Business community needs & priorities

Business planning and funding support

Events

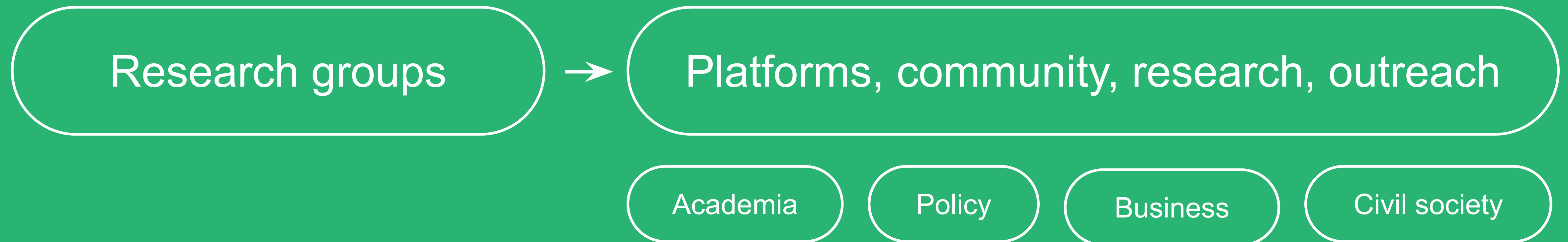
Dialogues between science and civil society

Webinars

Marketplace

And many other actions

Your project has the opportunity to be part of the MAIA community by sharing your knowledge and research with others and creating synergies.



MAIA has established working research groups focused on climate change at the EU level

1. Identify synergies and complementarities among different EU research and innovation funding programs.
2. Unlock the full potential of investment in research and innovation in the region.
3. Enhance the adoption and utilization of knowledge and solutions from research and innovation initiatives.
4. Maximize the positive impact of initiatives.
5. Prevent fragmentation of investment and duplication of efforts and results.
6. Facilitate the leveraging of private investment and its beneficial effects.

MAIA Working groups

1

Carbon Budget - Carbon Farming

The European Commission highlights carbon capture agriculture's potential to meet NDC targets by 2030-2050, offering farmers economic incentives through carbon markets. However, careful analysis is needed to weigh the pros and cons, as carbon markets may not necessarily reduce overall emissions. Farmers can play a significant role in achieving climate neutrality through adaptive management practices.

3

Integration of Adaptation and Mitigation

The Mission and its Platform MIP4Adapt, launched in 2023, are the space that helps bring together all the EU adaptation initiatives via the Mission's Community of Practice.

2

Impact Challenge groups

Create an open and flexible transit of project representatives and other stakeholders within and outside the cluster to give maximum visibility to the cluster and its efforts and to cross thematic and geographical "borders".

4

Behavioural change

A collaborative working group of European projects is dedicated to integrating behavioural and structural changes, fostering knowledge exchange on approaches, methodologies, and results. They aim to provide valuable recommendations for research projects addressing climate change by effectively integrating these changes.

MAIA working research groups

5

Regions

The Paris Agreement and the Glasgow Climate Pact emphasize the urgent need for cooperative action across all levels of governance to limit global warming to 1.5°C. With cities and local governments at the forefront of climate impacts, their effective engagement and leadership are vital for achieving climate targets, complementing national efforts. The EU's recognition of the pivotal role played by local and regional authorities is reflected in its strategy on adaptation to climate change, further demonstrating commitment to subnational action in global climate initiatives.

7

International cooperation

The Mission and its Platform MIP4Adapt, launched in 2023, are the space that helps bring together all the EU adaptation initiatives via the Mission's Community of Practice.

6

Finance

Climate finance encompasses diverse funding sources from public, private, and alternative sectors, aimed at supporting mitigation and adaptation actions to address climate change across various levels and sectors. Governments can mobilize climate finance through mechanisms like carbon trading, carbon taxes, and sovereign bonds, while private-sector financial products such as green bonds are increasingly attracting environmentally-conscious investors, with regulatory innovations enhancing transparency and reducing risks for both companies and investors involved in climate-related activities.

8

Communication

With a growing public interest in science, effective science communication is essential for bridging the gap between research and public understanding, particularly regarding climate science. The European Commission advocates for a robust science communication system within an open science framework to address societal challenges, engage citizens, and promote collaboration while enhancing the visibility of funding opportunities for researchers.

9

Sustainable Food Systems

The food system drives biodiversity loss, land use change, unsustainable freshwater use, and greenhouse gas emissions, while climate change further threatens food supply, ecosystem services, and biodiversity globally. EU climate and economic policies can play a significant role in shaping sustainable pathways for the agriculture, forestry, and other land use (AFOLU) sector, requiring substantial investment, resource mobilization, and increased awareness of the sector's importance in mitigating climate change impacts.

11

Climate services

Research and innovation programmes should prioritise the re-use of scientific data, knowledge and methods, in line with the EU's Open Science policy. Greater involvement of end users is essential, including deliberative processes and standardising climate services in a balanced way while adapting to end users' needs.

10

Knowledge platforms

In light of the ongoing expansion of online information platforms, there's a recognized need for enhanced coordination and context to ensure accurate data transmission, particularly concerning climate change risks and adaptation. The EU Mission on Adaptation to Climate Change, through its platform MIP4Adapt, seeks to support and accompany at least 150 European regions and communities toward climate resilience by 2030, fostering collaboration and knowledge exchange within the Mission's Community of Practice.

12

Energy transition

The energy transition marks a critical move from fossil fuels to renewables like solar and wind, key to fighting climate change and its impacts. It drives innovation, economic growth, and job creation while enhancing energy security. A collaborative approach to adopting renewables helps lower carbon emissions, promoting a sustainable future. Integrating policy, technology, and stakeholder involvement is vital for a smooth shift, considering regional needs for a fair transition.

The Communication Working Group:

A brief introduction

Series of sessions

Science communication

Debate

Synergies

Branding strategy

Marketing

MAIA opportunities

Communication Working Group:

A brief introduction

Public interest in science is rising, with 80% of Europeans expressing a desire for better understanding. Effective science communication is vital for bridging the gap between research and public comprehension. This group aims to bolster this through a robust science communication system, fostering collaboration and promoting informed discourse on societal challenges like climate change.

Key objectives: disseminating scientific progress, promoting collaboration, and enhancing the visibility of funding opportunities.

Debates about:

- Engage citizens and enrich public discourse
- Inform policy debates
- Cooperation between research-related organisations
- Tools for scientific communication
- Models for scientific communication

How will this group support you?

Connection with outreach & marketing opportunities

MAIA connects projects and stakeholders through tools, communication channels and actions, and promotes dialogue between science, civil society and policy makers.

MAIA has built a diverse network of media platforms, initiatives, content streams and social media channels. Its target audiences are the quadruple helix, with specific proposals for each group to provide them with knowledge about climate change, solutions or understanding of climate change.

Targeted groups:

Researchers

Business, policy makers,
education and civil society

Young people

Do you want us to be your communication allies?

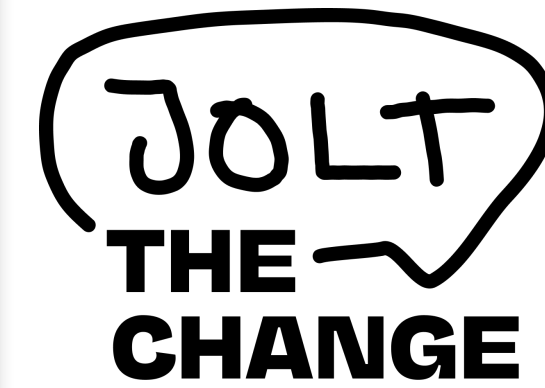
Fill in this form with your project information so we can start spreading the word about your project!

[Fill in this form](#)

Outreach actions and channels

The collage consists of five screenshots from the MAIA website and webinars:

- Top Left:** The MAIA homepage. It features the MAIA logo, a search bar, and navigation links. The main headline reads: "The MAIA project connects communities, platforms, knowledge and research on climate change." Below this, it states: "We maximise the impact and synergy of climate change research and innovation, by working to make currently dispersed knowledge more interoperable, accessible, usable and economically viable." A "Download Presentation" button is visible.
- Top Right:** A grid of four webinar thumbnails for the "Course on Carbon Farming". Each thumbnail shows a video player with a red play button and the MAIA logo. The titles are: "Course on Carbon Farming (I): Introduction: agriculture and climate change", "Course on Carbon Farming (II): Carbon estimation methods in different areas of agriculture", "Course on Carbon Farming (III): Carbon sequestration & emissions reduction practices in agriculture", and "Course on Carbon Farming (IV): EU documentation and Carbon Markets".
- Bottom Left:** A circular diagram illustrating the MAIA project's impact. It shows a central circle labeled "MAIA" surrounded by three concentric circles labeled "Multiplies", "Project", and "Results".
- Bottom Right:** Two more webinar thumbnails. The first is for "MAIA Webinar: Wildfires and Forest Management (Part III)" and the second is for "MAIA Webinar: Climate Change and Agriculture (I)". Both show video players with red play buttons and the MAIA logo.



The banner features a dark, textured background with a pattern of water droplets, suggesting rain or condensation. Overlaid on this is the title 'The Alternative League for the Transition to European Climate Resilience' in a large, white, sans-serif font. The word 'Resilience' is underlined and colored green. At the top left, the 'Alter' logo is visible, followed by the tagline 'Understanding how to adapt to climate change'. On the top right, there are navigation elements: a search bar with the word 'Search' inside, and two buttons labeled 'English' and 'Menu'.

An illustration of a man and a woman from the chest up, facing right. The man on the left has light skin and short brown hair, wearing a black t-shirt. The woman on the right has dark skin and long black hair, wearing a light pink top. Both are wearing round sunglasses with a blue and white globe pattern. The background is a solid pink color.

A dark, atmospheric photograph of a forest. Several tall, slender tree trunks are visible, their lower portions shrouded in a thick, white mist or smoke that rises from the ground. The ground appears to be covered in dark, charred material, possibly ash or burnt leaves, with some small, glowing embers visible. The background is very dark and hazy, with some faint, reddish-orange light filtering through the trees, suggesting a fire burning in the distance. The overall mood is mysterious and somber.

Navigating Climate Change: 25 quality websites for European (and worldwide) environmental information

Article

Summer Wildfires in 2023: A Global Crisis

Humans have a significant role both as cause and solution.

Spreading the projects to the quadruple helix

Join our community!

If you're keen on sharing knowledge and fostering synergies:

Get in touch

Boost your outreach!

Let MAIA amplify your outreach by sharing your project through:

Fill in this form



Co-funded by
the European Union



Thanks!

maia-project.eu

info@maia-project.eu



Co-funded by
the European Union

