

Overview of maia's first 18 months

About MAIA

MAIA is a Horizon Europe 'Coordination and Support Action' project designed to multiply the impact of climate change research and innovation.

Through tech tools, research services, and outreach activities, MAIA makes it easier for EU-funded climate research projects to share knowledge, connect and work together, and turn their results into commercially viable products, services and IP.

What follows is a summary of key project achievements from the first 18 months, what to expect from the next 18 months, and how stakeholders and projects involved in the EU Mission on Adaptation to Climate Change can benefit from MAIA tools and services.

Project Achievements 2022-2023

MAIA has made significant progress towards the goal of maximising the impact of European climate research projects, shaping how climate resilience knowledge is shared through:



→ MAIA Climate Action Community

MAIA partners identified and characterised a large number of research groups, networks and other stakeholders involved in climate change research and action activities across Europe.

The aim is to promote cross-fertilization of knowledge and connect sectors as diverse as academia, public administration, civil society, and business and practitioners.

The MAIA Climate Action Community database is available in an easy-to-navigate format [here](#).

→ Serving the business community

MAIA Discovery Services are being developed to connect demand with supply by allowing users to explore climate research projects, technology and organisations. It will also support regional ecosystems by providing knowledge and access to climate services, connecting regional and trans-regional actors along value chains, and sparking co-creation of climate innovations.

MAIA Discovery Services will become available in August 2024.

→ Connecting knowledge

MAIA aims to improve knowledge sharing, break down information silos, and avoid redundant or duplicated climate research through:

- 1 **The MAIA Connectivity Hub.** This interactive visualization makes it easy to quickly find climate change information to inform policy-relevant insights, collaboration, dialogue and learning. An upgraded version of the Connectivity Hub is coming in August 2024.

We're also working on a Climate Change Adaptation Taxonomy to be embedded in the Hub. This will make it easier to find research products by using a common set of keywords, and connect activities and organisations.

Developing a common language for climate resilience topics enhances search capabilities, improves communication and collaboration, and promotes shared understanding of terms and concepts.

- 2 Currently in development, the **Voctractor** is an AI-powered tool that speeds up the search for information by narrowing down results and creating structured summaries of information. This allows knowledge curators and those developing vocabularies and taxonomies to determine the most suitable terms to describe their documents, as well as which subvocabularies to use when grouping terms.

Voctractor is scheduled for launch in July 2024.

→ Policy outreach

MAIA held **two policy roundtables** at national and EU regional levels and participated in **two policy-science dialogues** at Think2030 in Spain and at EU level. We also organised **two civil-policy dialogues** during a Special Session at CONAMA and at the Donostia Sustainability Forum on Citizens Assemblies.

These activities support the development and sharing of climate best practices, implementing lessons learned and the limitations encountered in integrating climate research and data into climate policy development.

Key takeaways and outcomes from these MAIA events are published on the Events section of the MAIA website.

→ Bridging research

The **EU Climate Change Research Cluster** brings climate projects together and provides a space to raise and discuss questions related to research, policy, and how to increase the impact of climate research. This facilitates exchange and collaboration beyond what current synergy efforts have been able to achieve.

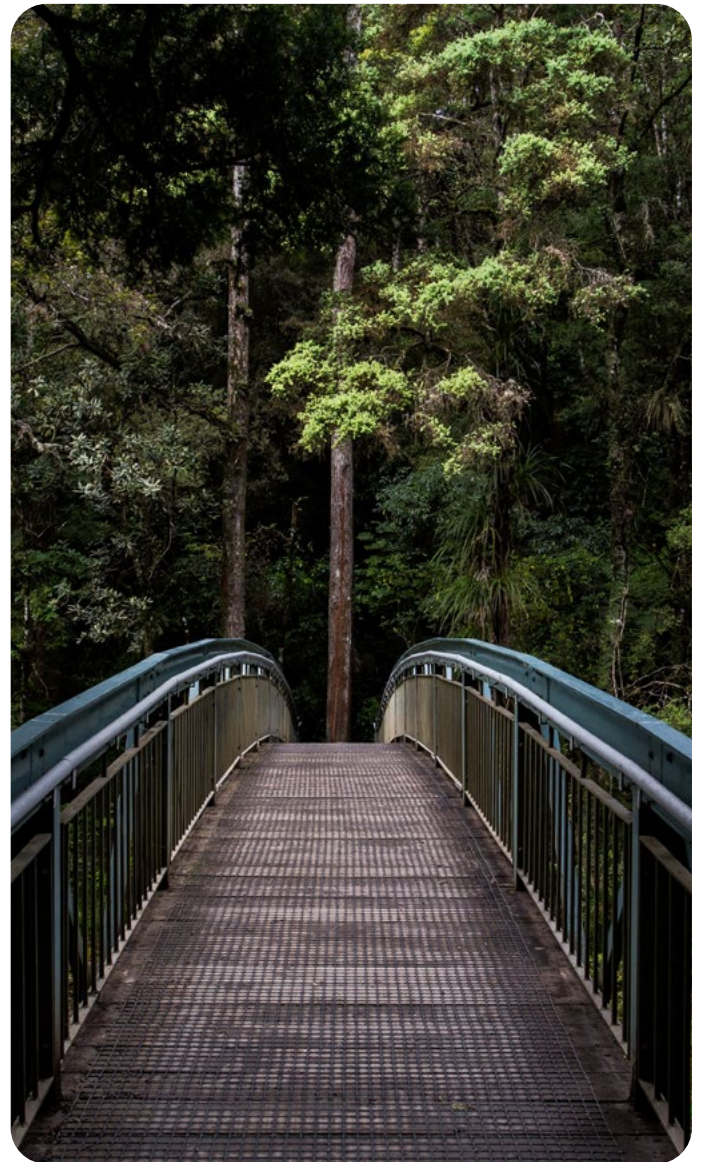
To this end, the Cluster will organise 8-12 Thematic Working Groups per research area (for example, carbon farming, behavioural change, etc.). These 'grassroots' events will allow climate projects to work together to fulfil certain aspects of their self-defined work plans.

The first **Thematic Working Groups** took place in Q1 2024 and others will follow. Activities will run at least until the end of the MAIA project in August 2025.

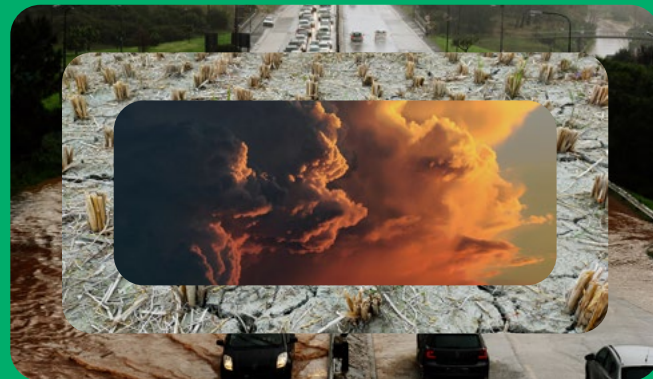
→ Democratisation of knowledge

MAIA has created a range of content channels to reach different audiences: peer researchers, business, policymakers, academics, civil society, and young people. To this end, **MAIA Resilience, Alter! and Jolt the Change** regularly publish information on climate research tailored to their respective audiences.

MAIA webinars and **Special Edition Publications** are also designed to reach the scientific community by highlighting solutions for climate change adaptation and mitigation.



The Way Forward: Project opportunities 2024-2025



→ Connecting knowledge

MAIA will collaborate with Horizon Europe project Directed to expand the Hub's scope. Through this collaboration we'll jointly explore keywords and definitions with stakeholders, such as disaster risk managers and climate adaptation planners, in Real World Labs. These are collaborative spaces for learning and innovation with stakeholders in 'real life' contexts.

→ Serving the business community

Related to **MAIA Discovery Services**, we will develop **MAIA regional branches** to support regional development plans by identifying the needs, priorities and capacities of regional stakeholders and aligning their interests with relevant EU climate R&I project results.

Alongside these branches, we'll develop **Trade Missions** to bring climate innovations to regional stakeholders and communities. These activities will be driven by the needs of the regions targeted by a mission, connecting local knowledge and stakeholders with communities across Europe. Information gathered will be consolidated and shared through a **Training Platform**. This will offer different formats and materials sourced from R&D projects, existing platforms, or MAIA services to enrich what the platform offers. For example, business planning and financing courses.

→ Policy outreach

In 2024 MAIA will organise three European and international policy roundtables at European Sustainable Energy Week, European Week of Regions and Cities, and COP29. We will also organise two Interactive Workshops at the European Sustainable Energy Week and Athens Hydrogen Conference. Finally, one policy-science dialogue: Supporting Adaptation Planning at the Regional Level by Connecting Knowledge to Policy Implementation.

In 2025, MAIA will organise one policy roundtable at European level, one policy-science dialogue, and one civil-policy dialogue at regional and local levels.

We will also develop policy implications and recommendations in the form of **policy briefs**. These will integrate insights from EU climate change research projects and be created in consultation with the EU Commission. The policy briefs will support the implementation of measures or policy reforms aimed at enhancing climate resilience.

→ MAIA Climate Action Community

We will launch the MAIA Ambassadors Programme. MAIA Ambassadors will engage European stakeholders to support outreach, knowledge exchange and community building, ensuring MAIA's active involvement and effective communication of research results.

→ Democratisation of knowledge

As part of the MAIA Multiply program, we'll carry out targeted actions, initiatives and campaigns to engage diverse stakeholders and maximise the impact and reach of EU-funded climate research projects.

Among others, we'll send out MAIA newsletters and press releases and publish technical articles and project updates on the [MAIA website](#).

To reach a wider, non-technical audience, we'll publish tailored journalistic content on climate change and project outcomes through the [Alter! website](#). We'll also grow our social media presence on MAIA Resilience, Alter! and Jolt the Change through organic content and paid campaigns.

Additional communication actions include interviews with MAIA ambassadors through video or text, an itinerant exhibition at eight European venues to showcase project results, and educational tools such as games and card games designed to promote climate change awareness.

→ EU Climate Change Research Cluster

The MAIA Cluster and its Thematic Working Groups will hold a series of events:

- The **Behavioural and Structural Change group** will run an open session with representatives of regions and communities in the second half of 2024 to share results, common questions, concerns and challenges.

In 2025, this group will draft a joint article and catalogue of methodologies, tools and solutions for behavioural and structural changes.

- The **Communication and Dissemination group** will provide dedicated support services to projects. For example, auditing and refining communication strategies, project websites and content for campaigns.

- The **Integrating Adaptation and Mitigation group** will contribute to the 11th edition of the European Urban Resilience Forum (EURESFO) on 26–28 June 2024. It will also meet in July to discuss concrete cases of hybrid strategies formulated or implemented by cities and regions to jointly achieve adaptation and mitigation objectives.

- New cluster groups kick off in Q2 2024 (Financing Climate Action, Distributional Consequences of Climate Policy, Carbon Farming, Carbon Budget). More will take place in Q3 2024 (Energy Transition, Sustainable Food Systems, and Knowledge Platforms).



Stay connected with MAIA!

For details on upcoming events, check out the [MAIA Event Calendar](#).

To learn about MAIA and stay informed about our activities and opportunities to connect, see the [MAIA project website](#).

Email us: info@maia-project.eu

Follow us on social media:

MAIA



Alter!



Jolt the Change



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