

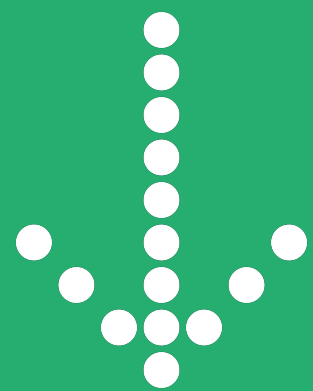


# MAIA Ambassadors KoM

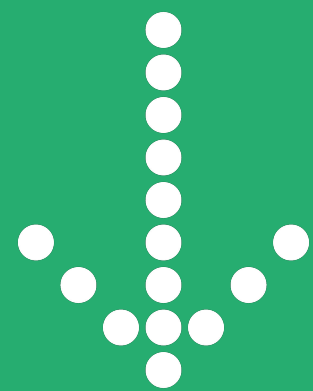
17 & 18th July 2024



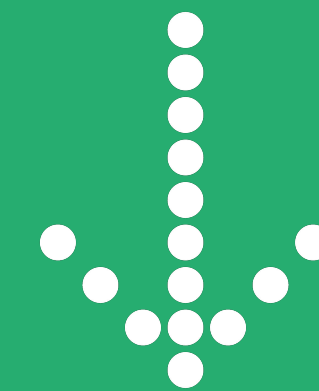
# Why this meeting?



Welcome you to  
the project and  
present the  
consortium



Present MAIA  
activity & results  
to set a basis for  
collaboration



Discuss logistic  
matters and  
solve doubts

# Agenda of the KoM

1. MAIA in brief by the project manager Iñigo Rodilla (BC3)
2. The role of Ambassadors
3. Collaboration with MAIA
4. The MAIA Ambassadors Action Plan
5. Logistics and MAIA seed Funds
6. Q&A

# 1. MAIA in Brief



# MAIA in brief

## Topic

**HORIZON-CL5-2021-D1-01-03**

Subtopic A. Maximising the impact and synergy of European climate change research and innovation

## Type of action

CSA – Coordination and Support Action

## Budget

4.049.234 €

## Project duration

September 2022 – August 2025

## Consortium



OFF COURSE



**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

(Focus on Cluster 5 and Themes identified - based on demand)

The aim is to make the current  
**disperse knowledge more:**

Interoperable

Accessible

Usable

**& Render economically sustainable outcomes**



## What's needed?

Climate change adaptation and mitigation are **complex problems** which require a **systemic approach** in coordination with changes in beliefs and behaviors of citizens and organizations.

## Engagement

From individuals and stakeholders in participatory processes so they can access, internalize and act upon the **right information**.

## Provide

Social and technological structures as well as an **active outreach campaign** to accompany, potentiate and help maximise the impact of climate research.



# Expected results

Maia has established a set of expected results to aim towards.

## Activation

Activation of a **pan-European community** of climate-driven problem solvers and enablers.

## Creation

Of **technological structures** to connect knowledge and promote climate action.

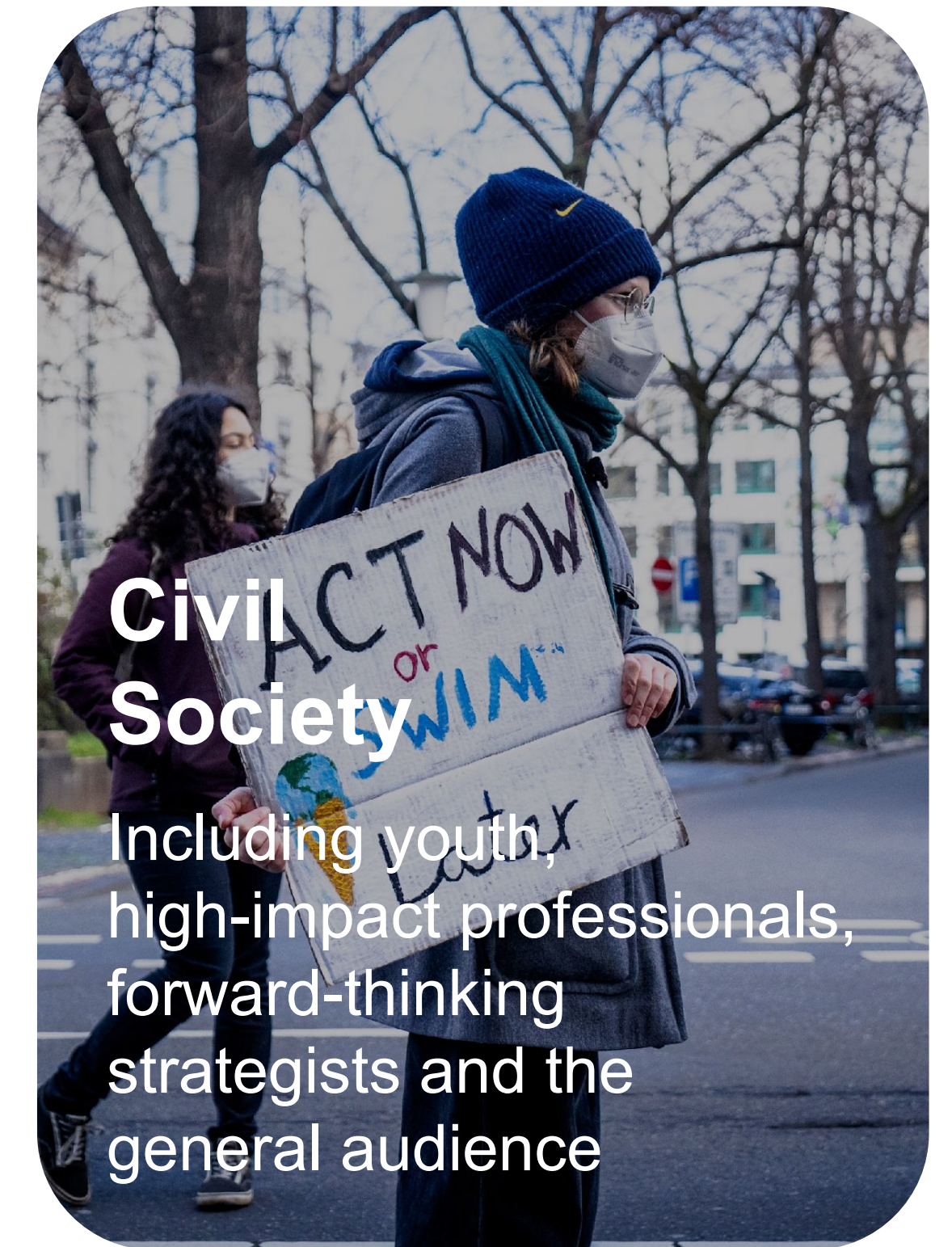
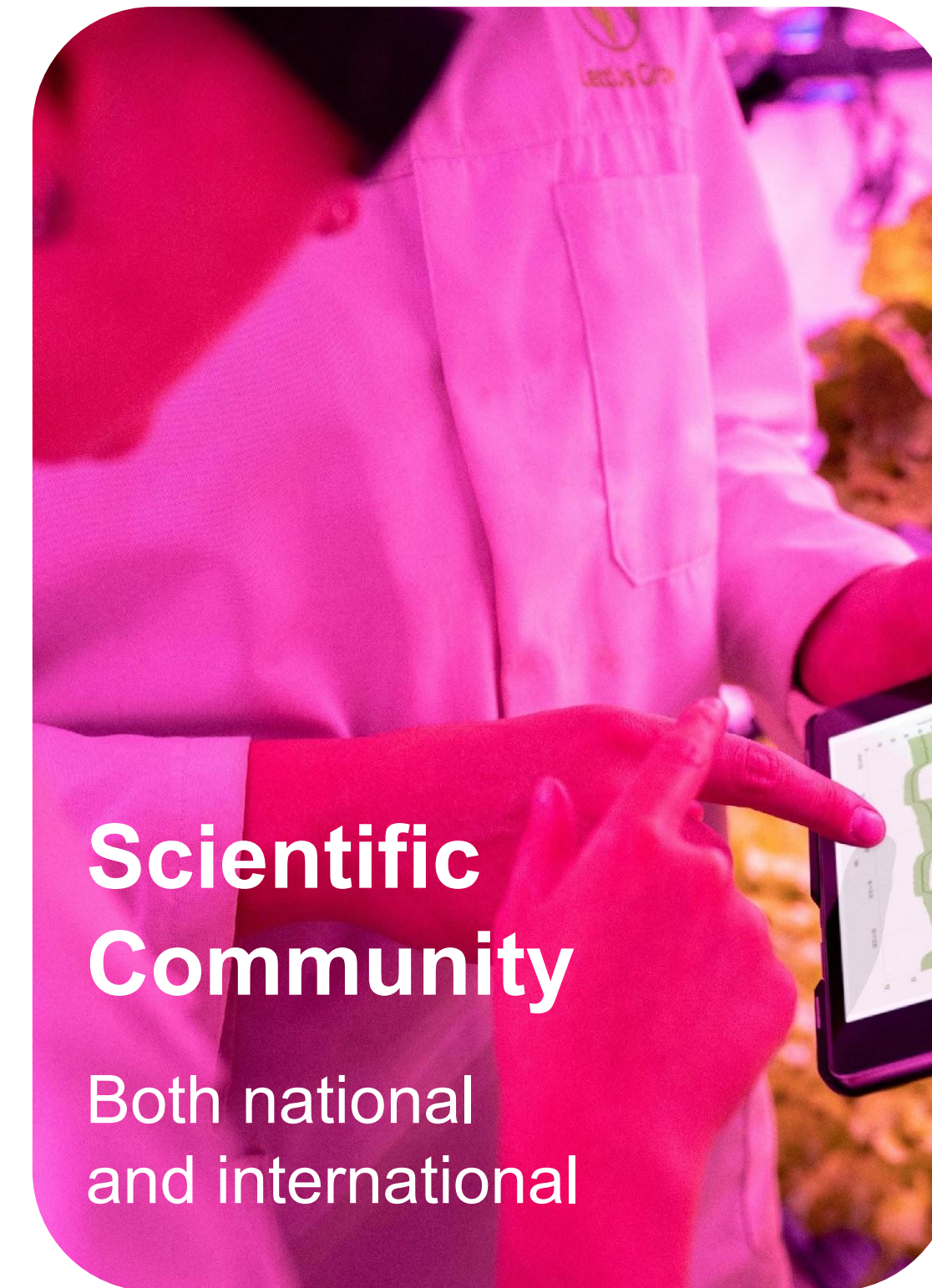
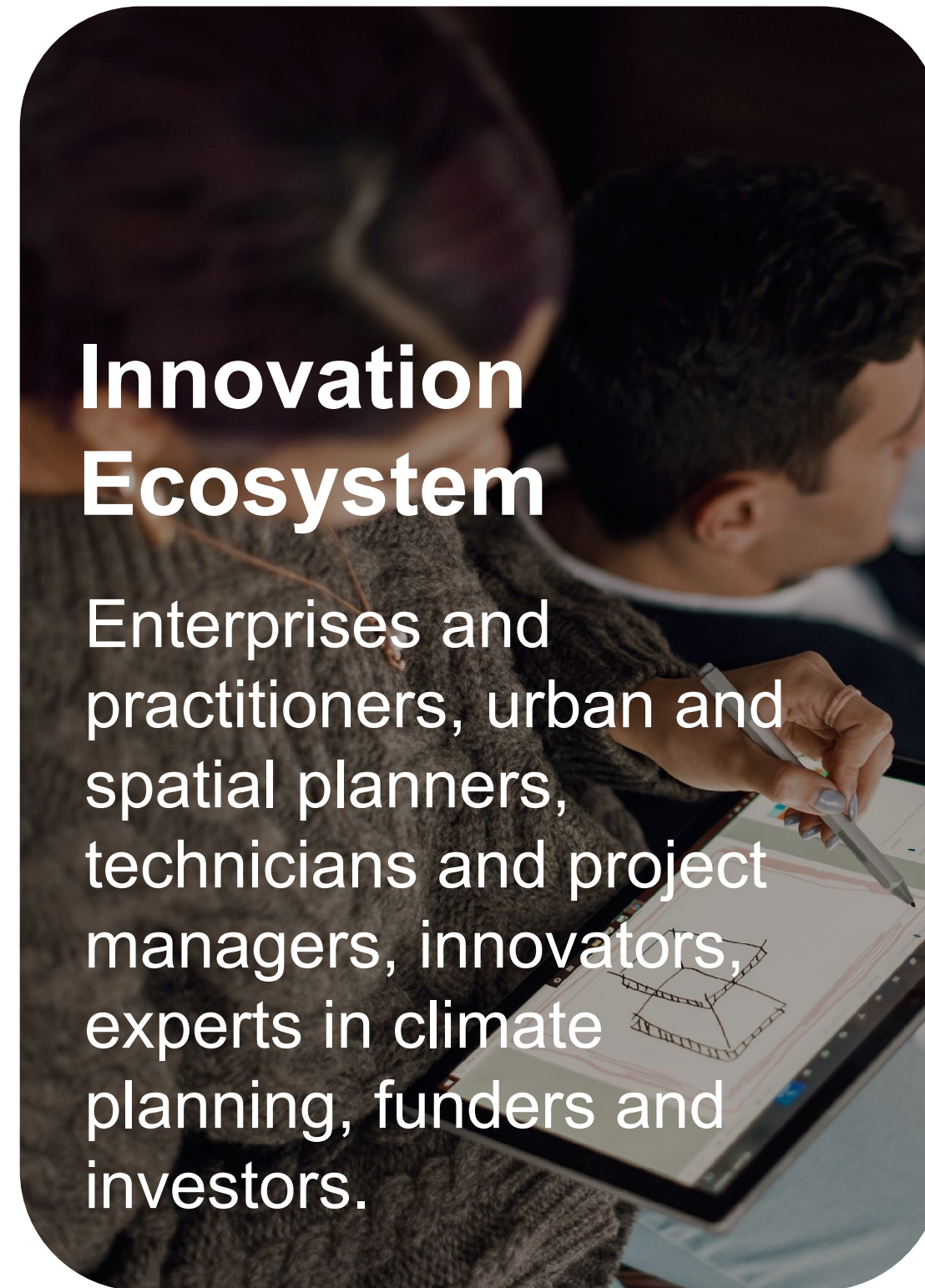
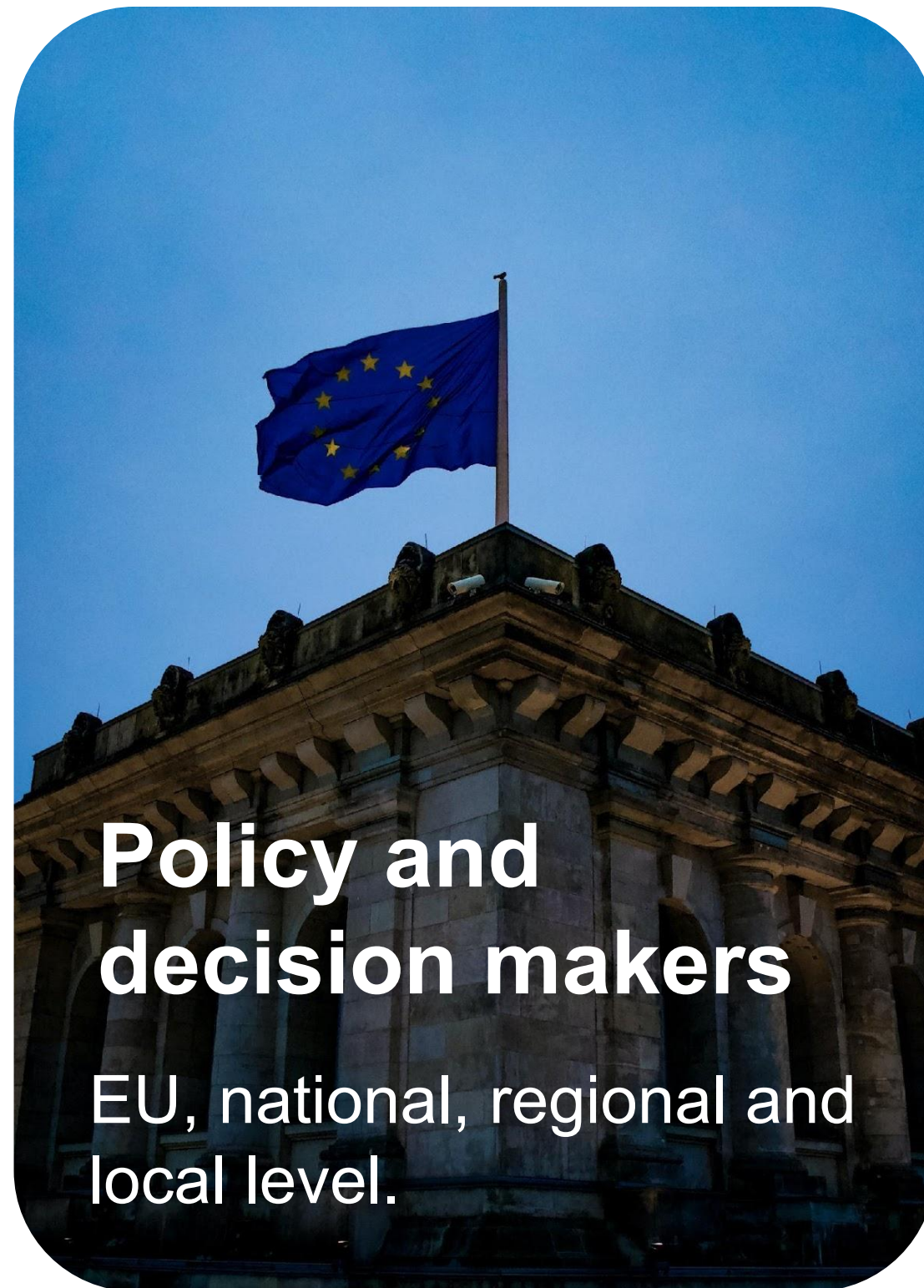
(MAIA Portal, Connectivity Hub, Semantic Ontology, Marketplace and regional branches, and the Training Platform)

## Coordination

Successful coordination of the **Climate Resilience Projects Cluster**.

# Selected targets

These groups consist of the **supply and demand** side of climate services as well as **adaptation and mitigation** solutions.



# Current Issues

Combined, these issues result in **inefficiency, and lost opportunities** to expedite progress in reducing the climate vulnerability of Europe's regions.

**1.**

## Limited reach

**Climate research projects remain** largely fragmented, resulting in **limited reach**, diffusion and exploitation.

**2.**

## Less visibility

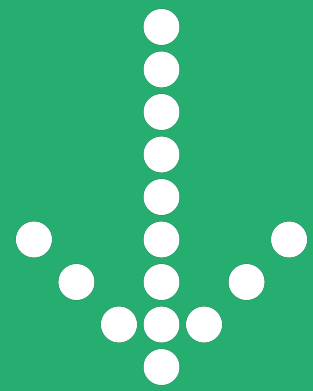
The **visibility of project outputs often diminishes** meaningfully once a project comes to its end.

**3.**

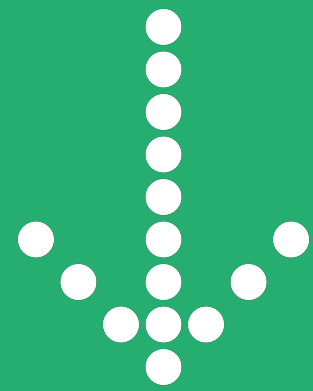
## Reduced impact

**Lack of realistic business cases** has limited the true impact and cost-efficiency of previous programmes.

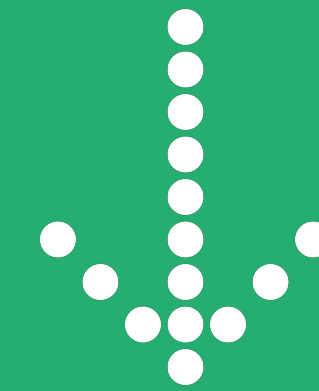
# Key benefits



Helps **connect**  
disperse  
knowledge  
related to  
climate change.



Makes  
knowledge  
**interoperable**  
**and usable.**

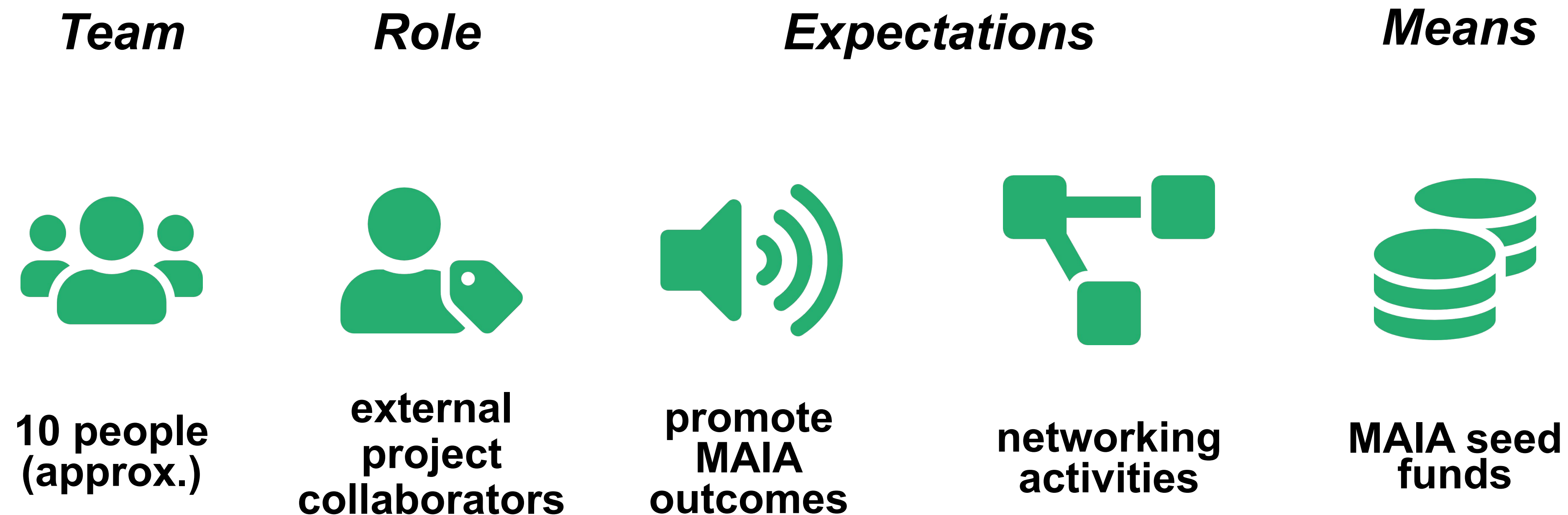


Facilitates the  
access of a  
**broad range**  
**of audiences** to  
research results.

## 2. The role of Ambassadors



# The role of Ambassadors



# The role of Ambassadors

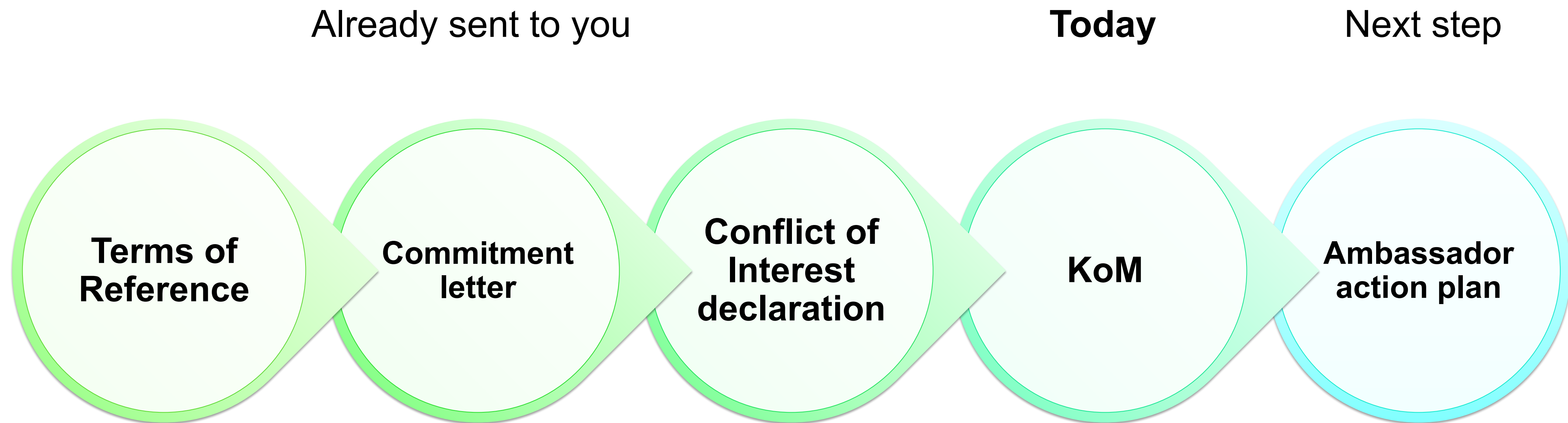
In more detail...

- Disseminate MAIA tools and services across the EU climate research.
- Underscore the importance of participating in the MAIA network.
- Inform about MAIA activities to stakeholders who take part in climate action.
- Represent MAIA at the EU-level networking events.
- Communicate and share research outputs, best practices and policies.
- Participate in MAIA events and invite climate stakeholders.
- Facilitate the participation of MAIA in clustering activities.
- Enrich the MAIA outcomes.



# The role of Ambassadors

The onboarding process





# The role of Ambassadors

Collaborate with MAIA yes,  
but how?

# The role of Ambassadors



presenting MAIA results  
to a greater audience



take part in MAIA events  
(as chair, moderator, speaker)

## 3. Collaboration with MAIA



# Dissemination of MAIA catalogue

MAIA Marketplace

MAIA Connectivity Hub

Climate Change Mitigation and Adaptation portal

MAIA multiply

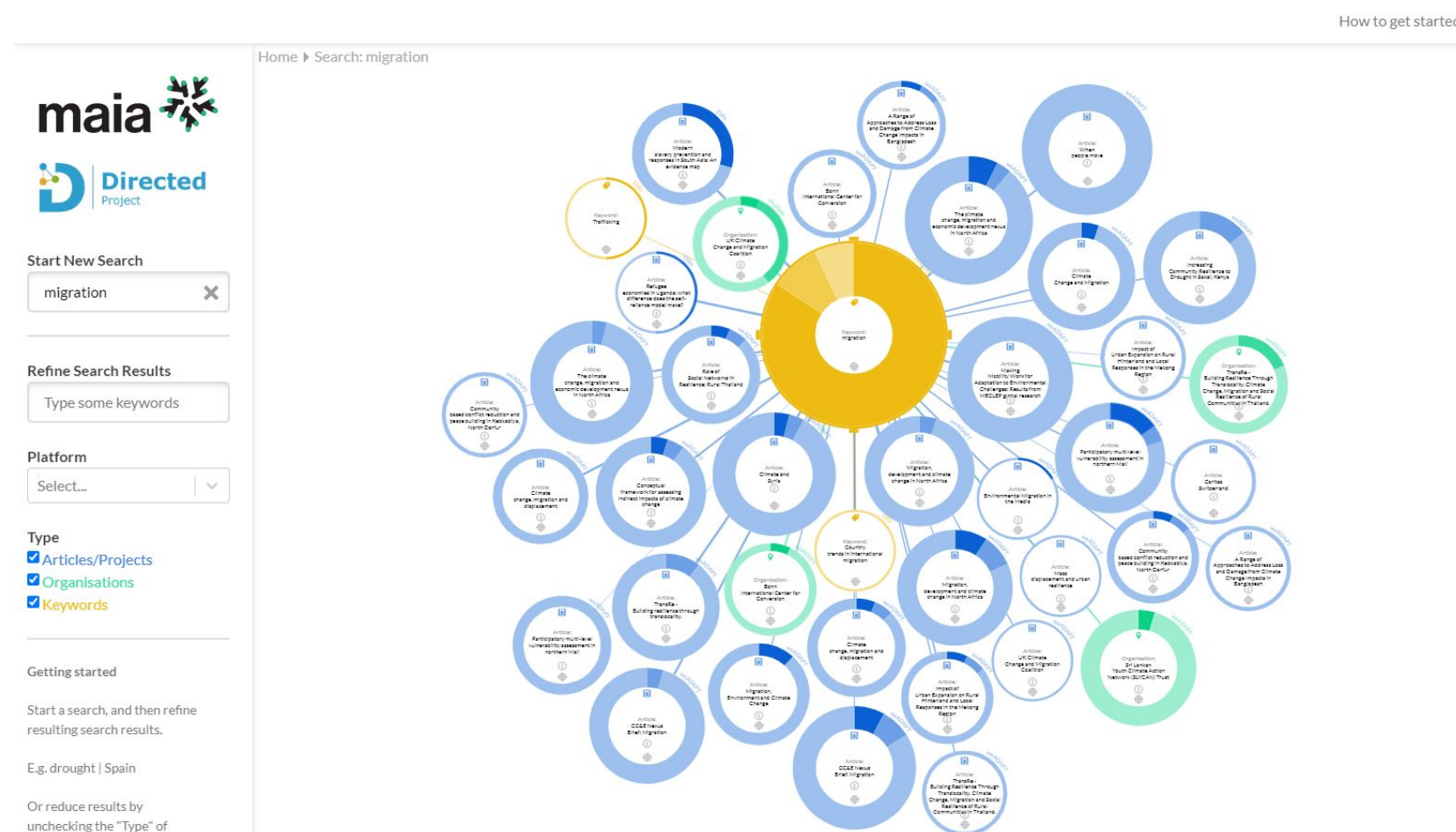
+ upcoming materials (Policy briefs, regional branches)

MAIA is developing innovative tools to increase the visibility and impact of European climate change related projects and initiatives.

# Dissemination of MAIA catalogue

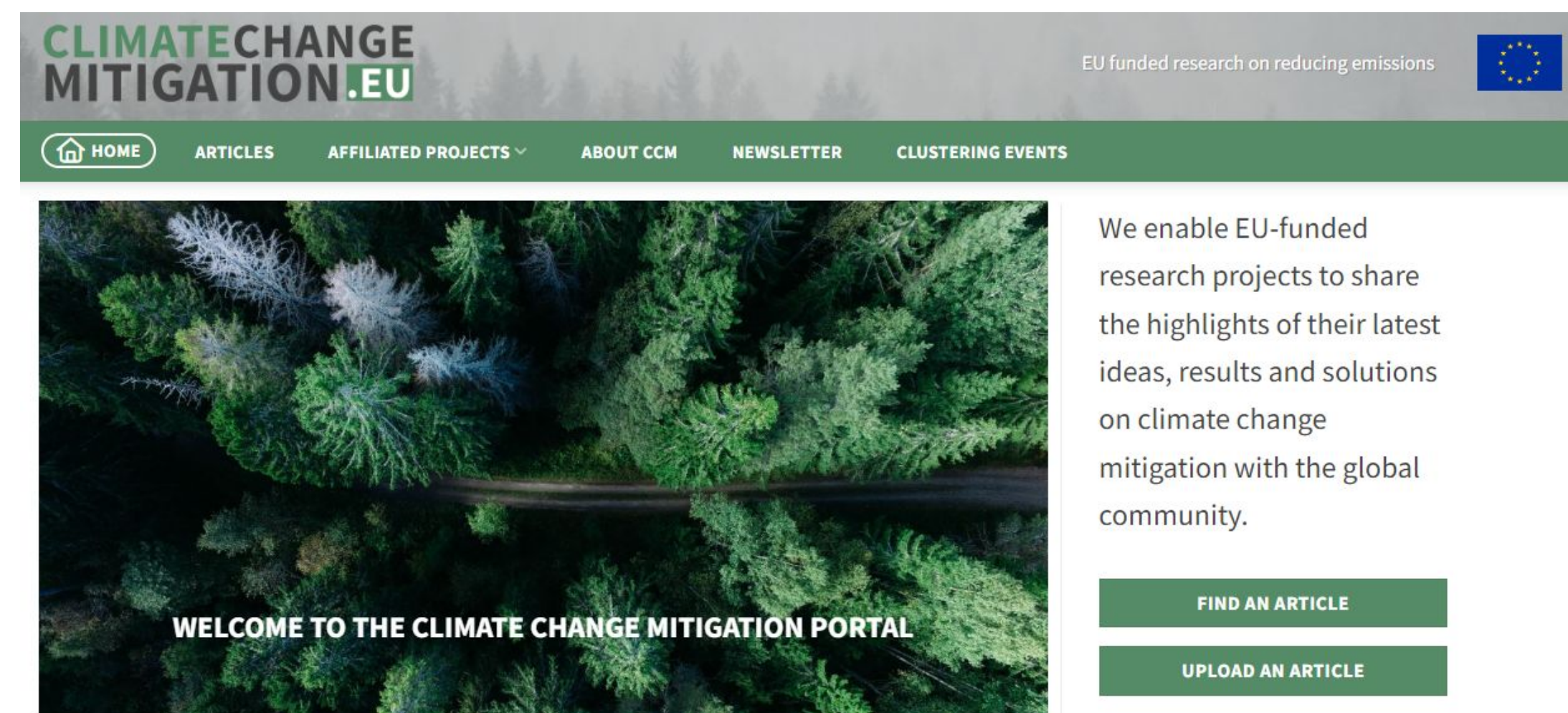
## MAIA Connectivity Hub

A new “search and discovery” tool that helps users find relevant knowledge and organizations working on climate change adaptation (CCA) and disaster risk reduction (DRR) issues. Allows platforms to share their knowledge and broaden their audiences.



## Climate Change Mitigation and Adaptation portal

This portal collects and posts information from different EU-funded research and coordination projects on Climate Change Mitigation, now managed by MAIA project



# Dissemination of MAIA catalogue

## MAIA Marketplace

The MAIA Marketplace is an environment where climate services, solutions, products and services for adaptation and mitigation, knowledge, or resources are exchanged.

It aims at connecting the demand and supply side for climate services, supports regional ecosystems by providing knowledge and accessibility to climate services, and connects regional and transregional actors along value chains as well as sparks co-creation of climate innovations.

## Regional Branches

At a smaller scale level, the MAIA regional branches are being developed to help identify the needs, priorities and capacities of regional stakeholders to align their interests with relevant EU climate R&I project results to support regional development plans.

The **MAIA Trade Missions** address already documented specific regional requirements for which insights and solutions for implementation are presented. Missions are tailored to the regions and always consider the “regional fabric” consisting of economic, societal and environmental framework conditions as well as capacities, language and habit.

# Collaboration in MAIA events

## Policy outreach

Policy outreach events (and upcoming policy briefs) to 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.

Several events already celebrated

# Collaboration in MAIA events

## Policy outreach

### 4<sup>th</sup> MAIA Policy Roundtable and 2<sup>nd</sup> Workshop at the EURegionsWeek

**Where:** Brussels

**When:** 08/10/2024

**Title:** Sustainable Food Systems:  
Bringing the Farm to Fork into a  
Regional Perspective

**Kind of event:** Hybrid

### 3<sup>rd</sup> MAIA Workshop in the Hydrogen Conference

**Where:** Athens

**When:** 25/10/2024

**Kind of event:** In  
person

### 5<sup>th</sup> MAIA Policy Roundtable at COP29

**Where:** Baku

**When:** 11-22/11/2024 TBC

**Title:** Building the Business Case  
for Climate Finance at the  
Subnational Level

**Kind of event:** Hybrid

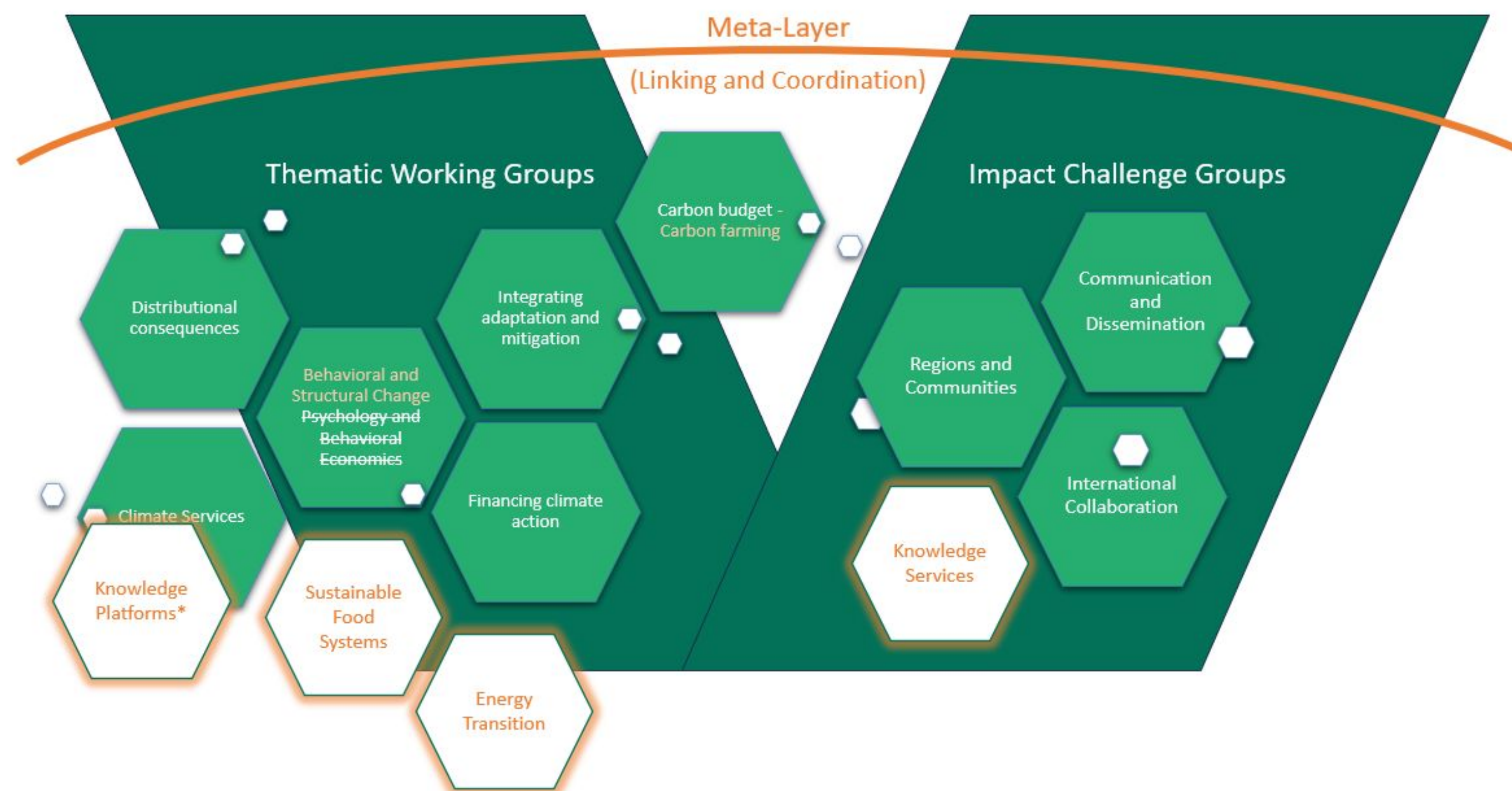


# Collaboration in MAIA events

## Bridging research

- Supporting networking and clustering of EU CC research projects
- Coordinating outreach to the scientific community
- Communication between researchers and policy makers

## EU Climate Change Research Cluster



# Collaboration in MAIA events

## Bridging research

Distributional consequences	Energy transition
Knowledge platforms	Carbon budget
Behavioural and structural change	Regions and communities
Sustainable food systems	Knowledge services
Integrating adaptation and mitigation	Communication and Dissemination
Financing climate action	International collaboration

# Collaboration in MAIA events

## Bridging research

### Thematic group meetings

**Where:** Online

**When:** 2 to 4 months

**Kind of event:** 5 to 20 people  
round tables

### Feedback to Policy event with CINEA

**Where:** Online

**When:** October 2024

**Kind of event:** Multi  
project presentation and  
discussion with EU  
policymakers

### Cross cluster meetings: “research & innovation days”

**Where:** Online/hybrid

**When:** TBD

**Kind of event:** roundtables on  
transversal research  
discussion, research gaps,  
thematic groups  
dissemination

# Collaboration in MAIA events



<https://alterclimatechange.com/>

Instagram: @maiaresilience

<https://www.instagram.com/maiaresilience>

Instagram: @alterclimatechange

<https://www.instagram.com/alterclimatechange/>

X: @MAIAresilience

<https://twitter.com/MAIAresilience>

X: @altereresilience

<https://twitter.com/AlterResilience>

YouTube: @MAIAResilience

<https://www.youtube.com/@MAIAResilience>

YouTube: @AlterClimateChange

<https://www.youtube.com/channel/UCJt6tkiDhdCopEONwYmnEcQ>

LinkedIn: maia-resilience

<https://www.linkedin.com/company/93369431/admin/feed/posts/>

LinkedIn: @alterclimatechange

<https://www.linkedin.com/company/alterclimatechange/>

TikTok: @alterclimatechange

<http://www.tiktok.com/@alterclimatechange>

## 4. MAIA Ambassadors action plan



# MAIA Ambassadors action plan

- Document to be filled by you
- Key information
  - Identify your areas of expertise
  - Spaces to facilitate for MAIA
  - Participation in MAIA events
  - Initiatives where you can involve MAIA

## Ambassadors Action Plan: Actions requested

Please, read and complete the information below:

### Personal details

Full Name:

Organisation:

Position:

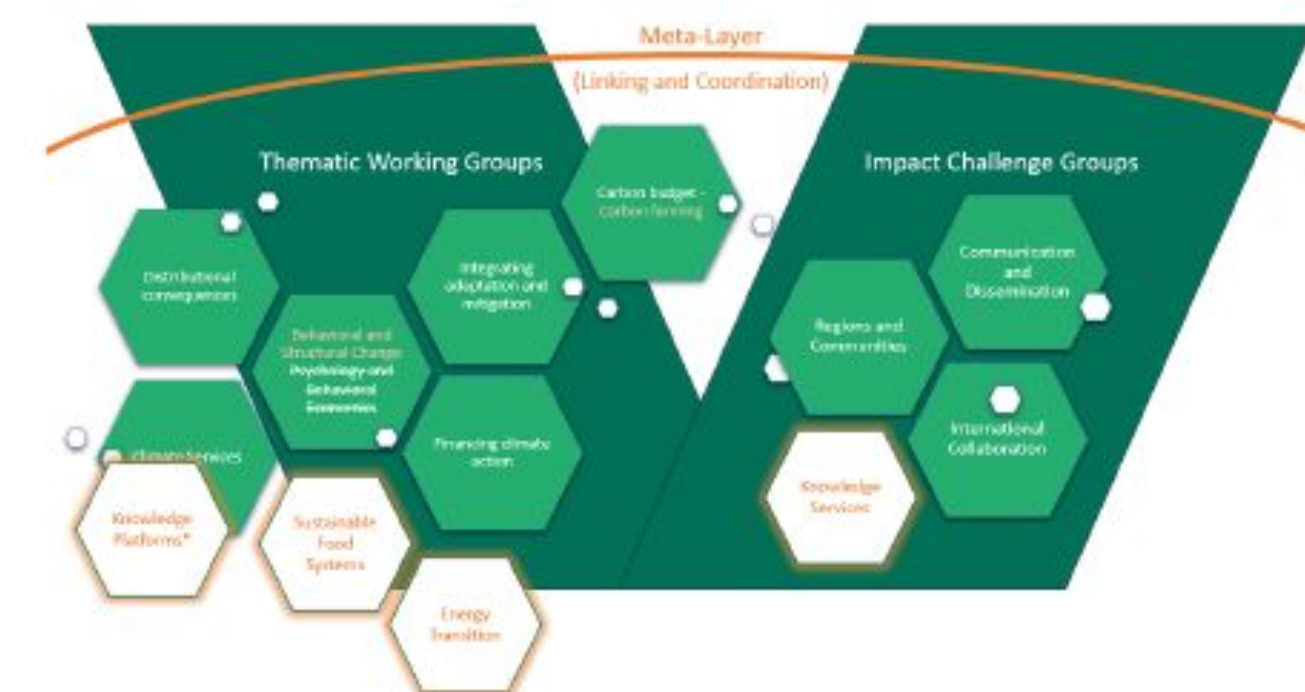
Networks and Communities<sup>1</sup>:

### 1. Select the MAIA Themes

The MAIA 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.

In this regard, the MAIA project has identified 12 themes that serve as the backbone of the project and has organised 8 Thematic Working Groups and 4 Impact Challenge Groups around them (see Figure 1). These 'grassroots' groups allow EU climate projects to work together to fulfil certain aspects of their self-defined work plans:

### EU Climate Change Research Cluster



<sup>1</sup> Ambassadors can list more than one network and initiative they are actively part of.

# MAIA Ambassadors action plan

Tailored plan for each ambassador

Win-win collaboration

## Ambassadors Action Plan: Actions requested

Please, read and complete the information below:

### Personal details

Full Name:

Organisation:

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Networks and Communities<sup>1</sup>:

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### EU Climate Change Research Cluster



<sup>1</sup> Ambassadors can list more than one network and initiative they are actively part of.

# Main contacts for you:

## Project coordinator

Iñigo Rodilla

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## Ambassador coordinators

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Alba Solans

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