

The Adaptation to Climate Change Communication Experience in Navarre through LIFE-IP NAdapta-CC Project

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Abstract

The LIFE-IP NAdapta-CC project (LIFE16 IPC/ES/000001) is the first integrated European project for adaptation to climate change in the European Union for a region: Navarre. With fifty three actions, of which almost forty are of a technical nature, work is being carried out in various areas such as water, forests, agriculture, livestock, health, infrastructure and territorial planning, in addition to the monitoring portal and horizontal and transversal actions. Among the latter, a key transversal action is communication and networking. It is a fundamental part of the project to disseminate the progress of the actions, the value of the project and its technical activities, as well as to transfer the results and tools obtained.

The objective of the project, as well as of the Climate Change Roadmap for Navarre (HCCN-KLINA) of which it is a part, is to prepare citizens to tackle the effects of climate change. To carry out the purpose of a good project communication, it has been using different formulas. The dissemination of results through official press releases with their corresponding impacts on the media, the organization and/or participation in events as well as the preparation of training activities, and the continuous information through the official website together with interaction through social networks, are the fundamental communication lines to deal with climate change adaptation.

The results obtained so far are diverse after six of the eight years that the project has lasted. Nevertheless, it has been detected that depending on the type of approach, the response of the public or the direct agents involved may be higher if the subject directly affects them. Furthermore, it has also been perceived that giving close examples sharpen attendees' interest and allows them a better understanding of the issue and the possible measures to be implemented.