

LEarning and action alliances for **NexuS**
EnvironmentS in an uncertain future

LENSES

WP9

D9.3 LENSES website, social media and Serious game

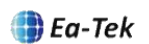
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30/11/2023

Project coordinator



Project partners



Project Website

www.lenses-prima.eu

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GA n° [2041] [LENSES] [Call 2020 Section 1 Nexus IA]



LENSES website, social media and Serious game



Graphics: Francesco Ambrosini (CREA), Eleonora Gerardi (CREA)



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Executive Summary

The activities defined in LENSES communication and dissemination (C&D) strategy are focused on organizing, implementing and coordinating the (C&D) actions addressed to make LENSES information available to the target audiences.

The channels and platforms considered in the (C&D) plan include: social media channels, official project's website, promotional materials to be distributed in key events or shared through communication channels, videos, organization and attendance of workshops and/or other strategic and specialized conferences, fairs or events where the project can be presented.

These deliverable details the different target groups identified, key messages addressed to each main group of stakeholders and other communication and dissemination activities planned. The ambition is to get informed on a continuous and timely basis with the most relevant information available at different stages of the project lifetime.

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LENSES website, social media and Serious game

1. Introduction

LENSES aspires to create a Water-Ecosystem-Food (WEF) Nexus narrative and Call to Action. The core message of this narrative is the paradigm shift from Nexus Thinking to Resilient Nexus Doing for strengthening the resilience of socio-ecological systems. To this end, the project will reach out to the general public with visual tools to raise an awareness of the WEF Nexus, i.e., the interactions among four domains (water allocation, ecosystem services, food production, climate adaptation - in a cross-cutting manner) and to inform on the benefits and positive impact of adopting comprehensive nexus management strategies, e.g., potential to create new socio-economic opportunities.

In order to maximize the project's impact, dedicated social media platforms (Twitter, Facebook, LinkedIn, YouTube), a blog and podcasts were launched and are currently available online. Through these channels, the project has published posts, stories (interviews on the pilot areas), meetings, workshops and more to improve and increase information also to third parties about the project.

The dedicated project website and social accounts will feature the necessary background information on the WEF Nexus and the project itself and will be a source of live information on project developments, including, crucially, the evaluation of the pilots, the development of the LAAs, and how Nexus policy can be catalyzed through the LENSES approach. The focus will be on presenting an innovative integrative tool with the potential to transform policy and produce new solutions on the ground. Simultaneously, it will highlight the human, social, and institutional actors taking part in and driving the change on the ground, providing actual case studies, stories of collaboration, trust-building, and adopting novel approaches to jointly examine old problems in a new light, which can be eventually replicated.

Additionally, the project has produced scientific papers, with others currently in the writing process, which will be published by the end of the project in April 2024. Throughout the project's duration, various studies and activities were conducted, leading to the development of scientific papers. These papers meticulously document the diverse activities carried out within the project's different pilot areas, focusing specifically on the types of WEF (Water, Ecosystem and Food) utilized in each of these zones. Currently, several of these papers are in the process of being written and are slated for publication by the project's conclusion in April 2024. These documents will offer a comprehensive analysis of the adopted WEFs, delving into their impact and effectiveness across different phases and contexts within the project.



LENSES website, social media and Serious game



Both the LENSES official website and social channels have been created in a way that aligns with the requirements of the LENSES (C&D) strategy and the project's visual identity. In this framework, they have been designed to convey values such as simplicity, progress, and community and have been built with the aim to constitute a solid and future-oriented basis for further dissemination and exploitation activities on the WEF Nexus and the project itself.

2. Key elements

2.1 Objectives

The LENSES website and social channels are key components of LENSES (C&D) strategy and, as such, they aim to ensure an optimal dissemination and exploitation of the project's results and an effective transfer of know-how to several target audiences.

The LENSES website and social channels have been built with the core aim to inform the different stakeholders and the civil society about the project.

The objectives of the LENSES website and social channels are to increase the public visibility of the project and subsequently its outcomes and facilitate the overall project goal to create a WEF Nexus narrative and Call to Action and, also ensure the maximum impact of the project activities in the identified target groups by hosting content that facilitates their engagement in the project community.

2.2. Acknowledgement of EU funding

The LENSES website and social channels comply with the GA requirements, and respectively with art. 38.1.2 Information on PRIMA funding — Obligation and right to use the PRIMA logo and the EU emblem; 29.4 Information on PRIMA funding — Obligation and right to use the PRIMA logo and the EU emblem. Therefore, unless the PRIMA Foundation requests or agrees otherwise, they will display:

- (a) the PRIMA logo;
- (b) the EU emblem;
- (c) the following text: “This website has been produced with the financial assistance of the European Union”;
- (d) the disclaimer, which, according to Art. 29.5 of the GA, excludes the PRIMA Foundation responsibility: “The contents reported in this website reflect only the authors view and the PRIMA Foundation is not responsible for any use that may be made of the information it contains”.

3. LENSES website: characteristics and components

The official website of the LENSES project (<https://www.lenses-prima.eu>), CREA is the host and responsible for the maintenance of the domain, in which has been launched in October 2021 and will be continuously updated throughout the project lifetime. It will remain available online for the entire duration of the project and for at least 5 years after the project end.

The website is the first source of information about the project, contains the right information in a clear and accessible design and structure. It is an overview of the project – objectives, progress and outcomes, partnership and contacts¹. The website has been written in a simple language and uses clear messages that can be understood by a broad target audience. The content of the website has been organized in a way that keywords can be easily found.

The graphic layout of the website is consistent with the LENSES visual identity and includes all elements required to comply with the general rules for communication and dissemination activities of projects financed under the PRIMA Foundation programme.

3.1 Menu points

The main menu of the LENSES project website includes, at the moment, eight points, as follows:

- [Homepage](#)
- [Summary](#)
- [Methodology](#)
- [Pilot areas](#)
- [Outcomes](#)
- [Events-Blog](#)
- [Partners](#)
- [Contacts](#)

¹ Pinnacle, *Project Communication Guide*, INTERREG VIC Programme, April 2012, p. 13.

3.2 Homepage

The homepage of the LENSES website smoothly directs the visitors to its different components, while offering, at the same time, contacts and links to LENSES social channels through which further or more detailed information can be asked.

The upper bar of the homepage reports, in its center, the main menu points of the website. Furthermore, in its right end, it includes the link to access the LENSES social channels (Facebook, Twitter, LinkedIn, YouTube).

The central frame of the homepage includes the project title and logo, plus a brief overview of the project which includes in the body of its text a link to the Summary webpage. At the bottom of the central frame, right under project overview.

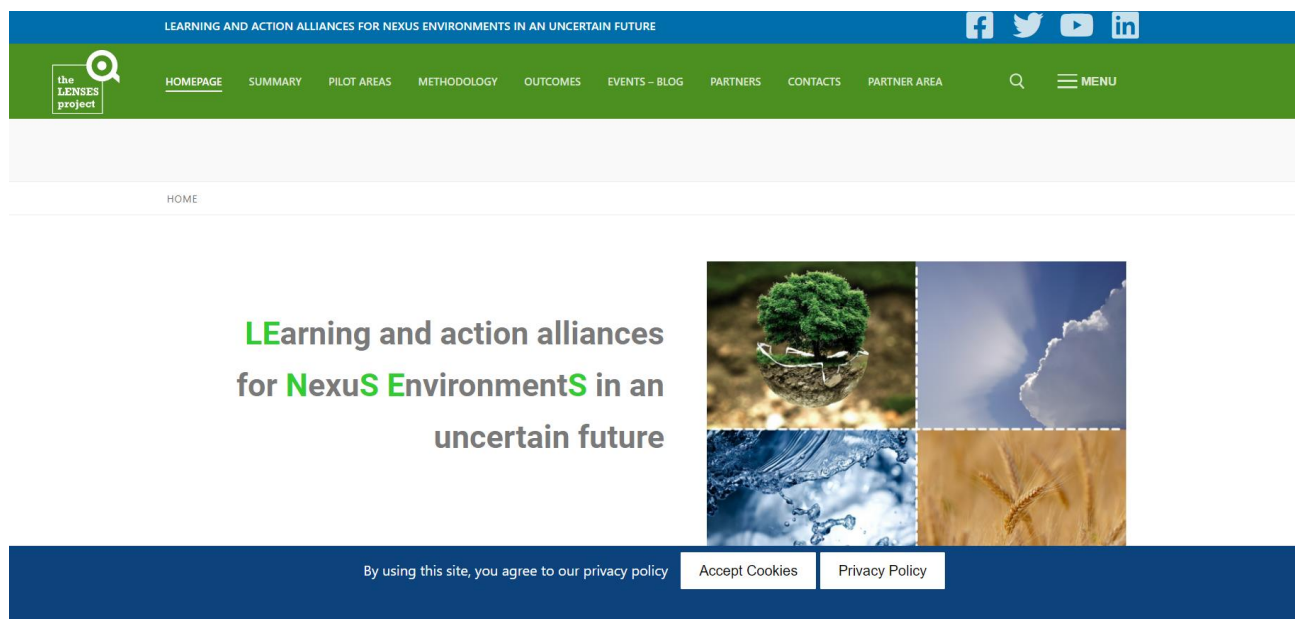


Figure 1. Home page of the LENSES website with its main components.

LENSES aspires to create a WEF Nexus narrative and Call to Action. The core message of this narrative is the **paradigm shift from Nexus Thinking to Resilient Nexus Doing** for strengthening resilience. To this end, the project will reach out to a general public with visual tools to create an awareness of the WEF Nexus, the interactions among the four domains (water allocation, ecosystem services, food production, climate adaptation – in a cross-cutting manner) and their impact, as well as the potential to create new socio-economic opportunities.



Catalogue of Nature based Solution



Nexus-SDG Serious Game



LLAs -Lenses Window

Figure 2. Home page of the LENSES website, outcomes dashboard

It has been implemented a web dashboard utility, an application that provides a user interface allowing to view and interact with data and information from multiple sources in a consolidated and visualized manner. The idea was to provide users with a quick and intuitive way to monitor, analyze, and make decisions based on the project results.

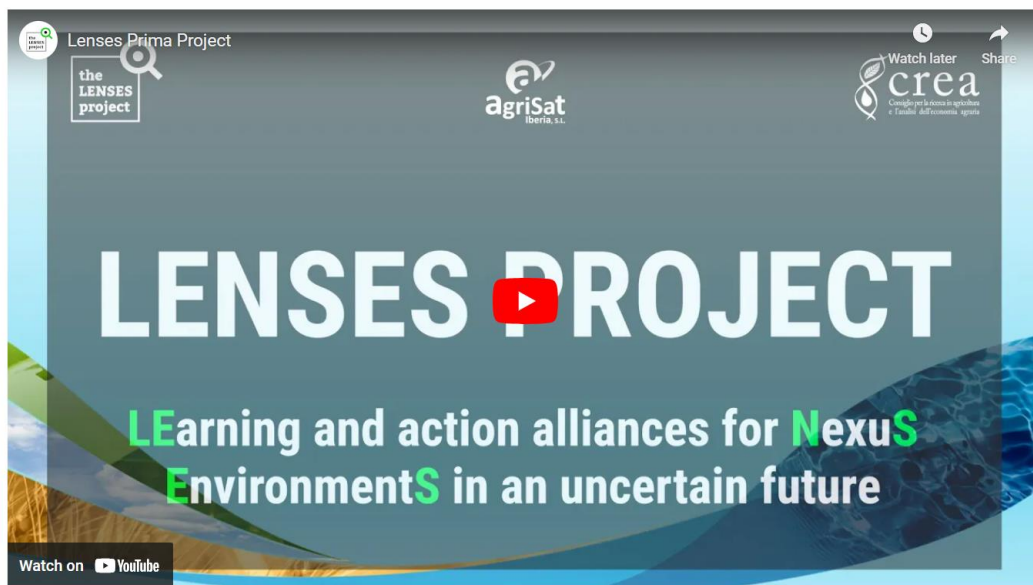


Figure 3. The LENSES PROJECT video embedding on the Homepage.

The project video embedded on the Homepage is essential for creating a dynamic, memorable, and impactful message that resonates with your target audience. It's a valuable asset in today's digital landscape and can make a significant contribution to project communications.

The bottom frame of the homepage includes the logo and the link to the Contracting Authority website (<https://prima-med.org/>) as well as the EU flag and the link to the EU website (https://ec.europa.eu/info/index_en).

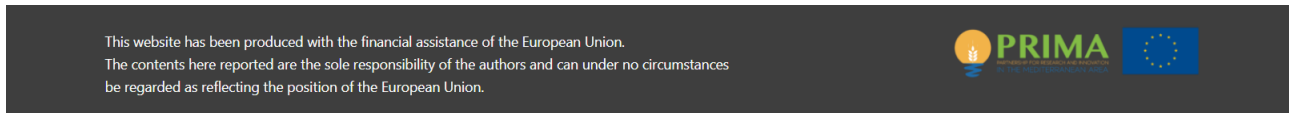


Figure 4. Footer of the LENSES Homepage website, as described above.

3.3 Summary

This webpage includes a short summary of the project. It briefly explains the surroundings of LENSES and the key motivations which brought to its development.

3.4 Methodology

LENSES follows a mixed methodology: on one hand, it is guided by hypothesis and the need for generalizable findings and broadly applicable methodologies and, on the other hand, by the need for a challenge-driven innovation approach. This section first describes the key approaches followed in accordance to the stated concept above, while the context of application is explained in the “Pilot area” section. These methods are advanced in LENSES to produce the LENSES Innovations.

3.5 Pilot areas

LENSES has a strong focus on the local dimension. Consequently, most project activities concentrate on this dimension and will be necessarily tailored on the specific needs of the people involved in pilot activities, which largely vary among different regions. This webpage includes details on the 6 LENSES pilot areas considered within the project which are representative of the main agricultural and geographical characteristics of the Mediterranean basin. Beyond a general overview of the pilot areas, this webpage includes 6 subpages, one per each pilot area, named as follow: Tarquinia plain in Italy, Pinios River Basin Hydrologic Observatory and Koiliaris Critical Zone in Greece, Gediz basin in Turkey, Doñana region in Spain, Hula Valley in Israel and Middle Jordan Valley in Jordan. Each pilot area sub-page includes a picture and a general description of the pilot area. The latter is available both in English and in local language, in an effort to strengthening possible interactions with local stakeholders. Links have been made to the learning platform areas (see D6.4) for each pilot, can be accessed from the dashboard or from the Outcomes area.

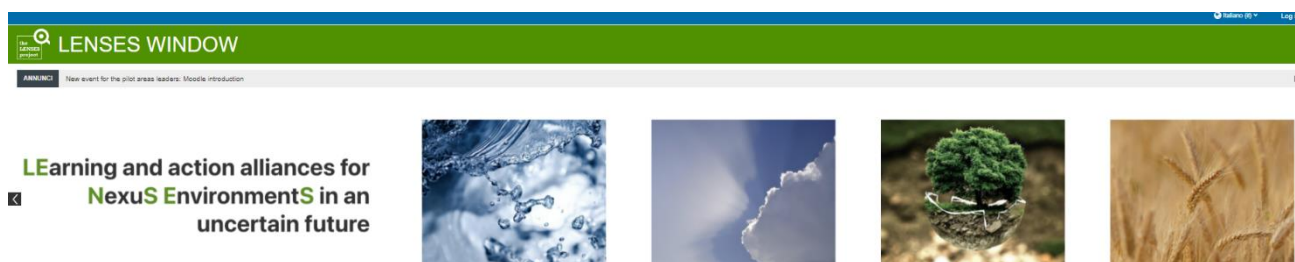


Figure 5. LENSES WINDOW, LLAs Learning and action alliance for Nexus Environments.

3.6 Outcomes

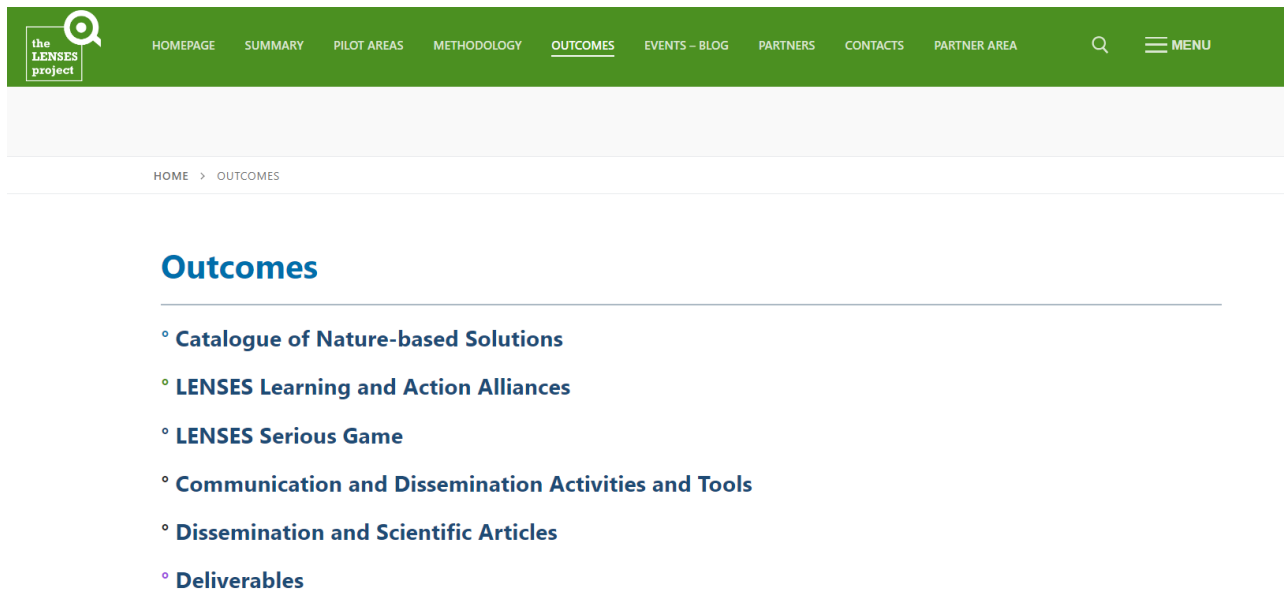


Figure 6. The LENSES Outcomes page.

At the forefront stands the Catalogue of Nature-based Solutions, serving as a comprehensive repository showcasing a diverse array of innovative approaches. These solutions, meticulously documented, harness nature's potential to combat environmental challenges, offering a rich resource for sustainable solutions. Central to fostering collaborative action are the LENSES Learning and Action Alliances. These dynamic alliances are pivotal outcomes, fostering collaborative networks that pool knowledge and resources. Rooted in the LENSES framework, these alliances drive collective learning and concerted actions, fostering initiatives in sustainability and innovation.

An innovative and impactful outcome, the LENSES Serious Game, stands as an interactive educational tool. Crafted within the project framework, this gamified approach engages participants in sustainability concepts, making learning both interactive and enjoyable.

Strategic initiatives in Communication and Dissemination Activities and Tools emerge as crucial outcomes, ensuring effective sharing of project insights. These tools and methods play a pivotal role in disseminating crucial information to diverse audiences, raising awareness and understanding. A pivotal contribution lies in the Dissemination and Scientific Articles. These published works contribute significantly to the broader scientific community, disseminating project findings, discoveries, and insights to a wider audience.

Integral to project progression, the Deliverables signify tangible achievements. These concrete outcomes, ranging from comprehensive reports to finalized prototypes, mark significant milestones within the project's timeline.

Collectively, these outcomes not only signify achievements within the project's scope but also represent impactful contributions to the fields of sustainability, innovation, and environmental solutions. They serve as tangible results of the project's endeavors, fostering collaboration, knowledge dissemination, and significant strides toward a sustainable future.

This webpage includes, so far, two subpages: the first one is dedicated to LENSES “Communication and Dissemination material” and the second one, which is entitled “Deliverables” is a sort of file repository, in which all public deliverables will be stored and made accessible online for easy consultation from both project partners and stakeholders. The sub-page dedicated to C&D material will include, in a downloadable format, all common communication products (e.g., project roll-up; LENSES digital brochure).

3.7 Events-Blog

Among all the different web sections, the one dedicated to Blog-Events is of particular interest. This page, provide details and links to past and future events - developed both within and outside the project and focusing on topics related to LENSES. All the communication material used during project meeting and workshop (e.g. power point presentations, leaflets, questionnaires) will be uploaded in this webpage of the project and made available for all project website visitors (in the case of public material). The blog is designed to provide a visual and narrative account of when and how these gatherings took place, primarily through photos and videos. The blog serves as a comprehensive archive of the various events and meetings conducted by Lenses Prima. Through a combination of photos and videos, it effectively captures the essence and intricacies of these interactions. By offering a visual narrative, the blog provides a compelling medium for conveying the atmosphere and significance of these events. Photographs featured on the blog offer a snapshot of key moments during events and meetings, highlighting the participants, discussions, and activities that took place. These images serve as a visual chronicle, illustrating the project's engagement with stakeholders and the broader community. In addition to photos, the blog includes video content that further enhances the storytelling. Videos provide an immersive experience, allowing viewers to gain a deeper understanding of the context, presentations, and discussions that occurred during the events.



“Lenses-Rexus” Joint Fifth plenary meeting

FABRIZIOPUCCI - 7 NOVEMBRE 2023 - INTERNAL MEETING

07 – 09 November 2023 The Fifth Plenary Meeting Lenses / Rexus took place in the city of Larissa, Greece from 7 to 9 November...

[READ MORE](#)



1st LENSES PRIMA & REXUS webinar: “Cross-fertilisation”

FABRIZIOPUCCI - 13 LUGLIO 2023 - INTERNAL MEETING

13 July 2023 Today, an important event occurred as cross-fertilization meetings with REXUS partners were initiated. The aim is to promote knowledge sharing, learn from...

[READ MORE](#)



12th World Congress of the European Water Resources Association (EWRA) on Water Resources and Environment

ELEONORA GERARDI - 4 LUGLIO 2023 - EXTERNAL MEETING

LENSES partner attended at the 12th World Congress of the European Water Resources Association (EWRA) on Water Resources and Environment, under the theme “Managing Water-Energy-Land-Food under...”

Figure 7. LENSES Events – Blog page.

3.9 Contacts

This webpage displays the official email address of the LENSES project: info.lenses@crea.gov.it. It aims to facilitate official communications, as well as to provide rapid feedback to requests from LENSES stakeholders regarding specific enquiries, comments, and requests for more detailed information. CREA, as the coordinator of the project, is responsible for the management of this email account.

3.8 Partners

This webpage includes the name and the logos of all project partners involved in LENSES. Each partner institution logo is linked to a dedicated webpage which includes the description of the partner institution, the link to the partner institution website and a list of the personnel involved in the LENSES team. The aim of this webpage is to facilitate the creation or strengthening of research network and possible interactions with

local stakeholders.

3.10 Partner area

The LENSES website includes a session accessible only to project partners and to the Project Officer. This session allows for confidential communication among the LENSES partners and for sharing confidential data, deliverables and results of the project.

This secure part of the webpage is protected and accessible only upon log-in, so access information will only be provided to the consortium members and to the Project Officer. Log-in details is linked to personal e-mail address.

3.11 Website maintenance and administration

The project website is a precious tool for communication, dissemination and awareness raising about the LENSES knowledge. Therefore, managing data and controlling information via the website is a collaborative effort among the project partners. CREA, the project coordinator, is the developer and the main administrator of the project website. Legal issues and data protection will be duly considered: “Terms of use”, “Privacy policy” and “Cookies policy”. The website has been designed and structured to ensure compliance with the most up-to-date privacy policy standards and criteria. This commitment to privacy encompasses various aspects:

Current Privacy Policy Implementation: The website adheres to the latest regulations and standards in data protection and privacy. It ensures that all user data handling, storage, and processing align with these updated policies.

Transparency and Clarity: The implemented privacy policy terms are transparent and clear to users. It includes detailed information regarding data collection, usage, storage, and any third-party involvement. Users are informed about their rights concerning their personal information.

Security Measures: Robust security measures are integrated to safeguard user data. Encryption protocols, secure servers, and other pertinent security features are in place to prevent unauthorized access or breaches.

Regular Updates and Compliance Checks: The website conducts regular audits and updates to ensure ongoing compliance with evolving privacy regulations. Any changes in policies or practices are communicated transparently to users.

Accessibility and Support: Users are provided with accessible means to contact the website administrators or support team regarding privacy concerns or inquiries. This ensures a user-centric approach to addressing privacy-related issues.

Overall, the website prioritizes the protection of user privacy by implementing and adhering to the most recent and stringent privacy policy guidelines. This commitment aims to instill trust and confidence among users regarding the handling and protection of their personal information.

3.11 Insights Lenses webpage

The posts on the Website page have been dedicated to showcasing the diverse array of activities and initiatives carried out in the pilot areas, which include Spain, Greece, Jordan, Israel and Italy. These regions have served as pivotal settings for LENSES' operations and interactions. The project's engagement with the local communities and stakeholders in these areas has been a cornerstone of its mission. Through these posts, the page has effectively communicated the project's commitment to fostering connections with the communities in these pilot regions. This approach has enabled LENSES to gain a profound understanding of the unique challenges, opportunities, and needs in each locale. Furthermore, the page's content has emphasized the collaborative nature of the project, highlighting the important role played by local stakeholders and partners. These stakeholders have contributed to the project's success by providing valuable insights and support. In summary, the Website page has served as a platform to narrate and celebrate the multifaceted engagement of LENSES in the pilot areas, emphasizing the importance of local connections, cross-border cooperation, and the vital role of stakeholders in the project's journey. As shown in the next table, over the period from October 2022 to October 2023, the website generated the following insights:

Total Clicks: 1.34k - this indicates that the website received a total of 1,340 clicks, representing the number of times visitors interacted with the site by clicking on links, buttons, or other elements. Clicks are crucial for measuring user engagement and the effectiveness of calls to action on the website.

Total Impressions: 58.9k - the website garnered a total of 58,900 impressions during this period. Impressions signify the number of times a web page was viewed or loaded by visitors. This metric reflects the site's visibility and reach, indicating how frequently it appeared in search results or on other platforms.

Average Click-Through Rate (CTR): 2.3% - the average CTR represents the percentage of users who clicked on the website after seeing it. A 2.3% CTR suggests that approximately 2.3% of the users who viewed the website went on to click on it. This metric measures the effectiveness of the website's content and calls to action in enticing visitors to engage further.

Average Position:30.6 - the average position indicates the typical rank or placement of the website in search engine results pages (SERPs). A position of 30.6 suggests that, on average, the website appeared relatively low in the search results. Improving this metric is essential for enhancing visibility and attracting more organic traffic.

In summary, these insights provide valuable information about the website's performance. The total clicks and impressions demonstrate user engagement and visibility, while the average CTR and position reveal the website's effectiveness in converting impressions into clicks and its search engine ranking, respectively. Analyzing and optimizing these metrics can help improve the website's online presence and user interaction.

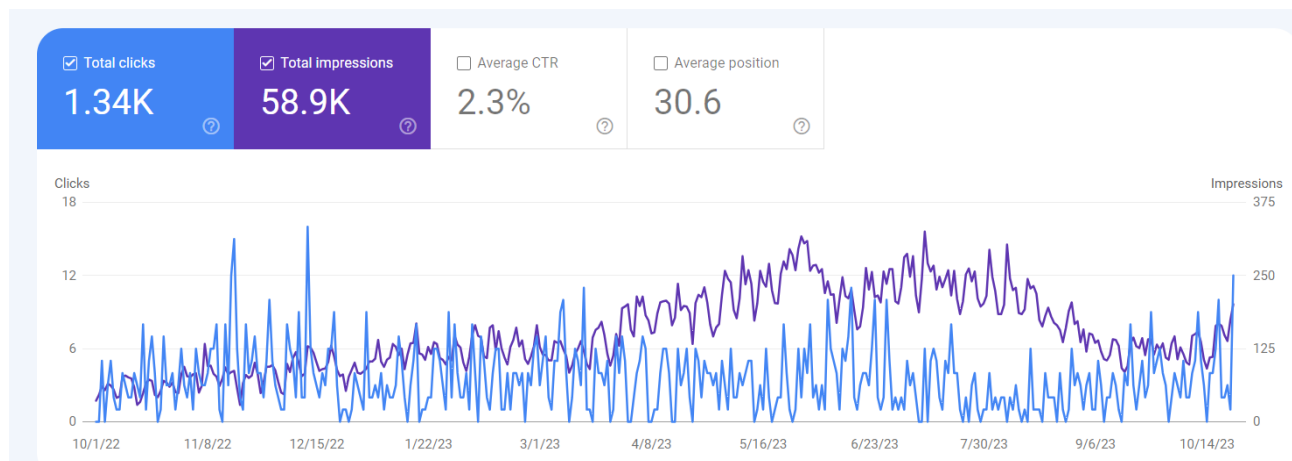


Figure 8. The LENSES webpage insights from October 2022 to October 2023.

4. LENSES Social Media

In the following pages are shown the main result of the dissemination program by social network that are summarize in the next table:

| SOCIAL MEDIA - WEBPAGE | Total clicks (K) | Total impressions (K) |
|---|------------------|-----------------------|
| Facebook | 0,53 | 3,25 |
| Twitter (X) | n.a.* | 7,2 |
| Lenses webpage | 1,34 | 58,9 |
| Linkedin | n.a.* | 24,6 |
| Youtube | 0,54 | n.a.* |
| *n.a Insights are available only with the premium version | | |

Table 1. The LENSES (social and webpage) overview insights from October 2022 to October 2023.

4.1 Overview insights (Social Media and Lenses webpage)

Facebook: generated 0.53 thousand clicks (or 530 clicks) and had 3.25 thousand impressions (or 3,250 impressions). This data suggests that on Facebook, there were 530 instances where users interacted with the content, and the content was viewed 3,250 times.

Twitter (X): had 7.2 thousand impressions (or 7,200 impressions). This indicates that while the specific click count is unspecified, the content on Twitter was viewed 7,200 times.

Lenses webpage: The Lenses webpage received 1.34 thousand clicks (or 1,340 clicks) and had a substantial 58.9 thousand impressions (or 58,900 impressions). This demonstrates that the webpage received 1,340 interactions and was viewed 58,900 times.

LinkedIn: had 24.6 thousand impressions (or 24,600 impressions). This signifies that although the exact click count is not provided, the content on LinkedIn was viewed 24,600 times.

YouTube: generated 0.54 thousand clicks (or 540 clicks), but the impression data is not disclosed (n.d.). This means there were 540 clicks on YouTube content, while the number of times the content was viewed is unspecified.

4.2 Facebook

Facebook assures a worldwide visibility. A Facebook page entitled “The LENSES Project” has been created under the Facebook account of the Council for Agricultural Research and Economics (CREA) and is available at this [link](#). The official Facebook page of the LENSES project will remain available online for at least 5 years after the end of the project.

This Facebook page aims to transfer the LENSES knowledge to the general public and to raise the interest of a non-specialized audience toward LENSES-related topics.

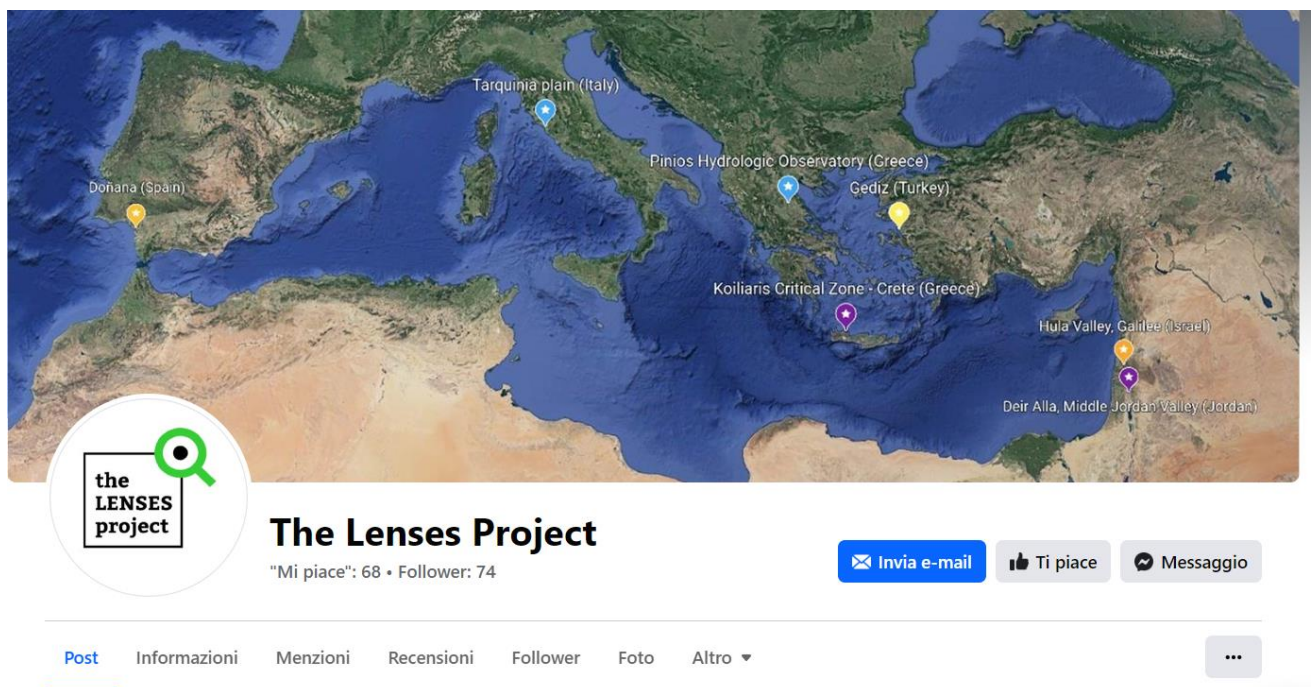


Figure 9. Homepage of the LENSES Project page on Facebook.

Now we can describe the two table that explain the insights data of our Facebook page. The first show the coverage. The term "coverage" within the context of Facebook Insights pertains to the aggregate count of individuals who have been exposed to your content, including posts, advertisements, or your page, during a specified period. For this analysis, the designated timeframe encompasses the period from October 2022 to October 2023.

The graphical representation of the data reveals that the most substantial spikes in coverage were observed in November and May. It is worth noting, however, that the zenith point on the graph was reached in February, exceeding a count of 800. Over the course of the stipulated reference period, the cumulative coverage achieved a total of 3250.

This dataset provides invaluable insights into the extent and engagement of your content on the Facebook platform during the predefined chronological interval.

Copertura

Copertura di Facebook ⓘ

3250 ↑ 157.5%

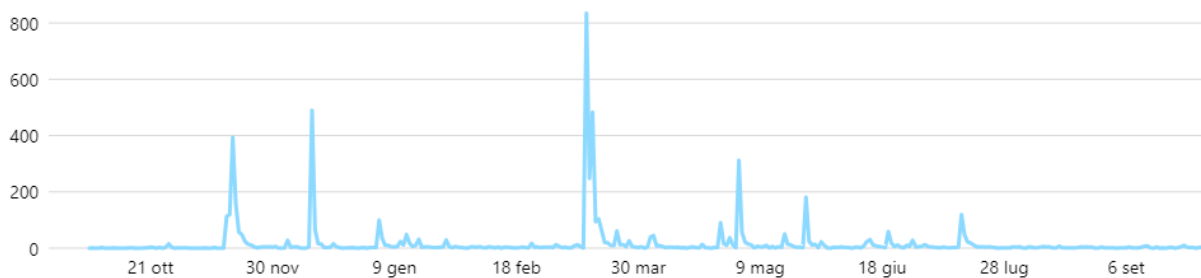


Figure 10. The LENSES Facebook coverage from October 2022 to October 2023.

In the second table, we delve into the metric of "visits" over the same period as previously mentioned, spanning from October 2022 to October 2023. This particular metric pertains to the number of instances in which users accessed your content, such as your Facebook page or related material.

The data reveals notable peaks in visitation during the months of December and February. During these periods, the frequency of visits to your content experienced a marked increase. Over the entire reference duration, a total of 527 visits were documented.

The analysis of visitation data provides valuable insights into the temporal dynamics of user engagement and interaction with your Facebook content, shedding light on the specific months when user interest and engagement were most pronounced.

Visite alla Pagina e al profilo

Visite su Facebook ⓘ

527 ↑ 125.2%

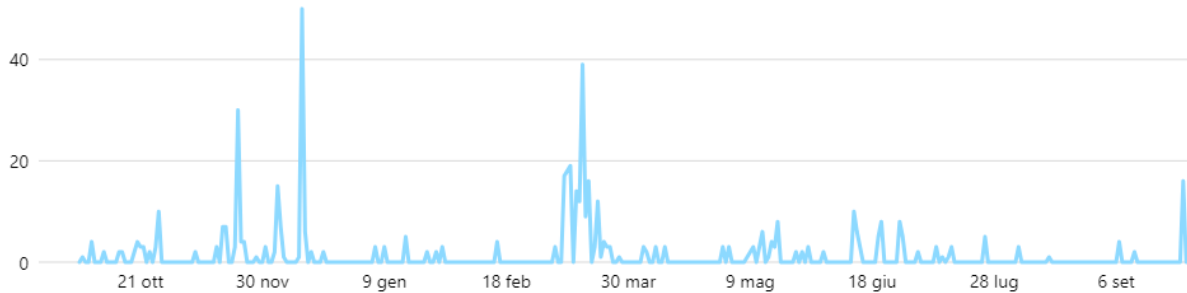


Figure 11. The LENSES Facebook visits from October 2022 to October 2023.

4.3 Twitter

Twitter has had a significant social impact, characterized by real-time engagement, viral trends, influential users, and a role in disseminating news, political movements, and brand promotion. It excels in concise, quick communication and leverages hashtags for categorization. Its global reach and influencer culture make it a powerful platform for disseminating various activities.



Figure 12. Homepage of the LENSES Project page on Twitter.

Additionally, the Lenses project has systematically updated Twitter profiles with content from other social platforms such as Facebook and LinkedIn, enhancing the cross-platform reach and visibility of users. A Twitter account entitled “The LENSES Project” has been created and is available at this [link](#). The official Twitter account of the LENSES project will remain available online for at least 5 years after the completion of the project.

In the first graph covering the period from October to December, there were a total of 533 impressions recorded. The most prominent peaks were observed between November and December, indicating an increased level of interest and engagement during that time.

Your Tweets earned **533 impressions** over this **91 day** period

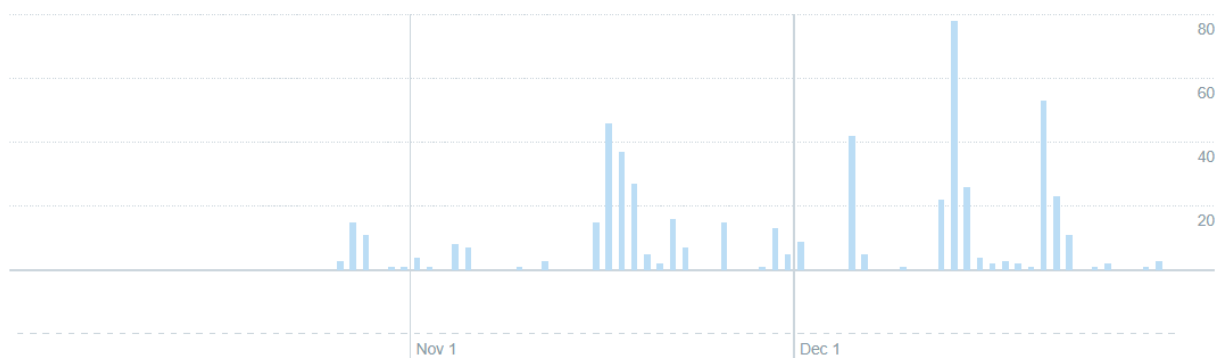


Figure 13. The LENSES Twitter impressions from Nove 2022 to December 2022.

Impressions play a crucial role in the impact of a Twitter account. They represent the number of times an account's content has been viewed by users. Therefore, the higher the number of impressions, the greater the visibility of the content. An increase in impressions can signify audience growth and the effectiveness of the content-sharing strategy.

This can have a positive influence on the dissemination of activities, brand or account awareness, and the overall effectiveness of communication on Twitter.

In summary, an increase in impressions reflects a broader impact and higher audience engagement, which is often a fundamental goal for many Twitter accounts.

In the second graph, it's evident that impressions during the period from January to March 2023 reached 1.3k, signifying a substantial increase during this quarter. This noteworthy uptick in impressions carries significant implications for the account's impact and engagement.

Your Tweets earned **1.3K impressions** over this **90 day** period

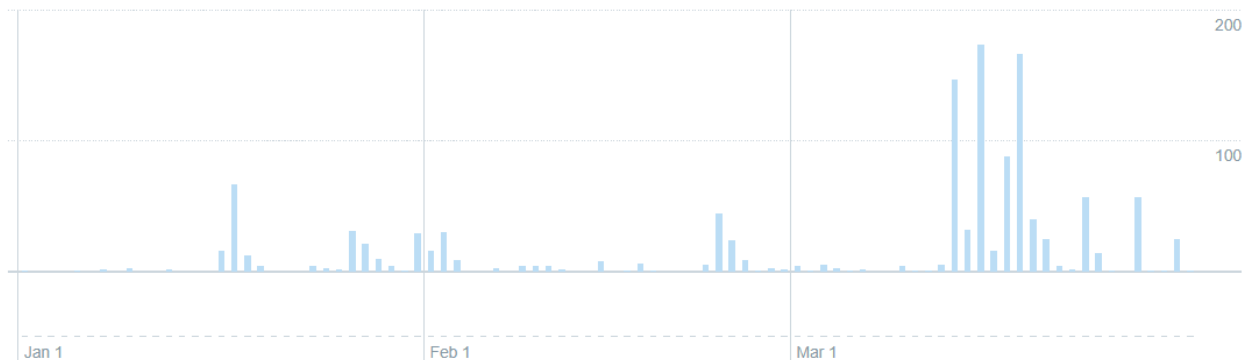


Figure 14. The LENSES Twitter impressions from January 2023 to March 2023.

A surge in impressions is a compelling indicator of heightened visibility and a growing audience. It suggests that the content shared on the account has resonated with a broader segment of the Twitter community. This surge may reflect a successful content-sharing strategy, increased interest in the account's activities, or a combination of both.

Moreover, the boost in impressions not only enhances the reach of the account's activities but also reinforces brand recognition and strengthens the overall effectiveness of Twitter communication. It showcases the account's growing influence and its ability to capture the attention of a more extensive and engaged audience, a substantial achievement in the world of social media.

In the third graph, focusing on the latest quarter from April to June 2023, impressions have soared to an impressive 2.1k, nearly doubling compared to the previous period. This remarkable improvement underscores a substantial leap in the account's impact and engagement.

Your Tweets earned **2.1K impressions** over this **91 day** period

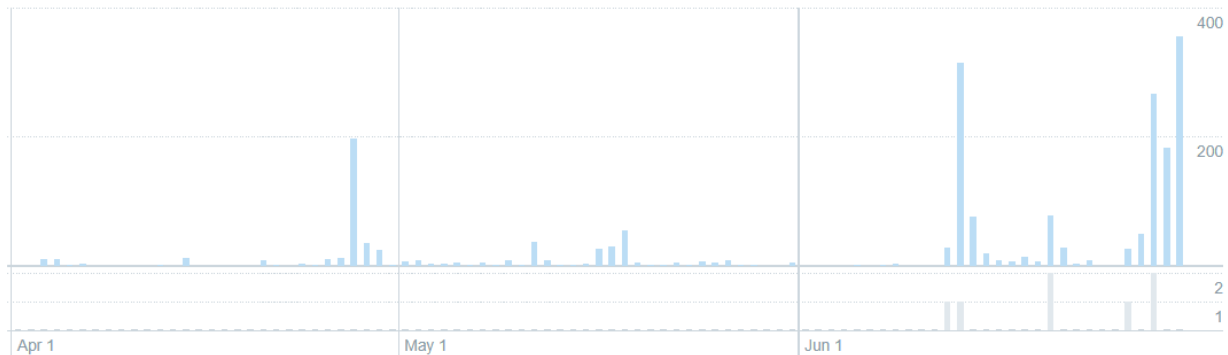


Figure 15. The LENSES Twitter impressions from April 2023 to June 2023.

The fact that impressions have nearly doubled is a testament to the account's growing influence and engagement. This surge in impressions not only signifies a wider reach but also an audience that's increasingly captivated by the account's content. It reflects a highly effective content-sharing strategy, a surge in interest in the account's activities, and an expanding presence in the Twitter community.

This significant increase in impressions goes beyond mere numbers; it symbolizes the account's rising prominence and its remarkable ability to connect with a broader and more engaged audience. It's a noteworthy achievement that highlights the growing impact and effectiveness of the account's Twitter presence.

In the last table we can see how the impressions reaches 3.3k but the significant period is focus only on July 2023.

Your Tweets earned **3.3K impressions** over this **91 day** period

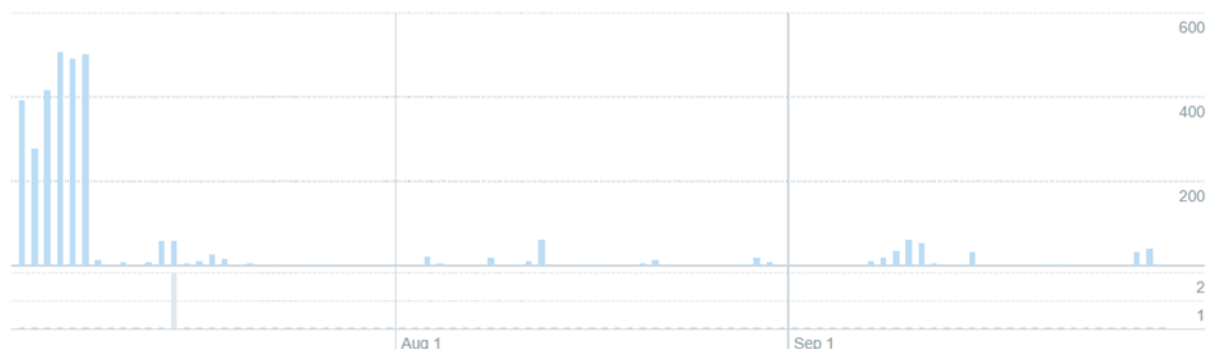


Figure 16. The LENSES Twitter impressions from July 2023 to October 2023.

4.4 LinkedIn

LinkedIn plays a pivotal role in communication, primarily focusing on professional networking, career development, and business-related content. Its emphasis lies in fostering connections among professionals, sharing industry insights, job opportunities, and company updates. LinkedIn's communication style is formal, designed for professional engagement, and often centers around industry-specific news, career growth, and skill development.

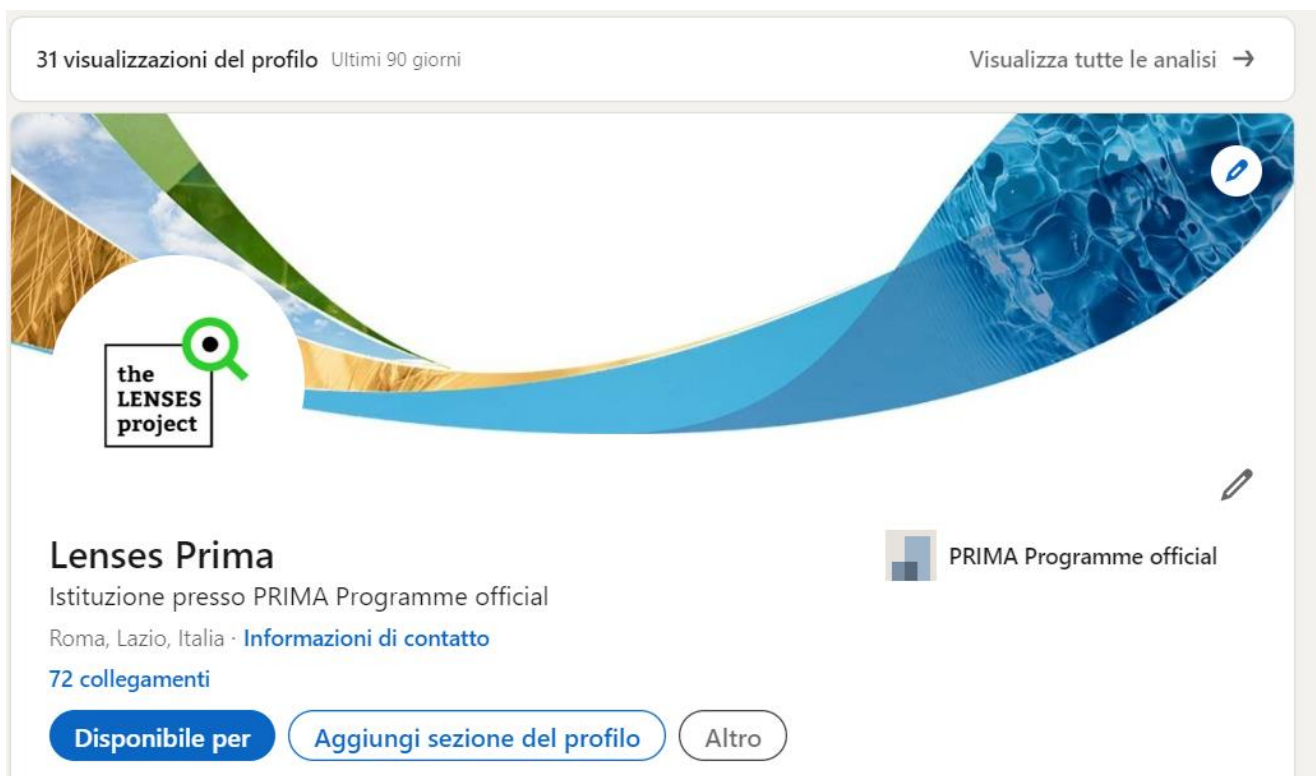


Figure 15. Homepage of the LENSES Project page on LinkedIn. The page has been created within the official.

A LinkedIn account entitled “LENSES Prima” has been created and is available at this [link](#). The official Twitter account of the LENSES project will remain available online for at least 5 years after the completion of the project. Facebook, in contrast, is a social platform that prioritizes personal connections, diverse content sharing, and interactive engagement. It accommodates various content types such as personal updates, photos, videos, and a wide array of news articles, from entertainment to global events.

The communication style on Facebook tends to be more informal and relaxed, catering to personal interactions among friends, family, and diverse interest groups.

Twitter, known for its real-time updates, facilitates quick, concise communication in 280-character tweets. Its strength lies in rapid information dissemination, trending topics, news updates, and engagement with a wide audience. The platform often drives conversations around current events, and its communication style is succinct, encouraging brief and impactful messaging.

Each platform caters to a different audience and communication style. LinkedIn focuses on professional connections and industry-related information. Facebook leans toward personal and informal communication among a diverse range of connections. Twitter excels in quick, real-time updates and trending conversations.

These differences influence their impact on communication and dissemination. LinkedIn is powerful for professional networking and industry-specific information. Facebook's impact is in personal connections and a wide variety of shared content. Twitter stands out for its ability to disseminate information rapidly and engage a global audience in real-time conversations.

Currently, the "Lenses Prima" LinkedIn profile has 108 followers. The number of connections amounts to 69.

The LinkedIn profile of "Lenses Prima" plays a significant role in documenting project activities across all pilot areas. This encompasses participation in conferences, meetings, stakeholder engagements, and other related initiatives. The primary objective of this LinkedIn profile is to create a digital footprint of the project, offering a unique opportunity to track project progress, partnerships, and project-related insights.

The LinkedIn profile serves as a platform for disseminating project-related content, updates, and official communications. Connecting with professionals and stakeholders within relevant industries facilitates communication and fosters a sense of community and collaboration among those interested in the project. The 108 followers and 69 connections represent a growing network of individuals and organizations who express interest in the work and vision of Lenses Prima. Interaction on this platform enables the sharing of project milestones, insights, and news, enhancing the project's visibility and impact.

The LinkedIn profile is a dynamic tool, not only for showcasing achievements but also for building relationships and promoting dialogue with project stakeholders and the broader professional community. It represents a valuable resource for promoting transparency and building a strong online presence for the project. In the next table we can see the result of the performance of our LinkedIn account.

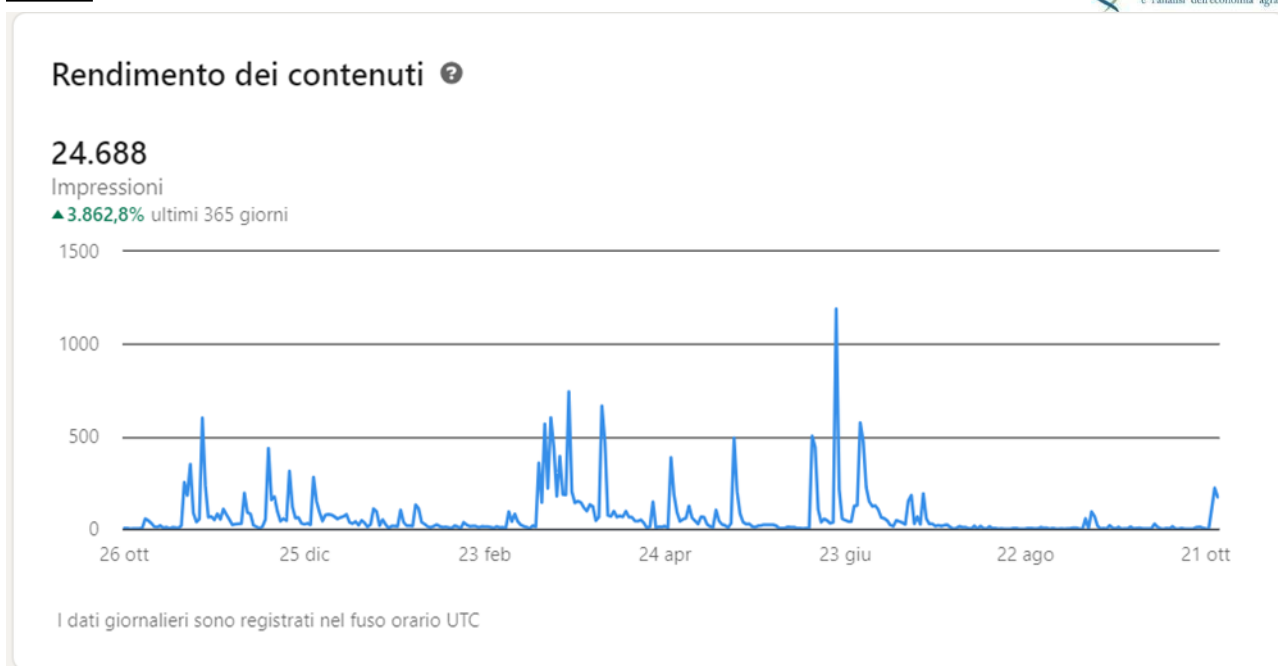


Figure 17. The LENSES LinkedIn impressions from October 2022 to October 2023.

The term "content performance" in the context of LinkedIn refers to the effectiveness and engagement levels of the content you share on the platform. It assesses how well your posts or articles resonate with your audience, including metrics like views, likes, shares, and comments. During the specified period, the content garnered a total of 24,688 impressions.

Impressions, technically speaking, represent the number of times your content was displayed on users' screens, whether it was seen or not. It is a measure of the potential reach of your content, indicating how many times it was in front of an audience. The performance graph exhibited notable peaks in November and March, indicating higher engagement during those months. However, the most significant peak occurred in June, with impressions exceeding 1,100. This data suggests that your content on LinkedIn gained considerable visibility during this period, potentially leading to increased user interaction and engagement.

4.5 Podcasts

Today, we are thrilled to share the exciting news that a profound transformation is underway. A dedicated team is actively engaged in the creation of an extensive series of podcasts (7 podcasts), each meticulously designed to illuminate the journey of select pilot areas in the Mediterranean. These podcasts are poised to provide not only a before-and-after perspective but also a profound exploration of the vital role that Nature-Based Solutions (NBS) play in reshaping the fortunes of these regions.

The Mediterranean, with its rich tapestry of cultures, histories, and ecosystems, presents a unique set of challenges and opportunities. Before delving into the promise of NBS, it is essential to understand the context from which this transformative endeavor embarks. The pilot areas have long faced issues ranging from food security and ecosystem preservation to water management. For too long, the delicate balance between human needs and environmental sustainability has been at risk.

The podcasts are a means of peeling back the layers of these complex issues. The objective is to tell the stories of these regions before the project's inception. By sharing the challenges and vulnerabilities, the team provides a baseline against which progress can be measured. The picturesque landscapes and traditional ways of life that define these areas have faced immense pressures. Water scarcity, ecological degradation, and food insecurity are issues that resonate throughout the Mediterranean. These are not isolated concerns but interrelated threads in the tapestry of environmental and societal well-being.

Each podcast episode will meticulously explore the transformation that unfolds in these pilot areas as NBS strategies take root. Listeners will witness the growth of sustainable agricultural practices that not only enhance food security but also preserve the integrity of ecosystems. They will learn how these solutions support and nurture local communities, fostering resilience in the face of change.

Water, the lifeblood of the Mediterranean, will be another focal point. The podcasts will take listeners on a journey into sustainable water management practices, ensuring that this precious resource is harnessed responsibly, preserving both quantity and quality. They will reveal how NBS can purify and store water, mitigate the impacts of floods and droughts, and support aquatic ecosystems.

But the excitement doesn't stop here. Soon, these enlightening podcasts will be ready to be shared with the world. We are just on the verge of uploading them to our website and social media platforms. Get ready to dive into these transformative stories of change as they go live for everyone to access. Stay tuned, as we are about to embark on an exciting journey towards a brighter, greener, and more prosperous Mediterranean future, and you're invited to join us. This is our commitment, and these podcasts are the medium through which we'll share these inspiring tales of change.

5. LENSES Serious Game

The Nexus-SDG Serious Game, for which DRAXIS is responsible for the development, is designed to promote active and well-informed decision-making regarding the management of the Water-Ecosystems-Food (WEF) Nexus, with the goal of achieving the Sustainable Development Goals (SDGs). The game involves various stakeholder groups connected to the LENSES case study areas, assessing the risks associated with specific challenges, establishing connections between these challenges and corresponding ecosystem services, and collaborating to identify the most suitable Nature-Based Solutions (NBS) to advance SDGs attainment. In this section, the Serious Game is introduced, providing a description of its story, concept, potential users, and user stories considered during its design. Additionally, the main features of the core system are presented, along with an analytical overview of the gameplay.

The aim is to facilitate learning and understanding of SDG synergies among diverse audiences. Partners will create adaptable communication materials for easy access and use among stakeholders, in both English and local languages as needed. The Nexus-SDG Serious Game fosters informed decision-making for managing the Water-Ecosystems-Food (WEF) Nexus in line with Sustainable Development Goals (SDGs). Stakeholders collaborate, linking challenges to ecosystem services and identifying Nature-Based Solutions (NBS) for SDG progress. This online role-playing simulation educates players on NBS benefits and trade-offs through collaborative decision-making. Players explore WEF indicators, select solutions, and strategize to maximize SDG impact, learning from collaborative decision-making experiences in the game report.

Game Objectives and Benefits:

- Address WEF Nexus challenges in selected pilot areas effectively;
- Select sets of NBS that maximize contributions to SDGs, supplied ecosystem services, co-benefits, and trade-offs within the WEF systems;
- Make significant decisions in collaboration with other stakeholders while leveraging valuable information about WEF Nexus challenges;

The game offers real-world testing and is supported by the PRIMA program of the European Union. It simulates a governance setting where NBS solutions are discussed and negotiated among stakeholders with varying interests and perspectives. Role-playing within the game allows players to experience situations where opposing views and goals are often represented.

It is a participatory process where participants collectively explore complex realities and challenges, making decisions for Nexus management. This unique process challenges conventional thinking and requires collaboration, teamwork, and engagement.

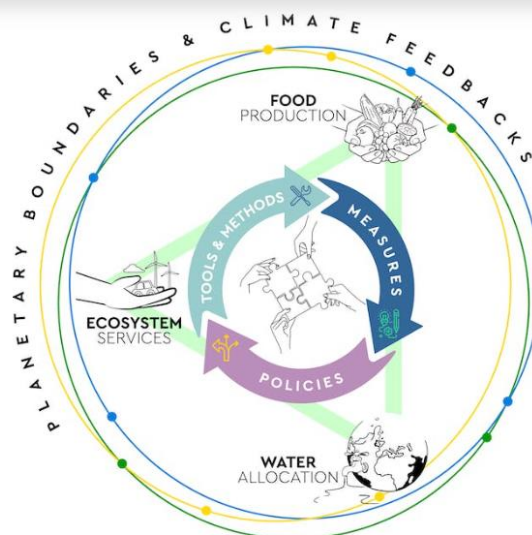
The gameplay of the Nexus-SDG Serious Game is structured, with participants selecting an area of interest, forming teams of stakeholders, and progressing through the game in five stages. During the game, they engage in discussions and make critical decisions to address challenges and capitalize on opportunities. At the end of the game, participants can review the outcomes of their decisions in the Game Report and prioritize them based on achieved synergies and co-benefits.

The game rules include selecting at least one Challenge, one System, and one Nature-Based Solution (NBS) during the respective stages, with a limit of 15 NBS selections for each game set.

The game involves a variety of participants and roles, including farmers, agricultural policy makers, water resource managers, environmental policy experts, land use planners, municipal leaders, environmental advocates (NGOs), and others, contributing to collaboration in WEF Nexus management and the advancement of sustainable initiatives.



Serious Game Nexus-SDG Toolkit



- [Play Game](#)
- [Objective](#)
- [Gameplay](#)
- [Background](#)
- [About](#)

The Nexus-SDG Serious Game aim to encourage active and well-informed decision-making on the management of Water-Ecosystems-Food (WEF) Nexus, in pursuit of achieving Sustainable Development Goals (SDG) targets.

Figure 18. Homepage of the LENSES Serious Game.

The "Play Game" page serves as the central hub of the serious game, guiding each stakeholder group through a five-step journey. The game interface is split into two sections.

The left part displays interactive maps depicting climate-related variables, indicators, land use suitability for various crops, and water availability information, all linked to climate change scenarios. It also features interactive Causal Loops Diagrams (CLD) illustrating the pilot system elements. This section visualizes the outcomes of various LENSES project tasks related to WEF Nexus systems and their interconnections. It acts as an informative resource for participants, enabling data-driven decisions within the serious game. Above this data "window," the participating stakeholder groups are listed.

The right part of the interface outlines the five steps that participants will follow during the game. Each step provides the relevant game information and step-specific instructions to guide participants through the game's process. The "next player" button advances the game to the next group. Once all groups have completed the steps, the game concludes, and a final report with the game results is generated.

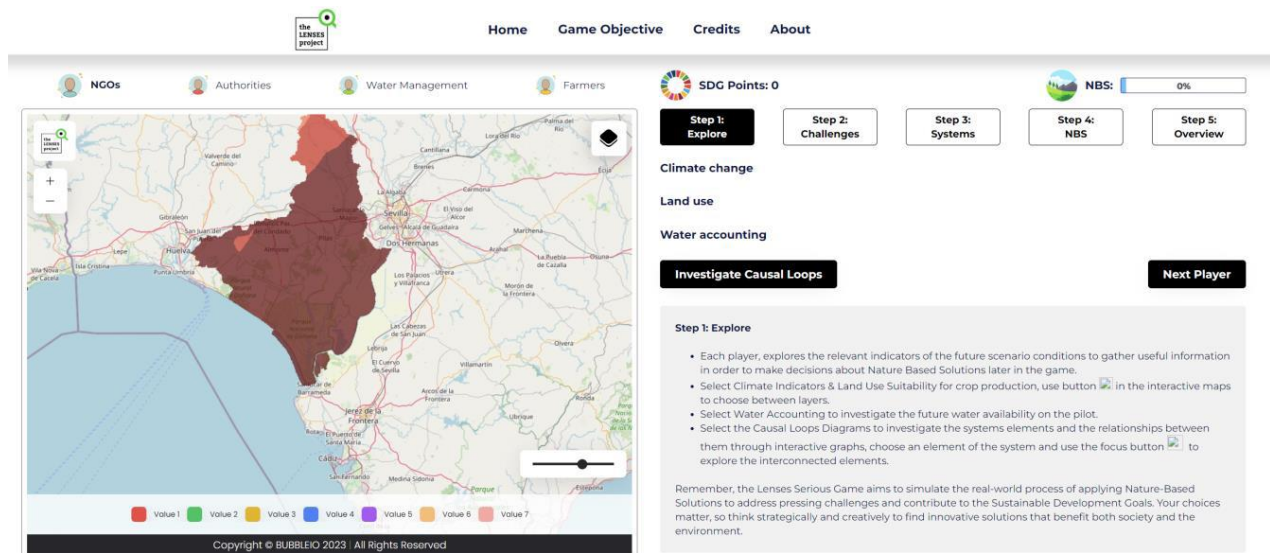


Figure 19. Main page of the LENSES Serious Game.

The game concludes with a comprehensive "Report" section, presenting detailed results based on the chosen Nature-Based Solutions (NBS). It includes SDG points, identified challenges, popularity charts for different NBS, insights into ecosystem services, and descriptions of selected NBS.

Bubble platform, known for its user-friendly interface, data management capabilities and the dynamic web application creation, has been used for the development of the Serious game.

Overall, the Nexus-SDG Serious Game guides participants through the WEF Nexus, encouraging collaboration and data-driven decision-making to promote sustainable solutions and SDG achievement.

This toolkit represents a groundbreaking approach, not just entertainment but a transformative educational tool fostering engagement and informing participants about sustainability, resilience, and complex challenges. Stakeholders engage in a collective learning journey, empowering them to tackle uncertainties in sustainable development, climate change mitigation, and disaster risk reduction.

Linking policy scenarios (NBS) with SDG delivery and ecosystem services enriches knowledge and critical thinking, offering a promising avenue to enhance awareness and informed decision-making on environmental and societal issues.

In essence, the Nexus-SDG Toolkit as a serious game shapes the future of impactful learning experiences in sustainability, serving as a beacon for interactive and informative approaches.

6. References

- LENSES Grant Agreement
- LENSES Consortium Agreement between the CREA and the LENSES partners
- D9.1 LENSES Communication and Dissemination Strategy
- D9.2 LENSES Visual identity and project identity material
- Pinnacle, "Project Communication Guide – INTERREG IVC Programme", 2012 release
- D.9.4 LENSES Serious Game



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