

# Amplify your reach

Partner with MAIA to maximise your project dissemination.



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

**MAIA**

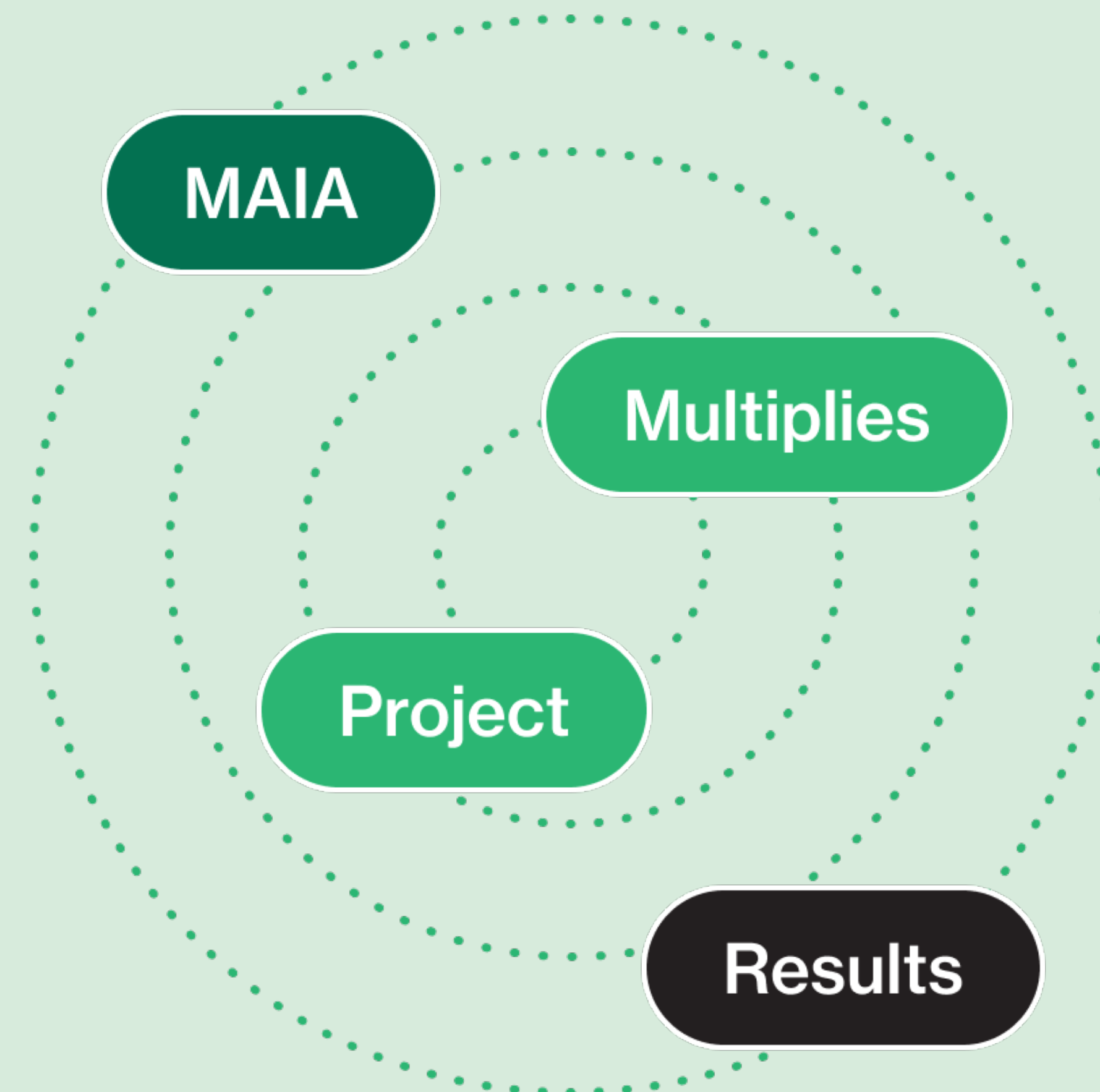
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**Projects' results impact multiplier**

# 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:

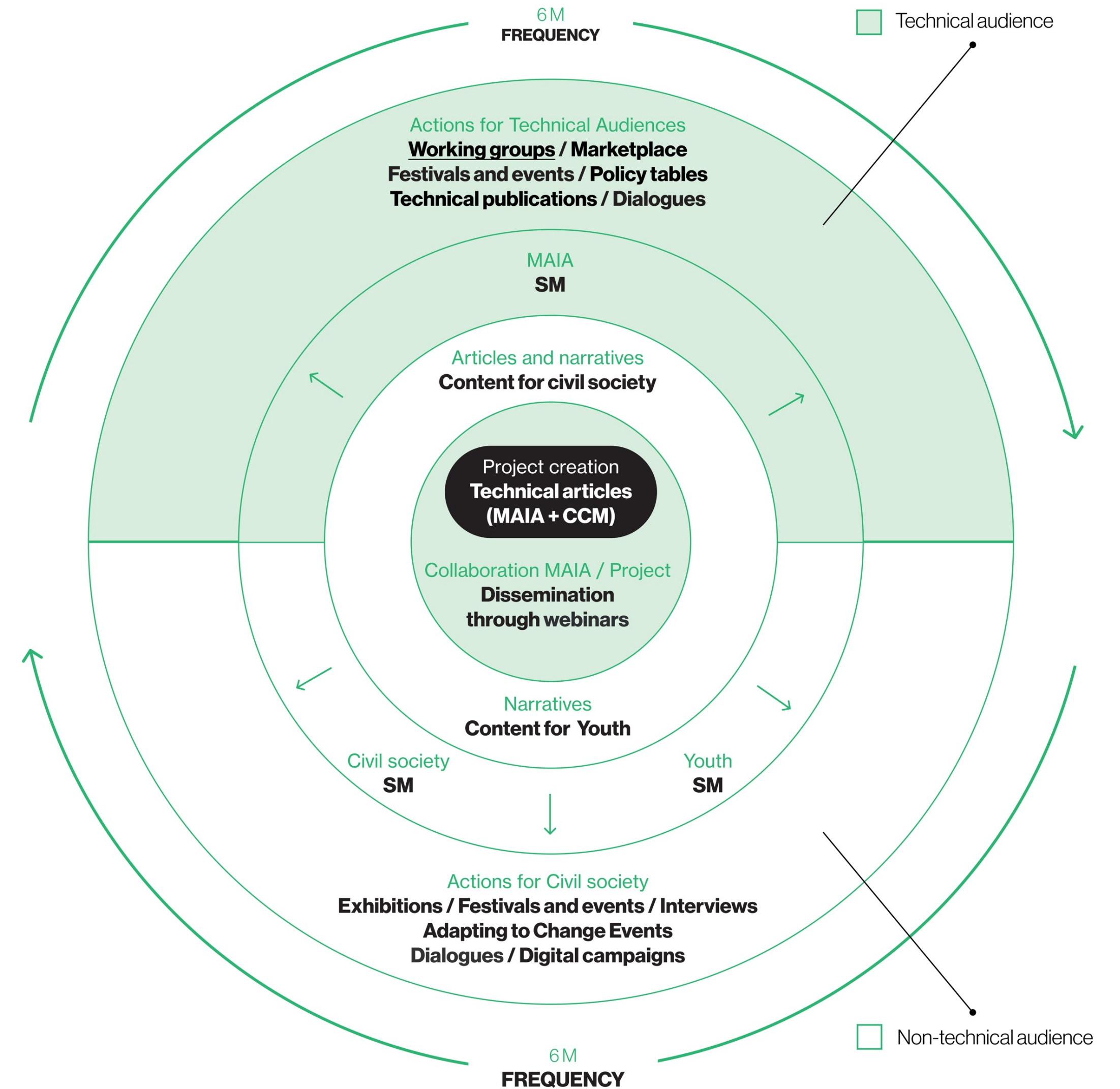
- Preparing communication materials aimed at the wider public.
- Setting up thematic working groups.
- Running policy-science dialogues.
- Setting up trade missions.
- Linking knowledge and data.
- Organizing webinars and special issues.



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.

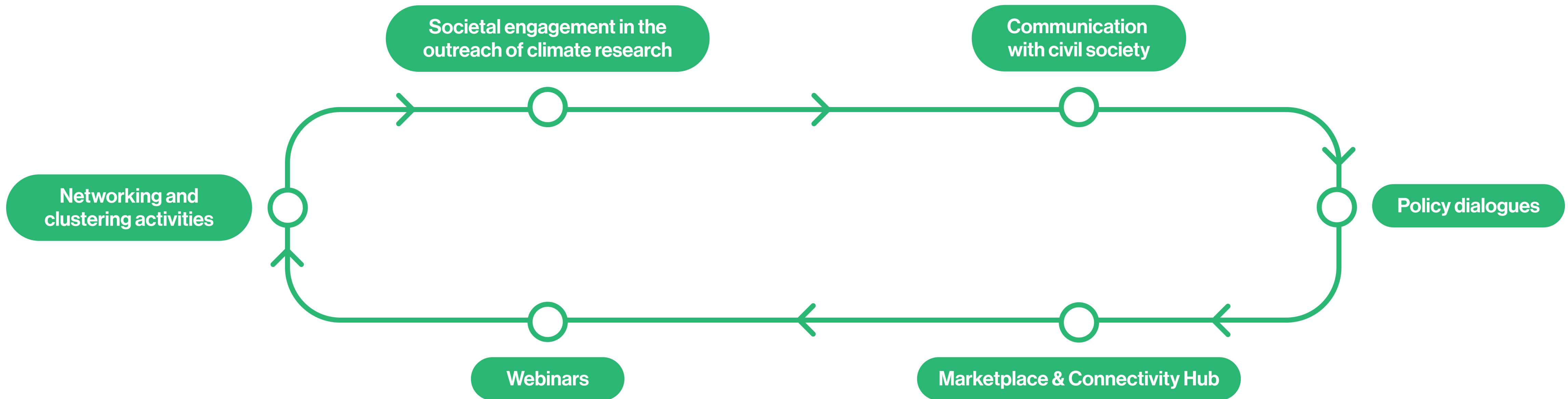


Amplify your reach with MAIA Multiply



## 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

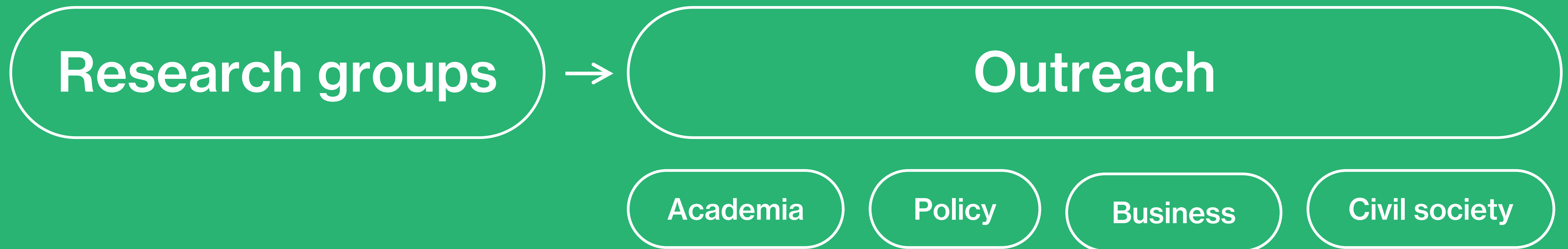
Dialogues between science and civil society

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 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.



## 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 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.

### 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.

## Working 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.

## Working groups

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### 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.

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### 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.

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### 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”.

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### 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.

# Outreach research

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

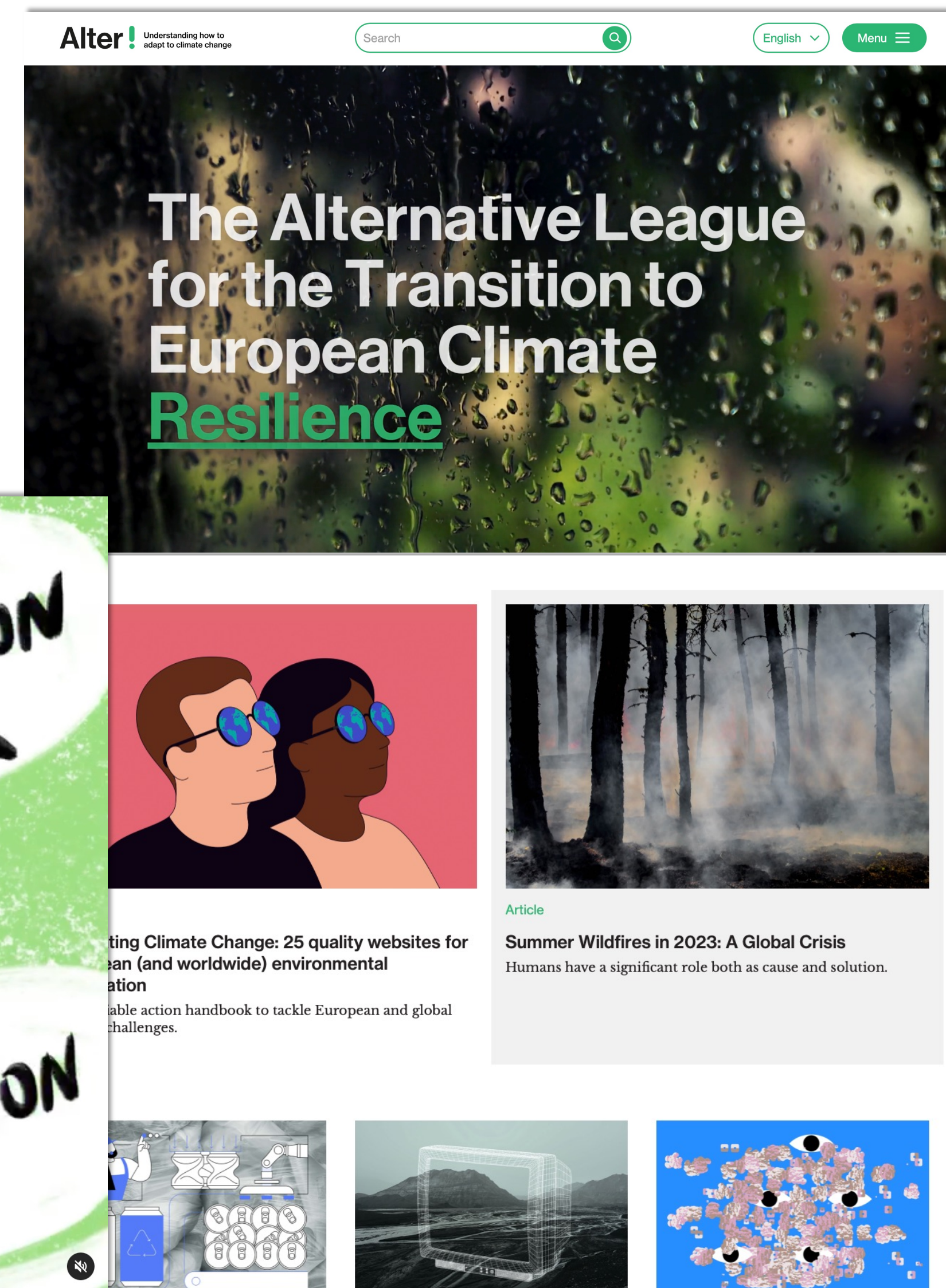
The collage features several key outreach materials:

- MAIA Website Screenshot:** The main page highlights the mission: "The MAIA project connects communities, platforms, knowledge and research on climate change." It includes a "Download Presentation" button and a "Multiply, Inspire, Succeed!" section. A diagram shows a cycle: MAIA → Multiplies → Project → Results → MAIA.
- Carbon Farming Video Series:** A grid of four video thumbnails. The titles are:
  - Course on Carbon Farming (I): Introduction: agriculture and different areas of agriculture
  - Course on Carbon Farming (II): Carbon estimation methods in different areas of agriculture. Speaker: Agustin del Prado (BC3).
  - Course on Carbon Farming (III): Carbon sequestration & emissions reduction practices in agriculture. Speaker: Agustin del Prado (BC3).
  - Course on Carbon Farming (IV): EU documentation and Carbon Markets. Speaker: Inmaculada Batalla (BC3).
- Wildfires and Forest Management Webinars:** Two webinar thumbnails. The first is titled "MAIA Webinar: Wildfires and Forest Management (Part II)" and the second is "MAIA Webinar: Wildfires and Forest Management (Part III)".
- Agriculture/Agroeconomy Webinars:** Two webinar thumbnails. The first is "MAIA Webinar: Climate Change and Agriculture (IV): Healthy nutrient s..." and the second is "MAIA Webinar: Climate Change and Agriculture (I)".

# Outreach wider audiences

MAIA has built a diverse network of media platforms, initiatives, content streams and social media channels.

Its target audiences are civil society, with a specific proposal for young people, seeking knowledge on climate change, solution providers or understanding of climate change.



Join our community!

If you're keen on sharing knowledge and fostering synergies, [get in touch using this form.](#)



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# Thanks!

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**maia** 

The logo for the maia project, consisting of the word "maia" in a bold, lowercase sans-serif font, followed by a stylized icon of a snowflake or starburst made of green and blue dots.