



# Strategic Planning and Outreach Strategy of the LIFE Climate Action Sub-Programme 2014-2020

## Project

## Duration

Oct 2012 - Mar 2013

The project supported the design of the LIFE Sub-Programme for Climate Action for the period 2014–2020. LIFE is an EU financial instrument supporting environmental and climate action in the Member States. The project addressed the significant opportunities provided by the proposed climate action as a LIFE Sub-Programme, which is capable of attracting and funding high-quality projects that can contribute significant added-value to the EU through the design and implementation of mitigation and adaptation measures. The project team analyzed options for implementing climate mitigation and adaptation measures, concentrating on the period 2014–2016. Furthermore, the project included development and implementation of an outreach strategy during the year 2013. The work of Ecologic Institute focused on developing options and a stakeholder analysis for climate adaptation.

In 2011, the European Commission proposed a new Programme for the Environment and Climate Action – LIFE for the period 2014–2020. This Programme makes up one of the main actions under the [EU Adaptation Strategy](#) [pdf, 1.2 MB, English], providing key financial support for adaptation. It builds on the success of the existing LIFE+ Programme, but has been reformed to have a greater impact, be simpler and more flexible, and has a significantly increased budget. The European Commission will use multi-annual work programmes to define strategic goals and thematic priorities. Priority will be given to adaptation flagship projects that address key cross-sectoral, trans-regional, and/or cross-border issues.

The project aimed at supporting the EU Commission in developing the LIFE Working Programme on climate action by analyzing the main risks, relevant policies, and especially policy objectives and existing financing instruments. On this basis implementation options were developed, focusing on the period 2014–2016. The proposed topics were accompanied by a number of project ideas. Furthermore, evaluation criteria and result and impact indicators were developed. Furthermore, an outreach strategy for the new programme was designed and implemented in 2013.

The methodology included brainstorming sessions with the Commission, stakeholder interviews, available literature, and secondary data, supported by primary data collection.

Ecologic Institute was responsible to develop implementation options, evaluation criteria, and result and impact indicators for climate adaptation. Furthermore, Ecologic Institute conducted a stakeholder analysis for climate adaptation to identify, per policy field, the range of possible actors and identify the likelihood of their previous involvement in the LIFE Programme. The objective of the stakeholder analysis was to support the outreach strategy in engaging actors responsible for adaptation plans and measures.

**Funding**

European Commission, [Directorate-General for Climate Action](#) (DG Climate),  
International

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