



Co-funded by
the European Union

EFFECTIVE

PROTECTION AND RESTORATION MANAGEMENT · MEDITERRANEAN MPAS

**Enhancing social well being and economic prosperity
by reinforcing the eFFECTIVENess of protection and
restoration management in Mediterranean MPAs**

D9.2: Updated Version of Dissemination, Communication and Stakeholder Engagement Plan

HORIZON-MISS-2022-OCEAN-01-01



DOCUMENT INFORMATION

Deliverable number:	D9.2
Deliverable title:	Updated Version of Dissemination, Communication and Stakeholder Engagement Plan
Deliverable version:	1
Deliverable Security Class:	PU
Editor(s):	Rick Wall (IMPACT2DAY) & Vukašin Orsić (F6S)
Contributor(s):	Laura Cyrne (F6S)
Reviewer(s):	
Due Date:	30 November 2024
Delivery date:	30 November 2024
Project name:	EFFECTIVE

DOCUMENT HISTORY

Version	Date	Author(s)/Partner	Main changes
0.1	19/11/2024	Rick Wall (IMPACT2DAY)	Content update

Disclaimer

This deliverable is subject to final acceptance by the European Commission. The content and results of the publication herein are the sole responsibility of the publishers, it reflects only the contributors' view, and it does not necessarily represent the views expressed by the European Commission or its services, neither the European Commission is responsible for any use that may be made of the information it contains.

While the information contained in the documents is believed to be accurate, the contributor(s) or any other participant in the EFFECTIVE consortium make no warranty of any kind regarding this material including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose.

Neither the EFFECTIVE Consortium nor any of its members, their officers, employees, or agents shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission herein.

Without derogating from the generality of the foregoing, neither the EFFECTIVE Consortium nor any of its members, their officers, employees, or agents shall be liable for any direct or indirect or consequential loss or damage caused by or arising from any information advice or inaccuracy or omission herein.

Copyright message

© EFFECTIVE Consortium, 2023-2026. This deliverable and its content are the property of the EFFECTIVE Consortium. This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation, or both. Reproduction is authorised provided the source is acknowledged. The content of all or parts of these documents can be used and distributed provided that the EFFECTIVE project and the document are properly referenced.

EXECUTIVE SUMMARY

In Deliverable 9.2, we present the Updated version of the EFFECTIVE Plan for Dissemination, Communication, and Stakeholder Engagement. This plan outlines the tools, channels, and activities throughout the project's duration to maintain a consistent visual representation of the EFFECTIVE project.

The Dissemination and Communication plan thoughtfully separates these two critical components. Dissemination focuses on the public disclosure of project outcomes, while communication encompasses strategic actions to promote project activities to a broader audience.

This document also introduces our Stakeholder Engagement plan, which thoughtfully identifies major stakeholder groups. It outlines the channels, key messages, and appropriate strategies to maximise the effectiveness of stakeholder engagement. This includes targeted outreach, emphasising their importance, and defining their roles within the project.

This plan is not a static document; it remains dynamic and adaptable. We will update it as necessary to ensure the successful execution of our dissemination, communication, and stakeholder engagement activities throughout the project's timeline.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	4
TABLE OF CONTENTS	5
LIST OF FIGURES	6
LIST OF TABLES	6
SYMBOLS, ABBREVIATIONS AND ACRONYMS	7
1. INTRODUCTION	9
1.1. Background and Aim	9
1.2. Structure of the Deliverable	9
1.3. Methods	10
1.4. Synergies with other Tasks and Deliverables	11
2. DISSEMINATION, COMMUNICATION AND STAKEHOLDER ENGAGEMENT PLAN	12
2.1. Objectives of Dissemination and Communication Activities	12
2.2. Effective Ecosystem of Stakeholders	13
2.2.1. Target Group and Key Messages.	13
2.3. Dissemination and Communication Procedures	14
3. EFFECTIVE DISSEMINATION STRATEGY	17
3.1. Dissemination Activities	18
3.1.1. Scientific Conference and Events.	18
3.1.2. Project Organised Events and Videos.	20
3.1.3. Publications in Scientific Journals	20
3.2. Partners' Roles and Responsibilities	21
3.2.1. Partners' Obligations and Public Deliverables.	21
4. EFFECTIVE COMMUNICATIONS STRATEGY	22
4.1. Effective Channels and Tools	22
4.1.1. Visual Identity.	23
4.1.2. Logo.	23
4.1.3. Colour Palette.	23
4.1.4. EU funding Acknowledgement	24
4.1.5. Document Templates.	24
4.1.6. Visual Graphics.	25
4.1.7. Online Presence	26
4.1.8. Social Media Channel Mix.	27
4.1.9. EFFECTIVE Newsletter.	32

4.1.10 EFFECTIVE Promotional Material	33
4.2. Liaisons and Synergies with other Initiatives	34
4.3. Monitoring of Communication and Dissemination Activities	35
5. STAKEHOLDER ENGAGEMENT	37
6. CONCLUSIONS	39

LIST OF FIGURES

Figure 1. EFFECTIVE Logo	23
Figure 2. EFFECTIVE Colour Palette	24
Figure 3. EFFECTIVE Funding Acknowledgment	24
Figure 4. EFFECTIVE Deliverable Template	25
Figure 5. EFFECTIVE Powerpoint Template	25
Figure 6. EFFECTIVE Social Media Post Template	26
Figure 7. EFFECTIVE Website Landing Page (top half)	27
Figure 8. EFFECTIVE Website Landing Page (bottom half)	27
Figure 9. EFFECTIVE LinkedIn Profile: Screenshot	29
Figure 10. EFFECTIVE Facebook Profile: Screenshot	30
Figure 11. EFFECTIVE Instagram Profile: Screenshot	30
Figure 12. EFFECTIVE X (Former Twitter) Profile: Screenshot	31
Figure 13. EFFECTIVE Newsletter + Subscription Form	32
Figure 14. EFFECTIVE Poster, Leaflet and Roll-up	34
Figure 15. EFFECTIVE EFFECTIVE Project Dissemination Activities and Related KPIs	35
Figure 16. EFFECTIVE Dissemination and Communication Mastersheet - Screenshot	36
Figure 17. EFFECTIVE Ecosystem Contacts Sheet dedicated to Stakeholders Mapping	37

LIST OF TABLES

1. Table 1. Key Activities and Critical Questions	10
2. Table 2. Communication Objectives (OB)	12
3. Table 3. Stakeholder Groups and Expected Impacts of Dissemination and Communication Activities	13
4. Table 4. Event Communication Guide	15
5. Table 5. Preliminary List of Events	19
6. Table 6. EFFECTIVE Types of Content	28

SYMBOLS, ABBREVIATIONS AND ACRONYMS

D	Deliverable
DoA	Description of Action
EU	European Union
T	Task
WP	Work-Package
EA	Ecosystem Approach
EBMS	Ecosystem-Based Management System
MPAs	Marine Protected Areas
DC	Dissemination and Communication

1. INTRODUCTION

1.1 Background and Aim

In response to the European Green Deal and the UN's 2030 Agenda for Sustainable Development, the EFFECTIVE project is dedicated to restoring and safeguarding the EU's Mediterranean Blue Natural Capital. The EU Biodiversity Strategy emphasises the Ecosystem Approach (EA), yet its practical application, particularly through Ecosystem-Based Management (EBM) frameworks, faces challenges. Drawing from the KnowSeas project, EFFECTIVE introduces the Ecosystem-Based Management System (EBMS), a standardised methodology aligning management with sustainable development principles.

Marine Protected Areas (MPAs) play a pivotal role, but existing gaps in their designation and management call for innovative solutions. EFFECTIVE proposes integrating MPAs into the EBMS, utilising digital tools for enhanced marine environment protection. The project's main objective is to develop a comprehensive scientific knowledge base and practical guidance, utilising a multidisciplinary approach that combines science, technology-driven nature-based solutions, digitalization, and social engagement.

With specific objectives ranging from identifying ecological corridors to implementing digital data visualisation tools, EFFECTIVE aspires to make tangible contributions toward protecting and restoring coastal and marine habitats in the EU's Mediterranean region. The consortium's expertise, spanning managerial, informational, and participatory domains, ensures a holistic and impactful approach.

Deliverable 9.1 introduces the EFFECTIVE project's Dissemination, Communication and Stakeholder Engagement Plan, which is a living document that outlines the tools, channels, and activities to be used throughout the entire project to ensure a consistent visual representation of the EFFECTIVE project both internally and externally. The plan includes activities for a successful dissemination strategy and stakeholder engagement, which will be updated according to the needs of the project and stakeholders. It also describes the overall project communication strategy to be used by the consortium as a reference guide, including the EFFECTIVE project brand identity, communication materials, the online presence strategy, and a dedicated plan for our main target audiences to get their involvement in the project.

The aim of the dissemination strategy and activities in the EFFECTIVE project is transferring knowledge and results and engaging targeted stakeholders as well as making these results available for their further application. Communication activities consist of strategic measures to inform and promote the project activities, actions and results to a wider audience, showcasing the impact and benefits of an EFFECTIVE project.

1.2 Structure and Deliverable

This document is structured into various sections:

- **Section 1:** Offers a brief introduction to the EFFECTIVE project and outlines the main goals of this deliverable.

- **Section 2:** Explores the fundamental objectives of our dissemination and communication activities, delving into the methodology and approach that underpins the design of the Dissemination and Communication Plan.
- **Section 3:** Presents an overview of the EFFECTIVE Dissemination Strategy, introducing the anticipated outputs for dissemination and outlining the engagement strategy.
- **Section 4:** Unveils the EFFECTIVE communication strategy and provides a comprehensive description of the project's visual identity. It also details the channels and tools being employed, shedding light on networking and liaison activities with other related initiatives.
- **Section 5:** This part provides an overview of EFFECTIVE stakeholder engagement activities. It establishes connections with previous sections and the identified stakeholder groups.
- **Section 6:** Offers a reflective perspective on the significance of this document and previews upcoming activities.

The strategies and plans for dissemination, communication, and stakeholder engagement will be subject to continuous monitoring, updates, and reporting throughout the project.

1.3 Methods

The execution of the DC Plan hinges on close collaboration among all consortium members, fostering a multiplier effect with the intent of engaging relevant stakeholders and extending the reach to potential end-users of EFFECTIVE outputs. It is paramount that these activities adhere to the principles of simplicity and consistency, a philosophy that permeates the entire project, from its overall perspective to materials and interactions tailored to the project's target audience, precisely timed and situated in the right context.

In crafting the Dissemination, Communication, and Stakeholder Engagement strategy, it is imperative to gain a deep understanding of the profile and characteristics of the target stakeholders. Equally essential is ensuring that the channels, language, and messages employed are well-suited for the intended audience and aligned with the impact the project aspires to make.

EFFECTIVE's approach to communication, dissemination, community-building, and stakeholder engagement commences with a comprehensive delineation of key activities and dependencies, all designed to enhance their effectiveness.

Table 1: Key Activities and Critical Questions

Key Activities and Critical Questions		
Activity	Critical Questions	Chapter
Targeting	Who is our target audience? What is our message	2,5
Methods	How are we going to reach the audience?	2,3,4,5

Content Development	What types of content does our audience find engaging? What outputs, results and activities can EFFECTIVE offer?	4
Timing	When is the right time to reach out to target audience?	4
Evaluation	How effective are our public outreach efforts?	4

The EFFECTIVE strategy for dissemination and communication is structured into three distinct levels, each tailored to specific actions:

- **(Raising) Awareness:** inform about the existence and nature of the project
- **Strategic/ Dissemination:** Inform about/ present the result of the project
- **Exploitation:** promote/ encourage the use of the project results.

To facilitate more meaningful and valuable interactions with diverse target audiences, we have adopted a set of overarching principles that are oriented toward the project's long-term sustainability:

- **Long-term relationship building and trust:** EFFECTIVE is committed to cultivating trust within its ecosystem, leveraging sector-specific expertise and experience to reach and engage its target audiences.
- **Individualised and multi-channel communication:** We aim to strengthen interactions and forge closer connections with our target audiences by delivering pertinent and personalised messages on topics relevant to the identified ecosystem stakeholders.

The DC plan places a specific emphasis on gender considerations and language accessibility. In particular, we focus on language's influential role in shaping social norms. To this end, the language used in EFFECTIVE's DC materials deliberately avoids gender stereotypes and proactively adopts gender-inclusive language, including images featuring women in active roles. Additionally, we prioritise accessibility by avoiding technical jargon and terminology whenever possible, making EFFECTIVE's findings and work accessible and comprehensible to a broader audience.

1.4 Synergies with other Tasks and Deliverables

Deliverable 9.1, as well as the entire WP9, is cross-connected with all work packages and all partners participating in EFFECTIVE. The connection between task 9.1 and Deliverable 9.1 as its output, is mostly emphasised in all tasks aiming to engage different groups of stakeholders, primarily tasks in WP8 Citizen and Social Engagement. The outputs of these tasks will aid in structuring the right strategy for Dissemination and Communication, Stakeholder Engagement and ultimately promotion of EFFECTIVE project, consortium and project results. Furthermore, in the scope of WP9 we will develop and implement the right strategy for stakeholder engagement which will further support and strengthen the activities of WP8. Deliverable 9.1 and WP9 are integral to all WPs, actively promoting and highlighting the activities, partners, and achievements of the EFFECTIVE project consortium.

2. DISSEMINATION, COMMUNICATION AND STAKEHOLDER ENGAGEMENT PLAN

2.1 Objectives of Dissemination and Communication Activities

The interconnection between EFFECTIVE's dissemination and communication efforts is inherent and emanates from the project objectives and corresponding Key Performance Indicators (KPIs). Aligned with the project's objectives and KPIs, the Dissemination and Communication (DC) plan is designed to promote the EFFECTIVE project, showcase the endeavours of its partners and involved stakeholders, and highlight achievements. The overarching aim is to engage a broad audience and attract potential future partners pertinent to exploitation.

The main objective of this WP is to efficiently promote the outputs of EFFECTIVE to relevant stakeholders, local administrations in demonstration sites and associated regions, ensuring the project activities' dissemination and communication, as well as the results to the scientific community and the general public. This WP will also deliver policy recommendations to relevant mission-related EU bodies and raise awareness of the identified target groups. This WP breaks down into the following objectives (OB):

Table 2: Communication Objectives (OB)

OB9.1	<i>To develop and implement a strategic impact-oriented Dissemination and Communication plan to ensure that the project's high-quality content is disseminated through the most relevant dissemination channels (T9.1).</i>
OB9.2	<i>Creation of a dissemination and awareness program for MPA conservation and protection (T9.2)</i>
OB9.3	<i>Exploitation of EFFECTIVE results through specific activities to reach the widest stakeholders and public spheres (T9.3)</i>

The enumerated dissemination and communication objectives are formulated to influence behaviour and raise awareness among specific target groups. These objectives address five crucial questions: **Why** (purpose of the DC action), **What** (message/content to be disseminated and communicated), **To whom** (the target audience), **How** (method of dissemination and communication), and **When** (timing of the DC activities).

Dissemination and communication activities, although often coinciding with the timeline, extend beyond the project's immediate time frame. Their impact is intended to resonate with existing and potential audiences, both within and beyond the EU Member States. As the project progresses, the practical experience and guidance derived from the project work are expected to remain relevant to a wider stakeholder group, fostering connections within the European Commission and internationally. Effective communication channels among project partners and the broader community are pivotal for the project's success.

2.2 EFFECTIVE Ecosystem of Stakeholders

The project's success isn't solely contingent on achieving Key Performance Indicators (KPIs) or engaging with vital stakeholders; it's equally influenced by establishing meaningful connections with previous projects, initiating fresh collaborations, and crafting a sustainable strategy that extends beyond the project's initial timeline and geographic boundaries. Within this framework, stakeholders comprise a diverse spectrum of individuals, groups, and organisations capable of shaping pivotal project decisions and outcomes. The broader success metrics underscore the project's ability to make a lasting impact, nurture collaborations, and strategically position itself for sustained influence and growth. This holistic perspective showcases the project's dynamic and multifaceted approach to achieving success.

In optimising impact through communication and dissemination, one of the initial project steps involves identifying and categorising the specific audience/stakeholders targeted by EFFECTIVE. The goal is to tailor appropriate messages, select suitable communication tools and channels, analyse the power structure for adaptive approaches, and assess overall accessibility, especially concerning stakeholders like policymakers. This strategic method ensures that communication efforts are finely tuned to effectively reach and resonate with the intended audience, ultimately enhancing the project's overall success.

2.2.1 Target Groups and Key Message

The list of the key EFFECTIVE audience profiles can be clustered in groups, along with the expected impacts of the DC activities. They are defined in Table 3 below.

Table 3: Stakeholder Groups and Expected Impacts of Dissemination and Communication Activities

Audience category	Target Audience	Type of information/ material	Channels/ tools	Objective communication	KPI's
Governance	MPA/ regional authorities	Summary reports and roadmaps	Dedicated meetings with workshops, and roundtables	Promotion of EBMS implementation and sustainable MPA Management	>50 policy makers
	Port authorities	Technical and summary reports	Dedicated meeting with workshops	Promotion of sustainable maritime transports and footprint reduction	>20 ports
Main Industry	Fisheries & Aquaculture	Summary reports for awareness	Workshop and journals	Increase knowledge about MPAs benefits for biodiversity and fish stocks	>100
	Ecotourism sector	Summary reports for awareness	Workshop and journals	Increase knowledge about	>100 entrepreneurs

				MPAs benefits for biodiversity and fish stocks	
	Offshore-Energy	Summary reports for awareness	Workshop and journals	Promote the use of NbS in offshore structures	>30 companies
Scientific community	Scientific researchers (EBM)	Papers or proceedings	Scientific journal, congress and/or roundtables	Increase EBMS knowledge and application	>1000 researchers
	Marine technology researchers (restoration solutions)	Papers, proceeding or reports	Scientific journal, congress and/or roundtables	Increase visibility on the environmental improvement impact of nature-based restoration technologies	>500 researchers
Citizen	Local communities	Flyer and reports	Workshops and seminars	Inform about the project results and implementation	>500
	Tour Operators	Flyer and reports	Workshops and seminars	Promote the local business in the area	>50 tourist operators
	Online citizens	Website & participation Hub	Internet, Search Engines, social media	Citizen Science App	Increase reach and level of public engagement, create learning effects and knowledge building in local communities
Digital-Social community features in Citizen Science App					

2.3 Dissemination of Communication Procedures

In order to follow up on the involvement of any partner in internal or external events' participation and organisation, relevant dissemination and communication activities must be reported timely and regularly. If dissemination activities include any project results protected through Intellectual Property Rights (IPR), review and approval of the EFFECTIVE General Assembly will be required.

The DC procedure has been set up to:

- Produce high-quality EFFECTIVE publications and presentations
- Avoid overlaps and possible disclosure of restricted or confidential information.
- Monitor and record the dissemination activities of the project appropriately.
- Table 4 presents a step-by-step detailed plan for event execution for every partner to follow.

Table 4: Event Communication Guide

Planning

Communicate with WP9 leader (F6S) and task 9.1 leader (IMPACT2DAY) to align with the event organiser at least one month in advance

- Determine event goals and objectives.
- Define date and location
- Create event name and theme
- Prepare registration forms
- If needed, secure event suppliers (e.g., photographer/videographer, catering)
- If applicable, prepare printed materials to distribute
- Talk regularly with the consortium to discuss important matters
- If applicable, look for possible partnerships
- Prepare social media templates and content to use during the event (F6S & IMPACT2DAT responsibility)

Promotion

- Announce the event on the website (F6S & IMPACT2DAY)
- Produce social media and blog content (F6S & IMPACT2DAY alongside the partners involved in the event)
- Spread the message through all partners, channels and stakeholders (F6S & IMPACT2DAT)
- Make pre-event information available for attendees (F6S & IMPACT2DAY alongside the partners involved in the event)
- If applicable, write and send an event Press Release (F6S & IMPACT2DAY alongside the partners involved in the event).

During the Event

Applicable to in-person project organised events

- Double-check that the necessary components are available
- Test Wi-Fi connection
- Keep a list of attendees and check upon their arrival
- Make sure there are indications for all locations
- Ensure that all attendees and/or speakers have an updated schedule
- Keep the information updated: posts on social media using diverse visuals, such as photos, videos and live streams
- Go over the social media guidelines in the intro session and ask for participants' engagement

Applicable to online events

- Double-check that the necessary components are available
- Test Wi-Fi connection
- Ensure that all attendees and/or speakers have an updated schedule
- Keep the information updated: posts on social media using diverse visuals, such as photos, videos and live streams.

Post-Event

- Report the activity via email to the F6S & IMPACT2DAY and in the Dissemination and Communication mastersheet.
- Analyse what worked and where improvements can be made.
- Create at least one blog post about the event.
- Share event photos and publicity.
- Share all material with F6S & IMPACT2DAY.
- If applicable, publicly thank all attendees for their participation.
- Post different content and, if there will be another event, mention it.

3. EFFECTIVE DISSEMINATION STRATEGY

The EFFECTIVE's dissemination strategy recognizes the need to use different channels and tools to reach various actions, objectives, and target groups, as it aims to connect multiple networks and stakeholders worldwide. The dissemination strategy is tailored to different audiences, objectives, and channels. Additionally, dissemination activities will continue after the project ends to ensure the sustainability of results and promote the overall impact and the project results.

The main aim of the dissemination activities is to transfer knowledge and results generated within the project to enable others to use and take up results, and by doing so maximise the impact of the EU-funded research. As set out in the Grant Agreement (GA), it is mandatory for the partners to communicate and disseminate the project and its results by disclosing them to the public, if not stated otherwise (in case of protection of intellectual property, security rules, or legitimate interests).

While performing the dissemination activities, according to the same document, the partners are committed to respect the following:

1. Open Access to Scientific Publication

Requirements for beneficiaries are to ensure open access to their peer-reviewed scientific publications. These include depositing a copy of the final peer-reviewed manuscript in a trusted repository for scientific publications, providing immediate open access to the deposited publication, and providing information about any research output or tools necessary to validate the publication's conclusions. The metadata of deposited publications must also be openly available, and only publication fees for fully open access venues are eligible for reimbursement. Beneficiaries must retain sufficient intellectual property rights to meet open access requirements.

2. Open Science Approach

Beneficiaries of scientific funding must manage the digital research data they generate responsibly in accordance with the FAIR principles – Findable, Accessible, Interoperable and Reusable. They are required to establish a data management plan, deposit the data in a trusted repository within specified timeframes, and ensure open access to the deposited data through the repository, unless providing open access would be against the beneficiary's legitimate interests or other constraints. Information about research output or tools needed to reuse or validate the data must also be provided through the repository. The metadata of the deposited data must be open, and include information such as datasets, date of deposit, author(s), Horizon Europe or Euratom funding, grant project name and number, licensing terms, and persistent identifiers. The metadata must also include persistent identifiers for related publications and other research outputs, where applicable.

Additionally, the GA provisions make clear that beneficiaries of a grant must comply with any additional open science obligations outlined in the call conditions. This includes providing access to data or results needed for validation of scientific publications and depositing any research output in a repository and providing open access to it under certain circumstances, such as a public emergency. However, the beneficiaries may grant non-exclusive licences if open access would be against their legitimate interests, as long as fair and reasonable conditions are met. This obligation applies up to four years after the end of the action.

The EFFECTIVE Dissemination strategy follows the EU Guidelines for the successful dissemination of the HORIZON EU project results as well as the obligation defined within the GA. By disclosing the project results, the focus of the EFFECTIVE dissemination-related activities is threefold:

- To develop a common corporate design ensuring a tangible brand recognition by the EU, relevant authorities and stakeholders.
- To ensure that the project's high-quality content is disseminated through the most relevant dissemination channels reaching the most relevant stakeholders;
- To disseminate the respective project results to the audience that may take an interest in the potential use of the results.

3.1 Dissemination Activities

Ensuring active engagement with the EFFECTIVE targeted audiences is paramount for achieving long-term impact and market uptake of the project results. EFFECTIVE will capitalise on the strong position of its partners, leveraging their participation in various initiatives, ecosystems, and platforms, as well as their active involvement in conferences, to reach and influence diverse target groups. Each partner will focus on attracting specific target groups' interest, with F6S serving as the WP9 leader, supporting and coordinating these efforts and utilising its extensive industrial network to enhance the impact of the project results.

All partners meticulously plan their dissemination activities, providing monthly reports during the project consortium meetings to track their accomplishments against planned activities. The primary EFFECTIVE dissemination activities are detailed in the following subchapters. This structured approach ensures that each partner's strengths and networks are effectively utilised, maximising the project's outreach and influence across various target groups.

3.1.1 Scientific Conferences and Events

EFFECTIVE partners are committed to actively participating in both international and local conferences/meetings, spanning virtual and physical platforms, unrelated to the project, to disseminate its results and enhance awareness of our activities and accomplishments.

Each partner will diligently report their engagements with EFFECTIVE at conferences and events they attend or host on the project's behalf. Anticipated activities and events where partners are expected to participate include: (i) conferences, pertinent industrial events, exhibitions, and collaborative events with other HORIZON EU projects; and (ii) workshops, courses, seminars, and training sessions.

This proactive engagement strategy ensures a broader dissemination of the project's outcomes and promotes collaboration with diverse stakeholders and projects within the HORIZON EU framework.

EFFECTIVE partners have participated in multiple events as shown in list below in Table 5. For details on EFFECTIVE partners involvement, please review 9.3 Communication and Dissemination Activities Report.

Table 5: Preliminary List of Events

Conference Name Location Dates	Short Event Description
Ocean Data Week – the Ocean Race Genova, Italy June 2023	A conference aimed to an audience of 60 citizens and general public in which, during the panel "Between biodiversity and sustainability: science to raise awareness, awareness to guide behaviour"
Baltic Sea Science Congress 2023 Helsinki, Finland August 2023	The event focuses on presenting the latest research findings, engaging in discussions about the current status, trends, and future prospects of the Baltic Sea, and exploring the future research requirements.
Festival della Scienza Genoa, Italy November 2023	The Genoa Science Festival is one of the main international events for the spread of scientific culture, and it has become a landmark for both audiences and participants over the years.
Smart City Expo World Congress Barcelona, Spain November 2023	Participation in this global initiative, through the side event titled "Tomorrow. Blue Economy", provided an opportunity to discuss the project's role in enhancing marine ecosystem management through digital innovations.
I Summit on Nature-Based Solutions for the Blue Economy Cartagena, Spain February 2024	The summit highlighted innovative nature-based and digital solutions, uniting experts to tackle marine and coastal sustainability challenges.
European Ocean Day Brussels, Belgium March 2024	The European Ocean Days is a week-long event with a series of dynamic and interconnected sessions relevant to maritime topics. Each day features distinct sessions focused on various key ocean-related themes,
2nd EU Blue Parks Community Workshop – Effective management of marine protected areas Brussels, Belgium March 2024	The workshop brings together experts and stakeholders to discuss and share insights on the challenges and opportunities in marine and freshwater biodiversity protection
MARTECH – 11th International Workshop on Marine Technology Palma, Spain June 2024	The main objective of the MARTECH Workshop is to share information and points of view on cutting-edge research in several fields of MARine TECHNOlogy
St. Paul's school marine conservation & restoration workshop Barcelona, Spain June 2024	Students received training on the EFFECTIVE project's monitoring tools, species identification, coral replantation, and OE's restoration efforts through workshops and presentations.
Littoral 24 – European Coastal Challenge Summit Constanta, Romania September 2024	The bi-annual event focuses on several topics, including Climate change adaptation strategies, Coastal and marine protected areas and ecosystem services assessment and more topics

3.1.2 Project Organised Events

The work package 9 will be strongly connected with and will provide support to the WP8 Citizen and Social Engagement due to its scope and objectives. EFFECTIVE is set to host annual workshops engaging stakeholders across its four pilot areas, fostering collaboration for new blue economy models. Collaborative spaces, such as the EFFECTIVE Interpretation Centre, will be established in Pilot Areas 1 and 2 to disseminate project results and enhance public understanding. Moreover, EFFECTIVE will conduct scientific outreach seminars, introduce Blue EFFECTIVE Missions for Schools, and implement a Citizen Science program for biodiversity restoration, ensuring active participation and collaboration across local communities in all pilot areas. These events collectively contribute to EFFECTIVE's mission of engaging diverse stakeholders, disseminating project results, and promoting sustainable practices in marine conservation.

Alongside the consortium's coordinated dissemination and communication efforts led by F6S & IMPACT2DAY, each partner within the project will capitalise on their individual channels, including their websites, social media accounts, and newsletters, to disseminate information and project results to a broader audience.

The partners strive to extend the project's reach beyond its immediate community by showcasing their achievements, results, and findings in an accessible manner for stakeholders and general public. This involves utilising visual aids such as illustrations, videos, and presentations to enhance the understanding and engagement of diverse audiences. This dual-pronged approach ensures a comprehensive dissemination strategy, combining centralised coordination with each partner's unique strengths and outreach capabilities.

3.1.3 Publications

Throughout the project duration, the EFFECTIVE consortium will adhere to the FAIR principles to ensure that all research outputs are findable, accessible, interoperable, and reusable. The research outputs will be regularly analysed to determine the appropriate type of access, which may include scientific publications, data, or other forms of information. The most convenient and efficient early and open sharing and OA practices, such as pre-registration, registered reports, pre-prints, crowd-sourcing, and open peer-review, will be utilised. Methodological aspects related to open science will be integrated into the management, planning, and monitoring of research under WP1: Project management and coordination and connected to D1.1 – Data Management Plan, as well as D9.2 and its next iterations.

As stated in the Grant Agreement, the EFFECTIVE project takes a bottom-up participatory approach, as well as being open to multiple types of users, from fishers, producers, industry, stakeholders or researchers to local communities or end consumers. As explained in the next section, all resources within this project (unless otherwise specifically mentioned in the consortium agreement) will be made publicly available through Zenodo as well as the European Open Science Cloud (EOSC). In addition, relevant information on the marine environment that may be of interest for the simulations will be obtained from EU data platforms such as EMODNET and COPERNICUS. To enhance preservation and make available results and research data, will be used the open-access repository Zenodo and the European Open Science Cloud (EOSC). Consequently, as mentioned earlier, all data and metadata involved in the project will comply with FAIR data principles. Finally, and in line with the

communication and dissemination plan, additional platforms, such as the EFFECTIVE website¹ will publish and disseminate posters, presentations, publications, and other data.

3.2 Partners' Roles and Responsibilities

All EFFECTIVE partners are actively involved in general communication and dissemination activities, both at the consortium level and as part of specific Work Package activities within their respective areas of expertise. Collaboratively, partners will map out and organise relevant activities, actively participating in events crucial to the project's development. This includes collaboration with target audiences, as well as engagement with other connected projects and initiatives.

Partners are encouraged to seamlessly integrate dissemination and communication actions into all EFFECTIVE activities, fostering the sharing of success stories to create synergies with fellow partners and channelling them to a broader audience. Additionally, partners are urged to welcome local and national media (press, radio, TV), extending invitations for interviews, visits, and demonstrations. This inclusive and collaborative approach ensures that communication efforts are woven into the fabric of the project's activities, maximising impact and outreach.

3.2.1 Partners' Obligation and Public Deliverables

In accordance with the General Assembly (GA), partners are obligated to communicate and disseminate the project and its results, making them accessible to both targeted and general audiences. The GA and Consortium Agreement (CA) outline specific provisions, including dissemination restrictions.

Deliverables marked as public will be available for preview and download on the EFFECTIVE website after approval by the consortium and the European Commission (or marked as pending approval if necessary). Dissemination and communication of results from deliverables categorised as confidential or restricted require approval from the consortium or any partner affected by the publication of such results.

The partners' roles in communication activities are defined as follows:

- All partners contribute dedicated efforts to communication and dissemination activities through the specified channels and tools.
- The dissemination leads (F6S & IMPACT2DAY) support partners in implementing dissemination and communication activities.
- All partners are responsible for providing content related to their project activities for creating blog posts on the project website and for use across various EFFECTIVE channels.
- IMPACT2DAY & F6S are responsible for developing project newsletters, with all partners contributing information and content related to their project activities.
- IMPACT2DAY & F6S manages the project's social media networks, while all partners actively engage with these networks.

¹ <https://effective-euproject.eu/>

- All partners are responsible for regularly and timely reporting their communication activities.

This collaborative and structured approach ensures a unified and efficient communication strategy, adhering to the outlined responsibilities for each partner within the EFFECTIVE project.

4. EFFECTIVE COMMUNICATION STRATEGY

This document outlines the structure and evolution of the EFFECTIVE communication strategy, strategically designed to highlight the project's impact and benefits. The communication strategy adopts a funnelled approach, ensuring both widespread and targeted communication to the EFFECTIVE target audience. This facilitates active engagement of partners, stakeholders, and third parties, enhancing the efficient communication of project outcomes.

To reach the specific EFFECTIVE target audience, a multifaceted communication approach, encompassing various means and activities, is envisioned. A coherent visual identity approach is embraced to synchronise communication activities across the EFFECTIVE consortium. This involves employing appropriate media and formats tailored to specific audiences, incorporating messages in easily understandable language, or providing sufficient clarification for more specific terms.

The use of visually accessible content aims to make the project ideas and benefits recognizable to a broader audience, facilitating easy identification, search, and engagement by all stakeholders.

Tailored materials will be communicated to different target audience groups, as identified during the proposal stage. This approach contributes to building and sustaining a community of engaged stakeholders. Similarly, valuable knowledge from project deliverables, the EFFECTIVE repository, interactions with partners, and other target audiences, as well as partner publications, will be gathered and conveyed through EFFECTIVE communication networks to promote project achievements.

This strategic communication methodology ensures that the EFFECTIVE project's impact is effectively communicated to diverse stakeholders, fostering engagement and understanding throughout its lifecycle.

4.1 EFFECTIVE Channels and Tools

To facilitate effective communication within the EFFECTIVE consortium and beyond, encompassing online, offline, and interactive (face-to-face) activities, the project places a strong emphasis on establishing channels and resources. These channels and resources are designed to be utilised across various platforms, enabling day-to-day interactions with audiences of interest.

This comprehensive approach ensures that communication is not only efficient but also adaptable to different modes of interaction, fostering engagement and collaboration among diverse stakeholders.

4.1.1 Visual Identity

A cohesive and unified visual identity serves as the foundation for all communication products and tools, establishing the basis for a recognizable brand. Establishing this identity is crucial to informing about the project's existence, raising awareness regarding its work and outcomes, and fostering a consistent representation. Consequently, from the project's inception, a coherent visual identity is applied across all dissemination and communication tools (EFFECTIVE website, LinkedIn, Facebook, Instagram, and X (former Twitter) page), materials (presentations, posters, roll-ups, banners, documents, etc.), as well as project deliverables.

This ensures a consistent and easily identifiable representation of the EFFECTIVE project across diverse communication channels and materials.

4.1.2 Logo

Establishing a visual identity and creating a project logo are integral for ensuring the consistency and recognizability of the project outputs. To fulfil this need, EFFECTIVE has developed its distinctive logo, encapsulating key aspects of the project such as the ocean, sustainability, and the environment. The logo, illustrated in Figure 3 below, serves as a visual representation that reinforces the project's identity and core themes, contributing to enhanced visibility and recognition.



Figure 1: EFFECTIVE Logo

4.1.3 Colour Palette

Complementing the EFFECTIVE logo, colours play a pivotal role as a visual representation of the project, effectively communicating and embodying the EFFECTIVE brand. Inspired by the diverse domains addressed by the project, with a primary emphasis on the ocean, environment, and sustainability, the chosen colours form a cohesive palette. These colours are consistently incorporated into all communications, ensuring a unified and coherent visual identity.

The palette comprises primary colours: Deep Ocean, Cyan, Grass Green, and Yellow-Green. This colour scheme contributes to a visually consistent representation across various communication channels and materials associated with the EFFECTIVE project.

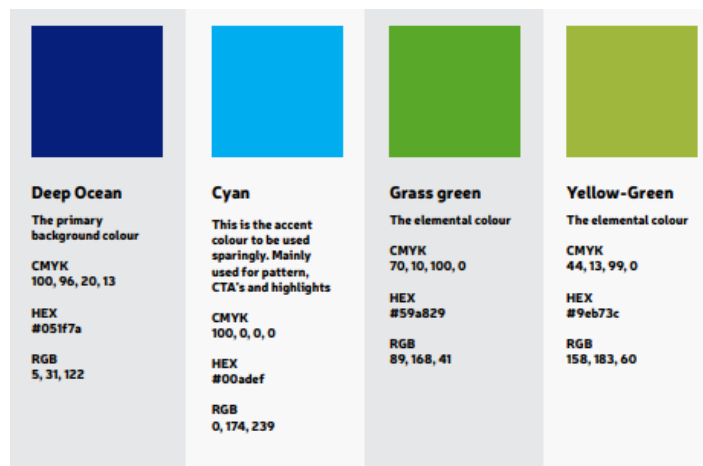


Figure 2: EFFECTIVE colour palette

4.1.4 EU Funding Acknowledgement

In all outputs of the EFFECTIVE project, in conjunction with the logo, a statement acknowledging the project's funding source will be included, accompanied by the European flag (and EU Missions Restore our Ocean & Waters), as depicted in Figure 3 below:



Figure 3: EU funding acknowledgment

Additionally, any communication or dissemination activity associated with the action must prominently display the following disclaimer, as outlined in the Grant Agreement:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

In the case of EFFECTIVE, the granting authority is the European Climate, Infrastructure and Environment Executive Agency (CINEA). This ensures transparency and clarity regarding the project's funding source and aligns with the obligations outlined in the Grant Agreement.

4.1.5 Documents and Templates

Each EFFECTIVE consortium partner has access to shared Word Deliverable and PowerPoint Templates to maintain consistency in project documentation and representation in line with the visual identity. Additional templates, created by the Communication Manager as needed, ensure uniformity. Partners are required to use these templates, especially when presenting the project or its outcomes internally or externally, contributing to a cohesive and professionally aligned representation of EFFECTIVE.



Figure 4: EFFECTIVE Deliverable template



Figure 5: EFFECTIVE PowerPoint template

4.1.6 Visuals and Graphics

Numerous templates and visuals have been thoughtfully created to present the project on various social media channels. Customised to meet the unique requirements of each channel, these visuals build upon the EFFECTIVE visual identity. The inclusion of the project logo in every template ensures a unified and cohesive presentation across all communication endeavours. Also, every template contains the information and acknowledgment of the project’s funding with the flag of the European Union. In Figure 6 you can see some examples of social media post templates used for creating visuals for EFFECTIVE social media pages and website. There are two types of templates - rectangular (more appropriate for LinkedIn, Twitter and website) and square ones (more appropriate for Facebook and Instagram).



Figure 6: EFFECTIVE Social Media Post Templates

4.1.7 Online Presences

EFFECTIVE Website

The internet stands as the paramount channel for communication and interactions, especially when targeting diverse audiences spanning different geographical areas. The EFFECTIVE website² was launched in M6 and is considered a dynamic platform that will evolve throughout the project's duration and beyond. Serving as the primary interface for public communication, the website is adept at engaging various target audiences within EFFECTIVE, providing essential project information, event details, and avenues for involvement or support (refer to Figure 7 and Figure 8 below).

The EFFECTIVE website serves as a vital management tool, enhancing communication and dissemination of project activities and results to stakeholders at all levels, as well as the general public and local citizens. IMPACT2DAY & F6S oversee updates to the project website, incorporating contributions from all partners. The website, in its initial iteration, displays information about the project's aims, objectives, consortium members, and its overall scope.

As the project progresses, the website will become a crucial tool for showcasing key findings and success stories, particularly in terms of co-creation outputs and collaborations with both EFFECTIVE Partners and external stakeholders.

² <https://effective-euproject.eu/>



Figure 7 & 8 : EFFECTIVE website - Landing page (Top and bottom half)

The EFFECTIVE website adheres to privacy policies and terms and conditions, aligning with regulations such as the General Data Protection Regulation (GDPR). It offers various ways for staying updated on the latest news, either through social media or email subscriptions.

To ensure efficient updates and changes to the EFFECTIVE website, the consortium follows specific instructions:

- Updates and changes are requested via email, with a clear description.
- If the change involves documents or files for upload, these must be attached to the email.
- The description should distinctly outline the type of integration or change, specifying the webpage(s) to be modified.
- Abbreviations are to be avoided, but if used, they must be explicitly defined.
- Events to be integrated into the Events Section must include all necessary information for a cohesive level of detail.

Given the evolving nature of project activities and related information, the EFFECTIVE website will be continuously updated and populated with relevant content.

Consortium Members' Websites

EFFECTIVE partners will proactively utilise their own websites and channels to foster general awareness about the project and its outcomes. They will consistently provide updates on news related to both the project and their specific roles, engaging their networks whenever feasible and applicable. While some partners may have more prominent or active websites and channels, the EFFECTIVE website will serve as a foundational resource, supplying information and content to be disseminated further across various platforms. This collaborative approach ensures a comprehensive and widespread outreach strategy, leveraging the strengths of each partner to maximise the overall impact of the project's communication efforts.

4.1.8 Social Media Channels Mix

Given the expansive scope of the EFFECTIVE target audience, establishing effective two-way communication channels is paramount. The strategy encompasses leveraging the social media channels actively used by partners to facilitate seamless communication about the project within their communities and networks.

The content published by EFFECTIVE on social media serves as a supportive mechanism for disseminating news and information on the latest events, outcomes, and planned activities. While certain partners may emphasise content directly related to their activities, all partners are consistently tagged and participate in communication activities. Utilising a range of social media platforms amplifies EFFECTIVE's presence, fostering the development of an online community to swiftly and effectively share knowledge, showcase achievements, and attract new stakeholders.

The EFFECTIVE project has strategically established four social media channels: a LinkedIn page, X (formerly Twitter), Facebook, and an Instagram account. Additionally, specific hashtags have been researched and employed, including *#marineconservation*, *#NatureBasedSolutions*, *#sustainablefuture*, and *#EFFECTIVEproject*. These hashtags serve as tools to enhance the reach and impact of the project's communication efforts across various social media platforms.

This multi-channel strategy enhances the project's reach and engagement across different audiences.

Content Types

Beyond enhancing the project's overall visibility and communicating our goals, our communication strategy aims to inspire the extensive network of EFFECTIVE stakeholders to actively participate and align with our shared objectives. To achieve this, various types of content will be developed, detailed in Table 6 below.

Table 6: EFFECTIVE types of content

Attract	Engage	Maintain	Activate
Educational content about the project scope and objective, partners' presentations, partners' testimonials	Blog posts, articles, success stories, case studies, interview and showcase of results and key findings	Email campaigns, advertisements on social media and retargeting efforts	Events, demonstrations, workshops, conferences etc.

LinkedIn

The LinkedIn project page³ (Figure 9) strategically targets specific industries, policymakers, and organisations, leveraging its extensive network of over 950 million members. It serves as an open space for anyone interested in learning about the EFFECTIVE project, the outcomes, activities and impact encouraging engagement, questions, and discussions.

Posts on LinkedIn are planned once to twice per week, adapting frequency based on project phases, with increased posting during events and results sharing. IMPACT2DAY/ F6S contributes content, and partners actively participate, ensuring a dynamic and engaging presence on the platform. This approach maximises EFFECTIVE's visibility and engagement on LinkedIn throughout the project. More

³ <https://www.linkedin.com/company/effective-project/>

details on the progress on LinkedIn can be found in 9.3 Communication and Dissemination Activities Report.

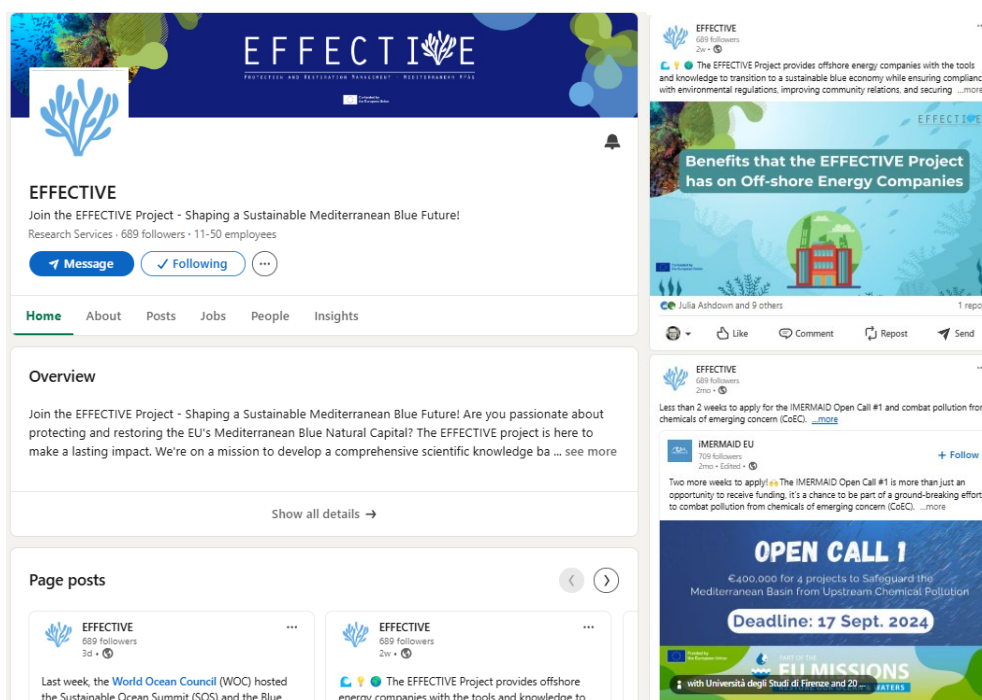


Figure 9: EFFECTIVE LinkedIn profile: Screenshots

Facebook

Given the diverse age range, expertise, and geographical locations of EFFECTIVE partners, stakeholders, and the target audience, Facebook page⁴ serves as a supplementary channel. It offers a more personal approach to target groups, addressing potential gaps that might arise on LinkedIn, where not all stakeholders may have profiles. Facebook, like LinkedIn, facilitates community building, providing a platform for engagement and interaction across a broad spectrum of stakeholders. More details on the progress on Facebook can be found in 9.3 Communication and Dissemination Activities Report.

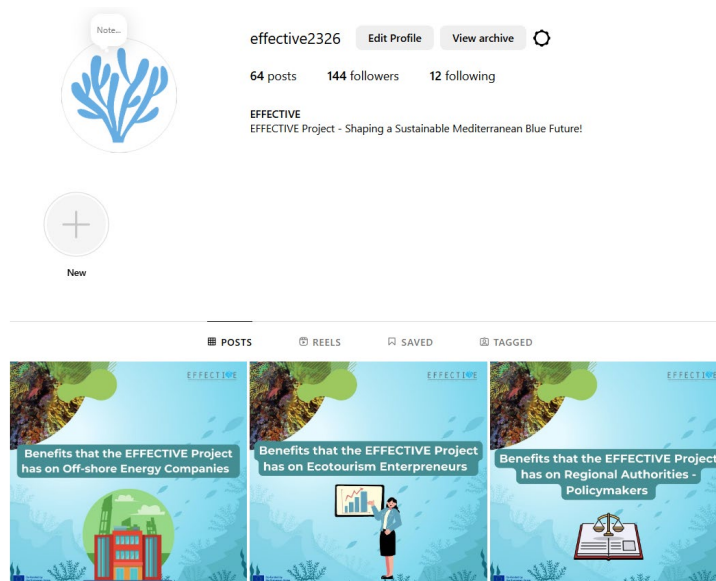
⁴ <https://www.facebook.com/profile.php?id=10094452005569>



Figure 10: EFFECTIVE Facebook profile: screenshot

Instagram

Instagram⁵ is integral to the EFFECTIVE Project's communication strategy, offering a visually engaging platform to connect with a diverse audience. Leveraging the popularity of visual content, especially among a younger demographic, Instagram allows EFFECTIVE to share project updates, outcomes, and activities in a compelling and accessible way. This strategic use of Instagram enhances the project's online presence and facilitates effective communication on marine conservation, nature-based solutions, and sustainability. More details on the progress on Instagram can be found in 9.3 Communication and Dissemination Activities Report.



⁵ <https://instagram.com/effective2326?igshid=M2RkZGJiMzhjOQ==>

Figure 11: EFFECTIVE Instagram profile: screenshot.

X (Former Twitter)

X⁶, formerly known as Twitter, is integral to the EFFECTIVE Project's communication strategy. Its real-time and concise nature makes it ideal for delivering impactful updates swiftly. Twitter enables EFFECTIVE to share key project information, achievements, and events rapidly and engagingly. This dynamic platform enhances the project's reach, facilitates stakeholder connection, and contributes to ongoing conversations on marine conservation, nature-based solutions, and sustainability. More details on the progress on Linked can be found in 9.3 Communication and Dissemination Activities Report.



Figure 12: EFFECTIVE X (former Twitter) profile: screenshot

Other Channels

In conjunction with the channels mentioned earlier, EFFECTIVE will employ various communication avenues, including email, meetings, project events, news, press releases, workshop invitations, and presentations at relevant events and conferences. A YouTube channel will be created in the upcoming months to promote the project videos. Partners will actively engage with online newsrooms, providing articles, contributions, and offering interviews.

Moreover, EFFECTIVE will target relevant European Commission channels, such as newsrooms and blogs, contributing to the coordinated dissemination portal in collaboration with support actions and other large-scale pilots. This multifaceted approach ensures a diverse and comprehensive outreach strategy, maximising the project's visibility and engagement across different communication platforms.

⁶ <https://twitter.com/Effective2327>

4.1.9 EFFECTIVE Newsletter

An online newsletter is distributed twice a year to mark the key moments in the EFFECTIVE project, such as the conclusion of project phases or significant events and activities. It will feature the latest project news, updates from the field, and insights from other projects working on relevant topics.

All EFFECTIVE partners will contribute to the newsletters by providing interesting content, feedback, and highlighting important trends that can be transformed into articles. The newsletter will be meticulously designed to be appealing and engaging, aiming to maximise reach with a high opening rate and low bouncing rate.

The subscription process is straightforward, with website visitors able to subscribe to the project's newsletter through a subscription button in the website's footer. Subscribers can also easily unsubscribe at any time through a link provided in each issue, with all collected data stored and saved in compliance with GDPR regulations, inaccessible to third parties.

To enhance engagement and responsiveness, EFFECTIVE will employ Mailchimp, a real-time email marketing automation platform, for designing and distributing responsive, targeted email campaigns, ensuring an enhanced reading experience. The platform will also facilitate reporting and analytics. In Figure 13 you can see the subscription form to the EFFECTIVE Newsletter that is included in the EFFECTIVE website. More details on the newsletter activities can be found in 9.3 Communication and Dissemination Activities Report.



Figure 13: EFFECTIVE newsletter + subscription form

Newsletters will be sent to subscribers via email and shared on EFFECTIVE social networks. An archive on the website will house newsletters, accessible for reading at any time. To achieve wider distribution

and engage as many stakeholders as possible, EFFECTIVE partners will be encouraged to share newsletters within their networks of contacts. This multifaceted approach aims to ensure effective communication and engagement throughout the project's lifecycle.

4.1.10 EFFECTIVE Promotional Material

Media Communication and Press Releases

Press releases within the EFFECTIVE project will be crafted as newsworthy items, strategically targeted at regional, national, and European electronic media. These releases will emphasise the significance of protecting and restoring coastal and marine habitats in the EU's Mediterranean region and the positive contribution of the EFFECTIVE Project in achieving this. Partners will play a crucial role in disseminating press releases to relevant media outlets in their respective countries and regions, as well as within their professional networks and websites. The inaugural press release for EFFECTIVE has already been published.

All EFFECTIVE partners will actively engage with the press and media, ensuring that all press releases are accessible on the EFFECTIVE project website under the "Resources" section. To reach a broader audience, local, regional, and national newspapers, journals, and magazines will be leveraged whenever feasible and appropriate. In these instances, project-related information will be presented primarily in the national language of the partners, using a style that avoids scientific jargon. This approach ensures that the project's objectives and benefits are communicated in a manner that is easily comprehensible to the respective audience.

Printed Materials

In consideration of the environmental impact, the EFFECTIVE consortium is committed to minimising the use of printed materials. Various digital materials are available to EFFECTIVE partners for introducing and presenting the project to stakeholders, media, event organisers, etc

While the information is currently in English, translations into other languages are possible, with the content staying as closely aligned as possible to the original message.

To further support EFFECTIVE partners during project presentations, additional materials such as leaflets and roll-ups have been prepared. These materials will be locally printed by partners, adhering to the recommended layout and design suggestions to maintain consistency. Examples of the poster, leaflet, and roll-up are provided below:



Figure 14: EFFECTIVE poster, leaflet and roll-up

As the project advances, there is an envisioned expansion of communication materials. When the project reaches a more mature state, attractive reports, factsheets, policy briefs, scientific posters, exhibition materials, etc., may be created to enhance the dissemination of project results and outcomes. This adaptive approach ensures that the project's communication strategy aligns with its evolving phases and requirements.

4.2 Liaisons and Synergies with other Initiatives

The EFFECTIVE project envisions an extensive dissemination of its activities and outcomes, reaching far beyond the immediate project territories. Consortium partners will actively engage in networking events, leveraging informal personal meetings and participating in relevant forums. Whenever applicable, official presentations will be conducted to highlight project results and activities at various stages of development.

To amplify our reach, EFFECTIVE continues to explore synergies with other pertinent projects and initiatives. Close ties with other relevant initiatives under EU-funded, international or national programmes will be established to help achieve higher awareness and impact on the target groups. We aim to collaborate with key stakeholders and share insights on marine conservation, innovative technologies, and ecosystem restoration. Our engagement will extend to online media platforms, blogs, news portals, publications, and various media channels to ensure a wide dissemination of project-related information. This approach aligns with our commitment to transparency, knowledge exchange, and creating a broader impact in the field of marine protection and restoration. A dedicated Synergies page is available on the EFFECTIVE website highlighting several EU Funded program. More details can be found in D9.6 Liaising activities and growth of the International Stakeholder Community report.

4.3 Monitoring of Communication and Dissemination Activities

Monitoring is the continuous and systematic process carried out during the project, which will generate data and insights from the project implementation and help assess whether the Dissemination and Communication activities were carried out properly and successfully.

The impact of the EFFECTIVE dissemination and communication activities will be monitored on an ongoing basis and reported in the relevant deliverables; D9.4 - 1st Updated version of the Communication and dissemination activities report, M36; D9.5 - 2nd Updated version of the Communication and dissemination activities report, M48).

The monitoring system will be based on following and assessing the achieved state of the EFFECTIVE dissemination and communication KPIs (Figures 15 and 16) and will provide evidence on whether the EFFECTIVE Dissemination and Communication Plan (DC Plan) is being implemented as initially planned and scheduled.

It will also address possible implementation problems and identify whether further action is required to ensure that objectives are met. Emphasis is given on the pre-assessment of information needs, on the monitoring frequency and the method of collecting evidence.

Figure 15: EFFECTIVE project dissemination activities and related KPIs

Audience Category	Target audience	Type of information / material	Channels / tools	Objective of the communication	KPI
Governance	MPA / regional authorities	Summary reports and roadmaps	Dedicated meetings with workshops, and roundtables	Promotion of EBMS implementation and sustainable MPA management	≥ 50 policy makers
	Port authorities	Technical and summary reports	Dedicated meetings with workshops	Promotion of sustainable maritime transport and footprint reduction	≥ 20 port authorities
Marine Industry	Fisheries & aquaculture	Summary reports for awareness	Workshops and journals	Increase knowledge about MPAs benefits for biodiversity and fish stocks	≥ 100 producers
	Ecotourism sector	Summary reports for awareness	Workshops and journals	Increase knowledge about MPAs benefits for blue natural capital	≥ 100 entrepreneurs
	Off-shore energy	Summary reports for awareness	Workshops and journals	Promote the use of the NbS in offshore structures.	> 30 companies
Scientific community	Scientific researchers (EBM)	Papers or proceeding	Scientific journal, congress and/or roundtables	Increase EBMS knowledge and application	≥ 1000 researchers
	Marine technology researchers (restoration solutions)	Papers, proceeding or reports	Scientific journal, congress and/or roundtables	Increase visibility on the environmental improvement impact of nature-based restoration technologies	≥ 500 researchers
Citizens	Local communities	Flyers and reports	Workshops and seminars	Inform about the project results and implementation	≥ 500
	Tourist operators	Flyers and reports	Workshops and seminars	Promote the local business in the area	≥ 50 tourist operators
	Online Citizens	Website & Participation Hub Digital-Social community features in Citizen Science App	Internet, Search Engines, social media Citizen Science App	Increase reach and level of public engagement, create learning effects and knowledge building in local communities	≥ 65.000 citizen observations

In addition, the project has adopted various methods to evaluate the effectiveness of communication and dissemination. These methods include:

1. Press Coverage Monitoring: Project partners will document how local press outlets cover the project's messages, providing insights into the effectiveness of communication. This analysis aids in identifying areas of interest for crafting similar narratives or refining the project's strategy.
2. Feedback Collection: Partners will record input obtained from events and new contacts, highlighting any emerging opportunities resulting from project activities. This feedback serves to evaluate the project's outcomes, discern stakeholder needs, measure impact, and determine if any strategy adjustments are necessary.
3. Analysing website statistics: The project will use Google Analytics to gather data on the number of live and archived views, the viewers' countries of origin, and the duration of their visits. This data contributes to the assessment of the website's effectiveness and its online presence.

The project will classify its communication and dissemination efforts according to their level of impact: building an understanding of the project's goals and achievements, deepening understanding of the project's scope and motivating proactive engagement.

When it comes to collecting feedback, EFFECTIVE mastersheet has been made which all partners are to fill in regularly. By reporting on the Dissemination and Communication activities in a timely manner, the process of evaluating the Dissemination and Communication efforts and strategy is more easy to follow and add more steering where needed.

Figure 17 represents an example of the EFFECTIVE Dissemination and Communication mastersheet.

Implementing Partner(s)	Type of dissemination/communication activity	Activity name	Date and place (online/physical event)	Website/URL of the event, registration, etc.	Description of activity/Tool used
Coral Soul	Other	Post on Instagram	07/07/2023	Coral Soul instagram	Description of EFFECTIVE project
Coral Soul	Other	Reel on Instagram	09/07/2023	Coral Soul instagram	Summary of our first expedition in
CMMI	Conference	"Breaking the Surface" 1	24/09-01/10	https://bts.fer.hr/	Presentation of institute's activities

Target Audience (Who)	FOR DISSEMINATION ONLY: Description of the objective(s) with reference to a specific project output (max 200 words) - (Why)	FOR COMMUNICATION ONLY: Communication channel (How)	Partners that participated (apart from the implementing partner)	External participants that need to be mentioned explicitly	Estimated number of persons reached
	To inform about the start of EFFECTIVE project		All		131
General Public	To inform the general public about the start of a new project in Sardinia.			Tavolara diving/ Iknos	248
Scientists	A brief introduction of EFFECTIVE project as part of the institutes's activities				200

Website/URL of the event, registration, etc.	URL to any images or other materials from the event
https://www.instagram.com/p/CuZvialtyn7/?img_index=1	
https://www.instagram.com/p/CufNXqbg5H9/	
https://bts.fer.hr/	No material from this presentation should be

Figure 16: EFFECTIVE Dissemination and Communication mastersheet - screenshot

STAKEHOLDER ENGAGEMENT

The EFFECTIVE project recognizes the vital role that stakeholders play in shaping the success and sustainability of marine conservation initiatives. Our Stakeholder Engagement strategy is designed to create a dynamic and inclusive network that goes beyond mere identification to active involvement. To achieve this, we have divided our Stakeholder Engagement strategy into five key steps presented below.

Stakeholder Identification:

We understand that stakeholders come in various forms – from local communities, NGOs, and traditional businesses to entrepreneurs, policy actors, and citizens. Our first step is a systematic analysis, conducted collaboratively with regional consortium partners, to identify and categorise stakeholders. This comprehensive approach ensures that every relevant player is recognized. To achieve this, we've established a dedicated Excel file accessible to all consortium partners. The primary goal is to collaboratively identify and map relevant stakeholder groups within their respective regions. This proactive approach lays the groundwork for Task 9.2, focusing on Stakeholder Identification and Communication Strategy, set to commence officially in M9. Figure 18 below represents an example of the Ecosystem Contacts sheet dedicated to the mapping of relevant stakeholders.

EFFECTIVE Partner Name	Stakeholder Institution name	Stakeholder type	Contact person	Contact email	Country / area
ETT	Portofino MPA	Technicians and specialists in marine monitoring		info@portofinoamp.it	Italy
ETT	University of Genoa	Scientists and researchers			Italy
ETT	ARPAL (Regional Agency for Environmental Protection)	Technicians and specialists in marine monitoring		info@arpal.liguria.it	Italy
ETT	Outdoor Portofino	Tourist operators		info@outdoorportofino.com	Italy
SV	Parc Natural del Montgrí, les Illes Medes i el Baix Ter	European MPA's Managers	Ramon Alturo	araltmo@gencat.cat	Spain
SV	Parc Natural Cap de Creus	European MPA's Managers	Ponç Feliu	poncfeliu@gencat.cat	Spain
SV	Jordi Colomi	Citizens	Estartit Mayor	alcaldia@torroella-estartit.cat	Spain
SV	Genis Pigem	Citizens	Estartit councilor	gpigem@torroella-estartit.cat	Spain
SV	Josep Martinoy	Citizens	Estartit councilor	jmartinoy@torroella-estartit.cat	Spain
OE	Jordi Ponjoan	Port managers	Estartit Port President	jponjoan@gmail.com	Spain
OE	Eugeni Figa	Port managers	Estartit Port Director	eugeni@cnestartit.com	Spain
OE	Mari Quiles	Scuba divers	Diving Center LA SIRE	cdivinglasirenagrup@gmail.com	Spain
OE	Toni Campos	Scuba divers	Amics de les Illes Forn	tonicampos@hidrosferasub.com	Spain
OE	Boris Weitzmann	Entrepreneur	Projecte Sepia	weitzmannboris@gmail.com	Spain
OE	Bernat Hereu	Scientists and researchers	Fish Monitoring	hereu@ub.edu	Spain
OE	Fernando Aguirre Liron	Company	Civil Guard	gi-cmd-girona-geas@guardiacivil.org	Spain
SV	Roger Figueras	Company	Phillippe Cousteau Fou	rfigueras@uniondelosoceanos.com	Spain
				sindaco@comunalamaddalena.it	
OOF	Municipality of La Maddalena	Policy maker	Fabio Lai - Mayor	vicesindaco@comunelamaddalena.it	Italy
OOF	Parco La Maddalena	European MPA's Managers	Fabrizio Fannesu	ing.fannesu@gmail.com	Italy
OOF	Capitaneria Porto Cervo	Port authority	Arialdo Deiana	arialdo.deiana@mit.gov.it	Italy
OOF	CNR Oristano - Italian National Research Centre	Scientists and researchers	Andrea de Lucia	giuseppe.delucia@cnr.it	Italy
Eurecat	Provincial Coastal Service in Tarragona (MITECO)	Policy maker	Toni Espanya	aespanya@miteco.es	Spain
Eurecat	Coastal Service (Government of Catalonia)	Policy maker	Juan Francisco Barros	juanfxu.barroso@gencat.cat	Spain
Eurecat	GALP Terres de l'Ebre	Fisheries and aquaculture p	Joan Alginet	gerencia@mardelebre.cat	Spain

Figure 17: EFFECTIVE Ecosystem Contacts sheet dedicated to stakeholders mapping

Tailored Communication Strategies:

Effective communication is the cornerstone of meaningful engagement. We will employ diverse tools, including email marketing, social ads, and direct interactions, to connect with stakeholders at different levels. Our aim is not just to disseminate information but to foster a two-way dialogue. We believe that a well-informed and engaged community is key to the success of marine conservation efforts. To engage and reach an even wider audience, we anticipate a collaborative effort from all partners involved, tapping into the robust networks they have already established. Leveraging the collective strength of our partners is essential to maximising the effectiveness of the stakeholder engagement

activities. By harnessing their existing networks, we can extend the reach of our messages and information, ensuring a more comprehensive and influential outreach.

Building Lasting Relationships:

Stakeholder engagement is not a one-time affair, but an ongoing process. We seek to go beyond the project's duration by building long-lasting relationships. By organising a variety of events – from meetings and workshops to online webinars – we ensure ongoing interaction. These events are not just about disseminating results; they are platforms for collaboration, knowledge exchange, and the cultivation of a shared vision.

EU-Wide Reach:

Our engagement extends beyond borders. Through an EU-wide strategy, we target a diverse audience, including the quadruple Helix (Civil society, Industry, Academia, and Government). This strategy tailors engagement to the specific needs of different groups, ensuring a broad spectrum of perspectives. We aim to foster a cross-border innovation ecosystem that outlasts the project itself.

Exemplifying Best Practices:

Our stakeholder engagement strategy isn't just about engagement; it's about setting a benchmark for best practices. We will showcase exemplary dissemination pathways, demonstrating how the active involvement of stakeholders can lead to more impactful outcomes. We believe in transparency, collaboration, and the power of a united community working towards a common goal.

The success of our Stakeholder Engagement activities relies on the active and collective participation of all consortium partners. Each partner's unique insights, expertise, and regional knowledge contribute to the comprehensive identification and involvement of stakeholders. This joint effort strengthens the core of our engagement strategy, fostering a sense of shared responsibility and ownership among all consortium members. Together, we aim to create a lasting impact on marine conservation, transcending individual contributions for the greater good of our oceans and communities.

5. CONCLUSION

This document, labelled D9.2 Updated Version of Dissemination, Communication and Stakeholder Engagement Plan, outlines the Updated version of the Dissemination, Communication, and Stakeholder Engagement plan for the EFFECTIVE project. It serves as a dynamic and comprehensive guide, detailing the activities, tools, and channels employed to ensure broad acceptance and sustainability of the project. The plan encompasses the project's dissemination and communication strategy, target (stakeholder) groups engagement activities, and tools, along with a timeline for these activities throughout the project's duration.

To maintain relevance and capitalise on additional dissemination opportunities, this document will undergo periodic reviews; D9.4 - 1st Updated version of the Communication and dissemination activities report, M36; D9.5 - 2nd Updated version of the Communication and dissemination activities report, M48). These assessments will ensure its currency and explore new avenues for disseminating and communicating project information.

As the project continues , the plan presented here will undergo refinement through multiple iterations as the project progresses. This iterative process will consider evolving dissemination opportunities and the increasing engagement of external stakeholders, many of whom are yet unidentified at the time of this writing.