
A large, stylized version of the OCEANIDS logo, centered on the page.

**User-driven applications and tools for Climate-Informed Maritime Spatial
Planning and integrated seascape management, towards a resilient &
inclusive Blue Economy**

**D6.2 – Dissemination and Communication
Plan (version 1)**

**WP6 – Communication, Dissemination, and
Exploitation of the project results**

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Table of Contents

1	Executive Summary	5
2	Introduction	8
2.1	Scope and objective of the deliverable	9
2.2	Structure of the deliverable.....	9
2.3	WP6 relation to other WPs and Tasks	10
3	General Background	12
4	Involvement of the Consortium in Communication and Dissemination Activities	14
5	Dissemination and Communication Organization	15
6	Dissemination and Communication Strategy and Target Audience	17
6.1	Quintuple Helix Innovation Model.....	17
6.2	Target Audience Identification	18
6.2.1	Stakeholder groups.....	19
6.2.2	Advanced Analytics for Stakeholder Engagement Strategies.....	21
7	Liaising with Other EU Projects	23
8	OCEANIDS Key Messages	24
9	Information on EU funding.....	25
10	Dissemination and Communication Tools and Key Performance Indicators (KPIs)	26
10.1	Project website.....	26
10.2	Social Media Channels	27
10.2.1	LinkedIn Strategy for OCEANIDS	27
10.2.2	YouTube Strategy for OCEANIDS.....	28
10.2.3	X (former Twitter) Strategy for OCEANIDS:	29
10.3	Project Events.....	32
10.4	Scientific and Technical publications.....	34
10.5	Newsletters	35
10.6	Videos	36
10.7	OCEANIDS promotional material	36
11	Monitoring Dissemination and Communication	38
12	Visual Identity	39
12.1	Logo	39
12.2	OCEANIDS Brand book	40
13	Conclusion.....	42

1 Executive Summary

The primary objective of the OCEANIDS project is to develop tools and applications that foster a more resilient and inclusive society in coastal regions through improved, well-informed, and integrated seascape management. To achieve this, the project hinges on the technological advancements it proposes and on effectively disseminating and communicating its vision, progress, achievements, and findings to a broad and diverse audience.

Deliverable 6.2, titled "Dissemination and Communication Plan," serves as a comprehensive blueprint for the project's communication strategy, detailing the methodologies, channels, and tools to be employed. This deliverable is connected to Task 6.1 "Dissemination, Communication and High Impact collateral" of Work Package (WP) 6 "Communication, Dissemination, and Exploitation of project results", led by MetisBaltic (METIS). This report outlines a multi-faceted approach to dissemination, leveraging various channels to ensure broad and effective outreach. The initial version of this plan is scheduled for release in Month 6 (M6), with subsequent updates anticipated in Months 18 (M18) and 32 (M32).

The plan presented here emphasizes the importance of clear, consistent, and targeted communication to convey the project's objectives, the significance of its research and development activities, and its potential societal impact. It aims to foster a dialogue with stakeholders and the public, encouraging collaboration, feedback, and participation. The communication strategy is designed to be adaptive and capable of responding to emerging findings, stakeholder needs, and public interest throughout the project's lifecycle.

Deliverable 6.2 is critical to the OCEANIDS project, underpinning its goal of advancing technological and methodological boundaries and ensuring that its innovations lead to tangible societal benefits. Through strategic dissemination and communication, OCEANIDS commits to transparency, engagement, and collaboration, ensuring that its contributions to climate-informed maritime spatial planning and the Blue Economy are recognized, utilized, and built upon by the global community.

List of Tables

Table 1. List of Acronyms/Abbreviations	7
Table 2. Social Media Channels	32
Table 3. External events	33
Table 4. Journals for publications	35
Table 5. Key Performance Indicators.....	38

List of Figures

Figure 1. Framework of deliverable D6.2	9
Figure 2. Work Packages relation within the OCEANIDS project	11
Figure 3. Dedicated channel for dissemination activities (ASANA platform)	15
Figure 4. Example of information shared through this channel.....	16
Figure 5. Quintuple Helix Innovation model	18
Figure 6. Clusters of stakeholders	19
Figure 7. EU funding acknowledgement.....	25
Figure 8. OCEANIDS website	26
Figure 9. OCEANIDS LinkedIn profile	27
Figure 10. OCEANIDS YouTube profile.....	28
Figure 11. OCEANIDS X profile	29
Figure 12. Recommended Hashtags for OCEANIDS	31
Figure 13. Newsletter sign-up window.....	36
Figure 14. OCEANIDS Logo variations.....	39
Figure 15. Examples of OCEANIDS icons.....	40
Figure 16. Examples of OCEANIDS visuals	40
Figure 17. OCEANIDS Logo Positioning.....	41
Figure 18. Example of OCEANIDS Typography	41

Table 1. List of Acronyms/Abbreviations

Acronym Abbreviation	Explanation
AIRC	Associacao Para O Desenvolvimento Do Atlantic International Research Centre
BRET	Region Bretagne
CA	Consortium Agreement
CDP	CDP Worldwide (Europe) Gemeinnutzige Gmbh
CI-MSP	Climate-Informed Maritime Spatial Planning
D	Deliverable
EARSC	European Association Of Remote Sensing Companies
EO	Earth Observation
EU	European Union
FMI	Ilmatieteen Laitos
GA	Grant Agreement
ICCS	Erevnitiko Panepistimiako Institutou Systimatou Epikoinonion Kai Ypologiston
IN2	In2 Digital Innovations Gmbh
IPR	Intellectual Property Rights
METIS	MetisBaltic
MLG	Ayuntamiento De Malaga
MSP	Maritime Spatial Planning
NEREUS	Network of European Regions Using Space Technologies
NLP	Natural Language Processing
O-DSP	OCEANIDS Decision Support Platform
R&D	Research & Development
RG	Research Group
USE	Universidad De Sevilla
WP	Work Package
WTOC	Web2climate Ike

2 Introduction

Coastal regions are often characterised by strategic socio-economic assets (i.e., linked to tourism, fisheries, harbours, and shipyards). This makes coasts particularly sensitive to Climate Change (CC) impacts, which primarily expose infrastructure and local population. Human activities are also responsible for additional pressures on coastal ecosystems, often generating more immediate impacts than those expected from CC by aggravating existing vulnerabilities. The need for CC adaptation in coastal areas is evident and is predicted to become progressively more significant over time due to the grim long-term forecasts of climate variables. Coastal area adaptation strategies should be iterative and dynamic, due to the evolving dynamics of coastal territorial systems. Furthermore, CC adaptation measures should consider local ecology, economy, society, politics, and technology. Therefore, the definition of Climate Adaptation Planning (CAP) must consider specific local socio-economic contexts. The OCEANIDS project aims to develop the tools and applications that enable a more resilient and inclusive society in coastal regions via better-informed and integrated seascape management. The central concept is to collect, harmonize, and curate existing climate data services, making data accessible, reusable, and interoperable for developing local adaptation strategies. This collected information is displayed on the OCEANIDS website and will be continuously disseminated in the best possible way.

The project is organized into six interconnected work packages, each focusing on specific aspects of sustainable coastal management by developing and deploying user-centric tools. WP6 is dedicated to the Communication, Dissemination, and Exploitation of project results. WP6 aims to effectively communicate the progress, achievements, and results of the OCEANIDS project, ensuring wide-reaching impact and engagement across various stakeholders. This work package also focuses on developing and updating the dissemination and exploitation plans, alongside crafting a business model, business plan, and marketing strategies.

WP6 consists of the following tasks:

- **Task 6.1: “Dissemination, Communication and high impact collateral” [M1-M32]**
- Task 6.2: “Liaising with other EU projects, initiatives, and lessons learned: Defining the role of OCEANIDS in the EU Mission” [M1-M32]
- Task 6.3: “Exploitation plans, IPR management business models and post-project sustainability” [M1-M32]

This document represents Deliverable 6.2, “Communication and Dissemination Plan (version 1),” under the OCEANIDS project. Within WP6, Task 6.1, supervised by METIS and contributed to by a consortium including GSH, NEREUS, OHB, HCMR, EARSC, FMI, ICCS, CDP, USE, IN2, WTOC, RG, MLG, BRET, and AIRC, focuses on the development and execution of dissemination and communication strategies. This task involves the creation of impactful materials designed to promote the project’s objectives and outcomes. The communication activities will focus on promoting the project's activities as a whole and raising awareness to a broad public base, informing decision-makers. The dissemination activities will focus on spreading the technical results of OCEANIDS to target audiences and seeking collaborations with other projects in the area to continue knowledge building.

2.1 Scope and objective of the deliverable

This deliverable is connected to Task 6.1 “Dissemination, Communication and high impact collateral” of WP6 “Communication, Dissemination, and Exploitation of project results”, led by MetisBaltic (METIS), as depicted in **Figure 1**.

D6.2 outlines the structured **communication strategies** and **dissemination actions** planned for the lifecycle of the OCEANIDS project. The initial version of this plan is scheduled for release in M6, with subsequent updates anticipated in M18 and M32. These updates will incorporate feedback and results from prior dissemination and exploitation activities to refine and continuously enhance communication efforts. This dynamic approach to the Communication and Dissemination Plan aims to support sustainable coastal development and demonstrate the project's commitment to environmental stewardship and innovation. Through D6.2, the project seeks to ensure that all stakeholders are kept informed and engaged with the progress and successes of OCEANIDS, thereby fostering a resilient Blue Economy and promoting inclusive climate adaptation strategies.



Figure 1. Framework of deliverable D6.2

2.2 Structure of the deliverable

This document consists of the following chapters:

- **Chapter 1** is the executive summary of this D6.2
- **Chapter 2** includes the Introduction, main scope and structure of the deliverable
- **Chapter 3** presents general background information on communication and dissemination
- **Chapter 4** includes information about the involvement of the Consortium in Communication and Dissemination Activities
- **Chapter 5** presents Dissemination and Communication Organization
- **Chapter 6** presents Dissemination and Communication Strategy and Target Audience
- **Chapter 7** introduces the activities connected to liaising with other EU Projects
- **Chapter 8** presents OCEANIDS key messages
- **Chapter 9** provides important information about the EU funding acknowledgement

- **Chapter 10** describes the dissemination and communication tools and the related Key Performance Indicators (KPIs)
- **Chapter 11** includes the monitoring process of the dissemination and communication activities
- **Chapter 12** presents the visual identity of the OCEANIDS project
- **Chapter 13** contains the conclusions of D6.2

2.3 WP6 relation to other WPs and Tasks

WP6, "Communication, Dissemination, and Exploitation of Project Results," is crucial for ensuring the visibility and impact of the OCEANIDS project. WP6 integrates with other work packages by leveraging their outputs for effective communication strategies. From WP1, which provides overall project coordination and management, WP6 receives guidance on project milestones and deliverables, ensuring that dissemination activities align with project goals. WP2 aids WP6 by identifying and engaging stakeholders and providing essential data for targeted communication. WP3's technical outputs, such as data harmonization frameworks and climatic models, are transformed by WP6 into accessible promotional materials. WP4's development of user-driven tools, including the hazard risk assessment platform, is highlighted by WP6 through various communication channels, ensuring user feedback informs future refinements. WP5's validation and demonstration activities supply WP6 with real-world evidence of impact, which is used to create success stories and case studies.

This integration (**Figure 2**) ensures that the project's innovations are effectively communicated to stakeholders, enhancing the project's visibility, fostering engagement, and facilitating the adoption and exploitation of the results, thereby contributing significantly to the overall success of OCEANIDS.

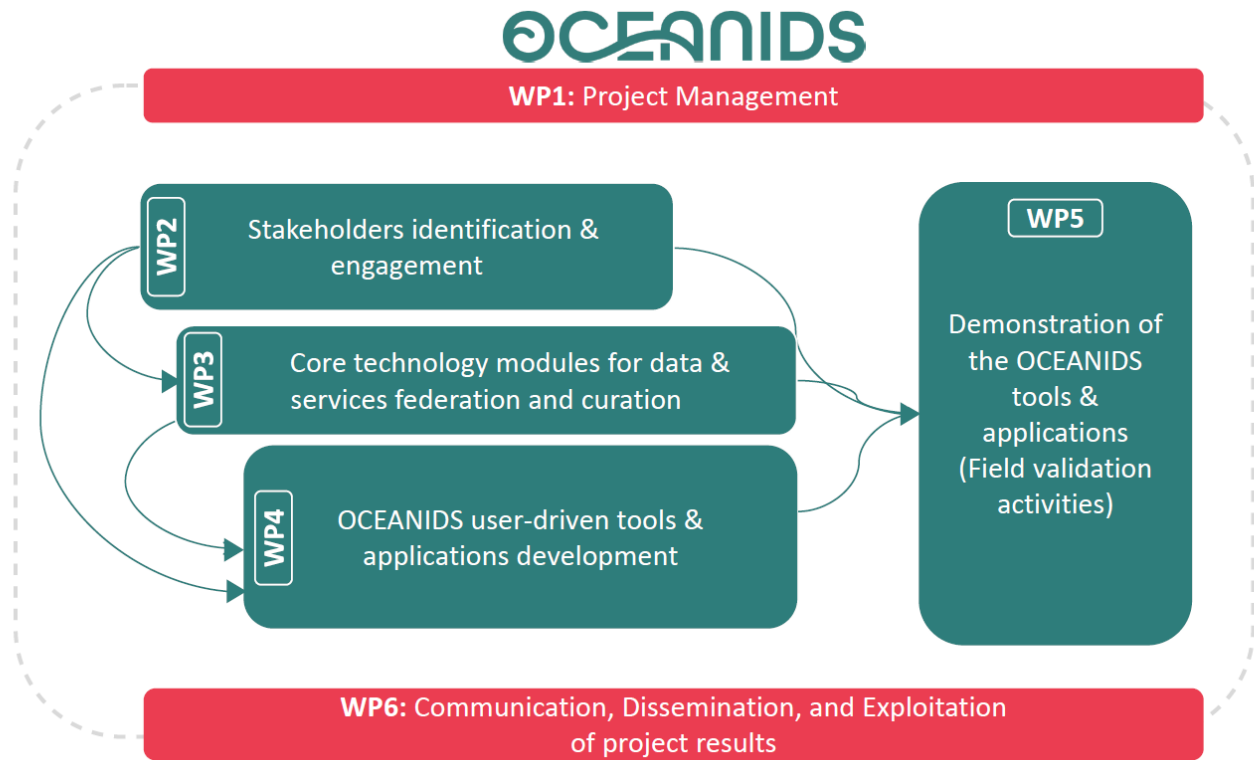


Figure 2. Work Packages relation within the OCEANIDS project

3 General Background

Beneficiaries of the Horizon Europe funding, such as the OCEANIDS project, must carry out activities to increase the impact of the results generated by the project. Dissemination, Communication and Exploitation¹ are the three terms that encompass all the required activities that must be performed during a project's lifetime. More specifically:

- **Dissemination:** Sharing research results with the scientific community, commercial players, civil society and policymakers – Make knowledge and results publicly available free of charge
- **Exploitation:** Using project results to tackle societal problems, in policymaking or for commercial purposes – Make concrete use of results for commercial, societal and political purposes
- **Communication:** Inform, promote and communicate activities and results

Within D6.2 Dissemination and Communication activities will be described, as mentioned above.

Main ways to accomplish an effective strategy:

- ✓ Effective tools and strategies can often be utilized for both communication and dissemination, depending on the nature of the results and the target audience. For instance, **social media platforms** can be utilized to broadcast general updates and highlight the project's benefits to the public, while simultaneously serving as channels for disseminating detailed reports and technical findings to the research community. Similarly, **websites** and **blogs** can present engaging content tailored to a broad audience and provide access to technical papers and data for specialized user groups.
- ✓ **Newsletters** offer another versatile tool, capable of highlighting project achievements and societal impacts for a general readership, while also providing detailed technical updates and alerts for upcoming conferences and publications to professionals in the field. **Workshops** and **conferences** serve dual purposes as well; they can be used to discuss the broader impacts of the project and engage with the community at large, as well as to present detailed technical results, methodologies, and specific findings to a specialized audience.
- ✓ **Press releases** are also effective for both communication and dissemination. They can be issued to announce major milestones, new partnerships, and societal impacts of the project to the general public, while also highlighting the availability of new

¹ https://rea.ec.europa.eu/dissemination-and-exploitation_en

research findings, published papers, and data sets to reach academic and industry circles.

- ✓ **Publications and reports** are essential for documentation and can serve both communication and dissemination purposes. Summary reports and articles can provide an overview of the project's achievements for a general audience, while detailed technical reports, peer-reviewed journal articles, and data sets are targeted at the research community and industry stakeholders.

The **Dissemination Plan** under OCEANIDS employs a comprehensive approach targeting specific audiences through strategically chosen channels and formats.

Key elements of the dissemination strategy include:

- **Comprehensive Reach:** The plan targets both internal and external stakeholders by identifying appropriate audiences and communication channels and creating tailored messages for each interaction phase.
- **Target Identification:** The plan specifies the dissemination targets, stakeholders, methods, and channels to ensure the alignment of the project's strategic goals with its outreach efforts.
- **Promotional Material Development:** audio-visual formats to enhance visibility and impact.
- **Online Presence:** An essential component is the establishment of a robust online presence through a project website and active engagement on social media platforms like Twitter and LinkedIn.
- **Dissemination of Results:** The project commits to disseminating its findings through publications in scientific journals, participation in relevant conferences, and leveraging networks, like the CDP network, to broaden outreach.
- **Final Conference:** A key dissemination activity will be a major conference in Brussels, intended to reach a diverse group of stakeholders, including public users, regional representatives, and EU officials, to showcase the project's contributions to climate adaptation strategies.

In addition to the following, the framework, consisting of the legal documents – Grant Agreement (GA) and Consortium Agreement (CA) – form the basis for using, disseminating, and communicating the outcomes of the OCEANIDS project. In case of any conflicts, the rules defined in the legal documents supersede any rules or recommended practices in D6.2 that concern the description of the project-wide dissemination and communication processes, rules, and tools to be applied.

By strategically integrating communication and dissemination efforts, the project can enhance its reach and impact, ensuring that both general awareness and specialized technical knowledge are effectively conveyed to their respective target audiences. This integrated approach maximizes the effectiveness of the project's outreach activities, fostering a well-informed public and a well-connected research community, ultimately supporting the project's goals and sustainability.

4 Involvement of the Consortium in Communication and Dissemination Activities

Although METIS is leading the dissemination and communication efforts for the OCEANIDS project, it is essential to emphasize that the successful implementation of these activities relies on the active involvement of the entire consortium. This collaborative approach ensures that the project's objectives, findings, and innovations are effectively communicated to a broad and diverse audience, maximizing the project's impact and reach.

The OCEANIDS consortium comprises a diverse group of partners, each bringing unique expertise and resources to the project. The collective efforts of these partners are crucial for the effective dissemination and communication of the project's results. The consortium's involvement includes:

- **Collaborative Content Creation:** Partners contribute to developing high-impact collateral, such as research papers, policy briefs, and multimedia content. This ensures a diverse and comprehensive communication output that addresses various stakeholder needs.
- **Utilization of Networks:** Each partner leverages their unique networks and stakeholder connections to maximize the reach and impact of the project's dissemination efforts. This broadens the audience and enhances engagement with the project's outcomes.
- **Engagement in Events:** Consortium members actively participate in and organize workshops, conferences, and webinars. These events provide platforms to present project findings, engage with stakeholders, and foster collaborations.
- **Digital and Social Media Outreach:** The consortium employs coordinated social media campaigns and digital communication strategies to enhance the project's online presence. This ensures engagement with a global audience and the continuous dissemination of project updates.

5 Dissemination and Communication Organization

The **Dissemination Plan** provides a useful roadmap for identifying who needs to be reached out to and what and when they need to get the relevant information. “**Communication**” is understood as a strategic project tool, which contributes to achieving the project’s outcomes and is covered by this Dissemination plan as well. Beyond mere dissemination, effective communication is essential for stakeholder engagement, the distribution of research results, and the advocacy of the project's methodology.

To implement the Dissemination plan efficiently, partners of the consortium are advised to designate a responsible person for dissemination and communication activities within the organization. This person shall be considered being responsible for overseeing the execution of the Dissemination plan within their respective organization and raising necessary changes and/or deviations throughout the project implementation period.

For internal communication within the OCEANIDS project, all partner organizations are utilizing the ASANA project management system (**Figure 3**). This tool helps maintain clear and organized communication channels. Additionally, the partners hold regular meetings to ensure effective teamwork and real-time engagement across all work packages, utilizing a designated meeting application to support these collaborative efforts.

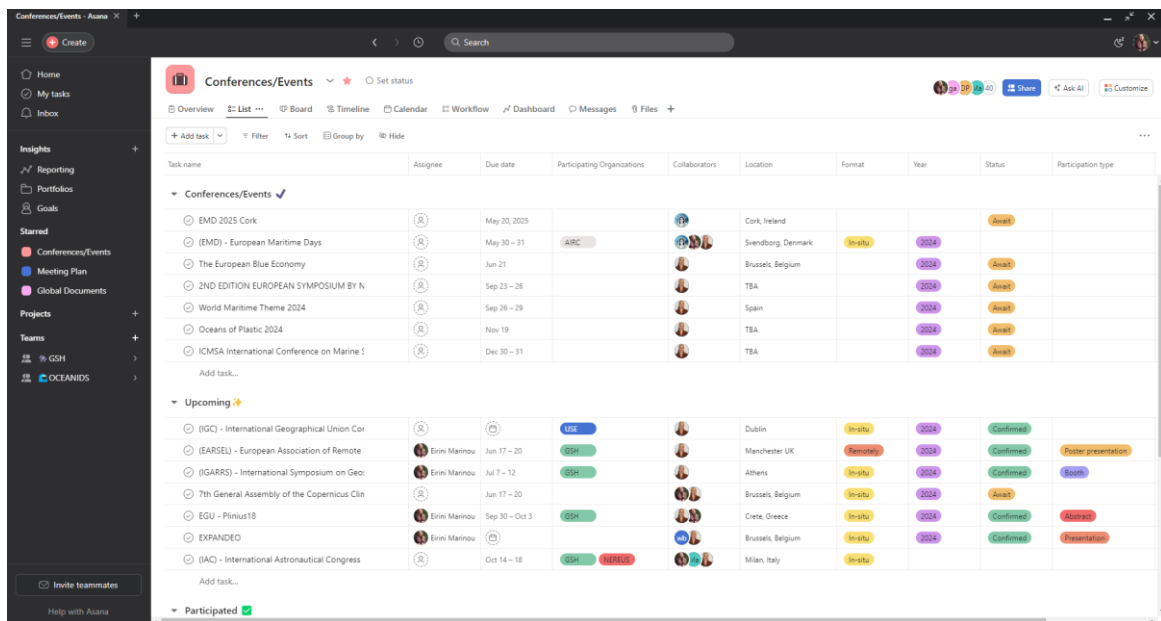


Figure 3. Dedicated channel for dissemination activities (ASANA platform)

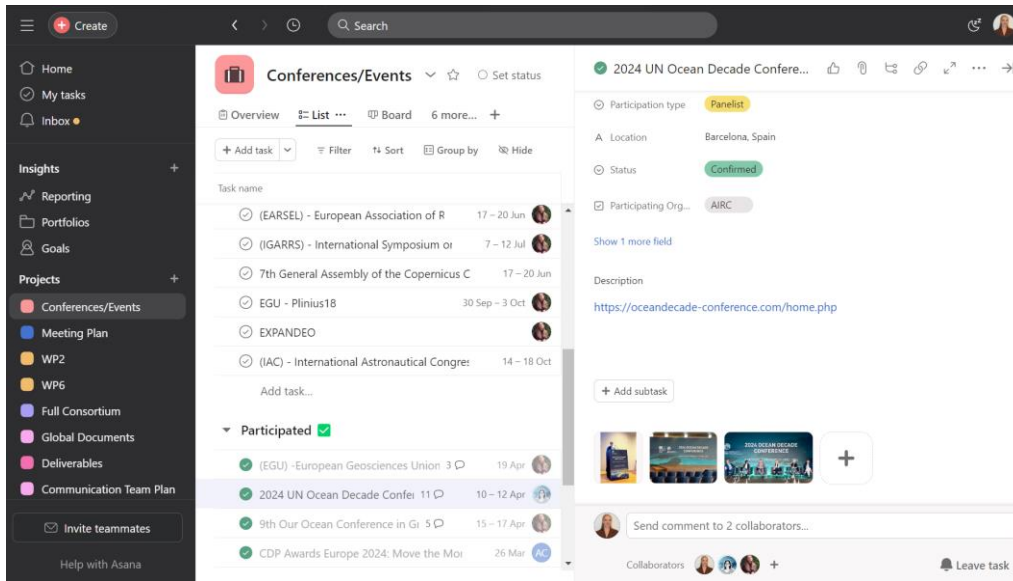


Figure 4. Example of information shared through this channel

A **defined framework** for collaboration and the exchange of information related to dissemination efforts has been established among the partners (Figure 4). In detail, partners are expected to provide METIS with any content intended for public release promptly. This content encompasses specifics of publications, upcoming events, presentations that prominently feature the project, and any supplementary materials such as photographs, videos, and abstracts. Ideally, these should be submitted either before their public release or immediately following the associated event or activity. This collaborative approach ensures that the dissemination of information is managed more efficiently and expediently through the project's established communication and dissemination channels.

6 Dissemination and Communication Strategy and Target Audience

OCEANIDS is dedicated to showcasing its technological advancements and research outcomes through a dynamic and multi-faceted communication strategy, emphasizing dissemination, communication, and robust community engagement. This strategy is designed to unfold in phases, beginning with the initial months of the project, where specific actions are refined while maintaining a core structure organized around pivotal activities.

Communication Phases and Strategies:

- **Long-term Relationship Building:** Central to the project's strategy is fostering long-lasting relationships and trust within the research community, academia, and broader society. By demonstrating the value of its innovations, OCEANIDS aims to earn respect and build trust across its ecosystem.
- **Multi-channel Communication:** Through a multi-channel communication approach, OCEANIDS will deliver personalized messages that cater to the diverse needs and preferences of its stakeholders. This strategy will leverage cutting-edge technologies like Machine Learning and Natural Language Processing to continually gather and analyse data on audience perceptions, enhancing message relevance and engagement.
- **Empowerment of Stakeholders:** OCEANIDS commits to creating a supportive environment that empowers stakeholders to navigate and overcome challenges in their digital transformation journeys. This empowerment strategy is designed to foster a sense of ownership and active participation among community members, strengthening the project's outreach and impact.

6.1 Quintuple Helix Innovation Model

Underpinning OCEANIDS' communication strategy is the Quintuple Helix Innovation model² (Figure 5), which integrates ecological and societal factors with innovation to promote sustainable development. This model enhances the interconnectivity between the economy, society, and democracy, highlighting the significance of incorporating ecological perspectives in R&D initiatives. Through this approach, OCEANIDS aims to achieve long-term benefits for stakeholders and society, ensuring the project's outcomes have a lasting impact.

² **The Quintuple Helix innovation model: global warming as a challenge and driver for innovation**, Elias G Carayannis, Thorsten D Barth & David FJ Campbell, Journal of Innovation and Entrepreneurship, Aug. 2012;

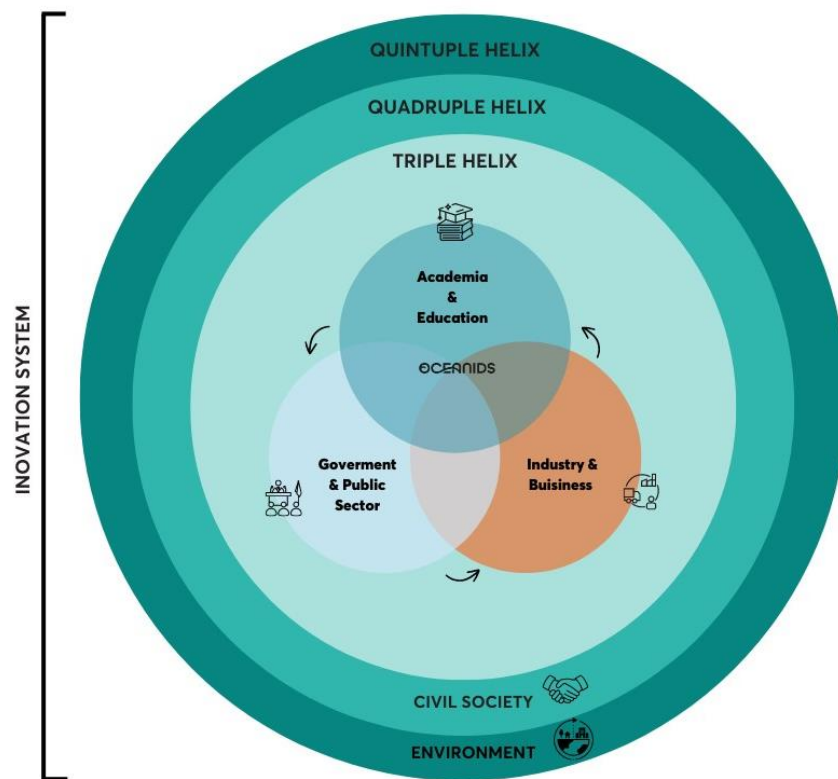


Figure 5. Quintuple Helix Innovation model

6.2 Target Audience Identification

Defining the **target audience** is a critical step in crafting an effective dissemination strategy for the OCEANIDS project. It allows for tailored messaging and, selection of suitable communication channels, ensuring that stakeholders who are actively engaged in the project topic are reached efficiently.

The identification of stakeholder groups was a pivotal task within the OCEANIDS project's stakeholders list mandate, executed through a Stakeholder Mapping Workshop under Task 2.1 of WP2. Led by CDP, a workshop conducted within this framework engaged a diverse array of participants from relevant organizations effectively described in **D2.1** "Stakeholders engagement plan and existing applications or services report". Through a meticulous eight-step process, including problem statement articulation and stakeholder clustering, stakeholders were methodically identified and grouped into **11 distinct clusters** (see **Figure 6**). These clusters, assessed for their importance and influence, form the foundation for subsequent stakeholder engagement activities, aligning with OCEANIDS' objectives in coastal climate adaptation and resilience.



Figure 6. Clusters of stakeholders

6.2.1 Stakeholder groups

To ensure the successful dissemination and adoption of project outcomes, all 11 clusters of stakeholders must be reached through collaborative efforts from all partners. Each partner has a distinct role and responsibility in engaging with different stakeholder groups, making collaboration essential to the success of our communication efforts and the overall project outcomes. The dissemination plan must be dynamic, reflecting the evolving nature of the project's lifecycle and the changing needs of stakeholders. Engagement strategies should be iterative, involving regular reviews to assess their effectiveness and recalibrate as needed to ensure optimal stakeholder involvement and project success. With this framework established, the following outlines the specific roles and strategic approaches tailored for each stakeholder group, designed to maximize their engagement and contribution.

"Manage closely and engage regularly" Groups:

Group 1: Coastal Municipalities and Regions

Importance: They are at the frontline of implementing and benefiting from maritime spatial planning tools developed by OCEANIDS. Their engagement is vital for real-world application and feedback.

Strategy: Regular workshops, progress meetings, and customized toolkits to ensure they can effectively use the project's outputs.

Group 2: Port Authorities

Importance: They play a pivotal role in operationalizing maritime policies and are directly affected by changes in maritime spatial planning.

Strategy: Targeted training sessions, and detailed operational guides on integrating new tools and practices into their workflows.

Group 3: Earth Observation (EO)/Remote Sensing(RS) Solution Providers

Importance: Their technologies and services are key to gathering the data OCEANIDS relies upon. Their involvement is crucial for the advancement of monitoring and risk assessment tools.

Strategy: Collaborative development initiatives, regular technical exchange, and joint demonstrations of system capabilities.

Group 4: Research Institutes, Think Tanks, Academia

Importance: They contribute intellectual depth, validate findings, and disseminate knowledge through academic and industry channels.

Strategy: Academic publications, joint research projects, and symposiums to foster a deep exchange of knowledge.

"Keep informed" Groups:

Group 5: Networks of Municipalities, Regions, Ports

Importance: They are a conduit for sharing best practices and leveraging collective experiences for broader impact.

Strategy: Newsletters, informational webinars, and shared online platforms for continuous information flow.

Group 6: EU-funded Projects in Coastal Resilience and Adaptation

Importance: These projects can provide synergies and learning opportunities, as well as potential for collaborative advancements.

Strategy: Inter-project conferences, collaborative white papers, and shared learning sessions.

Group 7: Banks and Insurance Companies

Importance: They need to understand the financial implications of coastal changes for risk assessment and investment decisions.

Strategy: Executive briefs, risk assessment reports, and forums on the economic impacts of climate change.

Group 8: Private Sector (including SMEs)

Importance: They are both affected by and can significantly contribute to coastal resilience. Engagement is crucial for economic sustainability.

Strategy: Industry-specific guides, impact assessments, and case studies on successful resilience practices.

Group 9: Citizens and Residents

Importance: They are the most impacted by climate change and are essential for the grassroots acceptance and success of adaptation strategies.

Strategy: Community meetings, educational programs, and feedback channels to ensure their voice is heard and needs are met.

"Keep satisfied" Group:

Group 10: Policy-Makers, Government Institutions

Importance: They have the power to institutionalize the project’s findings into public policy and ensure long-term adoption.

Strategy: Policy briefings, strategic dialogue sessions, and regular impact reports to align the project’s outcomes with policy objectives.

“Minimum Effort” Group:

Group 11: General Audience and Private Sector

Importance: While not directly impacted, their broader awareness and support can create a positive environment for the project’s objectives.

Strategy: Public awareness campaigns, informational websites, and engagement via social media to maintain a general level of informed public support.

6.2.2 Advanced Analytics for Stakeholder Engagement Strategies

METIS, drawing on its extensive expertise in AI-driven communication practices, introduces an innovative approach to stakeholder engagement for OCEANIDS. Through **advanced analytics techniques** such as:

- a) social network analytics
- b) text mining
- c) and sentiment analysis

OCEANIDS gains valuable insights into public discourse, enabling tailored communication strategies that resonate deeply with stakeholders.

- ✓ **Social Network analysis:** In this approach, key indicators for stakeholder engagement include identifying top trends and influencers and assessing media reach. By analysing the most discussed topics and themes across digital platforms, OCEANIDS stays informed and relevant. Identifying influential individuals or entities within the stakeholder community allows for strategic engagement and mobilization of support. Additionally, understanding the reach and impact of media channels helps optimize communication efforts for maximum visibility and effectiveness.
- ✓ **Text mining,** a pivotal component of this approach, involves the systematic analysis of textual data to extract relevant information and patterns. Using natural language processing (NLP) algorithms, OCEANIDS can sift through vast amounts of text from various sources, such as social media, news articles, and online forums. By identifying keywords, topics, and trends, text mining allows OCEANIDS to understand the prevailing themes and concerns within the stakeholder community.

- ✓ **Sentiment analysis**, also known as opinion mining, further enhances OCEANIDS' ability to gauge stakeholder sentiment. Through sentiment analysis techniques, OCEANIDS can discern the emotional tone expressed in public discourse, categorizing text as positive, negative, or neutral. This capability enables OCEANIDS to grasp the attitudes and opinions of stakeholders towards specific topics, initiatives, or events.

Based on insights gained, OCEANIDS tailors communication strategies to meet the specific needs and preferences of different stakeholder groups. The primary objective is to discover the best modalities of reach, interaction, and communication with each relevant stakeholder group to enhance the promotion of the project's outcomes and maximize its scientific and socio-economic impact. This will be supported by a spectrum of actions, including establishing and managing **liaisons and synergies** with relevant initiatives at local, national, and pan-European levels, participation in and organization of **events**, and strong support for **stakeholder engagement**, community, and capacity building.

Through these integrated strategies, OCEANIDS aims to effectively communicate its goals and achievements, ensuring that the project resonates with a broad audience and achieves its desired socio-economic impact. The task will build on the strong existing networks of OCEANIDS partners, starting from the consortium's established social impact and reach.

7 Liaising with Other EU Projects

Collaborating with other **EU projects** provides a significant opportunity to amplify the reach of communication and dissemination efforts for OCEANIDS. By engaging with initiatives like [HARMONIA](#), [CMEMS](#), and [NextGEOSS](#), OCEANIDS can leverage existing networks and platforms to share its findings and best practices more broadly. For instance, HARMONIA's integration of GEOSS data for urban adaptation and mitigation can offer valuable insights for OCEANIDS' climate adaptation planning. Similarly, NextGEOSS's user-friendly tools for data mining and exploitation can enhance the accessibility and usability of OCEANIDS data, ensuring that a wider audience benefits from its outputs. These collaborations also facilitate the exchange of knowledge and resources, avoiding duplication of efforts and fostering innovation through shared expertise.

Moreover, **joint participation** in events, webinars, and workshops with projects such as [e-SHAPE](#), [euPOLIS](#), and [SEN4RUS](#) creates platforms for OCEANIDS to showcase its work to diverse stakeholder groups. Engaging in the Mission Cluster Collaboration Platform and the [Mission Adaptation Platform](#) allows for targeted dissemination of climate adaptation knowledge, reaching policymakers, industry leaders, and academic researchers across Europe. This interconnected approach not only raises the profile of OCEANIDS but also integrates its findings into broader policy and practice, ensuring that its contributions to maritime spatial planning and climate adaptation planning are recognized and adopted at multiple levels. Through these strategic collaborations, the impact and visibility of OCEANIDS' communication efforts are significantly enhanced, driving systemic adoption and implementation of its innovative solutions.

8 OCEANIDS Key Messages

In professional communications, the OCEANIDS project employs a strategic array of key messages to streamline and enhance the impact of its outreach initiatives across various sectors of maritime and coastal development. Each message is tailored to distinctly communicate the project's goals and achievements within its primary application areas:

Application Area 1: Sustainable Development for Coastal Cities and Ports

Key Message: "OCEANIDS: A Solution for the Coastal Cities and Ports Sustainable Development"

This key message emphasizes OCEANIDS' commitment to addressing the challenges faced by coastal cities and ports, highlighting its role in providing solutions that harmonize economic activities with environmental stewardship. Targeting urban planners, local government bodies, and port authorities, this message underscores the project's focus on sustainable development in crucial commerce and culture hubs.

Application Area 2: Advanced Maritime Research and Innovation

Key Message: "Navigating Future Oceans with Precision and Sustainability"

Focusing on the scientific and technological foundations of the project, this message reflects OCEANIDS' dedication to advancing maritime research. It communicates the project's efforts in developing innovative tools and methodologies that enable better decision-making and resource management in marine environments.

Application Area 3: Leadership in Sustainable Maritime Innovation

Key Message: "OCEANIDS: Leading Sustainable Innovation in Coastal Cities and Ports"

Positioning OCEANIDS as a leader in sustainable maritime innovation, this message targets industry stakeholders, technology developers, and the scientific community. It highlights the project's proactive role in driving sustainable practices that bring lasting benefits to coastal and port communities.

These key messages form the backbone of the OCEANIDS project's strategic communication plan, ensuring that every stakeholder interaction and public engagement is impactful and coherent. By consistently projecting these messages across various platforms and interactions—from visual presentations and social media campaigns to direct stakeholder engagements—OCEANIDS not only amplifies its voice but also solidifies its influence within the global maritime community. Each message has been crafted to resonate with specific target audiences, ensuring that the project's vision for sustainable maritime and coastal development is clearly communicated and widely understood. Through this focused dissemination strategy, OCEANIDS effectively communicates its transformative vision, driving broader support and engagement for sustainable initiatives in maritime environments.

9 Information on EU funding

All communication activities conducted under the OCEANIDS initiative are subject to specific stipulations as outlined in the GA. A key requirement is the proper **acknowledgement of EU funding**, detailed as follows:

Communication and dissemination activities undertaken by the beneficiaries—including media relations, conferences, seminars, production of informational materials such as brochures, leaflets, posters, deliverables, and any infrastructure, supplies, or significant results funded by the grant—must include an acknowledgement of EU support. This acknowledgement must feature the European flag (emblem) and a precise funding statement. The statement should be translated into local languages as appropriate, and it is displayed in **Figure 7** in the documentation.



Project funded from the EU HE research and innovation programme under GA No. 101112919

Figure 7. EU funding acknowledgement

The required format for the OCEANIDS project acknowledgement is: ***“Project funded by the EU Horizon Europe research and innovation programme under Grant Agreement No. 101112919.”*** This acknowledgement must accompany the EU emblem and be displayed prominently in all relevant communications. In situations where other logos or visual identities (e.g., logos of beneficiaries or sponsors) are also present, the EU emblem must be featured with equal prominence and visibility. The emblem and acknowledgement statement must be incorporated to denote the funding framework, the specific grant number, and the project acronym.

10 Dissemination and Communication Tools and Key Performance Indicators (KPIs)

10.1 Project website

The OCEANIDS project's official website (**Figure 8**), hosted and designed by METIS at <https://www.OCEANIDS-project.eu/> (the website structure and functionality are described in detail in deliverable **D6.1** "Website and Project Logo") serves as the primary platform for engaging with the public. As the main interface for communication, it plays a crucial role in disseminating information about the project. The website is structured to provide comprehensive details on the objectives and goals of OCEANIDS, information about the project partners, proposed activities, and a repository of videos, news, and events. It also highlights organized workshops and the results achieved thus far.

The responsibility for the website's regular updates lies with the webmaster, who collaborates closely with partners to ensure the content remains current and reflective of the project's progress.

To optimize and understand the website's reach, traffic is meticulously monitored using Google Analytics. This tool provides valuable insights into user behaviour and interaction with the site, aiding in the continuous improvement of the website's effectiveness as a communication tool.

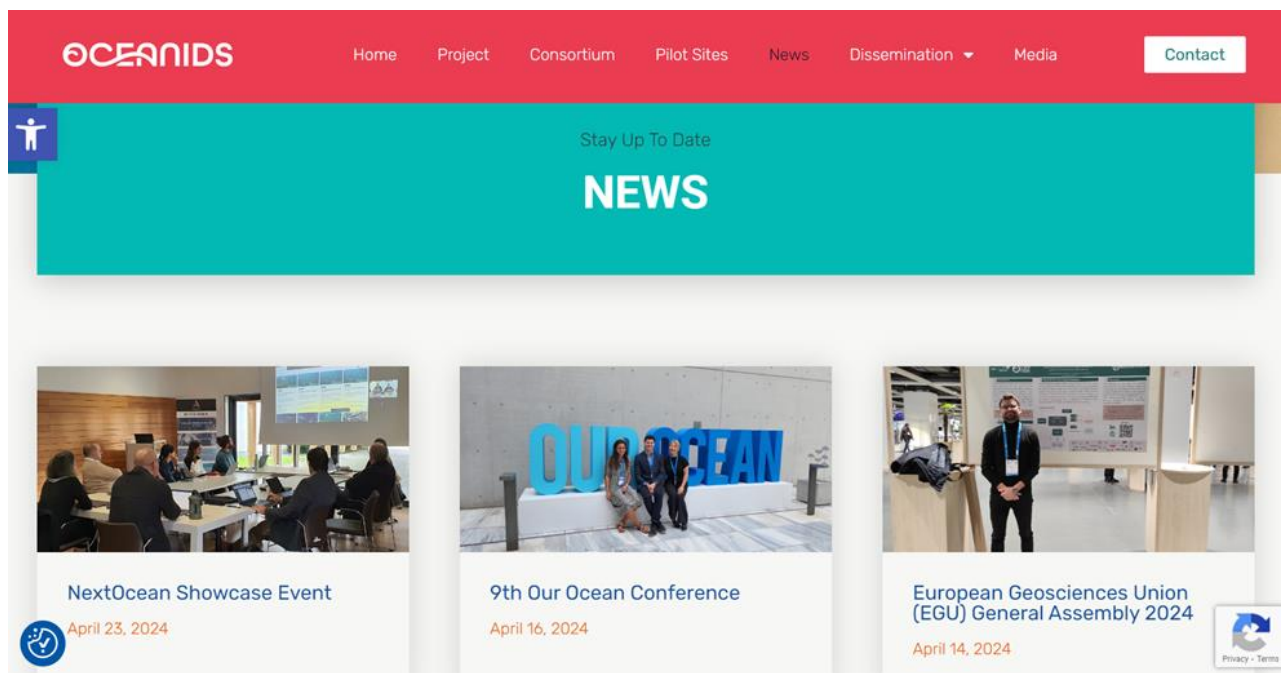


Figure 8. OCEANIDS website

10.2 Social Media Channels

In the digital era, an active **social media presence** is indispensable for the dissemination activities of research projects like OCEANIDS. Social media channels serve as dynamic platforms for reaching out to diverse audiences, sharing information swiftly, and engaging communities in the project's advancements. For OCEANIDS, specific platforms such as **LinkedIn**, **YouTube**, and **X** (former Twitter) have been identified as pivotal in connecting with both professional groups and the broader public, ensuring the project's innovations and findings are widely accessible and impactful.

To further enhance its reach, OCEANIDS will incorporate **paid social media campaigns** into its strategy. These campaigns will be targeted to reach specific stakeholder segments and amplify project messaging. Utilizing paid advertising features on platforms, OCEANIDS will promote key project updates, events, and reports to a wider audience. The effectiveness of each campaign in achieving its objectives and reaching target stakeholder segments will be evaluated, guiding iterative improvements. Interactive campaigns such as quizzes and giveaways will also be launched to encourage participation and foster a sense of community among followers. Additionally, OCEANIDS will leverage each partner's communication channels and contacts to amplify the reach of these campaigns.

10.2.1 LinkedIn Strategy for OCEANIDS

LinkedIn, a network with over 756 million global users, is pivotal for OCEANIDS' professional outreach. It stands out for its ability to connect with distinct professional groups, making it an invaluable tool for OCEANIDS to disseminate targeted information to stakeholders in maritime spatial planning, climate change adaptation, and environmental conservation sectors. The platform's capacity to tailor messages, coupled with its robust analytics tools, allows for the effective measurement and refinement of dissemination strategies (**Figure 9**).

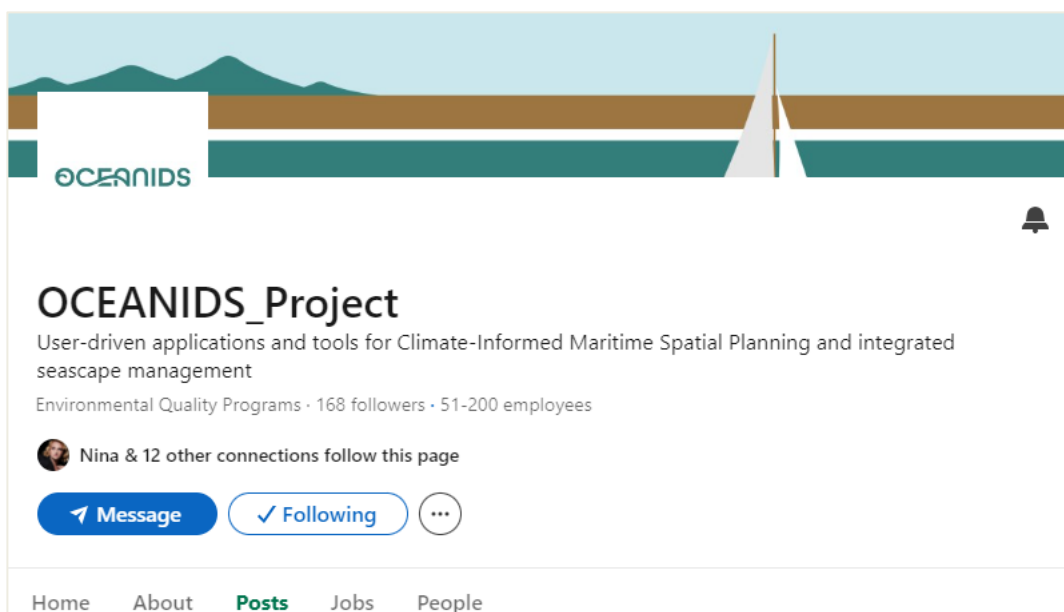


Figure 9. OCEANIDS LinkedIn profile

Key Aspects of OCEANIDS on LinkedIn:

- **Targeted Professional Engagement:** Focusing on professionals and organizations in related fields such as climate change adaptation, maritime spatial planning (MSP), and coastal region management.
- **Content Strategy:** Sharing updates on project milestones, research findings, and articles that position OCEANIDS as a thought leader in climate-informed maritime spatial planning.
- **Networking and Community Building:** Utilizing LinkedIn's group features to facilitate discussions and share insights, fostering a community of interest around OCEANIDS' goals.
- **Events and Workshops:** Sharing detailed announcements and recaps of OCEANIDS-hosted events, workshops, and conferences. This includes information on event objectives, themes, key speakers, and outcomes, providing a window into the project's active role in fostering dialogue and collaboration among maritime and environmental professionals.
- **Showcasing Impact:** Content that showcases the direct impact of OCEANIDS' work on communities, policy, and the environment helps in illustrating the tangible outcomes of the project, further establishing its importance and relevance in the field.

10.2.2 YouTube Strategy for OCEANIDS

YouTube's vast platform offers OCEANIDS an opportunity to engage a wider audience through video content. Videos related to the project's activities, such as interviews with researchers, educational content on maritime spatial planning and climate change, and highlights from workshops or conferences, can significantly boost public engagement and awareness (Figure 10).

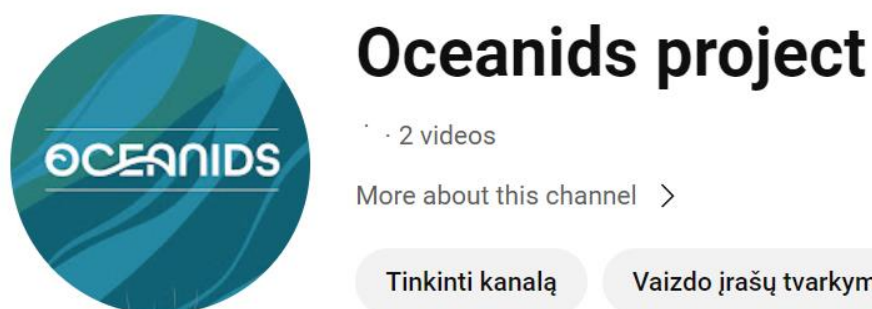


Figure 10. OCEANIDS YouTube profile

Key Aspects of OCEANIDS on YouTube:

- **Engaging and Informative Content:** Develop videos that explain the project's objectives, showcase its impact, and highlight its contributions towards a resilient and inclusive Blue Economy.

- **Community Interaction:** Encouraging viewers to engage with the content through comments, shares, and subscriptions to the OCEANIDS YouTube channel.
- **Visibility and Accessibility:** Enhancing the project's visibility and making complex scientific information accessible to a non-specialist audience.

10.2.3 X (former Twitter) Strategy for OCEANIDS:

X (former Twitter) serves as a real-time platform for OCEANIDS to share quick updates, engage with a diverse audience, and participate in ongoing conversations related to marine research, climate change, and environmental conservation. With its widespread usage and features such as hashtags and retweets, X offers an effective channel for increasing the visibility of OCEANIDS' initiatives and fostering engagement with stakeholders (Figure 11).



Figure 11. OCEANIDS X profile

Key Aspects of OCEANIDS on X:

- **Timely Updates:** Sharing real-time updates on project activities, milestones, and events to keep followers informed about the latest developments.
- **Engagement with Stakeholders:** Actively engaging with followers, responding to queries, and fostering discussions on topics relevant to OCEANIDS' mission and objectives.

- **Hashtag Utilization:** Utilizing relevant hashtags to categorize tweets and increase their discoverability among target audiences interested in marine research, climate resilience, and maritime policy.
- **Visual Content:** Incorporating visuals such as infographics, photos, and videos to enhance the visibility and engagement of tweets.
- **Retweeting and Amplification:** Retweeting content from partners, collaborators, and relevant stakeholders to amplify OCEANIDS' message and broaden its reach.
- **Live Coverage:** Providing live coverage of events, workshops, and conferences hosted or attended by OCEANIDS, allowing followers to participate virtually and stay updated in real time.

By incorporating Twitter into its social media strategy, OCEANIDS can further enhance its digital presence, interact with a wider audience, and disseminate its research findings and initiatives effectively in real time. Twitter complements OCEANIDS' existing social media channels, offering a dynamic platform for fostering engagement and dialogue on critical issues related to marine conservation and climate resilience.

Recommended Hashtags for OCEANIDS

To increase the visibility of OCEANIDS' content on social media, specific hashtags derived from the project's key themes and objectives should be utilized. Based on the project's focus areas, recommended hashtags include (**Figure 12**):





<p>#OceanidsResearch</p> <ul style="list-style-type: none"> • Central to tagging posts related to the project's specific research activities and findings, enabling stakeholders to easily follow the scientific contributions of Oceanids.
<p>#MarineEcosystems</p> <ul style="list-style-type: none"> • Highlights the project's focus on understanding and protecting marine ecosystems, suitable for content discussing marine biodiversity, ecosystem services, and conservation efforts.
<p>#SustainableSeas</p> <ul style="list-style-type: none"> • Emphasizes Oceanids' commitment to the sustainability of marine and coastal resources, ideal for showcasing sustainable practices and innovations in marine conservation.
<p>#ClimateResilience</p> <ul style="list-style-type: none"> • Underlines the project's initiatives in enhancing the resilience of marine and coastal ecosystems to climate change, including adaptive management strategies and resilience building.
<p>#OceanData</p> <ul style="list-style-type: none"> • Tags content that delves into data collection, analysis, and the use of technological tools in marine research, highlighting the project's data-driven approach to ocean management.
<p>#CoastalAdaptation</p> <ul style="list-style-type: none"> • Targets discussions on adapting coastal regions to climate change impacts, showcasing Oceanids' work in developing solutions for coastal resilience.
<p>#MaritimePolicy</p> <ul style="list-style-type: none"> • Useful for posts exploring the implications of Oceanids' findings on maritime and coastal policies, governance, and spatial planning.
<p>#BlueEconomy</p> <ul style="list-style-type: none"> • Aligns with content that discusses the sustainable development of marine economies, focusing on how Oceanids contributes to economic growth while ensuring environmental conservation.
<p>#CoastalRegions</p> <ul style="list-style-type: none"> • Pertains to content that focuses on the specific challenges, research findings, and management strategies related to coastal regions, emphasizing the project's impact on these critical areas.
<p>#SeaLevelRise</p> <ul style="list-style-type: none"> • Highlights Oceanids' research and initiatives addressing the challenges posed by sea-level rise, including mitigation and adaptation strategies for coastal communities.
<p>#MaritimeSpatialPlanning</p> <ul style="list-style-type: none"> • Essential for tagging posts related to the strategic planning and management of maritime spaces, underscoring the project's contributions to effective and sustainable maritime spatial planning (MSP).
<p>#OceanAwareness</p> <ul style="list-style-type: none"> • A broader hashtag for raising public awareness about the importance of oceans, their challenges, and the need for collective conservation efforts.

Figure 12. Recommended Hashtags for OCEANIDS

By integrating these hashtags into their social media strategy, OCEANIDS can categorize its content more effectively, making it more accessible to those interested in specific aspects of the project’s scope. These hashtags not only aim to broaden the reach of OCEANIDS' digital content but also to foster engagement with a community of followers passionate about marine research, conservation, and policy while aligning closely with the project’s key themes and objectives.

The strategic use of **LinkedIn**, **YouTube** and **Twitter (X)** aligns with OCEANIDS' dissemination objectives, enabling the project to reach and engage with its target audiences effectively. Through tailored content and interactive engagement, OCEANIDS can amplify its message, share its findings, and foster a community of stakeholders committed to climate-informed maritime spatial planning and the protection of marine ecosystems. This social media strategy not only broadens the project's outreach but also enriches the quality of engagement, making it a crucial component of OCEANIDS' communication strategy. For detailed information on OCEANIDS’ social media channels and direct links to these platforms, please refer to Table 1: Social Media Channels.

Table 2. Social Media Channels

Social Media Channel	Direct link
X (Twitter)  	https://twitter.com/OceanidsProject
LinkedIn 	https://www.linkedin.com/company/oceanids-project/
YouTube 	https://www.youtube.com/@Oceanidsproject

10.3 Project Events

Project events are integral to the OCEANIDS initiative, designed to present an overview of project activities, disseminate results, and share experiences and lessons learned. These gatherings are critical not just for information sharing but also for forging and nurturing networks and partnerships. By facilitating direct exchanges of knowledge and expertise, these events significantly enhance the visibility of the OCEANIDS project.

Furthermore, it is planned to organize **at least 1 OCEANIDS workshop by M31** related to training platforms and digital content development.

The OCEANIDS project plans to actively participate in external events such as summits, conferences, symposiums, and meetings to present its activities and results, thereby enhancing project visibility and impact. **Table 3** below presents a list of **external events** that the consortium partners are considering for possible participation and presentation of the project. Additionally, project partners are encouraged to seek dissemination opportunities at events not initially listed and to organize workshops focused on specific research aspects whenever possible.

The list of events is not exhaustive and is updated regularly to reflect new opportunities; it is stored in ASANA, a project management system, and on the project website calendar, making it visible to all consortium partners. Participation in these external events is pivotal for disseminating project outcomes, engaging with the scientific community and industry stakeholders, and fostering valuable collaborations.

Table 3. External events

Date	Name of event	Topic	Location	Type	Link
6/03/24	CDP Awards Europe 2024: Move the Money	Climate Finance	Paris, France	Awards	-
08/04/24 – 10/04/24	Ocean Business 2024	Business & Industry	Southampton, England	Trade Show	Ocean Business 2024
10/04/24 – 12/04/24	2024 UN Ocean Decade Conference	Ocean Conservation	Barcelona, Spain	Conference	UN Ocean Decade Conference
14/04/24 – 19/04/24	European Geosciences Union (EGU)	Geosciences	Vienna	Conference	-
15/04/24 – 17/04/24	9th Our Ocean Conference in Greece	Ocean Conservation	Kallithea, Greece	Conference	9th Our Ocean Conference
01/05/24 – 02/05/24	Blue Economy Conference 2024	Economic Development	United Arab Emirates	Conference	Blue Economy Conference 2024
30/05/24 – 31/05/24	European Maritime Days (EMD)	Maritime Development	Svendborg, Denmark	Conference	European Maritime Days
13/06/24	Digital Ocean Forum 2024	Ocean Innovation	Brussels, Belgium	Forum	Digital Ocean Forum 2024
17/06/24 – 20/06/24	European Association of Remote Sensing Laboratories (EARSEL)	Remote Sensing	Manchester, UK	Conference	-
21/06/24	The European Blue Economy	Economic Impact	Brussels, Belgium	Conference	European Blue Economy
07/07/24 – 12/07/24	International Symposium on Geoscience and Remote	Geoscience	Athens, Greece	Symposium	https://www.nereus-regions.eu/2024/04/29/3rd-edition-european-symposium-by-nereus-regions-space-data-for-water-energy-on-2-3-october-2024-

	Sensing (IGARRS)				toulouse-occitanie-registration-and-call-for-best-practices/
2/10/24 – 3/10/24	3rd EDITION EUROPEAN SYMPOSIUM BY NEREUS REGIONS	Water and Energy	Toulouse, Occitanie	Symposium	European Symposium by NEREUS Regions
03/10/24 – 30/09/24	Plinius18	Mediterranean Risk Management	Crete, Greece	Conference	Plinius18
26/09/24 – 29/09/24	World Maritime Theme 2024	Maritime Affairs	Spain	Conference	World Maritime Theme 2024
14/10/24 – 18/10/24	International Astronautical Congress	Space Sustainability	Milan, Italy	Conference	International Astronautical Congress
19/11/24	Oceans of Plastic 2024	Environmental Impact	TBA	Awareness Day	Oceans of Plastic 2024
30/12/24 – 31/12/24	ICMSA International Conference on Marine Science and Applications 2024	Marine Science	TBA	Conference	ICMSA 2024

10.4 Scientific and Technical publications

Scientific and technical publications serve as crucial vehicles for disseminating the results of research projects. In alignment with the principles of open science and transparency, the consortium commits to publishing a minimum of 10 peer-reviewed papers/articles by the conclusion of the project (M32). As results begin to materialize, it becomes imperative to ensure their broad dissemination, including through scientific publications. More information can be found in deliverable D1.5 “Data Management Plan”.

Key Requirements for Publications:³

- ✓ **Open Access:** All peer-reviewed publications resulting from the project must adhere to open access principles. This entails depositing a machine-readable electronic copy of the published version or the final peer-reviewed manuscript in a trusted repository for scientific publications at the time of publication. Immediate open access must be provided via the repository under suitable licensing terms, such as the Creative Commons Attribution International Public License (CC BY) or equivalent, ensuring that the research findings are accessible to all.

³ **Grant Agreement No. 101112919, Annex 5, Article 17**

- ✓ **Peer Review:** All publications must undergo a rigorous peer-review process to ensure the quality and validity of the research findings. Peer-reviewed manuscripts must be deposited in the repository along with the published version to maintain transparency and facilitate validation of the conclusions.
- ✓ **Comprehensive Metadata:** Metadata accompanying the deposited publications should adhere to FAIR principles, providing essential information such as author(s), title, date of publication, publication venue, licensing terms, and persistent identifiers for the publication and related outputs. **Table 4** presents a list of targeted journals that the consortium partners will consider for publications.

Table 4. Journals for publications

Name	Link to Journal
Sustainable Cities and Society	https://www.sciencedirect.com/browse/journals-and-books
Remote Sensing	https://www.mdpi.com/journal/remotesensing
Urban Climate	https://www.sciencedirect.com/journal/urban-climate
Atmospheric Pollution Research	https://www.sciencedirect.com/journal/atmospheric-pollution-research
Remote Sensing of Environment	https://www.sciencedirect.com/journal/remote-sensing-of-environment
Urban Policy and Research	https://www.tandfonline.com/toc/cupr20/current
Air Quality, Atmosphere & Health	https://link.springer.com/journal/11869
Geosciences	https://www.tandfonline.com/toc/cupr20/current
Terra Nova	https://onlinelibrary.wiley.com/journal/13653121
International Journal of Spatial Data Infrastructures Research (IJS DIR)	https://ijsdir.sadl.kuleuven.be/index.php/ijsdir

10.5 Newsletters

After the first year, the OCEANIDS project will launch a biannual e-newsletter to keep stakeholders and the broader public informed about the project's progress and developments. This newsletter will include updates on milestones, new initiatives, and upcoming events. To ensure a wide reach, interested individuals can subscribe to receive the newsletter directly through the project website, as shown in **Figure 13**, which depicts the newsletter sign-up window.

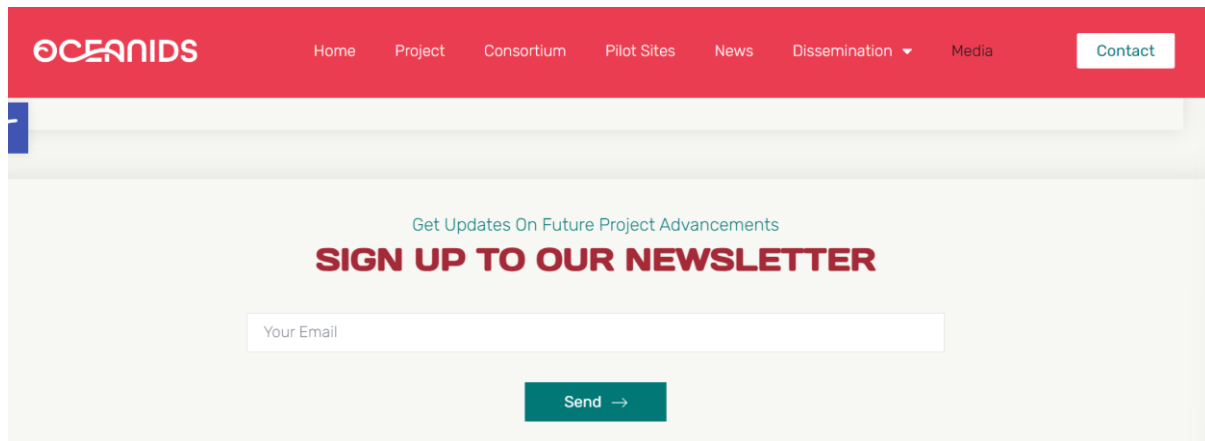


Figure 13. Newsletter sign-up window

10.6 Videos

Videos are an integral part of the dissemination and communication strategy for the OCEANIDS project. These are planned to enhance engagement and effectively convey the project's scope and impact through various formats:

- **Event Overview Videos:** These videos capture the essence and atmosphere of OCEANIDS project events, promoting the project and conveying the enthusiasm behind it, which helps build a connection with the audience.
- **Explainer Videos:** These videos serve an educational purpose by breaking down the complex objectives and methodologies of the OCEANIDS project into content that is easy to understand for both experts and the general public.
- **Demonstrator Videos:** Important for showcasing the practical applications and results of the project's research, these videos highlight the achievements and the potential impact of the OCEANIDS project in its relevant field.

Distribution Channels:

- **YouTube:** Serving as the primary platform for video sharing, ensuring accessibility and broad reach.
- **LinkedIn:** Utilized for professional engagement and to reach industry stakeholders and academic audiences.
- **Project Website:** Offers a centralized hub for all multimedia content related to the project, ensuring that information is accessible to all interested parties.

This multimedia approach is designed to maximize the visibility and impact of the project's outputs, engaging a diverse audience through multiple platforms.

10.7 OCEANIDS promotional material

A variety of promotional materials will be developed to enhance visibility and engagement with the general public as well as national and international media. These materials include

flyers, brochures, and posters, which will be made available in both print and electronic formats to facilitate distribution at various events, such as conferences and workshops.

To accommodate the diverse audience across different regions, project partners have the option to adapt these promotional materials to their national languages. This flexibility ensures that the project's message is accessible and clear to all stakeholders, regardless of their primary language.

The production of these materials will be ad-hoc, tailored to fit the specific needs and goals of each event or initiative. While general flyers and brochures may be shared electronically, certain items like the project roll-up banner will be produced specifically for physical display.

This strategic approach to creating and distributing promotional materials is designed to maximize the project's reach and impact, ensuring effective communication and visibility of the OCEANIDS project's objectives and achievements.

11 Monitoring Dissemination and Communication

Defining and managing **Key Performance Indicators (KPIs)** for dissemination and communication is integral to the OCEANIDS project, ensuring that all activities align with the project’s strategic approach and effectively measure their impact. A comprehensive set of KPIs has been established to monitor the efficacy of these activities, from reach and engagement to impact, all of which will be overseen by the WP leader. This systematic monitoring allows the project team to implement corrective measures proactively if the activities do not meet the predetermined objectives.

Initially outlined KPIs during the proposal preparation phase, as shown in **Table 5**, provide baseline values and targets that will be regularly updated and refined throughout the project’s lifecycle to reflect both the ongoing project demands and any new insights gained during its execution. This dynamic approach ensures that the project remains adaptive and responsive to real-time feedback and changes, optimizing the dissemination and communication strategies to maximize the project's overall success.

Table 5. Key Performance Indicators

Measure	Indicators	Target	Means of verification
OCEANIDS Website	# of unique visitors	2000+ by M32	Google official metrics/reports
Social networks	Web analytics Number of impressions on Twitter, LinkedIn, and YouTube	Up to 5000 by M32	Official metrics/reports by the relevant social media
OCEANIDS Workshops	# of workshops and # of participants	One Workshop by M31	Proceedings & Media Coverage
Videos	# of videos published on the project’s YouTube channel and average number of views	Up to 10 to be released in M31	Videos & Media Coverage
Scientific publications	# of peer-reviewed papers/articles	Up to 10	The publications
OCEANIDS brochures	# of brochures distributed	500+ by M32	Proceedings & media material of the events
Posters/Roll-up	# of posters produced	Two [2] in M16, M32	The original posters
High-level materials for policymakers	# of sets (mission statement, slide deck, brochure)	Two [2] the last two years of the project	Targeted meetings- Proceedings & media material

12 Visual Identity

The development of the **OCEANIDS project's visual identity** began with the creation of its logo, a foundational step in establishing a clear, recognizable brand for all communications. This visual identity encapsulates the project's philosophy and goals, ensuring consistency across various platforms. The comprehensive visual identity package includes:

12.1 Logo

Logo Variations: The OCEANIDS logo was meticulously designed for adaptability and recognizability. The development process led to the creation of multiple logo versions to cater to various application needs, including full versions and vertical formats, each crafted for specific contexts and mediums. This vertical version, in particular, ensures compatibility with the branding requirements of several partner organizations, such as conferences, festivals, and journals. The versatility of the logo, including its main variations as well as full-colour, one-colour, and monochrome options available in both black and white, guarantees the logo's effectiveness across different applications, from digital platforms to printed materials. The comprehensive range of these logo variations, showcasing the brand's commitment to adaptability and consistency, is detailed in **Figure 14**.



Figure 14. OCEANIDS Logo variations



Figure 17. OCEANIDS Logo Positioning

- ✓ **Typography:** Univa Nova is a geometric sans-serif typeface inspired by traditional Swiss design, making it ideal for a wide array of applications. Its clarity and modern aesthetic are perfect for branding, logo design, and editorial uses. The typeface excels in creating minimal yet impactful headlines and logotypes, particularly when enhanced with extra letter spacing for uppercase letters. This adjustment amplifies its sleek appearance, ensuring optimal readability and visual appeal in both print and digital formats (Figure 18).

		<i>italic</i>	
Univa Nova	regular	<i>Univa Nova</i>	hairline
Univa Nova	thin	<i>Univa Nova</i>	thin
Univa Nova	light	<i>Univa Nova</i>	light
Univa Nova	regular	<i>Univa Nova</i>	italic
Univa Nova	medium	<i>Univa Nova</i>	medium
Univa Nova	bold	<i>Univa Nova</i>	bold
Univa Nova	semiBold	<i>Univa Nova</i>	semiBold
Univa Nova	heavy	<i>Univa Nova</i>	heavy

Figure 18. Example of OCEANIDS Typography

By integrating these elements, the **OCEANIDS brand book** plays a pivotal role in maintaining a consistent and recognizable brand identity. This coherence is vital not only for enhancing the project's visibility but also for fostering trust and support among its diverse stakeholders, ranging from scientific communities to the general public.

13 Conclusion

The dissemination and communication plan articulated in this document underpins the trajectory of the OCEANIDS project toward realizing its vision for sustainable maritime and coastal development. Deliverable D6.2 represents a fundamental component of the OCEANIDS project's strategic communication framework. At the heart of the project's strategy is the imperative to effectively communicate its mission, foster stakeholder engagement, and ensure the visibility of its innovative contributions to the Blue Economy. To achieve these objectives, OCEANIDS utilizes a wide array of dissemination tools, ranging from digital platforms such as an interactive website and active social media presence to traditional methods like newsletters, press releases, and participation in industry conferences.

This document serves not merely as a procedural outline but as an actionable guide necessitating the collective effort of all consortium partners. By harmonizing our communication tactics with the core objectives and scientific advancements of the project, we ensure that OCEANIDS's key messages resonate with and reach a broad audience, including policymakers, researchers, and the global maritime community.

As we forge ahead, the OCEANIDS project's commitment to adaptive communication will reflect in the iterative refinement of our strategies, shaped by ongoing stakeholder feedback and emerging project outcomes. This dynamic approach is pivotal in maximizing the reach and impact of our dissemination activities, thereby advancing OCEANIDS's overarching goal of enhancing climate resilience and promoting inclusive growth within coastal regions.

The progression of Deliverable 6.2 is planned to be dynamic, with initial delivery at M6 and subsequent updates at M18 and M32, incorporating feedback and results from prior dissemination and exploitation activities. This structured approach aims to support sustainable coastal development, demonstrating the project's commitment to environmental stewardship and innovation.

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