

# OCEANIDS

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

## D6.3 – Dissemination and Communication Plan (version 2)

---

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

---

<b>Lead Contributors</b>	Simona Sirutè (METIS), Eirini Marinou (GSH), Giorgos Daskalopoulos (GSH)
<b>Reviewers</b>	Natalia Ospina-Alvarez (AIR Centre), Margarita Chrysaki (NEREUS), Eirini Marinou (GSH)
<b>Due Date</b>	31.05.2025
<b>Delivery Date</b>	<b>31.05.2025 [M18]</b>
<b>Type</b>	Document, Report
<b>Dissemination Level</b>	PU - Public

**Keywords** Communication Plan, Dissemination Plan, Communication channels, Stakeholders

### Document History

Version	Date	Description	Reason for Change	Distribution
0.1	10/05/2025	1 <sup>st</sup> draft	N/A	Simona Sirutè (METIS)
0.2	14/05/2025	2 <sup>nd</sup> draft	For review	Eirini Marinou (GSH)
0.3	25/05/2025	3 <sup>rd</sup> draft	For review	Natalia Ospina-Alvarez (AIR Centre), Margarita Chrysaki (NEREUS)
0.4	28/05/2025	4 <sup>th</sup> draft	Integration of comments	Simona Sirutè (METIS)
0.5	30/05/2025	Final Submission	-	Eirini Marinou (GSH)

### Legal Disclaimer

This document reflects only the views of the author(s). Neither the European Research Executive Agency (REA) nor the European Commission is in any way responsible for any use that may be made of the information it contains. The information in this document is provided “as is”, and no guarantee or warranty is given that the information is fit for any particular purpose. The above-referenced consortium members shall have no liability for damages of any kind, including, without limitation, direct, special, indirect, or consequential damages that may result from the use of these materials, subject to any liability that is mandatory due to applicable law.

This document and the information contained within may not be copied, used, or disclosed, entirely or partially, outside of the OCEANIDS consortium without prior permission of the project partners in written form.

© 2025 by OCEANIDS Consortium.

## Table of Contents

1.	Executive Summary .....	6
2.	Introduction.....	9
2.1	Scope and objective of the deliverable .....	10
2.2.	Structure of the deliverable.....	10
2.3.	WP6 relation to other WPs and Tasks .....	11
3.	General Background and Updates for Dissemination and Communication Strategy (version 2) .....	13
3.1.	Integration of Communication and Dissemination Tactics .....	13
3.2.	Strategic Structure of the Dissemination and Communication Plan .....	14
3.3.	Legal and Strategic Framework .....	14
3.4.	Purpose of Version 2 .....	15
4.	Strategic Foundations .....	16
4.1.	Strategic Phasing of Communication and Dissemination .....	16
5.	Involvement of the Consortium in Communication and Dissemination Activities .....	18
6.	Dissemination and Communication Organization.....	19
6.1.	Workflow and Content Approval.....	20
7.	Dissemination and Communication Strategy and Target Audience .....	21
7.1.	Communication Phases and Strategy Pillars .....	21
7.2.	Quintuple Helix Innovation Model.....	21
7.3.	Target Audience Identification .....	22
7.3.1	<i>Stakeholder groups</i> .....	23
7.3.2	<i>Key Messages for Stakeholder Alignment</i> .....	25
8.	Data-Driven Design of the Communication Strategy .....	27
8.1.	Text Mining, Sentiment Analysis, and Trend Intelligence.....	27
8.2.	NLP Algorithms and Analytics Employed .....	27
9.	OCEANIDS Social Media Strategy .....	31
9.1.	Overview of OCEANIDS social media channels.....	31
9.1.1	<i>LinkedIn</i> .....	32
9.1.2	<i>YouTube</i> .....	35
9.1.3	<i>X (formerly Twitter)</i> .....	36
9.1.4	<i>Bluesky</i> .....	37

9.1.5	<i>Social Media Alignment and Content Tagging</i> .....	38
9.2.	Project website .....	40
9.3.	Visibility: Promotional Materials and Merchandise .....	42
9.4.	Videos .....	43
10.	Dissemination activities and tools .....	45
10.1.	Project Events.....	45
10.2.	Scientific and Technical publications.....	47
10.3.	Newsletters.....	48
11.	Liaising with Other EU Projects.....	50
12.	Monitoring Dissemination and Communication .....	51
13.	Visual Identity .....	53
13.1.	OCEANIDS Brand book .....	53
14.	Synergies Between Communication, Dissemination, and Exploitation.....	56
15.	Conclusion .....	57

## 1. Executive Summary

The OCEANIDS project aims to enhance resilience and inclusiveness in coastal regions through data-informed tools that support integrated maritime spatial planning. A robust communication and dissemination strategy is essential to ensuring that the project's vision, progress, and outcomes are widely visible, accessible, and understood by stakeholders and the broader public. This document, Deliverable D6.2 – Dissemination and Communication Plan (version 2), outlines the project's updated strategic approach to communication and dissemination at Month 18 (M18). It reflects the natural evolution from early awareness-raising activities to a more structured phase focused on engagement, knowledge sharing, and stakeholder collaboration.

The plan builds on the initial framework established in Version 1 under the Deliverable D6.2 and incorporates lessons learned, improved coordination with stakeholder engagement efforts, and a strengthened focus on digital communication and campaign planning. Particular emphasis is placed on message coherence, platform relevance, and audience segmentation, ensuring that communication actions remain aligned with the project's goals and Horizon Europe standards.

This deliverable is linked to Task 6.1 of Work Package 6, led by MetisBaltic (METIS). It will guide all communication and dissemination activities in the next project phase and lay the groundwork for future refinements. Implementation outcomes, engagement metrics, and campaign performance will be presented separately in Deliverable D6.5 – Communication, Dissemination and Exploitation Report (version 1). Through targeted, strategic, and adaptive communication, OCEANIDS continues to ensure that its work contributes meaningfully to climate resilience, policy development, and sustainable innovation across Europe's coastal and maritime regions.

## List of Tables

Table 1. List of Acronyms/Abbreviations .....	8
Table 2. Platform-Based Approach to Social Media Engagement .....	32
Table 3. Social Media Channels .....	39
Table 4. External events .....	45
Table 5. Journals for publications .....	48
Table 6. Key Performance Indicators .....	52

## List of Figures

Figure 1. Work Packages relation within the OCEANIDS project.....	12
Figure 2. Strategic Phasing of Communication and Dissemination .....	17
Figure 3. Dedicated channel for dissemination activities (ASANA platform) .....	19
Figure 4. Quintuple Helix Innovation model.....	22
Figure 5. Clusters of stakeholders.....	23
Figure 6. Brand monitoring keywords .....	28
Figure 7. Oceanids LinkedIn profile .....	33
Figure 8. OCEANIDS YouTube profile .....	35
Figure 9. OCEANIDS X profile .....	36
Figure 10. OCEANIDS Bluesky profile.....	38
Figure 11. Recommended Hashtags .....	40
Figure 12. OCEANIDS website .....	42
Figure 13. Oceanids 1 <sup>st</sup> Newsletter uploaded on the project website. ....	49
Figure 14. Examples of OCEANIDS icons.....	53
Figure 15. Examples of OCEANIDS visuals .....	54
Figure 16. OCEANIDS Logo Positioning .....	54
Figure 17. Example of OCEANIDS Typography.....	55

**Table 1.** List of Acronyms/Abbreviations

Acronym Abbreviation	Explanation
AI	Artificial Intelligence
AIRC	AIR Centre - Atlantic International Research Centre
BRET	Region Bretagne
CA	Consortium Agreement
CC	Climate Change
CDP	CDP Worldwide (Europe) Gemeinnutzige Gmbh
CI-MSP	Climate-Informed Maritime Spatial Planning
CMS	Content Management System
D	Deliverable
EO	Earth Observation
EU	European Union
FMI	Ilmatieteen Laitos
GA	Grant Agreement
GSH	Geosystems Hellas
ICCS	Erevnitiko Panepistimiako Institutou Systimatou Epikoinonion Kai Ypologiston
IN2	In2 Digital Innovations Gmbh
IPR	Intellectual Property Rights
M	Month
METIS	MetisBaltic
MLG	Ayuntamiento de Malaga
MSP	Maritime Spatial Planning
NLP	Natural Language Processing
R&D	Research & Development
RG	Resilience Guard
USE	Universidad de Sevilla
WP	Work Package
WTOC	Web2climate Ike

## 2. Introduction

Coastal regions host vital socio-economic activities — including tourism, fisheries, shipping, and port operations — making them critical hubs for growth and innovation. However, these assets also increase their exposure and sensitivity to climate change (CC) impacts. Rising sea levels, extreme weather events, and human-induced pressures continue to aggravate existing vulnerabilities, placing both infrastructure and populations at significant risk. In response, the need for integrated and dynamic climate adaptation strategies in coastal areas has become increasingly urgent. These strategies must consider not only ecological and environmental variables but also socio-economic, political, and technological dynamics. The **OCEANIDS project** addresses these challenges by developing **user-centric tools and services** that support **climate-informed maritime spatial planning (CI-MSP)**. Central to this effort is the harmonisation and curation of existing climate data services — transforming fragmented information into accessible, interoperable, and actionable formats tailored to local needs.

A key element of achieving this impact lies in **effective communication and dissemination**. This deliverable, **D6.3 – Dissemination and Communication Plan (version 2)**, reflects the **updated strategic framework at M18**, focusing on increased stakeholder engagement, enhanced data-driven outreach, and greater alignment with emerging policy and societal needs.

The communication activities outlined here are designed to inform, engage, and empower a wide range of stakeholders — from policymakers and researchers to coastal communities and civil society. Through consistent messaging, digital campaigns, adaptive planning, and cross-channel coordination, OCEANIDS seeks to foster a **resilient and inclusive Blue Economy** that is informed by science and guided by collaboration.

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 6.3, “Communication and Dissemination Plan (version 2),” 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 are focusing on **promoting the project's activities** as a whole and raising awareness among a broad public base, informing decision-makers. In parallel, the dissemination activities are focusing 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](#).

D6.3 outlines the structured communication strategies and dissemination actions planned for the lifecycle of the OCEANIDS project. The initial version of this plan was released in M6, with this updated second version delivered at M18, and a final version anticipated in M32. These updates incorporate feedback, lessons learned, stakeholder engagement outcomes (D2.1), and analytics-driven insights from monitoring tools and campaign performance.

This dynamic approach aims to refine and continuously enhance communication efforts in line with the evolving project needs and stakeholder expectations. It supports sustainable coastal development and demonstrates the project's commitment to environmental stewardship and innovation.

Through D6.3, the project ensures that all stakeholders remain informed, engaged, and aligned with the progress and successes of OCEANIDS — thereby fostering a resilient Blue Economy and promoting inclusive climate adaptation strategies.

## 2.2. Structure of the deliverable

This document consists of the following chapters:

- **Chapter 1: Executive Summary** – Summarizes the purpose and highlights of the updated strategy.
- **Chapter 2: Introduction, Scope, and Structure** – Introduces the deliverable’s context, objectives, and link to WP6 tasks.
- **Chapter 3: General Background and Strategy Updates** – Outlines key changes from Version 1 and strategic alignment with stakeholder engagement.
- **Chapter 4: Strategic Foundations** – Presents the phased communication model and major enhancements introduced in Version 2.
- **Chapter 5: Consortium Involvement** – Describes partner roles in content creation, outreach, and event participation.
- **Chapter 6: Dissemination and Communication Organization** – Details internal workflows, coordination tools, and content approval processes.
- **Chapter 7: Strategy and Target Audience** – Defines stakeholder groups and communication methods based on audience segmentation.
- **Chapter 8: Data-Driven Strategy Design** – Explains the use of NLP, sentiment analysis, and keyword tracking for insight-driven planning.

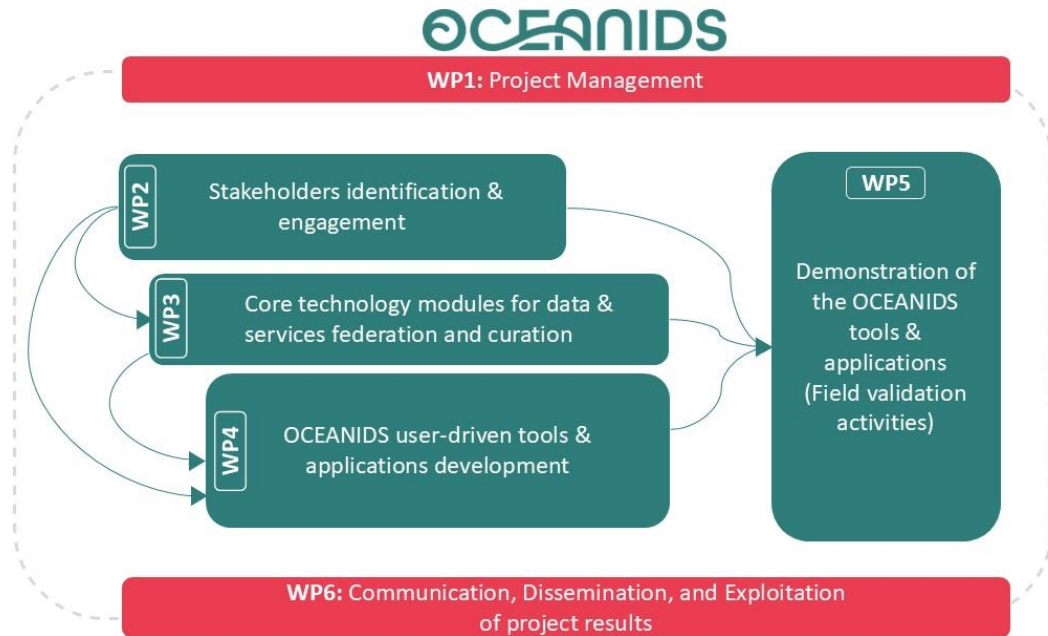
- **Chapter 9: Social Media Strategy** – Provides updated platform-specific approaches and campaign planning.
- **Chapter 10: Dissemination Activities and Tools** – Describes key tools, project events, publications, and multimedia content.
- **Chapter 11: Liaison with Other EU Projects** – Summarizes collaboration with EU-funded initiatives for alignment and visibility.
- **Chapter 12: Monitoring and KPIs** – Lists performance indicators and data collection methods for communication impact assessment.
- **Chapter 13: Visual Identity** – Covers brand application across materials and digital channels.
- **Chapter 14: Synergies with Exploitation** – Highlights alignment between communication and the project's exploitation strategy.
- **Chapter 15: Conclusion** – Recaps Version 2's strategic direction and sets the stage for the final update in M32.

### 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 will supply WP6 with real-world evidence of impact, which will be used to create success stories and case studies.

This integration (**Figure 1**) 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 1.** Work Packages relation within the OCEANIDS project

### 3. General Background and Updates for Dissemination and Communication Strategy (version 2)

Beneficiaries of Horizon Europe funding, including the OCEANIDS project, are required to carry out **dissemination, communication, and exploitation activities** to ensure that project outcomes generate meaningful and measurable impact. These three categories form the basis for stakeholder engagement throughout the project's lifetime:

- **Dissemination:** Sharing project results with academic communities, industry, civil society, and policymakers to ensure that knowledge is accessible, relevant, and usable.
- **Communication:** Promoting the project's activities, achievements, and broader societal relevance to a diverse audience, from institutions to the general public.
- **Exploitation:** Enabling the concrete use of project results—whether scientific, commercial, or policy-based—to address societal challenges, support EU missions, and foster innovation.

While all three activity areas remain interconnected and essential, this **Deliverable D6.3 – Dissemination and Communication Plan (version 2)** presents a **strategy-only update**. The **implementation activities, engagement metrics, and campaign performance** will be reported separately in **D6.5 – Communication, Dissemination and Exploitation Report (version 1)**.

#### 3.1. Integration of Communication and Dissemination Tactics

A range of multi-purpose tools and channels have been adopted by OCEANIDS, with many serving **both communication and dissemination goals** depending on the context and audience:

- **Websites and Social Media Platforms:** Used for general outreach and scientific engagement, offering accessible summaries and technical deliverables. Social media also plays a dual role—engaging the public and disseminating insights to specialists.
- **Newsletters:** Inform both general and expert stakeholders with curated updates, spotlight features, and targeted technical content.
- **Workshops, Events, and Conferences:** Promote the project to general audiences while allowing partners to present findings and methodologies to targeted professional communities.
- **Press Releases:** Announce major milestones, collaborations, or policy impacts to a wide readership, with cross-links to technical materials or peer-reviewed outputs.
- **Scientific Publications:** Serve as primary dissemination outputs but are promoted across communication channels to boost visibility and uptake.

### 3.2. Strategic Structure of the Dissemination and Communication Plan

Version 2 of the OCEANIDS Communication and Dissemination Strategy reflects a more adaptive, data-informed, and phased approach. Building on the foundation of Version 1, it enhances alignment with project progress, audience needs, and Horizon Europe communication goals. Key Enhancements in Strategy Version 2:

- **Phased Communication Framework**  
A four-phase communication model—Awareness (M1–M8), Knowledge Diffusion (M9–M20), Engagement (M21–M32), and Legacy (Post-M32)—has been adopted to better align outreach with technical milestones and stakeholder maturity.
- **Advanced-Data and Analytics Integration**  
Building on early insights, Version 2 introduces a more sophisticated monitoring ecosystem using Natural Language Processing (NLP), text mining, sentiment classification, emotion detection, named entity recognition (NER), trend mapping, and platform-specific analytics. These tools are integrated into campaign design, timing, message tone, and stakeholder targeting across LinkedIn, X, YouTube, and Bluesky.
- **Digital and Environmentally Conscious Adaptation**  
In addition to printed materials, KPIs now track digital brochure dissemination through QR codes, web links, and email campaigns. This dual-format approach improves reach, supports green communication practices, and enables quantifiable tracking through web analytics and scan metrics.
- **Refined Stakeholder Engagement Framework**  
Stakeholder clusters identified in Version 1 are now operationalized through integrated outreach workflows, personalized content formats, and timing aligned with platform behaviour and engagement signals.
- **Platform Diversification and Visual Continuity**  
OCEANIDS continues to apply its established brand identity, as outlined in D6.1 and the brand book, across all outreach materials and event-specific contexts. Bluesky was added as a complementary platform to diversify reach and support communication resilience in response to the declining engagement stability on X.

### 3.3. Legal and Strategic Framework

The overarching framework for dissemination and communication is guided by the **Grant Agreement (GA)** and **Consortium Agreement (CA)**. These documents take precedence over any internal recommendations in case of procedural conflicts. They ensure data protection, appropriate rights management, and alignment with Horizon Europe rules for attribution and visibility.

### 3.4. Purpose of Version 2

This updated Communication and Dissemination Strategy (M18) outlines the refined direction of OCEANIDS' outreach activities, reflecting the evolving nature of the project and the lessons learned during its first year. It formalizes the shift from early visibility-building to more strategic, analytics-informed execution. Version 2 focuses on strengthening targeting, diversifying platforms, and embedding advanced data monitoring tools to ensure relevance, responsiveness, and alignment with stakeholder expectations.

As a strategic document, it sets the framework for ongoing and future activities. Quantitative results and performance indicators are reported separately in **D6.5 – Communication, Dissemination and Exploitation Report (Version 1)**. Therefore, for information on actual implementation activities, performance indicators, and campaign-specific results, please refer to **D6.5 – Communication, Dissemination and Exploitation Report (Version 1)**, due in parallel with this deliverable.

A final update of this strategy will be delivered as **Version 3 in M32**. The final deliverable will build upon the data and feedback from this current phase to reflect the final positioning of the project, stakeholder impact, and sustainability of results beyond the project duration.

## 4. Strategic Foundations

### 4.1. Strategic Phasing of Communication and Dissemination

Communication and dissemination activities evolve along the project timeline, with each phase aligned to specific objectives, stakeholder needs, and the maturity of results being delivered. The second version of the strategy, developed at M18, marks a key advancement by introducing a **structured phasing model** that brings greater strategic coherence to outreach efforts. This new approach enhances the overall logic and timing of activities by aligning communication intensity with the project's technical development and engagement milestones.

This model is structured into four distinct phases, each corresponding to a specific stage of the project's maturity—from early awareness to long-term legacy—ensuring that communication and dissemination efforts are timely, targeted, and aligned with the development and visibility of key results (**Figure 2**):

#### M1 – M8: Raise Awareness

- **Focus:** Build foundational visibility and internal alignment. This phase centres on defining the OCEANIDS identity and establishing initial outreach to raise awareness among stakeholders about the project's mission and objectives.
- **Key Activities:** Development of the website and social media profiles; dissemination of the project's visual identity and branding assets; creation of introductory communication material; initiation of LinkedIn-based outreach and network building.
- **Expected Outcomes:** Broad recognition of the OCEANIDS project brand, increased curiosity from early stakeholders, and a baseline following across digital platforms.

#### M9 – M20: Diffuse Knowledge [Current Phase]

- **Focus:** Transition from awareness to active knowledge sharing. During this phase, initial results and partner contributions are communicated to demonstrate progress and relevance.
- **Key Activities:** Publication of newsletters, launch of themed communication campaigns, presentation of project activities at external events, and promotion of early technical outputs.
- **Expected Outcomes:** Deeper engagement from stakeholders, increased mentions and shares, and early interest in project tools and outcomes.

#### M21 – M32: Intensify Engagement

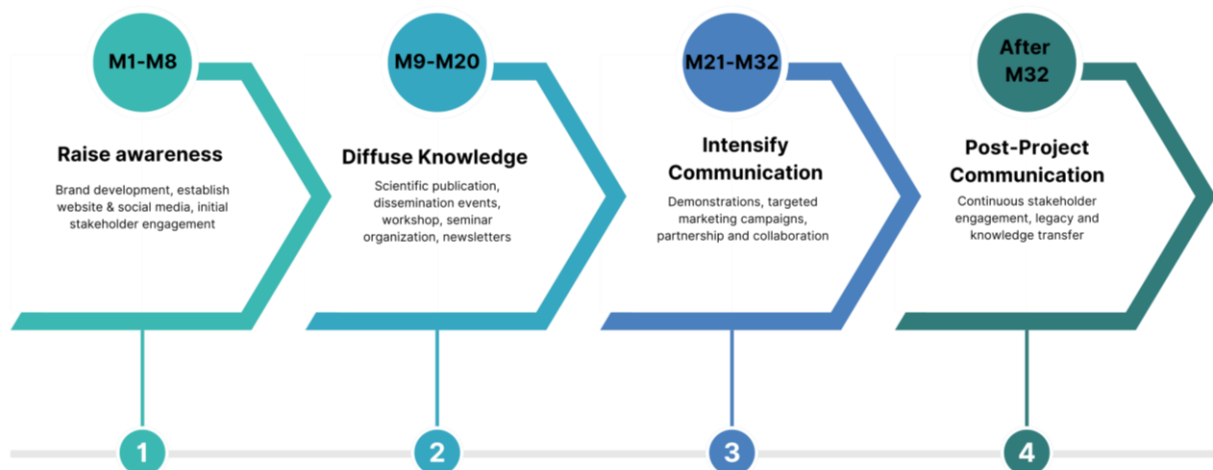
- **Focus:** Maximize visibility and prepare for legacy. The focus shifts to communicating results and enabling adoption through more customized and collaborative content.
- **Key Activities:** Launch of targeted campaigns based on stakeholder segmentation, publication of scientific papers and policy briefs, creation of user stories and

demonstrator content, co-hosted events with institutional partners, and stakeholder co-creation sessions.

- **Expected Outcomes:** Strong recognition of the project’s contributions, active uptake of tools and services, and institutional support for recommendations and use cases.

### Post – M32: Sustain Legacy

- **Focus:** Preserve impact and support follow-up initiatives. Communications in this phase are future-facing, aiming to ensure accessibility and relevance beyond the project duration.
- **Key Activities:** Production of legacy videos, open-access publication of results and documentation, creation of explainer kits and sustainability summaries, dissemination of results through EU platforms and partner channels, and strategic promotion of potential Horizon spinoff initiatives.
- **Expected Outcomes:** Continued use of project resources, visibility in successor initiatives, and integration of outcomes in regional and EU policy and planning processes.



**Figure 2.** Strategic Phasing of Communication and Dissemination

## 5. 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.

## 6. Dissemination and Communication Organization

Effective dissemination and communication are core pillars of the OCEANIDS project, enabling the strategic transfer of knowledge, engagement of stakeholders, and amplification of project outcomes across key target audiences. While closely interrelated, communication and dissemination serve distinct yet complementary functions:

- **Communication** focuses on raising awareness, building relationships, and informing broader audiences—including the general public, civil society, and policymakers—about the project’s goals, values, and societal relevance.
- **Dissemination** targets specific stakeholders and expert communities with validated results and project outputs, aiming to promote uptake, foster replication, and enable further research or policy development.

Both processes are aligned under the same strategic framework to ensure consistency in tone, visibility, and audience impact, but they are deployed using tools and content adapted to different stages of the project and the needs of each audience group.

To facilitate internal collaboration and coordination:

- The **ASANA project management platform** serves as the central tool for tracking actions, sharing updates, and managing deadlines (**Figure 3**).
- A dedicated **communication and dissemination channel** within ASANA supports real-time coordination.

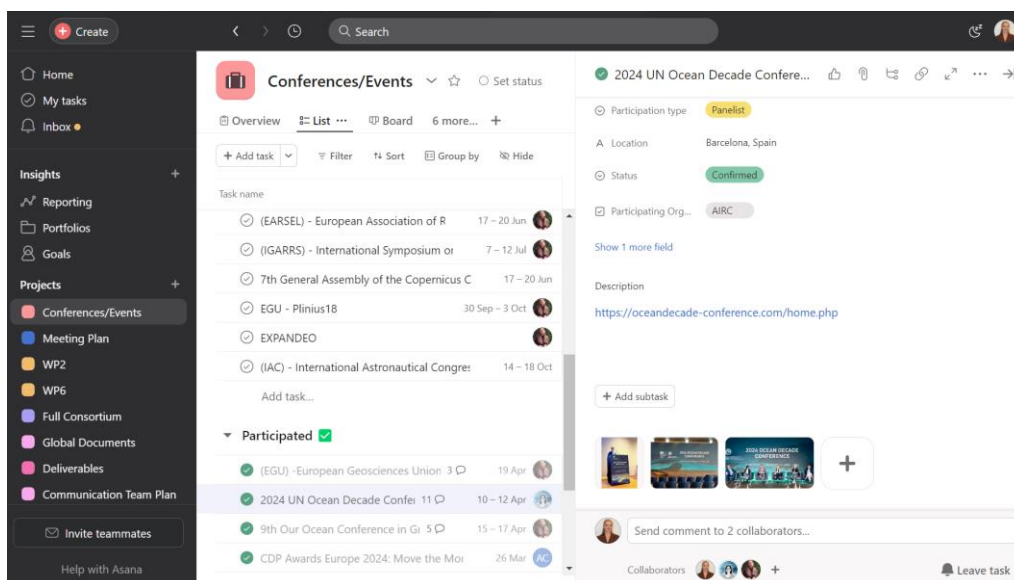


Figure 3. Dedicated channel for dissemination activities (ASANA platform)

### 6.1. Workflow and Content Approval

A structured workflow has been established to manage the approval and distribution of public-facing content:

- Partners are expected to **submit materials to METIS** before publication or shortly after an event/activity occurs.
- This includes visuals, abstracts, event reports, media coverage, quotes, photos, and social media drafts.
- All content is reviewed for compliance with the communication strategy, visibility rules, and branding guidelines before publication on project channels.

This shared operational structure supports efficiency, accountability, and strategic consistency across all communication and dissemination actions.

## 7. Dissemination and Communication Strategy and Target Audience

OCEANIDS implements a data-informed and phased communication strategy that combines dissemination, stakeholder engagement, and community building, aimed at supporting long-term climate resilience in coastal regions. The approach is grounded in clear audience identification, strategic platform use, and continuous feedback analysis — ensuring relevance, responsiveness, and measurable outcomes.

### 7.1. Communication Phases and Strategy Pillars

The strategy unfolds across the project's lifecycle, adapting its methods and messaging in line with maturity and stakeholder insights. The current phase (M9–M20) focuses on **knowledge diffusion and active engagement**, transitioning from initial visibility actions to more targeted and participatory communication practices.

Key pillars include:

- **Long-Term Relationship Building**  
By fostering trust and mutual benefit with key actors in maritime governance, research, and policy, OCEANIDS ensures the long-term uptake and credibility of its tools and outcomes.
- **Multi-Channel Personalised Messaging**  
Leveraging digital and social media analytics, the project tailors content to suit audience segments — from municipalities and port authorities to EO service providers and citizens — ensuring high relevance and retention.
- **Empowerment Through Co-Creation**  
Workshops, ephemeral networks, and survey campaigns are used to engage local and regional stakeholders in shaping tools and solutions, strengthening ownership and applicability.

### 7.2. Quintuple Helix Innovation Model

Underpinning OCEANIDS' communication strategy is the Quintuple Helix Innovation model<sup>1</sup> (**Figure 4**), 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

---

<sup>1</sup> **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;

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.

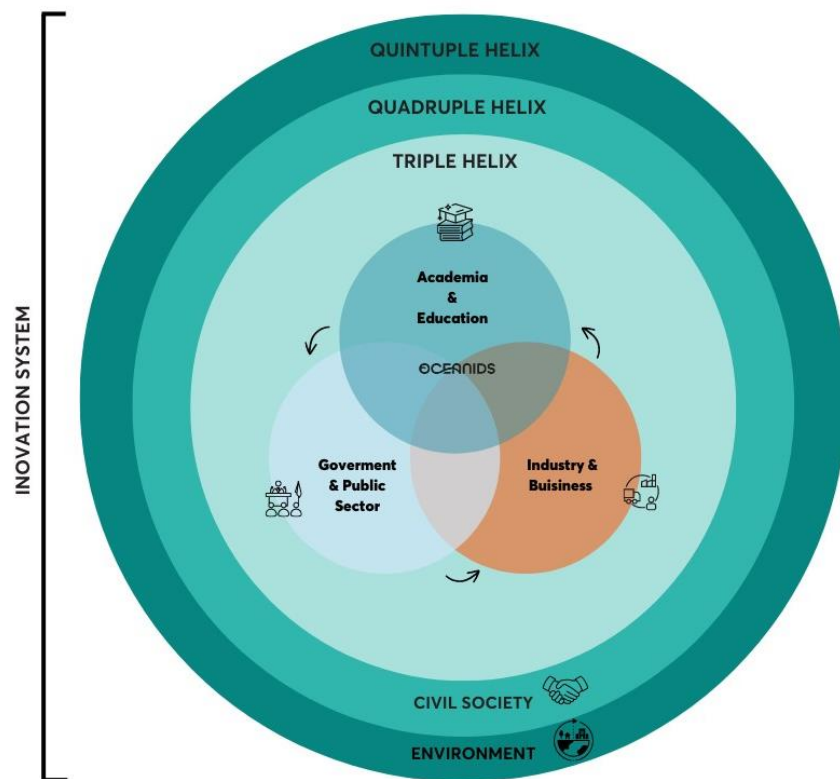


Figure 4. Quintuple Helix Innovation model

### 7.3. 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 5**). 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.

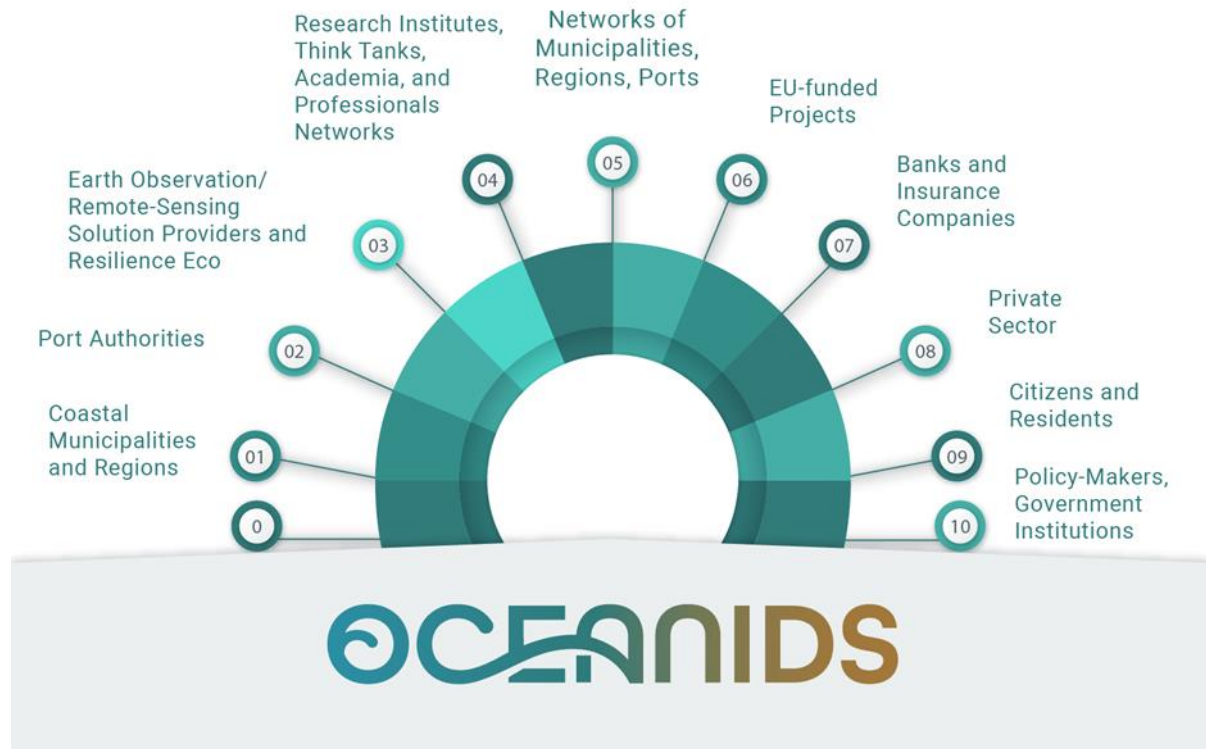


Figure 5. Clusters of stakeholders

### 7.3.1 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.

The strategic framework outlined above serves as the foundation for OCEANIDS' long-term stakeholder engagement and inclusive communication efforts. These activities will continue to evolve alongside the project's technical progress and policy alignment priorities. A dedicated report on stakeholder engagement activities will be developed in a future phase of the project, presenting a consolidated overview of interactions, outcomes, and engagement metrics. For detailed stakeholder group definitions, mapping methodology, and role assignment, readers are referred to **Deliverable D2.1 – Stakeholders Engagement Plan and Existing Applications/Services Report**.

**7.3.2 Key Messages for Stakeholder Alignment**

To further reinforce stakeholder engagement, OCEANIDS employs a **core set of key messages** that define and communicate its value proposition across application areas. These messages are embedded in all strategic communications—from digital campaigns and presentations to stakeholder dialogues—and ensure thematic consistency across channels:

- **Application Area 1: Sustainable Development for Coastal Cities and Ports**  
**Key Message:** *“OCEANIDS: A Solution for the Coastal Cities and Ports Sustainable Development”*  
Tailored for urban planners, local authorities, and port operators, this message positions the project as a catalyst for harmonising economic growth and environmental stewardship.
- **Application Area 2: Advanced Maritime Research and Innovation**  
**Key Message:** *“Navigating Future Oceans with Precision and Sustainability”*  
This message targets the scientific and innovation communities, underlining OCEANIDS’ technical depth and contribution to evidence-based marine decision-making.
- **Application Area 3: Leadership in Sustainable Maritime Innovation**  
**Key Message:** *“OCEANIDS: Leading Sustainable Innovation in Coastal Cities and Ports”*  
Directed at industry and technology developers, it highlights the project’s leadership role in embedding sustainability into the next generation of maritime systems and services.

These three core statements guide the project’s external voice and support the alignment of content with the interests, needs, and expectations of its diverse stakeholder base.

## 8. Data-Driven Design of the Communication Strategy

### 8.1. Text Mining, Sentiment Analysis, and Trend Intelligence

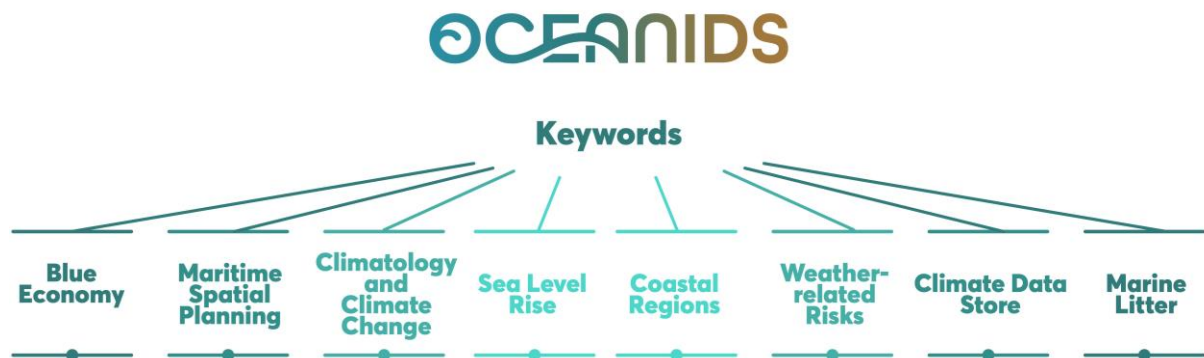
The OCEANIDS communication and dissemination strategy has been shaped through the use of a comprehensive brand monitoring platform, underpinned by advanced NLP and machine learning techniques. In this context, NLP functions as the analytical core of the monitoring system, enabling the automatic interpretation of large-scale digital discourse and the extraction of actionable insights from unstructured data.

This integrated approach allows the project to remain responsive to shifting stakeholder interests, emerging public narratives, and dynamic sentiment trends across various platforms and languages. The brand monitoring system acts as both an early-warning mechanism and a decision-support tool, offering near real-time analysis of public perception, thematic relevance, and engagement dynamics.

By combining continuous data collection with intelligent text analysis, the system supports strategic decision-making across all elements of the communication strategy — from the selection of digital platforms and publication timing to the tone of messaging, and thematic focus. This ensures that the OCEANIDS strategy remains evidence-based, targeted, and aligned with both stakeholder expectations and EU policy communication standards. While this document focuses on strategy planning, the implementation results and quantitative indicators will be detailed in Deliverable D6.5: Communication, Dissemination and Exploitation Report (Version 1).

### 8.2. NLP Algorithms and Analytics Employed

To translate thousands of unstructured digital mentions into actionable, strategic communication guidance, the OCEANIDS brand monitoring platform integrates a suite of NLP algorithms. These technologies enable the project team to interpret the tone, themes, emotions, timing, and relevance of digital conversations surrounding OCEANIDS and its thematic areas. As part of this system, a selected set of exact and broad match keywords (**Figure 6**)—is used to filter and analyze project-related digital content. These keywords enhance the precision of sentiment and trend analysis, enable influencer and topic mapping, and improve the classification of data by thematic relevance, ensuring that communication and dissemination activities remain audience-centric, policy-aligned, and results-driven.



**Figure 6.** Brand monitoring keywords

### Sentiment Classification

This algorithm categorizes digital mentions based on their overall emotional polarity: **positive**, **neutral**, or **negative**. It uses supervised machine learning models trained on large datasets to recognize patterns in language use — such as the tone of words, punctuation, and context — to assign sentiment scores to each mention.

- **Why it matters:** Sentiment analysis provides a high-level understanding of how the public and stakeholder communities perceive the project, its topics, and its activities. It helps the team assess approval, concerns, and enthusiasm expressed in digital conversations.
- **How it works:** Text is parsed and evaluated using language models trained to detect connotations and linguistic cues that indicate emotional leaning. This applies to both short-form content (tweets) and long-form posts (news articles).

### Strategic Impact:

Enables the project to **adjust tone and framing** depending on the sentiment trends observed. For example, if LinkedIn sentiment is mostly positive, the strategy leans toward celebratory updates and policy relevance. On platforms like X, where sentiment is more mixed, messages are designed to be more data-driven and factual to balance criticism and maintain credibility.

### Emotion Detection

This NLP method goes beyond basic sentiment to identify **specific emotions** embedded in online mentions, such as *joy*, *love*, *anger*, *sadness*, *fear*, and *surprise*. It leverages both **lexicon-based models** (emotion dictionaries) and **context-aware algorithms** to detect the emotional nuance of language.

- **Why it matters:** While sentiment tells you *how people feel*, emotion detection tells you *why they feel that way*. It reveals underlying emotional drivers in public responses to topics like climate change, sea-level rise, or marine innovation.

- **How it works:** Emotion-tagging models analyse modifiers, intensifiers, emojis, and figurative language to infer the emotional intention behind a sentence or phrase.

#### Strategic Impact:

Informs the **emotional tone** of OCEANIDS content across platforms. For example, high levels of *sadness* or *anger* around climate threats can be balanced with *hopeful* storytelling in videos. *Joy* and *love* signals can be amplified in content showing positive project outcomes or stakeholder collaboration.

#### Text Mining and Topic Clustering

Text mining identifies **frequently used terms, phrases, and hashtags** and then groups them into **clusters of related topics**. This helps uncover what audiences are discussing about OCEANIDS and the broader fields of marine science and climate adaptation.

- **Why it matters:** This method reveals what *language* and *narratives* are organically emerging in public discussions. It supports alignment of OCEANIDS' content with existing discourse rather than creating disconnected messages.
- **How it works:** Algorithms scan for term frequency, co-occurrence patterns, and semantic similarity to build maps of interconnected terms and thematic domains.

#### Strategic Impact:

Enables the team to craft **relevant messaging and campaign themes**. For example, trending topics like “blue economy,” “nature-based solutions,” and “coastal resilience” become anchors for hashtag strategies, blog content, and event promotion.

#### Named Entity Recognition (NER)

NER identifies and categorizes **named entities** in text — such as people, organizations, institutions, events, and locations — and links them to knowledge bases or previous mentions.

- **Why it matters:** Recognizing key actors and locations in digital conversations helps OCEANIDS understand who is influencing the discourse, which partners are being referenced, and where interest is geographically concentrated.
- **How it works:** The NLP model tags proper nouns and matches them with known entities, allowing the team to map actor networks and visibility zones.

#### Strategic Impact:

Supports **precise tagging, amplification, and stakeholder targeting**. If a policy-maker or partner organization is frequently mentioned alongside project-related themes, OCEANIDS can engage them through tagging or collaboration to boost message credibility and reach.

#### Trend Analytics and Temporal Mapping

These methods monitor how mentions, hashtags, and sentiment **evolve**, highlighting **peaks in attention** and **patterns in engagement** around events or specific content types.

- **Why it matters:** Understanding *when* people talk about the project — or its core topics — allows OCEANIDS to time content releases to match audience behaviour and interest cycles.
- **How it works:** Time-series analysis tracks engagement spikes and content lifespans, enabling the identification of optimal content windows.

**Strategic Impact:**

Provides the **temporal backbone for campaign planning**. The strategy now prioritises publishing high-value content (e.g., event highlights, deliverable launches) during verified high-engagement windows for example Thursdays at 4 PM CET. This increases message visibility with minimal additional effort.

**Media Type and Platform Distribution**

This analysis categorises where mentions appear — in news articles, blogs, social media posts, videos, or forums — and identifies the platform responsible (LinkedIn, X, YouTube, Bluesky, etc.).

- **Why it matters:** Not all platforms or formats are equally effective for every message. This analysis shows where target audiences are most active and what types of content they prefer.
- **How it works:** Algorithms classify content by media type and platform, then calculate the share of voice, regional spread, and language use.

**Strategic Impact:** Confirms **channel relevance and strategic positioning**. For example, the data shows that LinkedIn and X dominate OCEANIDS mentions, justifying the prioritisation of those platforms. YouTube is effective for in-depth educational engagement, while Bluesky offers early-stage experimentation with open-access audiences.

These analytics were chosen not only for their technical sophistication but for their strategic alignment with the OCEANIDS objectives, which include:

- Supporting informed policy dialogue in coastal resilience and maritime planning
- Enhancing visibility and accessibility of scientific and technical results
- Positioning the project as a leader in climate-smart coastal innovation
- Engaging diverse audiences from policymakers and port authorities to researchers, media, and the general public

The monitoring system allows for continuous alignment between planned messaging and stakeholder interest, while also providing mechanisms to adapt messaging to emerging risks (e.g., reputational threats) or opportunities (e.g., trending EU policy topics).

## 9. OCEANIDS Social Media Strategy

Building upon the NLP-driven insights and real-time brand monitoring data outlined in the previous chapter, this section presents OCEANIDS' updated and platform-specific social media strategies. These strategies represent the operational translation of analytics into action — where data is converted into targeted messaging, audience segmentation, visual storytelling, and real-time engagement.

While the brand monitoring platform provides high-level thematic, emotional, and sentiment analysis across digital ecosystems, **OCEANIDS also tracks channel-specific metrics** — such as follower evolution, engagement rates, impressions, content reach, and audience interaction — using native analytics tools on each platform (e.g., LinkedIn Analytics, Twitter/X Studio, YouTube Creator Studio).

The integration of **macro-level (brand monitoring)** and **micro-level (platform analytics)** insights allows the project to:

- Tailor messaging formats and tone to specific audiences
- Schedule posts at optimal times (e.g. LinkedIn Thursdays 14:00 CET, X Tuesdays 08:00 CET)
- Detect shifts in platform performance or sentiment
- Maintain a flexible and evidence-based communication flow

These insights have directly shaped the current social media strategy, including the **continued focus on LinkedIn, YouTube, and X**, and the **strategic expansion into Bluesky** as an emerging platform for decentralised discourse and long-term stability.

### 9.1. Overview of OCEANIDS social media channels

The OCEANIDS social media strategy is structured around a platform-based approach, guided by insights derived from both brand monitoring analytics and platform-specific performance data. Each channel serves a distinct strategic purpose in engaging targeted audiences, disseminating project content effectively, and supporting broader communication and dissemination goals under Horizon Europe. The following **Table 2** summarises the core focus, audience segmentation, content styles, and tone applied across the project's active social media platforms.

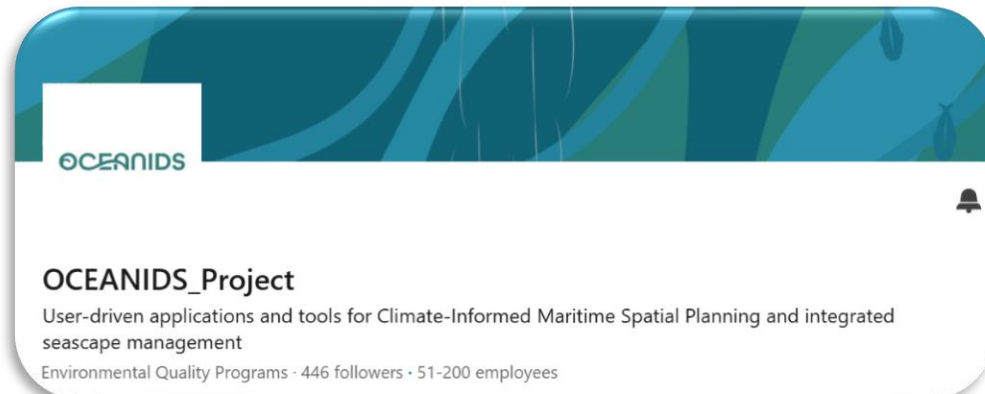
**Table 2.** Platform-Based Approach to Social Media Engagement

Platform	Primary Audience	Strategic Goals	Content Types	Tone & Style
<b>LinkedIn</b>	Policy-makers, researchers, institutions, port authorities	Showcase expertise, share deliverables and policy-relevant content, foster professional dialogue	Project updates, event highlights, infographics, expert quotes	Formal, solution-oriented, collaborative
<b>X (Twitter)</b>	Media, civil society, researchers, EU projects	Increase visibility, engage in trending conversations, share real-time updates	Short announcements, live coverage, visuals, retweets	Responsive, concise, factual
<b>YouTube</b>	General public, educators, stakeholders	Translate complex topics, archive event content, support educational outreach	Interviews, explainer videos, event wrap-ups, tutorials	Accessible, visual, narrative-driven
<b>Bluesky</b>	Open-science communities, digital innovators, early adopters	Diversify presence, engage decentralised discourse, maintain communication resilience	Micro-posts, project previews, blog cross-links, reposts	Experimental, exploratory, future-oriented

The following sections present the refined platform-specific strategies forming the backbone of OCEANIDS' social media approach. Building on the foundation established in Strategy Version 1, this updated framework (Version 2) integrates insights gathered through continuous monitoring, NLP-driven analysis, and platform-level engagement data. Each platform strategy has been adjusted to reflect performance trends, stakeholder interaction patterns, and evolving digital dynamics, ensuring that communication and dissemination activities remain targeted, relevant, and responsive throughout the next project phase.

### 9.1.1 *LinkedIn*

Chosen for its relevance to professional, institutional, and policy-oriented communication, LinkedIn remains the cornerstone of OCEANIDS' social media strategy. It is the main channel for engaging key stakeholders in maritime spatial planning, coastal governance, environmental policy, climate change adaptation, and the broader blue economy. Due to its sector-specific user base, editorial flexibility, and robust analytics capabilities, LinkedIn is considered the project's **primary communication platform** (Figure 7).



**Figure 7.** Oceanids LinkedIn profile

LinkedIn provides the most stable and effective environment for stakeholder engagement across OCEANIDS’ core communities. Its data analytics capabilities, audience targeting options, and professional tone make it uniquely suited to support structured campaign planning, visibility of project results, and long-term credibility building.

**The LinkedIn strategy is structured around the following pillars:**

- **Content Strategy**

Content focuses on milestone updates, research findings, deliverables, event promotion and wrap-ups, and thought leadership articles aligned with EU mission objectives.

- **Networking and Community Building**

LinkedIn groups and partner tagging are used to build dialogue around shared interests, promote cross-posting, and increase follower engagement.

- **Event Communication**

Events and workshops are promoted in advance with detailed descriptions, and followed up with summaries, speaker quotes, and visual content to maximise post-event reach.

- **Impact Visibility**

Content is designed to showcase the real-world implications of OCEANIDS’ work — such as contributions to policy, scientific advancement, or community resilience — reinforcing the relevance and usefulness of project outcomes.

**Social media campaigns**

Given its effectiveness and reach, LinkedIn has proven to be the most suitable platform for running structured campaigns within the OCEANIDS communication strategy. It offers the right environment to share targeted content, connect with professional audiences, and ensure measurable impact. Based on this strategic foundation, the following LinkedIn

campaigns have been developed or are currently in preparation to support OCEANIDS' communication and dissemination objectives:

#### **Campaign 1: Partner Visibility Campaign (August 2024)**

OCEANIDS launched its first coordinated LinkedIn campaign, aimed at increasing the visibility of partner organisations and their specific roles within the project. The primary goal of this campaign was to spread awareness about OCEANIDS' mission and objectives, in line with the project's M1–M8 focus on building foundational visibility. By activating each partner's communication channels, the campaign also sought to extend the reach and tap into existing networks, ensuring that the project's early messages resonated across diverse stakeholder communities:

- Prepare a short description of their contribution to OCEANIDS
- Post the content on their institutional LinkedIn account
- Tag @OCEANIDS\_Project in the post
- Follow the campaign publishing calendar for synchronised promotion

Where partners were unable to post directly, METIS provided support by publishing content on their behalf through the OCEANIDS channel. This structured campaign format enhanced brand consistency, strengthened network visibility, and fostered consortium-wide ownership of the communication process.

#### **Planned Campaigns and Future Direction**

Following the success of the initial partner campaign, OCEANIDS will continue implementing targeted LinkedIn campaigns aligned with project milestones, stakeholder engagement priorities, and content availability. Campaigns are scheduled and managed via the **OCEANIDS social media calendar**, which ensures a coherent publishing rhythm, prevents overlap between platforms, and supports strategic alignment with external events.

*The following initiatives are planned for the upcoming project phase.*

#### **Campaign 2: "Voices of the Advisory Board"**

As part of the transition from awareness to active knowledge diffusion, OCEANIDS is preparing the "Voices of the Advisory Board" LinkedIn campaign, scheduled to be implemented during the M9–M20 phase of the project. This campaign goes beyond visibility by showcasing the project's scientific and strategic depth, highlighting the expertise of its international Advisory Board.

Rather than focusing solely on awareness, the campaign aims to share expert perspectives, promote dialogue, and connect project themes to real-world applications. It reinforces the credibility of OCEANIDS by demonstrating that its direction is shaped and supported by leading voices from fields such as satellite technology, global partnerships, citizen engagement, GIS, and environmental research. Each campaign post will feature a short video clip of an Advisory Board member responding to targeted questions related to their area of expertise. These questions explore how OCEANIDS can:

- Support climate change adaptation and environmental solutions
- Scale its tools beyond Europe and reach different regions
- Improve the accessibility and usability of its data and technologies
- Engage communities and support evidence-based decisions in coastal areas

By placing OCEANIDS' expert advisors at the forefront, the campaign builds trust, communicates professionalism, and bridges the gap between early awareness and active stakeholder engagement. It also supports broader uptake by aligning project outputs with the expectations and advice of recognised experts. The campaign will be delivered in a staggered format, with each video post scheduled through the OCEANIDS social media calendar. This ensures consistency in timing, maximises visibility across the digital ecosystem, and enables thematic coordination with newsletters, events, and deliverables.

### 9.1.2 YouTube

As a visual storytelling and educational platform, YouTube (**Figure 8**) plays a supportive but strategic role in the OCEANIDS communication and dissemination strategy. It is primarily used to increase the accessibility and reach of complex scientific topics by presenting them in a clear, engaging, and audience-friendly format. The platform also serves as a long-term content archive for project-related videos, allowing for sustained visibility beyond the initial publication period.

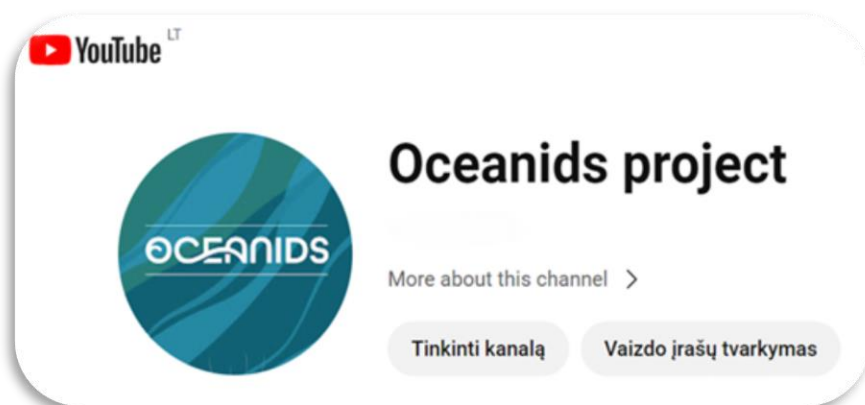


Figure 8. OCEANIDS YouTube profile

#### Key Aspects of OCEANIDS on YouTube:

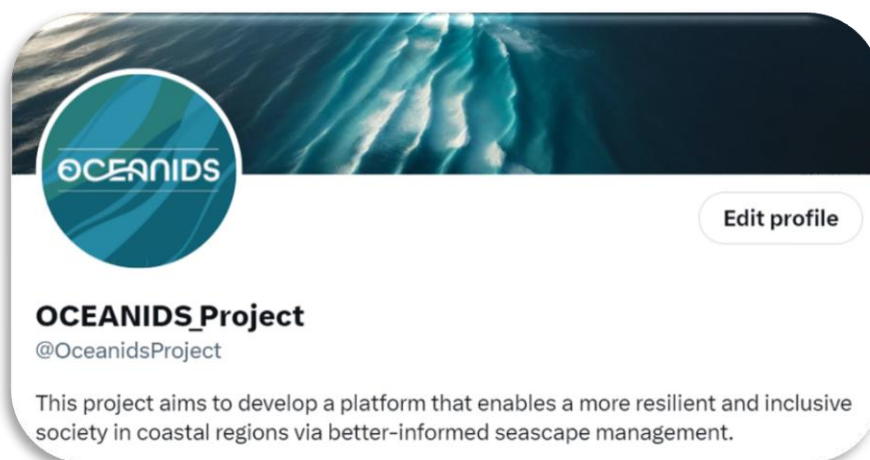
- **Content Dissemination:** Hosting explainer videos, event recaps, and stakeholder interviews to showcase key themes such as maritime spatial planning, sea-level rise, and climate adaptation.

- **Supportive Accessibility:** Serving as a central repository for project videos, with multilingual subtitles added where possible to ensure the content is inclusive, easy to understand, and accessible to broader audiences.
- **Content Integration:** Videos published on YouTube are embedded in the OCEANIDS website, shared via LinkedIn, and featured in newsletters to extend their reach across platforms.

The OCEANIDS YouTube channel is updated in alignment with the **social media calendar**, ensuring each video release supports ongoing campaigns or project milestones. While not a primary outreach channel, YouTube remains a valuable tool for amplifying OCEANIDS' visibility and impact through compelling visual communication.

### 9.1.3 X (formerly Twitter)

X continues to serve as a supplementary channel within the OCEANIDS communication strategy, primarily utilized for real-time updates, event promotion, and participation in topical discussions related to marine research, climate resilience, and environmental sustainability (**Figure 9**). Its fast-paced nature allows for immediate visibility and engagement with institutional stakeholders during key project moments.



**Figure 9.** OCEANIDS X profile

However, recent shifts in the platform's governance and content moderation policies have led to a significant decline in user engagement and trust. Notably, following the 2024 U.S. presidential election, over 115,000 <sup>2</sup>users deactivated their X accounts in a single day, marking the largest user exodus since the platform's rebranding. Concurrently, alternative

<sup>2</sup> <https://economictimes.indiatimes.com/news/international/global-trends/over-115000-users-leave-x-after-us-presidential-election/articleshow/115275965.cms?from=mdr>

platforms like Bluesky<sup>3</sup> experienced a surge in user adoption, with Bluesky gaining over 1 million new users in the same timeframe.

These developments have prompted OCEANIDS to reassess its social media strategy. While X remains a tool for high-frequency, event-driven communication, its role has been adjusted to a more complementary capacity. The focus is gradually shifting towards platforms that offer a more stable and constructive environment for stakeholder engagement.

#### Key Functions of OCEANIDS on X:

- **Timely Updates:** Sharing concise, real-time information on project milestones, fieldwork, and events.
- **Topical Engagement:** Participating in relevant discussions through strategic use of hashtags and mentions.
- **Visual Communication:** Enhancing posts with infographics, visuals, and short videos to support visibility.
- **Network Amplification:** Retweeting and referencing content from partners and collaborators to extend reach.
- **Live Coverage:** Providing real-time updates during OCEANIDS-hosted events, workshops, and conferences.

While X's role within the OCEANIDS strategy has been recalibrated in response to evolving platform dynamics, it continues to function as a channel for immediate, event-specific communication. The project remains committed to leveraging the most effective platforms to disseminate its research and engage with stakeholders.

#### 9.1.4 Bluesky

In response to X's volatility, **OCEANIDS has introduced Bluesky (Figure 10) as an alternative and complementary communication channel.** While still early in its development, Bluesky shows promise as a stable, decentralised, and community-focused platform. Its growing adoption among climate researchers, digital policy advocates, and the open science community aligns closely with OCEANIDS' engagement goals, particularly its emphasis on transparency, collaboration, and future-oriented innovation.

---

<sup>3</sup> <https://tech.yahoo.com/general/articles/x-lost-record-number-users-212509865.html>



**Figure 10.** OCEANIDS Bluesky profile

Bluesky allows the project to **diversify its digital presence** and reduce dependency on platforms experiencing instability or algorithmic unpredictability. While not yet a primary dissemination channel, its integration into the communication strategy ensures that OCEANIDS remains adaptable to evolving digital ecosystems and audience behaviours.

The project’s presence on Bluesky currently focuses on mirroring high-value content—such as announcements, publications, and event updates—originally shared via LinkedIn. This allows OCEANIDS to maintain message consistency while gradually building visibility within new stakeholder groups engaging in decentralised or alternative communication spaces.

**Key Functions of OCEANIDS on Bluesky:**

- **Platform Diversification:** Enhances strategic resilience by expanding the range of platforms used for communication and outreach.
- **Emerging Community Engagement:** Connects with early adopters in climate innovation, environmental governance, and open science.
- **Content Replication:** Shares select content from core platforms to ensure consistent messaging across channels.
- **Forward-Looking Presence:** Positions OCEANIDS as a digitally agile and forward-thinking project aligned with evolving communication norms.

**9.1.5 Social Media Alignment and Content Tagging**





The strategic use of **LinkedIn**, **YouTube**, **X**, and **Bluesky** reflects OCEANIDS’ commitment to a data-informed, adaptive, and audience-specific communication strategy. Each platform serves a distinct function within the broader dissemination framework: **LinkedIn** remains the central channel for professional engagement and structured campaigns; **YouTube** supports accessibility through educational and visual storytelling; **X** continues to provide real-time

visibility during key events; and **Bluesky** has been introduced as a forward-looking alternative that enhances platform resilience and diversification.

Together, these platforms enable OCEANIDS to broaden its digital reach, tailor its messaging to diverse stakeholder groups, and ensure sustained visibility of its goals and outcomes. By combining structured planning with strategic flexibility, this multi-platform approach strengthens OCEANIDS’ presence across the evolving digital landscape and supports the project’s mission to promote climate-informed maritime spatial planning and resilient coastal governance.

For detailed information on OCEANIDS’ social media channels and direct links to these platforms, please refer to **Table 3: Social Media Channels**.

**Table 3. Social Media Channels**

Social Media Channel	Direct link
X (Twitter) 	<a href="https://twitter.com/OceanidsProject">https://twitter.com/OceanidsProject</a>
LinkedIn 	<a href="https://www.linkedin.com/company/oceanids-project/">https://www.linkedin.com/company/oceanids-project/</a>
YouTube 	<a href="https://www.youtube.com/@Oceanidsproject">https://www.youtube.com/@Oceanidsproject</a>
Bluesky 	<a href="https://bsky.app/profile/oceanids-project.bsky.social">https://bsky.app/profile/oceanids-project.bsky.social</a>

### Recommended Hashtags for OCEANIDS

To improve discoverability and thematic coherence across platforms, OCEANIDS uses a set of targeted hashtags that align with its research areas, policy relevance, and EU mission priorities. These hashtags (**Figure 11**) help position the project within ongoing online conversations while making its content more accessible to sector-specific audiences.

## # OCEANIDS



Figure 11. Recommended Hashtags

## 9.2. Project website

The **official OCEANIDS website** (Figure 12), developed and hosted by METIS, is available at <https://www.oceanids-project.eu>. As detailed in **Deliverable D6.1 – Website and Project Logo**, the website functions as the **primary digital hub for both communication and dissemination**, serving as a publicly accessible gateway to the project’s objectives, updates, activities, and outputs.

As the central platform for **external visibility and stakeholder engagement**, the website provides structured and user-friendly access to information on OCEANIDS’ goals, thematic focus areas, partner organisations, and work packages. It features dedicated sections for news, events, videos, and published results, as well as a continuously updated timeline of the project’s milestones and outreach efforts.

The website plays a key role in both **communicating the narrative of the project** to the broader public and **disseminating concrete results** to target stakeholder groups in alignment with Horizon Europe guidelines.

The site is actively maintained by METIS, in collaboration with the project coordinator to ensure that all content remains current, consistent, and reflective of the project's evolving priorities.

To measure performance and guide improvements, **Google Analytics is used to monitor user traffic**, engagement patterns, and audience demographics. These insights inform content updates and structural improvements to ensure the website continues to function as an effective, user-oriented platform.

During the current project phase, the website has undergone several enhancements to strengthen both its communication and dissemination capacity:

- **New Thematic Sections** have been added to reflect expanding project activities and highlight cross-cutting issues such as stakeholder engagement and Earth observation applications.
- **Pop-Up Banners** are deployed on the homepage during key events to **boost registration and visibility**, linking directly to event pages or external platforms.
- The **News Section** is actively updated with partner activities, project deliverables, workshop summaries, and other timely developments to ensure ongoing engagement.

As a dynamic and evolving platform, the OCEANIDS website continues to support both communication and dissemination goals by centralising project knowledge, reinforcing brand identity, and connecting with target audiences in a clear and accessible way.

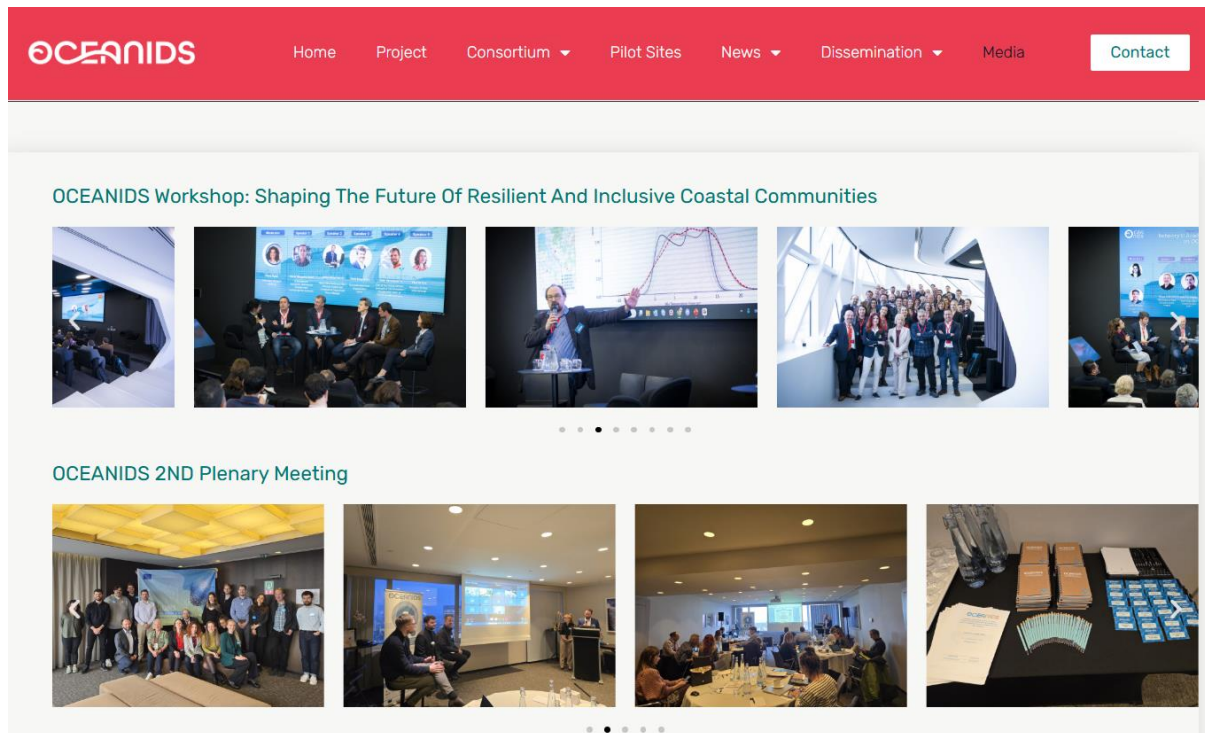


Figure 12. OCEANIDS website

### 9.3. Visibility: Promotional Materials and Merchandise

A variety of promotional materials and branded merchandise are being developed to enhance the visibility, recognisability, and engagement potential of the OCEANIDS project across a broad range of stakeholders, from the general public to national and international media.

These materials include **flyers**, **brochures**, and **posters**, designed for both print and digital distribution. They are regularly used during key dissemination and communication opportunities such as conferences, stakeholder workshops, exhibitions, and partner-hosted events. Each item is produced by the project’s visual identity and branding guidelines, ensuring a coherent and professional representation of OCEANIDS across all formats.

In addition to printed communication materials, **event-specific merchandise** has been introduced to increase project visibility and public engagement. These items include:

- Tote bags
- Pens
- Coasters
- Notebooks

Such merchandise not only supports visual branding at physical venues but also serves as **memorable touchpoints** for attendees, extending the visibility of the project beyond the duration of the event itself.

The production and distribution of all materials are managed on an ad-hoc and event-tailored basis, depending on the communication goals, target audience, and scale of each activity. Digital versions are also available for partners to disseminate electronically or via social media.

This strategic use of promotional materials and branded items supports OCEANIDS in creating a strong visual identity, increasing recognition among stakeholders, and reinforcing the project's mission in public-facing contexts.

#### 9.4. Videos

Videos are an integral component of the OCEANIDS communication and dissemination strategy, offering a dynamic and accessible medium to illustrate the project's scope, activities, and results. This multimedia approach supports stakeholder engagement by simplifying complex themes, showcasing achievements, and creating a lasting visual narrative that enhances the project's visibility across diverse audiences.

A range of video formats are used to meet specific strategic communication objectives:

- **Event Overview Videos**  
These short recaps capture the atmosphere and key moments of OCEANIDS events — such as workshops, stakeholder engagements, and conferences — providing both visual summaries and compelling narratives to promote the project's presence and role in wider policy and research dialogues.
- **Explainer Videos**  
Designed to make complex scientific concepts more accessible, these videos break down OCEANIDS' technical objectives, tools, and methodologies into concise, easy-to-understand content tailored to both general audiences and specialists.
- **Demonstrator Videos**  
These focus on the practical applications and added value of project results, such as tool deployment, use cases, and stakeholder feedback. They are particularly relevant for communicating to decision-makers and potential adopters of OCEANIDS outcomes.
- **Partner and Advisory Board Interviews**  
A series of short interviews have been recorded with project partners and Advisory Board members. These offer expert insights into key focus areas such as Earth

observation, climate resilience, and maritime innovation, while humanising the project and showcasing its international network.

- **Workshop and Plenary Highlights**

Select footage from key project gatherings — including plenary meetings and thematic workshops — is being edited into highlight videos. These videos serve as both documentation and promotional tools, demonstrating the collaborative spirit and cross-sectoral engagement that underpin OCEANIDS.

### **Distribution Channels**

To ensure optimal reach and visibility, videos are shared through multiple platforms, each selected for its relevance to specific audience groups:

- **YouTube:** Serves as the project’s primary repository for all video content, ensuring accessibility, shareability, and long-term archiving.
- **LinkedIn:** Used for professional engagement, where short clips or teasers are shared to draw attention to full videos or key messages, particularly for expert audiences and policymakers.
- **Project Website:** Provides a central hub for all published multimedia, with videos embedded in relevant sections (e.g. news, events, results).
- **X (formerly Twitter) and Bluesky:** Selected content is shared through short-format snippets or announcements to amplify reach during key campaign windows or events

By combining storytelling, technical communication, and real-time engagement, OCEANIDS’ video strategy significantly contributes to amplifying awareness, fostering transparency, and making the project’s results relatable and accessible to a broad range of stakeholders.

## 10. Dissemination activities and tools

### 10.1. 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 4** 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, the SharePoint of the project as described above, 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 4.** External events

Date	Name of event	Topic	Location	Type	Link
24 – 18/10/24	International Astronautical Congress	Space Sustainability	Milan, Italy	Conference	<a href="#">International Astronautical Congress</a>
19/11/24	Oceans of Plastic 2024	Environmental Impact	TBA	Awareness Day	Oceans of Plastic 2024
20-21/01/2025	HARMONIA Final event	Urban Climate Resilience	Milan, Italy	Conference	<a href="#">HARMONIA Final event</a>

March 5th, 2025	European Ocean Days	Ocean Conservation	TBA	Conference	<a href="#">European Ocean Days</a>
March 9-12th, 2025	AQUATECH AMSTERDAM	Water Technology	Amsterdam, Netherlands	Exhibition	<a href="#">AQUATECH AMSTERDAM</a>
March 14th, 2025	Smart Ocean: International Conference on Maritime Innovation and Sustainability	Maritime Innovation	Azores, Portugal	Conference	<a href="#">Smart Ocean</a>
March 27-28h, 2025	BlueGreen Governance Workshop	Land-sea Governance	Macaronesia	Workshop	<a href="#">BlueGreen Governance</a>
April 4-6th, 2025	BEYOND Expo	Space and Technology	Thessaloniki, Greece	Expo	<a href="#">BEYOND Expo</a>
April 24-26th, 2025	ChangeNow	Sustainability Solutions	Paris, France	Summit	<a href="#">ChangeNow</a>
April 27th-May2, 2025	EGU25	Earth and Space Sciences	Vienna, Austria	Conference	<a href="#">EGU25</a>
April 29th, 2025	GreenTech for ports and terminals	Sustainable Port Technology	Gothenburg, Sweden	Conference	<a href="#">GreenTech for ports and terminals</a>
May 8-9th, 2025	ESPO CONFERENCE 2025	Port Sector	Thessaloniki, Greece	Conference	<a href="#">ESPO CONFERENCE 2025</a>
May 21-23th, 2025	European Maritime Day	Maritime Affairs	Cork, Ireland	Conference	<a href="#">European Maritime Day</a>
May 3-6th, 2025	One Ocean Science Progress	Ocean Science	Nice, France	Conference	<a href="#">One Ocean Science Progress</a>

June 16-18th, 2025	European Climate Change adaptation	Climate Change Adaptation	Rimini, Italy	Conference	<a href="#">European Climate Change adaptation</a>
June 23-27, 2025	ESA Living Planet Symposium '25	Earth Observation	Vienna, Austria	Symposium	<a href="#">ESA Living Planet Symposium '25</a>
July 9-12, 2025	International Conference on Marine Protected Areas in Marine Spatial Planning	Marine Conservation	TBA	Conference	<a href="#">International Conference on Marine Protected Areas</a>
November 4-6th, 2025	Smart City Expo World Congress	Urban Innovation	TBA	Congress	<a href="#">Smart City Expo World Congress</a>
November 5-6th, 2025	Sustainable Ocean Summit and Global Blue Finance Summit	Ocean Sustainability	TBA	Summit	<a href="#">Sustainable Ocean Summit</a>
June 9-13th, 2025	2025 UN Ocean Conference	Ocean Conservation	TBA	Conference	<a href="#">2025 UN Ocean Conference</a>

## 10.2. 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:<sup>4</sup>

- ✓ **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

<sup>4</sup> **Grant Agreement No. 101112919, Annex 5, Article 17**

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.

- ✓ **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 5** presents a list of targeted journals that the consortium partners will consider for publication.

**Table 5.** Journals for publications

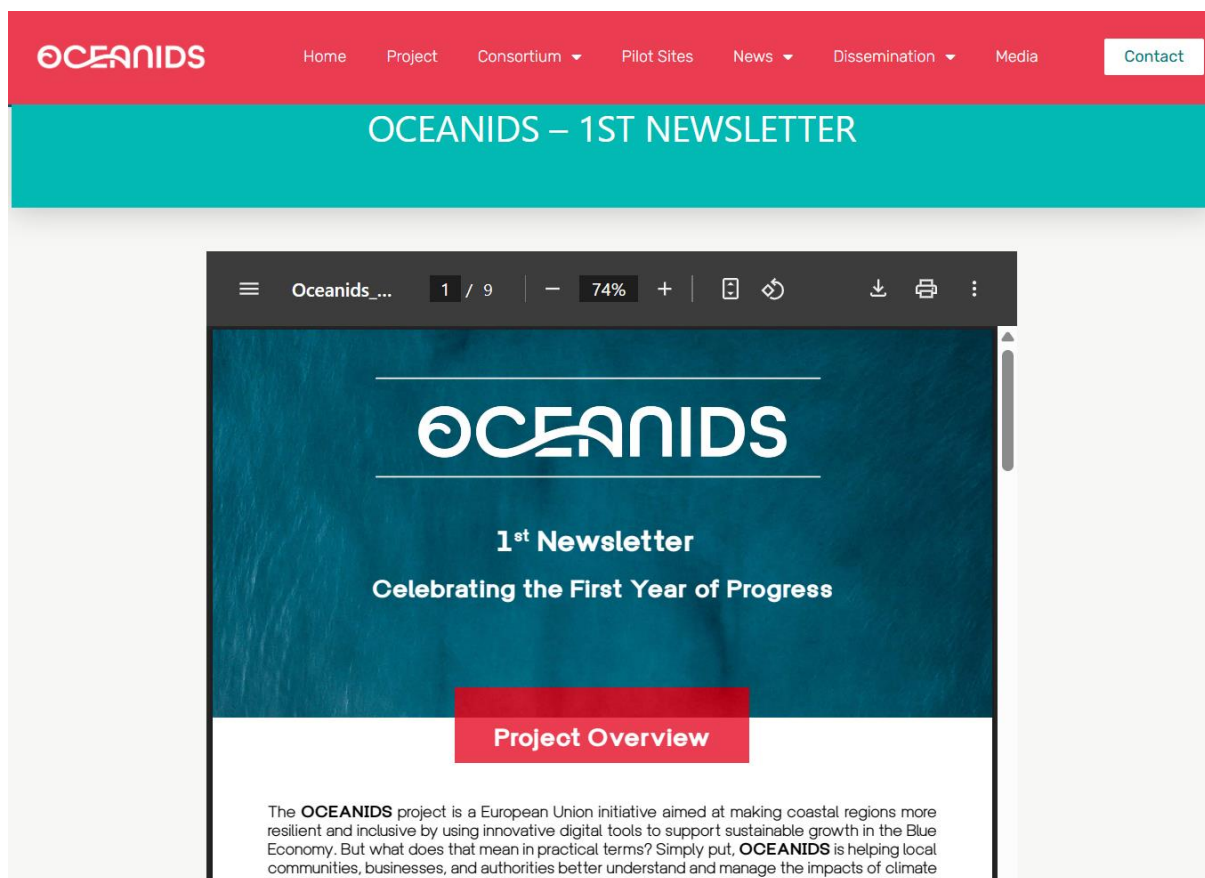
Name	Link to Journal
Sustainable Cities and Society	<a href="https://www.sciencedirect.com/browse/journals-and-books">https://www.sciencedirect.com/browse/journals-and-books</a>
Remote Sensing	<a href="https://www.mdpi.com/journal/remotesensing">https://www.mdpi.com/journal/remotesensing</a>
Urban Climate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

### 10.3. Newsletters

To strengthen stakeholder engagement and maintain regular communication with its growing audience, OCEANIDS has launched a **biannual e-newsletter**. This format supports the ongoing dissemination and communication of project activities, providing structured updates on progress, outcomes, and opportunities for engagement.

The newsletter is designed to reach a broad spectrum of stakeholders — including policymakers, researchers, local authorities, and the general public — by presenting concise and accessible highlights from across the project.

Following the plan set out in the first version of the strategy, the **first issue of the OCEANIDS newsletter has been published** and is available on the project website (**Figure 13**). It includes updates on milestones achieved during the first year, featured project events, and introductions to strategic themes and deliverables. Future editions will continue to build on this structure, offering new insights and showcasing upcoming activities, technical outputs, and partner contributions. Interested individuals can **subscribe directly via the project website**, ensuring that new editions are distributed to a growing mailing list.



**Figure 13.** Oceanids 1<sup>st</sup> Newsletter uploaded on the project website.

## 11. Liaising with Other EU Projects

Liaising with other EU-funded projects and relevant initiatives is a key part of OCEANIDS' communication and dissemination efforts. These interactions foster mutual visibility, alignment with European research and policy priorities, and opportunities for collaboration on shared goals such as maritime spatial planning, climate adaptation, Earth observation, and sustainable coastal governance.

As detailed in Deliverable **D6.7 – Report on Standards and Liaison Activities with Relevant Organizations (Version 1)**, OCEANIDS has initiated exchanges and synergies with the following projects and platforms:

- HARMONIA
- MSP4BIO
- VALORADA
- Copernicus Marine Services (Mercator Ocean International)
- Coastal Hub
- EUMETSAT
- EMSA – European Maritime Safety Agency
- C3S – Copernicus Climate Change Service
- EO4Ports (co-organised workshop)
- NEREUS – Network of European Regions Using Space Technologies
- EU Mission Ocean and Waters (as a supporting project)
- EU Mission Adaptation to Climate Change (Thematic Working Groups: Climate Services & Stakeholder Engagement)

These engagements support knowledge exchange, reinforce OCEANIDS' policy relevance, and extend the visibility of the project across thematic and institutional networks. They are also instrumental in preparing pathways for the potential uptake and scaling of project results.

*For a full overview of stakeholders, methodology, and liaison strategy, refer to **D6.7**.*

## 12. Monitoring Dissemination and Communication

Defining and managing Key Performance Indicators (KPIs) (see Table 6) is a central element of the OCEANIDS communication and dissemination strategy. KPIs serve as a structured tool for assessing the effectiveness, reach, and impact of communication activities throughout the project lifecycle. They enable the project team to evaluate progress against strategic objectives, make data-informed decisions, and apply corrective measures where necessary.

A comprehensive set of KPIs was initially defined during the proposal phase and is presented in Table 6. These include quantitative and qualitative indicators covering key areas such as website traffic, social media engagement, events, publications, and media production. All indicators are reviewed periodically and refined to reflect the evolution of the project, ensuring that monitoring efforts remain dynamic, adaptive, and aligned with real-time performance data.

As part of the second version of the communication and dissemination strategy, the KPI related to **OCEANIDS brochures (print and digital)** has been removed. This decision reflects the following considerations:

1. **Decentralised Production and Distribution** – Brochures are typically produced in design format and shared with partners who handle printing and distribution independently. As a result, the central team cannot reliably monitor how many copies were printed or distributed at various events.
2. **Shift Toward Digital Materials** – The project increasingly shares brochures through digital channels such as email, social media, and QR codes. While this approach enhances environmental sustainability and flexibility, it complicates central tracking due to the wide range of distribution methods and tools used by different partners.
3. **Focus on Measurable, Impact-Driven Indicators** – The strategy prioritises KPIs where dissemination performance can be captured through standardised, verifiable data sources such as website analytics, video views, social media impressions, or event attendance. Brochure distribution, by contrast, offers limited visibility into actual engagement or uptake.

While brochures remain a useful communication tool and will continue to be produced and shared when relevant, their distribution will no longer be tracked as a standalone performance indicator.

All remaining KPIs are monitored by the WP6 leader, supported by partners responsible for content development and dissemination. Data collection methods include Google Analytics, social media dashboards, event records, and media tracking reports to ensure consistent, evidence-based monitoring across the project lifecycle.

**Table 6.** Key Performance Indicators

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

## 13. Visual Identity

The OCEANIDS visual identity remains a cornerstone of its communication and dissemination strategy. It ensures brand coherence, recognisability, and professionalism across all media and stakeholder touchpoints. The development of the visual identity — including the logo, typography, iconography, and layout standards — was originally outlined in Deliverable D6.1 – Website and Project Logo and is publicly available as part of the Media Kit on the project website.

To maintain consistent visual representation across channels and events, the project relies on the **OCEANIDS Brand Book**, which details the required visual and stylistic guidelines. These guidelines cover logo applications, colour systems, use of imagery, document formatting, and digital visual assets. All partners are encouraged to adhere to the brand rules to ensure unified messaging throughout the lifecycle of the project.

In the current phase of implementation, the project’s visual identity is adapted to various formats and event contexts. Materials such as roll-up banners, conference slides, social media templates, and posters are developed to fit specific communication needs — while always staying within the brand framework. This ensures both the flexibility and integrity of the project’s visual narrative.

### 13.1. OCEANIDS Brand book

The OCEANIDS brand book meticulously details the visual and stylistic guidelines essential for representing the project consistently across various media and platforms. This guide is crucial for ensuring that every aspect of OCEANIDS' presentation resonates with its mission to advance marine conservation and sustainable maritime practices.

#### Key Elements of the OCEANIDS Brand Book:

- ✓ **Iconography:** The brand book includes a set of icons specific to the OCEANIDS project, such as lighthouses, sailboats, and marine wildlife. These icons are designed to enhance visual communication and support the project’s themes and messages across digital and print media (**Figure 14**).



**Figure 14.** Examples of OCEANIDS icons

- ✓ **Visual Storytelling:** Through careful selection of imagery and graphical elements that reflect the marine focus of the project, the brand book aids in crafting a compelling narrative. This narrative is intended to engage stakeholders and the public by illustrating the significance of ocean conservation and the project's role in this field (Figure 15).



Figure 15. Examples of OCEANIDS visuals

- ✓ **Layout and Design:** Specific guidelines for the layout of official documents, including white papers, reports, and communication materials, ensure that every piece of content produced is not only visually appealing but also aligns with the organizational identity and goals (Figure 16).



Figure 16. 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 17).



Figure 17. 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.

OCEANIDS will continue to uphold this strong visual foundation while allowing creative adaptation for diverse communication opportunities. The application of consistent, recognisable branding enhances stakeholder trust, improves visibility in digital and public spaces, and reinforces alignment with Horizon Europe’s visibility requirements.

## 14. Synergies Between Communication, Dissemination, and Exploitation

While this deliverable focuses on the strategic planning of communication and dissemination activities for the second project phase, it is important to acknowledge the interconnected role of **exploitation** within the broader outreach approach of OCEANIDS.

The **exploitation strategy**, detailed in *Deliverable D6.9 – Exploitation Strategy (version 1)*, outlines the identification and planning around Key Exploitable Results (KERs), preliminary market analysis, potential user segments, and the initial business and IPR considerations. These efforts are coordinated under **Task 6.3** and are being developed in parallel with communication and dissemination activities to ensure consistent messaging, stakeholder engagement, and long-term uptake.

To reinforce this alignment, **communication and dissemination channels will play a key role in promoting exploitable results**, particularly by:

- Raising visibility of the project's innovative tools and services
- Engaging stakeholders who may later become adopters or multipliers
- Supporting the early introduction of KERs through targeted messaging

While this deliverable focuses on the strategy, a comprehensive overview of the **performed communication, dissemination, and exploitation activities** will be provided in a separate deliverable:

**D6.5 – Communication, Dissemination and Exploitation Report (version 1)**, due in **Month 18**. That report will detail the implemented actions, tools used, stakeholder engagement progress, and measurable outcomes achieved to date. Strategic communication and dissemination do not only support project visibility and engagement—they actively contribute to enabling successful exploitation by ensuring that the right audiences are aware of, interested in, and prepared to use the results generated by OCEANIDS.

## 15. Conclusion

This updated Dissemination and Communication Plan (Version 2) consolidates the strategic evolution of OCEANIDS' outreach efforts, reflecting key lessons learned during the first project phase and aligning with the project's growing maturity. As a core component of the OCEANIDS communication framework, Deliverables D6.2 and D6.3 ensure that project visibility, stakeholder engagement, and value-driven messaging are delivered with increased focus, adaptability, and data-informed precision.

Version 2 builds upon the original blueprint by introducing a phased approach to communication, deeper integration of analytics, expanded platform strategies, and refined stakeholder engagement methods. These improvements enhance the project's ability to remain relevant, responsive, and inclusive as it advances toward its mission of supporting sustainable maritime spatial planning and coastal climate adaptation.

This document is not simply a roadmap but a shared operational reference for all consortium partners. By aligning our tools and outreach strategies, we amplify the impact of OCEANIDS' innovations across diverse stakeholder groups — from coastal authorities and policymakers to researchers, SMEs, and the broader public.

Looking ahead, the project remains committed to dynamic communication. Continuous feedback, trend analysis, and performance monitoring will guide further refinements. Version 3 of this strategy, due at Month 32, will represent the final iteration and will incorporate the full lifecycle of implementation insights.

For a detailed overview of implementation progress, outreach activities, and key performance indicators, readers are referred to the accompanying **D6.5 – Communication, Dissemination and Exploitation Report (Version 1)**, which is delivered in parallel with this strategic document.

**END OF DOCUMENT**