OCEANIDS

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

D6.5 – Communication, Dissemination and Exploitation Report (version 1)

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

Funded by the European Union

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

Lead Contributors	Simona Sirutė (METIS), Eirini Marinou (GSH), Afroditi Mathioudaki (CDP)
Other Contributors	Giorgos Daskalopoulos (GSH)
Reviewers	Natalia Ospina-Alvarez (AIR Centre), Margarita Chrysaki (NEREUS), Eirini Marinou (GSH)

Due Date	31.05.2025
Delivery Date	**31.05.2025 [M18]**
Type	Document, Report
Dissemination Level	PU - Public

Keywords	Communication Plan, Dissemination Plan, Communication channels, Stakeholders

Document History

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

Legal Disclaimer

Table of Contents

1. Executive Summary

The OCEANIDS project supports the development of more resilient and inclusive coastal societies by delivering data-informed tools for climate adaptation and integrated maritime spatial planning. Communication, dissemination, stakeholder engagement, and exploitation activities are central to ensuring the project's results are visible, actionable, and widely adopted by relevant audiences — including policy-makers, scientists, port authorities, regional actors, and citizens.

This deliverable, **D6.5 – Communication, Dissemination and Exploitation Report (version 1)**, presents achievements from the project's first half (M1–M18). It builds upon earlier deliverables, such as D6.3 (Communication and Dissemination Plan), D2.1 (Stakeholder Engagement Plan), and D6.9 (Exploitation Strategy), to provide a comprehensive account of outreach performance, stakeholder interaction, and early exploitation progress.

Key achievements include:

- **Strategic Communication Growth**: OCEANIDS has strengthened its digital presence, particularly on LinkedIn, through structured campaigns, event coverage, and video content. Bluesky was added as a forward-looking platform in response to changing digital trends. Analytics-driven scheduling and sentiment analysis have ensured message relevance and audience alignment.
- **Stakeholder Engagement Milestones**: Activities followed five strategic types defined in D2.1, including best practice exchanges, local engagement, and capacity building. Highlights include the establishment of a permanent Focus Group, the March 2025 workshop in Antwerp, and multi-level engagement with municipalities, port authorities, and regional actors. These efforts have supported co-creation, validation, and long-term relationship building.
- **Exploitation Foundations**: The project has mapped Key Exploitable Results (KERs) and validated them with end users. Engagement with the Horizon Results Booster, explored the IP Scan EU tool, as well as preparations for the Horizon Results Platform, demonstrate commitment to post-project uptake. Two KERs — the EO Platform and Decision Support Platform — are being strategically positioned for real-world application.

By integrating communication, stakeholder feedback, and exploitation planning, OCEANIDS has moved from awareness-building to a more targeted, collaborative, and impact-oriented phase. This report captures that evolution and sets a strong foundation for continued engagement, visibility, and uptake in the second half of the project.

List of Tables

List of Figures

Table 1. List of Acronyms/Abbreviations

Acronym Abbreviation	Explanation
AI	Artificial Intelligence
AIRC	Atlantic International Research Centre
BRET	Région Bretagne (project partner)
CA	Consortium Agreement
CC	Climate Change
CDP	CDP Worldwide (Europe) Gemeinnützige GmbH
C3S	Copernicus Climate Change Service
CI-MSP	Climate-Informed Maritime Spatial Planning
CMS	Content Management System
D	Deliverable
DDCD	Data-Driven Communication and Dissemination
EARSC	European Association of Remote Sensing Companies
EO	Earth Observation
EMSA	European Maritime Safety Agency
EU	European Union
EUMETSAT	European Organisation for the Exploitation of Meteorological Satellites
EUSPA	EU Agency for the Space Programme
FMI	Finnish Meteorological Institute (Ilmatieteen Laitos)
GA	Grant Agreement
GSH	GEOSYSTEMS HELLAS S.A.
HCMR	Hellenic Centre for Marine Research
ICCS	Institute of Communication and Computer Systems
IN2	IN2 Digital Innovations GmbH
IPR	Intellectual Property Rights
KER	Key Exploitable Result
KPI	Key Performance Indicator
M	Month (project reference month)
METIS	MetisBaltic
MLG	Ayuntamiento de Málaga
MSP	Maritime Spatial Planning
NEREUS	Network of European Regions Using Space Technologies
NLP	Natural Language Processing
OHB	OHB Satellite Services GmbH
R&D	Research & Development
RG	Resilience Guard
RS	Remote Sensing
TWT	Text and Web Tracking
USE	Universidad de Sevilla
WP	Work Package
WTOC	Web2Climate IKE
X	Social-media platform “X” (formerly Twitter)

2. Introduction

Coastal regions play a pivotal role in Europe's economy and society, hosting diverse activities such as tourism, fisheries, maritime transport, and port operations. These areas, however, are increasingly vulnerable to climate change impacts — including sea-level rise, extreme weather events, and environmental degradation — which place critical infrastructure and communities at substantial risk. As climate-related challenges intensify, the need for integrated, forward-looking adaptation strategies has become more urgent than ever.

The OCEANIDS project addresses this need by developing user-driven tools and services for climate-informed maritime spatial planning (CI-MSP)**.** The project transforms fragmented data into accessible and actionable information, supporting more resilient, inclusive, and evidence-based decision-making in coastal regions. Through co-creation with end users, the project supports both policy and practice by enabling local and regional stakeholders to plan more effectively in the face of climate uncertainty.

Deliverable **D6.5 – Communication, Dissemination and Exploitation Report (version 1)** presents the results of all outreach activities implemented from **Month 1 to Month 18**. This includes communication and dissemination efforts (Task 6.1), networking and alignment with other initiatives (Task 6.2), and early exploitation activities (Task 6.3). It reflects how strategic communication has evolved from early awareness-raising into structured, analytics-informed engagement, supported by brand monitoring, tailored messaging, and platform-specific content planning.

The report also documents measurable outputs, such as media impressions, social media campaigns, stakeholder events, and published videos, and provides a snapshot of the project's visibility and stakeholder resonance to date. Exploitation and stakeholder engagement efforts are detailed as well, highlighting how early adopters have contributed to the refinement of services and how groundwork has been laid for future uptake and sustainability.

Led by MetisBaltic (METIS) under **Work Package 6 (WP6)**, in collaboration with partners including GSH, NEREUS, OHB, HCMR, EARSC, FMI, ICCS, CDP, USE, IN2, WTOC, RG, MLG, BRET, and AIRC, these actions contribute to the overarching mission of OCEANIDS: enabling a science-informed, digitally empowered, and socially inclusive Blue Economy in Europe's coastal regions.

2.1 Scope and objective of the deliverable

This deliverable, **D6.5 – Communication, Dissemination and Exploitation Report (version 1)**, falls under **Task 6.1** of **Work Package 6 (WP6)**, titled *"Communication, Dissemination, and Exploitation of Project Results"*, led by **MetisBaltic (METIS)**. It provides a consolidated account of the outreach activities conducted during the first half of the OCEANIDS project (M1–M18),

including communication efforts, stakeholder engagement results, and early exploitation actions.

The scope of D6.5 is to evaluate how the strategies defined in earlier deliverables—particularly **D6.3 (Dissemination and Communication Plan)**, **D2.1 (Stakeholder Engagement Plan)**, and **D6.9 (Exploitation Strategy version 1)**—have been implemented in practice. It draws on input from all consortium partners and monitoring tools to assess progress toward key performance indicators (KPIs), visibility goals, and stakeholder alignment.

This deliverable also serves as a precursor to the final reporting stages of WP6, by providing structured input for:

- **D6.6 – Communication, Dissemination and Exploitation Report (version 2)** [M32, Lead: METIS]
- **D6.10** and **D6.11 – Exploitation Strategy updates** [Led by GSH]

By documenting the integration of communication, dissemination, and exploitation across project activities, D6.5 aims to demonstrate the added value of coordinated outreach and to support long-term uptake, visibility, and impact of OCEANIDS' tools and results.

2.2 Structure of the deliverable

This document consists of the following chapters:

- **Chapter 1: Executive Summary**
  A high-level overview of the deliverable's purpose and highlights from communication, dissemination, stakeholder engagement, and exploitation activities during M1–M18.
- **Chapter 2: Introduction**
  Sets the context of the deliverable, outlines its scope, and explains its link to WP6 activities.
- **Chapter 3: Strategic Structure of the Dissemination, Communication and Exploitation Report**
  Describes the underlying logic and phased implementation approach, based on the Horizon framework and internal strategies.
- **Chapter 4: Strategic Foundations**
  Presents the strategic phasing of communication and dissemination activities.
- **Chapter 5: Involvement of the Consortium in Communication, Dissemination and Exploitation Activities**
- **Chapter 6: Stakeholder Engagement Results**
  Summarises the implementation of engagement activities based on the five types defined in D2.1.
- **Chapter 7: Data-Driven Design of the Communication Strategy**
  Describes how brand monitoring, NLP, and analytics informed the communication approach.

- **Chapter 8: OCEANIDS Social Media Strategy**
  Presents a channel-specific strategy based on analytics and monitoring data.
- **Chapter 9: Dissemination Activities and Tools**
  Overview of OCEANIDS-organised events, external participation, publications, and newsletters.
- **Chapter 10: Liaising with Other EU Projects**
  Describes cooperation and alignment with other European initiatives.
- **Chapter 11: Monitoring Dissemination and Communication**
  Presents KPI tracking results and the synergy between communication, dissemination, exploitation, and engagement activities.
- **Chapter 12: Conclusion**
  Summarises key achievements and outlines the next steps for WP6 activities.

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.

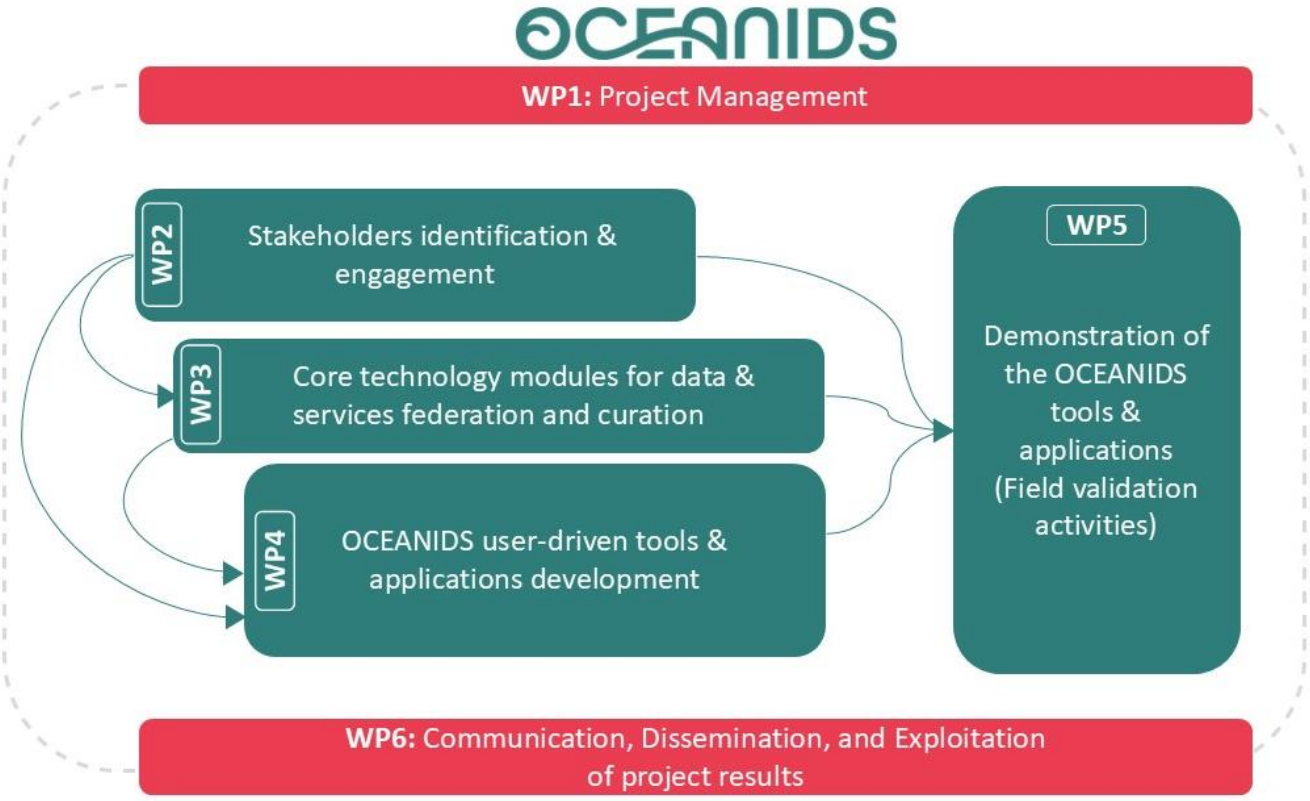


Figure 1. Work Packages relation within the OCEANIDS project

3. Strategic Structure of the Dissemination and Communication and Exploitation report

This deliverable reflects the implementation of the strategy laid out in **D6.3 – Communication and Dissemination Plan (version 2)**, demonstrating how its principles have been put into action across the first 18 months of the OCEANIDS project. The structure of **D6.5** is guided by a phased, data-informed approach, integrating communication, dissemination, stakeholder engagement, and exploitation under a unified framework.

The following strategic components define the architecture of this report and the outreach activities it covers:

3.1 Phased Communication Implementation

The reporting period (M1–M18) corresponds to the first two stages of the four-phase outreach model introduced in D6.3:

- **Awareness (M1–M8)**: Focused on establishing project visibility, launching digital channels, and introducing key messages.
- **Knowledge Diffusion (M9–M20)**: Centered on sharing early results, increasing engagement with stakeholders, and strengthening thematic narratives.

This structure allowed communication activities to evolve alongside technical progress and stakeholder readiness.

3.2 Integrated Data and Analytics Framework

As outlined in D6.3, advanced monitoring techniques were embedded in all outreach actions. This included:

- **Natural Language Processing (NLP)** for detecting sentiment, emotion, and trending topics.
- **Text mining and Named Entity Recognition (NER)** to map stakeholder ecosystems and key influencers.
- **Platform-specific analytics** to optimise timing, tone, and content based on performance trends.

Insights from this ecosystem informed not only content development but also exploitation and engagement priorities.

3.3 Multi-Platform Communication and Sustainable Practices

A mix of digital and physical materials were produced during the period, with an increasing shift toward **low-impact, digital-first formats**. Videos, newsletters, and social media

campaigns were synchronised through the **OCEANIDS social media calendar**, ensuring timely and audience-specific messaging across **LinkedIn, YouTube, X,** and **Bluesky**.

This dual-channel strategy also enabled measurable dissemination through tools like Google Analytics, LinkedIn performance dashboards, and QR-code tracking.

3.4 Stakeholder-Centric Engagement

Building on the stakeholder mapping and clustering methodology introduced in D6.3, tailored engagement activities were implemented throughout M1–M18. These efforts targeted distinct groups—such as local authorities, port stakeholders, and EO providers—via surveys, interviews, workshops, and digital outreach.

A key milestone was the March 2025 Antwerp Workshop, which served as a high-impact platform for co-creation, user feedback, and cross-sector dialogue. Organised in collaboration with NEREUS, CDP, and EARSC, the event enabled practical demonstrations, policy discussions, and visibility for the tools under development. The event was supported by structured pre- and post-event communication, including interviews, professional photography, and a recap video published on OCEANIDS channels.

3.5 Coordinated Exploitation and Messaging Alignment

Exploitation actions progressed in tandem with communication and engagement efforts. Key Exploitable Results (KERs)—such as the Earth Observation and Decision Support Platforms—were introduced through visual campaigns, stakeholder events, and early market testing.

Preliminary value propositions were refined using feedback from focus groups, workshops, and Horizon Results Booster consultations. Activities under Task 6.3 were carefully synchronised with the overall communication strategy to ensure coherent messaging on benefits, uptake potential, and user alignment across all outreach channels.

By combining strategic foresight with responsive implementation, D6.5 demonstrates the interconnected, iterative, and stakeholder-driven nature of communication, dissemination, and exploitation across OCEANIDS. This ensures that all outreach contributes to long-term impact, visibility, and user-oriented legacy development.

3.6 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.

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.

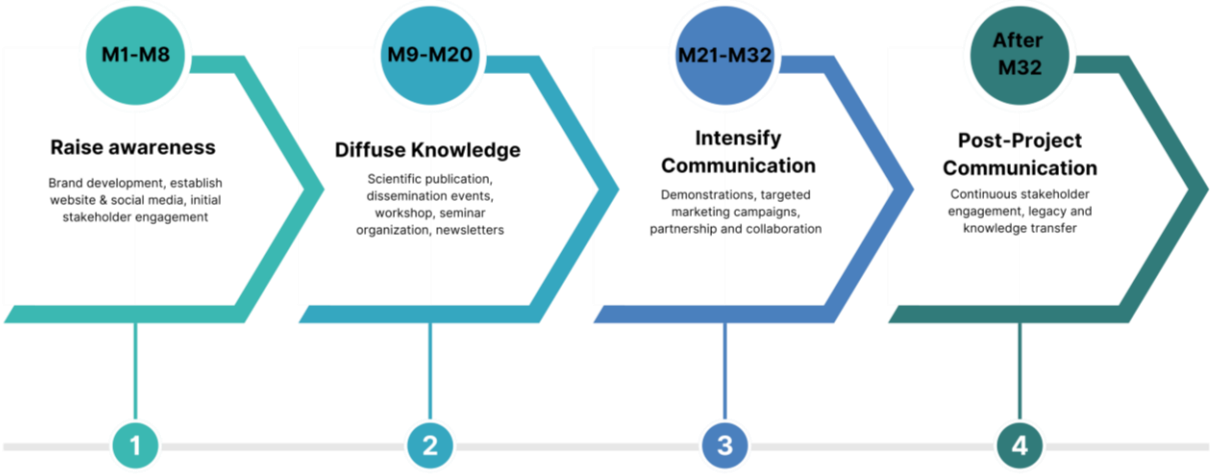


Figure 2. Strategic Phasing of Communication and Dissemination

5. Involvement of the Consortium in Communication Dissemination and exploitation Activities

While **METIS Baltic** serves as the lead for communication, dissemination, and exploitation coordination within **Work Package 6 (WP6)**, the successful implementation of these activities has depended on the active, cross-cutting involvement of the entire OCEANIDS consortium. Each partner has contributed not only through content development and event participation, but also through strategic alignment of technical, scientific, and outreach efforts—ensuring that the project's impact is both visible and enduring.

The integrated nature of WP6 means that communication, dissemination, and exploitation efforts are deeply interconnected. As such, partner involvement has extended beyond awareness-raising to include the early-stage preparation for market uptake, stakeholder validation, and the co-creation of exploitation pathways.

Key areas of consortium involvement include:

❖ **Collaborative Content Creation and Outreach**

Partners have jointly developed and reviewed a variety of materials, including:

- Scientific articles and open-access publications
- Social media posts and LinkedIn campaigns
- Visual content for stakeholder workshops and general assemblies

This collaborative development ensures that outputs are technically accurate, thematically consistent, and tailored to diverse stakeholder groups.

❖ **Use of Institutional Channels and Networks**

Each organisation has leveraged its institutional platforms, mailing lists, professional associations, and external project ties to amplify OCEANIDS' visibility. This has extended the reach of materials beyond the project's owned channels and helped position its tools within relevant policy and innovation conversations.

❖ **Event-Based Dissemination and Demonstration**

Consortium members have represented OCEANIDS at over 20 international events during the first 18 months, helping raise awareness, validate technical results, and explore synergies with other EU initiatives. Partners also contributed presentations and live demonstrations during the **March 2025 Antwerp workshop**, which served as the project's first major external showcase.

❖ **Stakeholder and End-User Engagement**

Beyond visibility, numerous partners—especially those linked to end-user communities such as ports, municipalities, and academia—played a direct role in collecting feedback and

refining tools. Focus groups, workshops, surveys, and interviews conducted under WP2 and WP4 informed both communication priorities and exploitation readiness.

❖ **Contribution to Exploitation Planning**

Several technical and scientific partners, including **OHB, IN2, GSH, USE**, and others, actively contributed to exploitation tasks by:

- Participating in the co-design and testing of **Key Exploitable Results (KERs)**
- Providing inputs for **competitor analysis** and **value proposition mapping**
- Supporting **IPR ownership scoping** and **Horizon IP Scan coordination**
- Contributing to the first **Horizon Results Booster (HRB)** sessions, including Entry Level Consultation and Go-To-Market activities

These contributions have strengthened the groundwork for future business modelling, stakeholder alignment, and post-project scalability.

The consortium's coordinated contributions to communication, dissemination, and exploitation have been critical to establishing **OCEANIDS' reputation as a trusted, science-informed initiative**. These efforts have not only ensured visibility but have laid a strong foundation for future uptake, stakeholder alignment, and sustainability of project results beyond M32.

5.1 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 3**). 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.

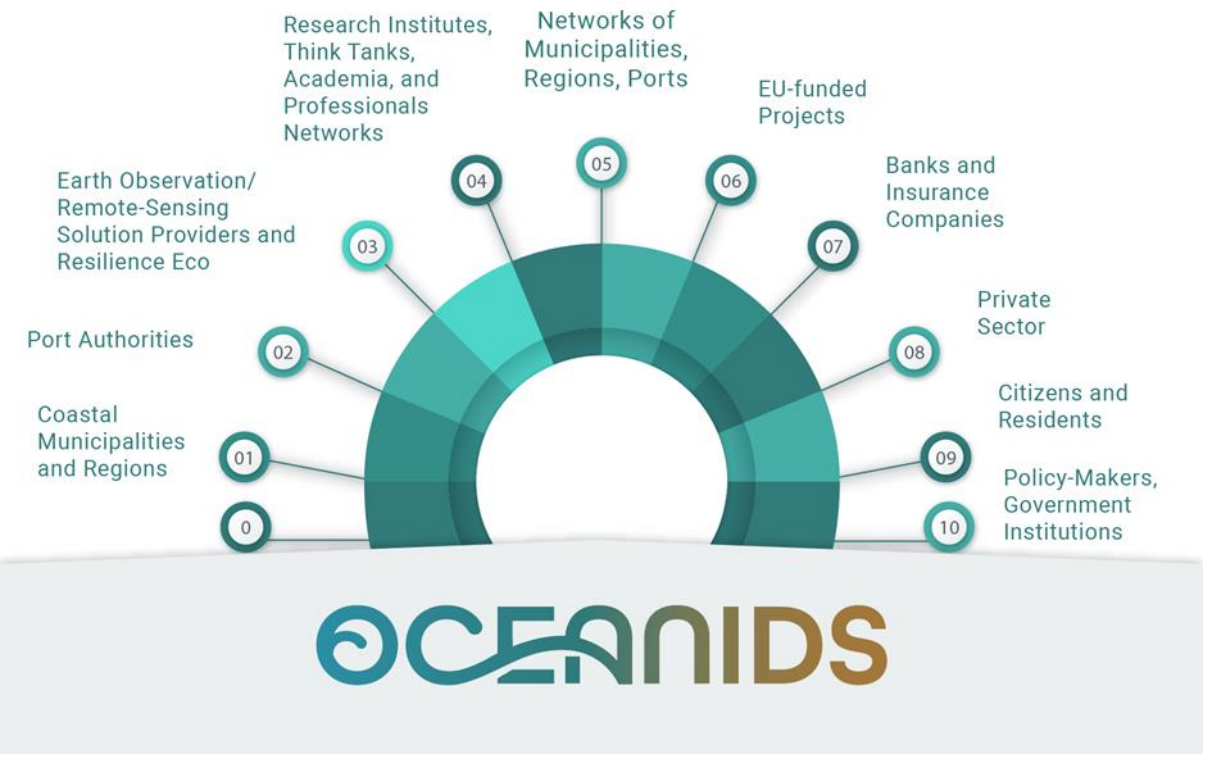


Figure 3. Clusters of stakeholders

5.1.1 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**.

5.1.2 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.

6. Stakeholder Engagement Results

To support inclusive and impactful engagement throughout the project, the OCEANIDS consortium developed Deliverable D2.1: Stakeholder Engagement Plan and Existing Applications/Services Report, submitted at M6. This foundational plan outlined how the project would interact with stakeholders across different levels and regions, using a structured methodology for engagement and collaboration.

Building on the initial mapping and clustering of stakeholder groups already presented in this report, this section focuses on the practical implementation of the plan. It introduces the five activity types defined in D2.1 and provides an overview of how each has progressed—detailing key actions, outcomes, and lessons learned during the reporting period. Together, these efforts demonstrate OCEANIDS' commitment to co-creation, capacity-building, and sustained interaction with its diverse stakeholder community.

In deliverable D2.1 the stakeholder engagement plan was structured across **five distinct** activity types, each with dedicated leads and supporting partners:

Table 2. Outline of the 5 distinct Activity Types identified within the Stakeholder Engagement Plan

	Activity Type	Description
1	**Exchange of Best Practices & Capacity Building**	Workshops, training, and knowledge-sharing among stakeholders to support adaptation strategies.
2	**Networking Between Groups & Liaison Activities**	Cross-sectoral and cross-regional networking, participation in external events, and inter-project collaboration.
3	**Local Stakeholder Engagement**	Targeted engagement in pilot regions through interviews, focus groups, and surveys.
4	**Data Disclosure and Sharing**	Encouraging stakeholders to share data and use platforms for transparency and informed planning.
5	**Social Media and Communication**	Use of digital tools and ephemeral social networks to raise awareness and mobilize local communities. **This activity type is covered in detail in the communication and dissemination sections of this report and is not repeated here.**

6.1 Progress by Activity Type

Activity Type 1 **– Exchange of Best Practices and Capacity Building**
Lead: GSH | **Focus:** Sharing successful approaches, strategies, and solutions related to climate-related coastal risks and adaptation. Possibilities for training programs, workshops, and knowledge-sharing initiatives to enhance the ability of these stakeholders to address climate-related challenges, will be explored.
Contributing Organizations: CDP, ISL, NEREUS, AIRC, EARSC, METIS, IN2, WTOC and USE.
Stakeholder Groups Involved: • Group 1 Coastal Municipalities and Regions, • Group 2 Port Authorities, • and marginally also Group 10 Policymakers, Governments, and Institutions

Establishment of a Permanent Focus Group

Original Plan (from D2.1):

To form a core group of stakeholders (from partner municipalities and ports) for ongoing collaboration and knowledge exchange through regular meetings, named "Focus Group".

Progress/Update:

- Focus Group established in May 2024
- First official meeting held on May 13, 2024, coordinated by GSH and attended by representatives from CRETE, ISL, V-SML, MLG, BRET, DRPM, MMAIP, and ports (HPA, PHEL, PRAU, PRAA)
- Continuously discussing pilot challenges and exchanging local adaptation strategies
- Every two months this meeting is repeated maintaining the interaction between the technical partners and the End-users solid
- An important **Workshop #1** was organised on January 27th under the title "*Introducing the OCEANIDS Platform – Initial mock-ups*" were representatives from WP4, that is OHB, GSH and RG, showcased examples and mock-ups from the technological tools and valuable feedback was gathered through the mentimeter application[1].

Challenges or Deviations:

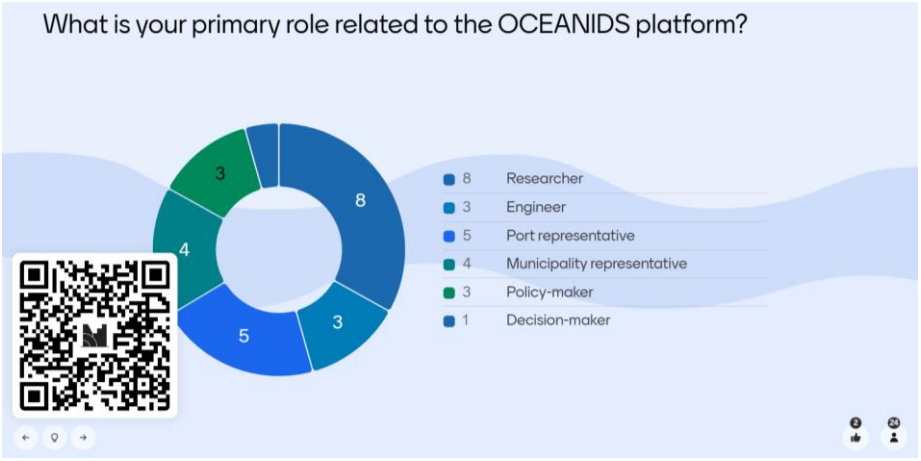
- Initial scheduling difficulties due to participants' availability across time zones.

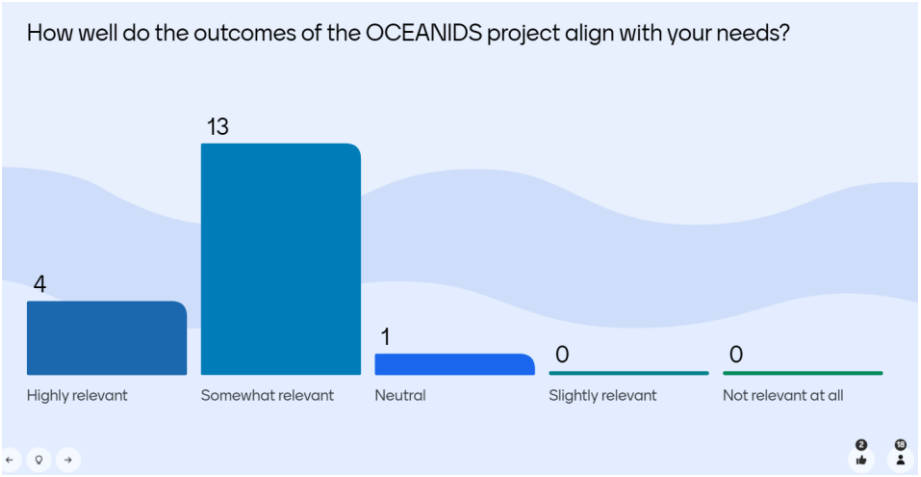
Next Steps:

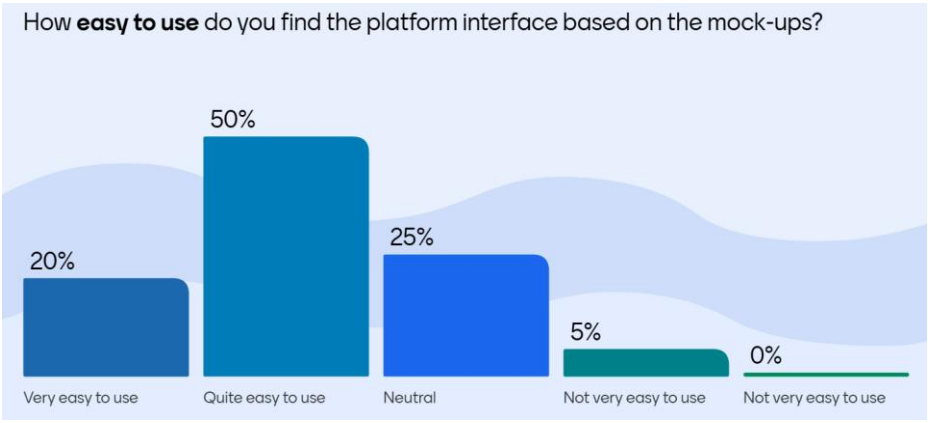
- Continue interacting with the End-Users through this Focus Group.

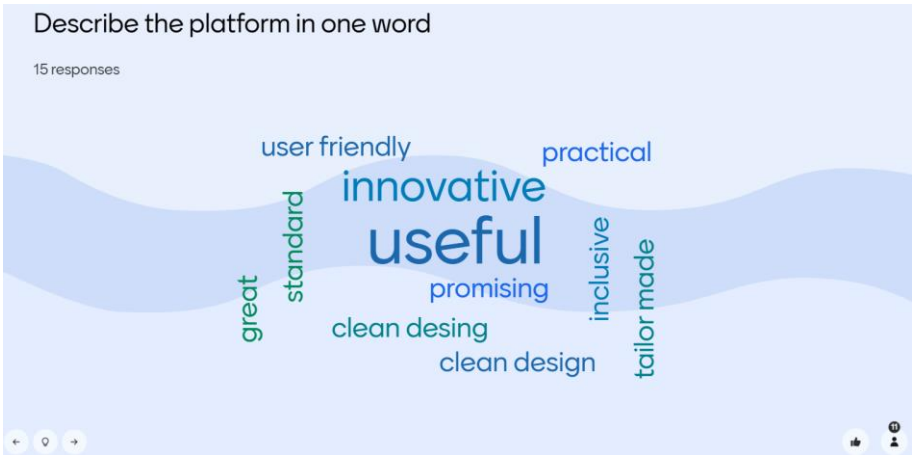
[1] https://www.mentimeter.com/

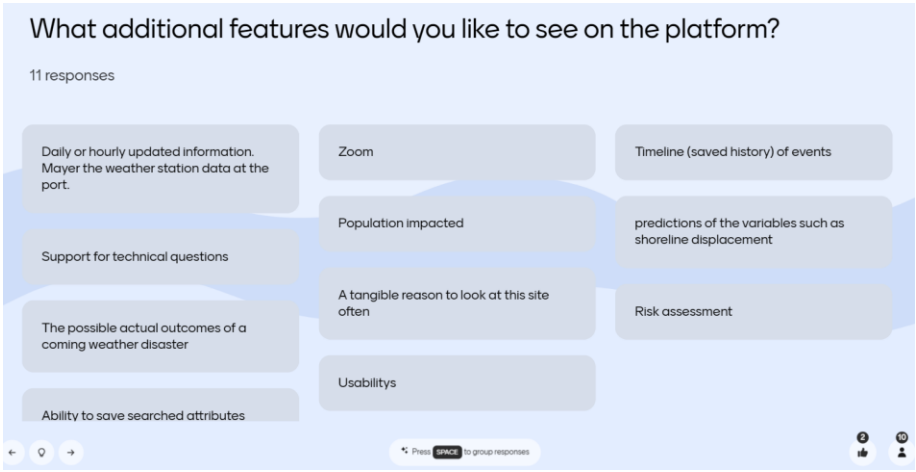
Add-ons to this Action:

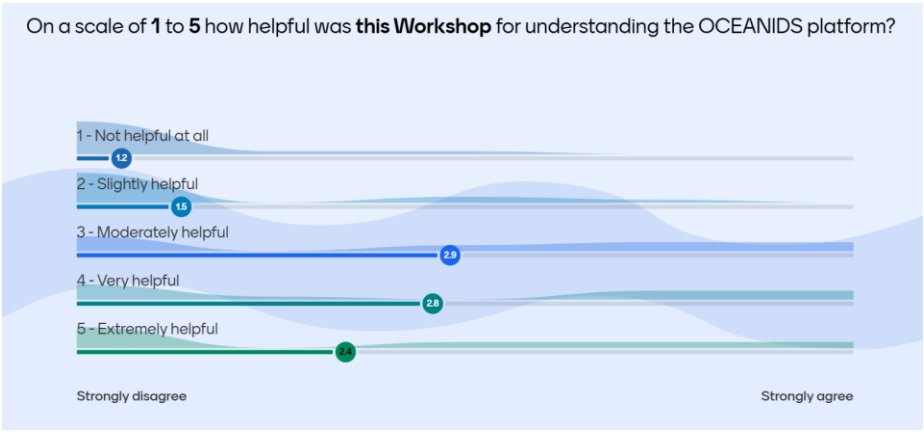


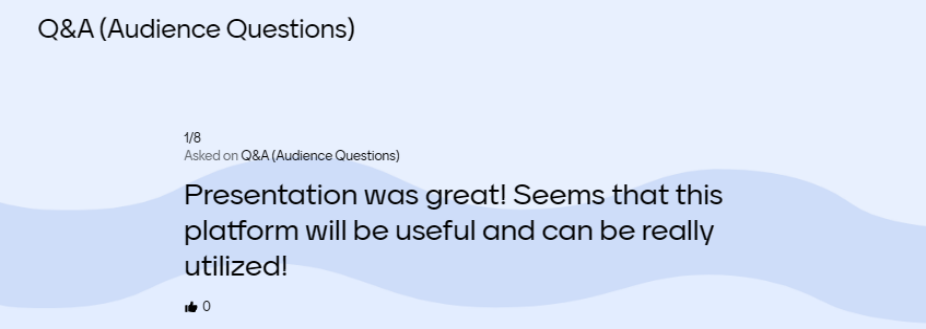


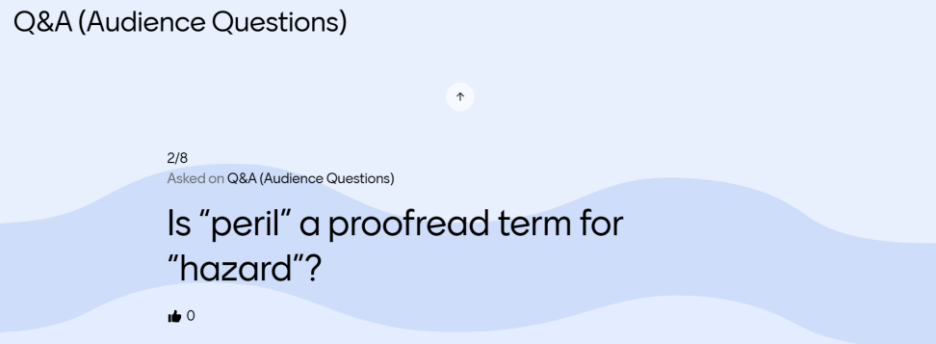



Describe the platform in one word
15 responses
user friendly
practical
innovative
standard
useful
inclusive
great
promising
tailor made
clean desing
clean design

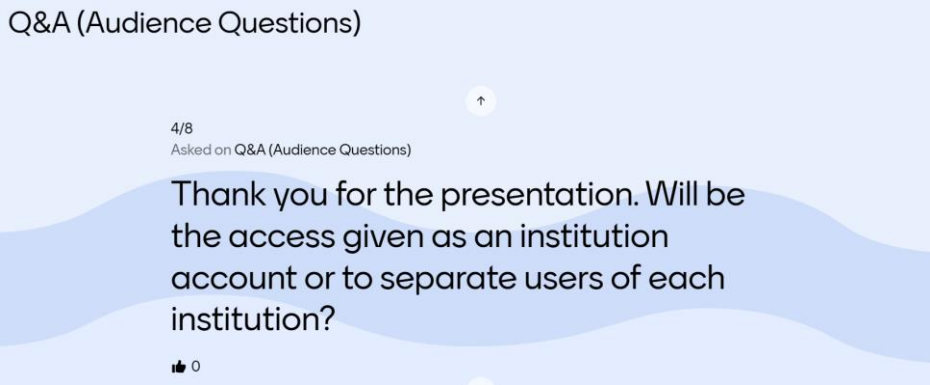

What additional features would you like to see on the platform?
11 responses
Daily or hourly updated information. Mayer the weather station data at the port.
Zoom
Timeline (saved history) of events
Population impacted
predictions of the variables such as shoreline displacement
Support for technical questions
A tangible reason to look at this site often
Risk assessment
The possible actual outcomes of a coming weather disaster
Usabilitys
Ability to save searched attributes


On a scale of 1 to 5 how helpful was this Workshop for understanding the OCEANIDS platform?
1 - Not helpful at all
1.2
2 - Slightly helpful
1.5
3 - Moderately helpful
2.9
4 - Very helpful
2.8
5 - Extremely helpful
2.4
Strongly disagree
Strongly agree

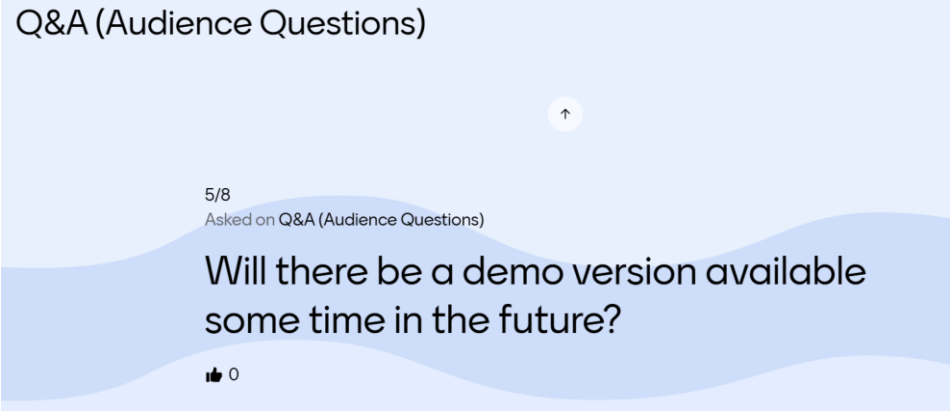




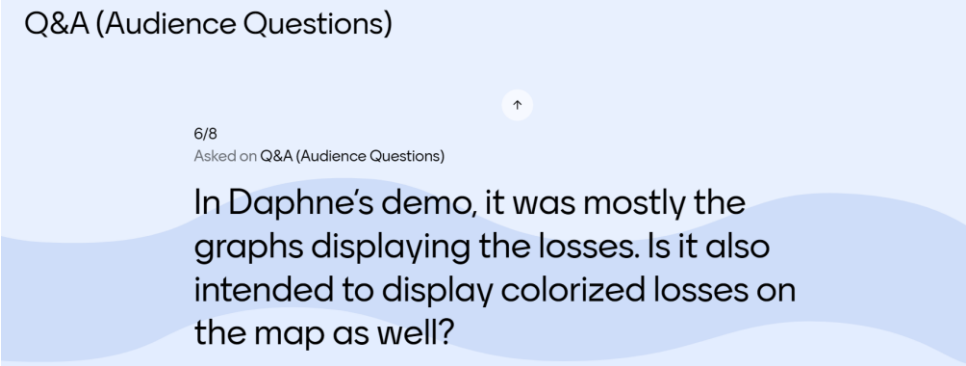
Answer: It is actually the same for End Users. More specifically, if we combine the perils with some features/characteristics we get the hazards.



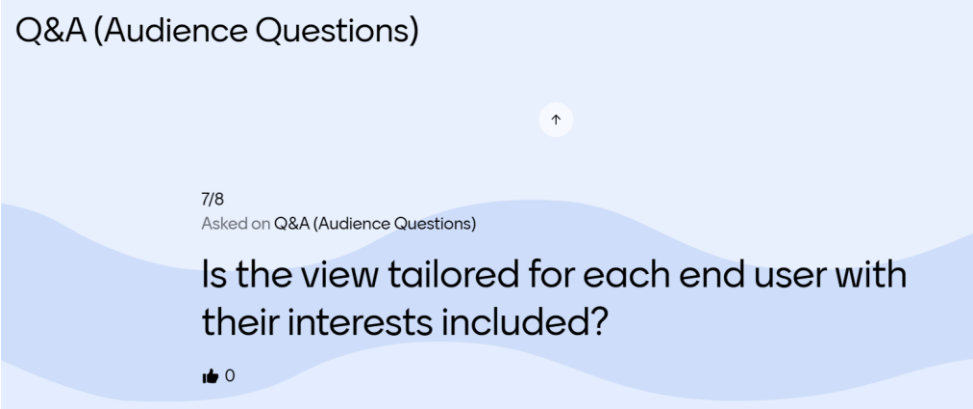
Answer: Yes, we have specified different access permissions for different groups. Representatives of municipalities and port authorities will have full access: 1) Data Services, 2) Decision Support System and 3) Risk Assessment



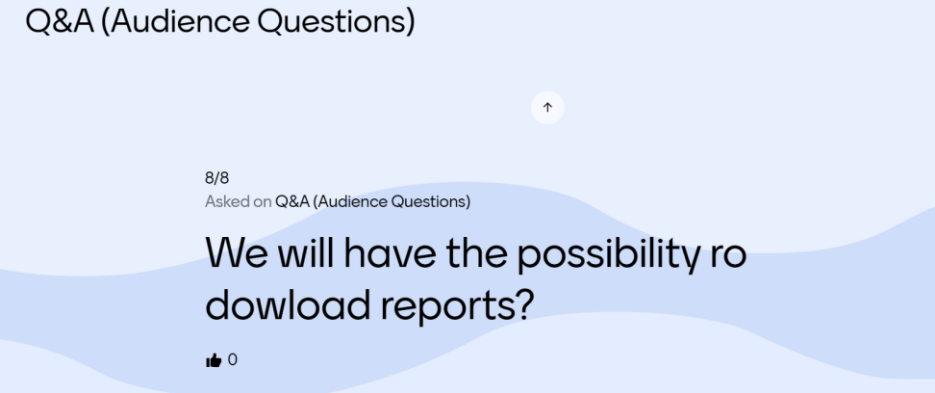
Answer: Yes, once we have a betta version, we will organise **Workshop #2** for all our End Users.



Answer: Yes, but it is not interactive yet.



Answer: Yes, for this purpose we continuously conduct interviews, requesting for your needs and requirements and data specific for your pilot site; either municipalities or port areas.



Answer: Yes, this will be an option!

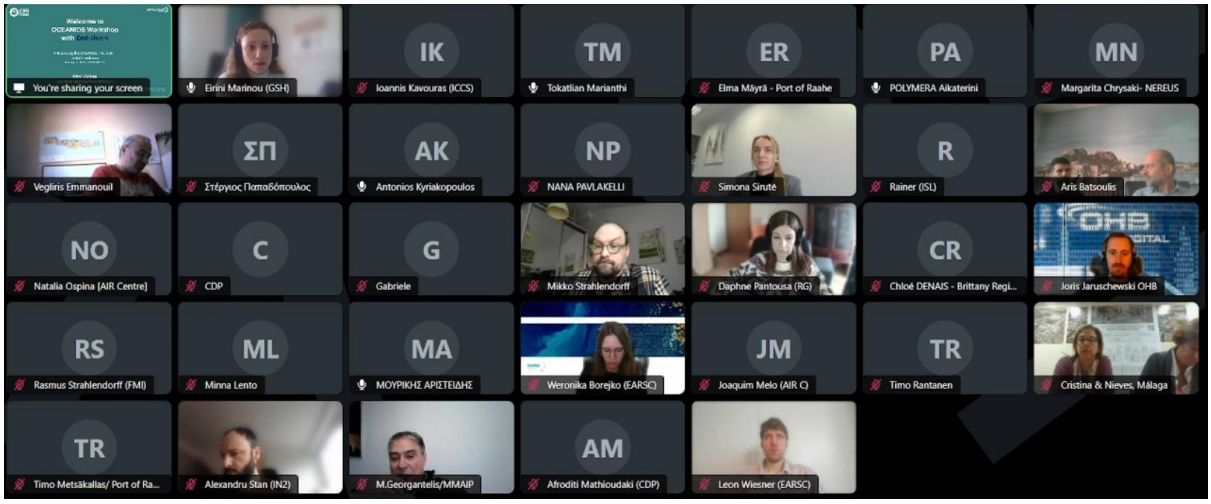


Figure 4. Workshop #1 with the End-Users of the OCEANIDS project

Organization of thematic and targeted Workshops and Webinars, to the benefit of the Focus Group members, as well as non-OCEANIDS invited Coastal Municipalities and Regions, and Port Authorities.

- Action: CDP-Led Online Workshops on Climate Disclosure

Original Plan (from D2.1):

Host up to four thematic online workshops tailored to municipal and regional authorities, twice per year.

Progress/Update:

- First workshop delivered in **March 2024** with participants from 5 OCEANIDS regions.
- Covered CDP Cities and Regions questionnaire and climate adaptation strategies.
- Strong engagement noted; follow-up materials shared post-session.
- Dedicated webinar organized in June 26, 2024, for the OCEANIDS ports and port authorities

- Dedicated webinar organized in July 10th 2024, hosted by the CDP Cities and Regions team for the OCEANIDS regions and municipalities.
- Series of introductory calls to non-OCEANIDS European coastal municipalities and regions throughout the CDP disclosure cycle, for them to complete the CDP Cities or States & Regions Questionnaire, introducing the project and its foreseen results, with a focus on coastal risks data, vulnerability assessment, adaptation strategies and infrastructure and project needs.
- Follow-up communications and reminders sent in August and September 2024.
  CDP led webinar (co-organized with C40 Ports) on environmental disclosure for ports and port authorities in April 2025.

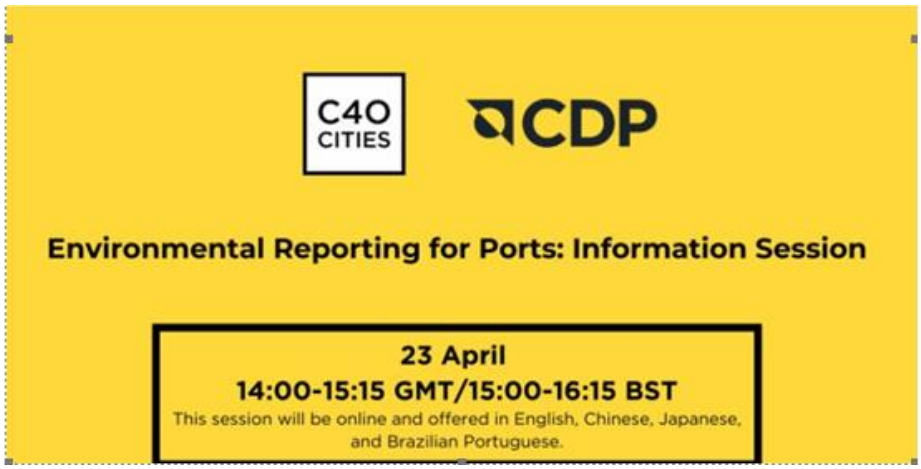


Figure 5. CDP-C40 Environmental Disclosure Webinar for Ports (April 2025)

Challenges or Deviations:

- Lower attendance from non-OCEANIDS municipalities. Outreach strategy under revision.
- Low disclosure rate by the OCEANIDS municipalities: Bretagne and Azores submitted responses. Crete, Malaga and Helsinki did not disclose.
- Low disclosure rate by OCEANIDS ports: only ports of Heraklion and Raahe disclosed.

Next Steps:

- Next CDP disclosure-dedicated workshops planned **between July-September 2025**.
- Expand invitations to regions engaged in similar CDP programs.

- **Action: NEREUS-Coordinated Workshop at Port of Antwerp**

Original Plan (from D2.1):

Organize a physical workshop focused on early demonstration of OCEANIDS tools, involving ports and regional authorities.

Progress/Update:

- The NEREUS Workshop was successfully organised in Q1 2025, on 11th March in Port of Antwerp, Belgium by NEREUS and CDP, supported by GSH and EARSC.
- OCEANIDS Workshop: Shaping the Future of Resilient and Inclusive Coastal Societies.

- The first OCEANIDS workshop, held at the Port of Antwerp, brought together key stakeholders from public/port authorities, industry, academia, and the maritime sector to discuss the role of digital transformation, Earth observation, and climate resilience in fostering sustainable coastal and port management. The workshop served as a platform for exchanging best practices, exploring innovative solutions, and strengthening collaborations for maritime spatial planning and blue economy initiatives. The workshop was organised by NEREUS (Network of European Regions Using Space Technologies) and CDP (Carbon Disclosure Project) with the support of EARSC and Geosystems Hellas.

Challenges or Deviations:

- Neither challenges nor deviations were identified during the progress.

Key Takeaways from the Workshop as were documented by the organiser NEREUS:

General presentations:

Port Authorities and Climate Resilience

The Vice-Mayor of Antwerp, **Johan Klaps**, emphasized the growing importance of ports as hubs for SMEs and as enablers of hydrogen and methanol production. The Port of Antwerp-Bruges is transforming into a smart port by integrating advanced technologies and fostering innovation. Initiatives include developing a digital twin for real-time monitoring, deploying autonomous drones for inspections, and implementing a private 5G network to enhance communication and data processing. Collaborations with startups, government bodies, and research institutions are central to creating a sustainable and efficient port ecosystem.

Joeri Vandeperre, Port of the Future Advisor, outlined the strategic priorities of the Port of Antwerp-Bruges, emphasizing its role as a driver of sustainable economic growth, handling a significant volume of European trade. He highlighted:

- Efforts in climate resilience, including initiatives on alternative fuels (hydrogen and methanol), circular economy projects, and digital transformation.
- The significance of maritime spatial planning as a tool for sustainable blue economy growth.

Eleni Hatziyanni, Policy Officer at DG MARE, presented the European Commission's vision on maritime spatial planning, emphasizing its role in enabling sustainable blue economy growth and ensuring ports' climate adaptation strategies align with EU policy objectives. She stressed the importance of integrating Copernicus data and advanced digital tools to support regional decision-making processes.

Roya Ayazi, NEREUS Secretary General, highlighted the vital role of European regions in driving space-enabled maritime innovation. She emphasized NEREUS's mission to connect regional authorities, industry, and academia, ensuring Earth Observation and satellite technologies enhance port operations, sustainability, and coastal resilience. By fostering cross-sector collaboration, NEREUS empowers regions to translate space-based insights into actionable solutions for the maritime sector.

Scientific and Technological Innovations
During the session, OCEANIDs technical partners presented key advancements, including:

- **EO for the Port of the Future & the OCEANIDS Platform** – **Kilian Vos** (OHB Digital) demonstrated integrated solutions for smart coastal and port management, leveraging remote sensing and data analytics.
- **Smart Port Operations** – **Mikko Strahlendorff** (Finnish Meteorological Institute) presented climate-informed decision-making tools aimed at improving operational resilience.
- **AI and Digital Transformation** – **Alexandru Stan** (IN2 Digital Innovations) and **Konstantinos Palaiologos** (Web2Climate) highlighted the role of AI-driven tools and applications in fostering inclusive and transparent port governance.
- **Decision Support Systems for Economic Growth** – **Eirini Marinou** (Geosystems Hellas) and **Jesus Peña Martín** (Port of Málaga) underscored how data-driven approaches enhance port efficiency, economic impact assessment, and workforce planning, by showcasing the Decision Support System that will be delivered, focusing on the use case of Malaga Port.

Panel I: Empowering Ports Through Climate-Informed Maritime Planning and Innovation
During the discussion, **Óscar Bergasa López (Las Palmas Port Authority)** emphasized how projects like OCEANIDS can strengthen the integration of local knowledge into regional maritime planning. He underscored the need for climate resilience strategies in port operations, advocating for the exchange of best practices to address the diverse challenges faced by ports of varying sizes.

As moderator, **Roya Ayazi (NEREUS)** framed the discussion within the larger context of European funding and interregional collaboration. Under the EU Horizon Europe programme, projects such as OCEANIDS, help to leverage space-based and oceanographic data to support decision-making in the maritime sector.

Jesus Pena Martin (Puertos del Estado), alongside Piotr Krasnicki (ESPO), reinforced the importance of aligning policy frameworks with operational realities, ensuring that regulatory measures are not only comprehensive but also adaptable to local conditions. Their insights reflected a growing demand for user-driven, evidence-based tools that empower decision-makers across Europe's port network.
Joeri Vandeperre (Port of Antwerp-Bruges) provided a forward-looking perspective, highlighting how digitalization and smart technologies are transforming ports into innovation hubs. The implementation of AI-driven analytics, digital twins, and autonomous monitoring systems is paving the way for enhanced efficiency and sustainability. His remarks aligned with broader European strategies that advocate for smart, green, and resilient infrastructure.
From a scientific perspective, **Muriel Lux (Mercator Ocean International)** stressed the critical role of ocean intelligence in maritime spatial planning. Data-driven insights from ocean

monitoring are not only essential for environmental protection but also for optimizing logistics and safeguarding coastal resilience in the face of climate change.

Panel II: Industry & Academia Perspectives: Driving Innovation for Sustainable Coastal Communities

During the panel discussions, industry leaders and academic experts highlighted the transformative potential of space-based technologies, artificial intelligence, and maritime robotics in enhancing coastal resilience. The integration of Copernicus data and AI-powered tools was identified as a key enabler for predictive analytics, risk assessment, and operational efficiency in port management—an approach that aligns with Europe's broader efforts to modernize maritime infrastructure through innovation.

Moderated by **Afroditi Mathioudaki (CDP)** and **Leon Wiesner (EARSC)**, the discussion emphasized the importance of **inclusive innovation**, ensuring that OCEANIDS tools are accessible and adaptable across diverse coastal regions. The moderators underscored the necessity of bridging the gap between research and real-world application, enabling ports and coastal communities to leverage satellite-based insights for climate adaptation.

Pascal Schichor (European Space Imaging) and **Antoine Masse (IGN FI)** reinforced the role of high-resolution Earth Observation (EO) data in improving situational awareness. By integrating advanced imaging capabilities with AI-driven analytics, port authorities can optimize resource management, monitor environmental changes, and enhance security measures.

From an industry perspective, **Samuel Fonseca (Grupo Cotesa)** and **Pau Gusch (SeaBots)** showcased how maritime robotics and autonomous systems are revolutionizing data collection and operational efficiency in ports. Their contributions highlighted the shift towards real-time, automated decision-making, reducing human intervention while increasing safety and sustainability.

Cory Fletcher (University of Antwerp) brought an academic lens to the discussion, stressing the need for continuous research and collaboration between universities, startups, and policymakers. She advocated for stronger cross-sector partnerships to refine and deploy cutting-edge technologies that support the long-term resilience of coastal communities.

As a whole, the panel reinforced the idea that space-enabled digital transformation is not only a technological advancement but a strategic imperative. The OCEANIDS project exemplifies how Europe's space and maritime sectors can work together to create more adaptive, efficient, and environmentally responsible port ecosystems.

Expert Insights from the OCEANIDS Advisory Board: Strengthening Maritime Resilience and Innovation

A key highlight of the discussions was the valuable contribution of the OCEANIDS Advisory Board, whose members provided critical evaluations of the project's tools and methodologies across both industry-academia and port authority panels. Their interventions reinforced the importance of data-driven decision-making, governance adaptability, and cross-sector collaboration in ensuring the long-term impact of OCEANIDS on maritime resilience.

Moderated by **Margarita Chrysaki (NEREUS)**, the advisory board panel addressed essential questions regarding data-sharing frameworks, the added value of OCEANIDS tools for public authorities, and strategies for adapting best practices across different geographic and governance structures.

Dr. Sagi Dalyot (TECHNION) explained how OCEANIDS tools enhance decision-making through advanced geodata science and environmental crowdsourcing methodologies. His insights underscored the project's capacity to integrate local knowledge into scalable, AI-powered maritime solutions.
Dr. Giannakopoulos Christos (IERSD) and **Alejandro J.Roman M (Paraguay Aerospace Development)** emphasized the need for flexible, context-specific adaptation of OCEANIDS tools to support both European and international coastal communities.
Francois Soulat (CNES) positioned the project within the broader landscape of satellite-driven maritime services, reinforcing the importance of continuous innovation in EO applications.
Beyond individual contributions, the advisory board played a crucial role in shaping the broader dialogue on collaboration opportunities, particularly in bridging industry and academia to advance maritime sustainability. Ultimately, the advisory board's expertise strengthened the OCEANIDS panels, bringing forward strategic perspectives on governance, technology adaptation, and sustainable coastal management—reinforcing the project's relevance within Europe's blue economy and beyond.

Next Steps
The OCEANIDS project will continue to engage with stakeholders to refine its digital tools, ensuring they align with the evolving needs of public authorities, industry partners, and coastal communities. Future activities will focus on:

- Expanding collaboration among ports to foster best practice exchanges.
- Enhancing interoperability between maritime data platforms and policy frameworks.
- Strengthening industry-academia partnerships to accelerate the uptake of innovative maritime solutions.
- Further developing AI-driven climate adaptation solutions tailored to port authorities.

The workshop reinforced the collective commitment to leveraging technological advancements for a resilient and inclusive blue economy. OCEANIDS remains dedicated to supporting maritime actors in navigating the complexities of climate adaptation and sustainable port management. The follow-up information regarding the Workshop is also available in the website of the project in the following link: https://www.oceanids-project.eu/2025/03/11/oceanids-workshop-shaping-the-future-of-resilient-and-inclusive-coastal-communities/

Figure 6. The invitation card for the Workshop in Antwerp.

Figure 7. Useful information for Workshop attendees and speakers.

Figure 8.OCEANIDS consortium/representatives from the Public and Industry sector (Workshop in Antwerp)

- **Action: AIR Centre Networking Friday Webinar**

Original Plan (from D2.1):

Host a public Networking Friday webinar during the final phase of the project (M24–M32) to present the outcomes of OCEANIDS, including pilot results, best practices, and stakeholder engagement insights. The goal is to disseminate lessons learned, showcase operational tools, and foster replication by other projects and institutions.

Progress/Update:

- Planned for the **final project phase (M24–M32)**. Updates will be provided in the final version of this deliverable.
- A preliminary outline has been drafted. It will likely feature:
  - Presentations from pilot site leaders
  - Tool demonstrations (e.g., EO Data Cube, climate risk platform)
  - Reflections from end users and citizen engagement teams
- Preliminary outline drafted; speakers and case studies being identified.

Next Steps:

- Secure internal approvals and schedule date for Q2 2026.
- Coordinate with scientific community and project partners.
- Coordinate promotion with the OCEANIDS dissemination team.

- **Action: WTOC AI Tool Demonstration**

Original Plan (from D2.1):

Develop and demonstrate an AI-powered tool to gather online climate impact data, and showcase it to stakeholders.

Progress/Update:

- During the NEREUS Workshop in Antwerp in the presentation **"AI and Digital Transformation", Konstantinos Palaiologou** from WTOC presented the chat bot tool, which is currently in its alpha version.
- AI tool development in progress. Interface and API logic nearing beta phase.
- Planned demo workshop in Q2 2025 to gather feedback from municipalities and port stakeholders.

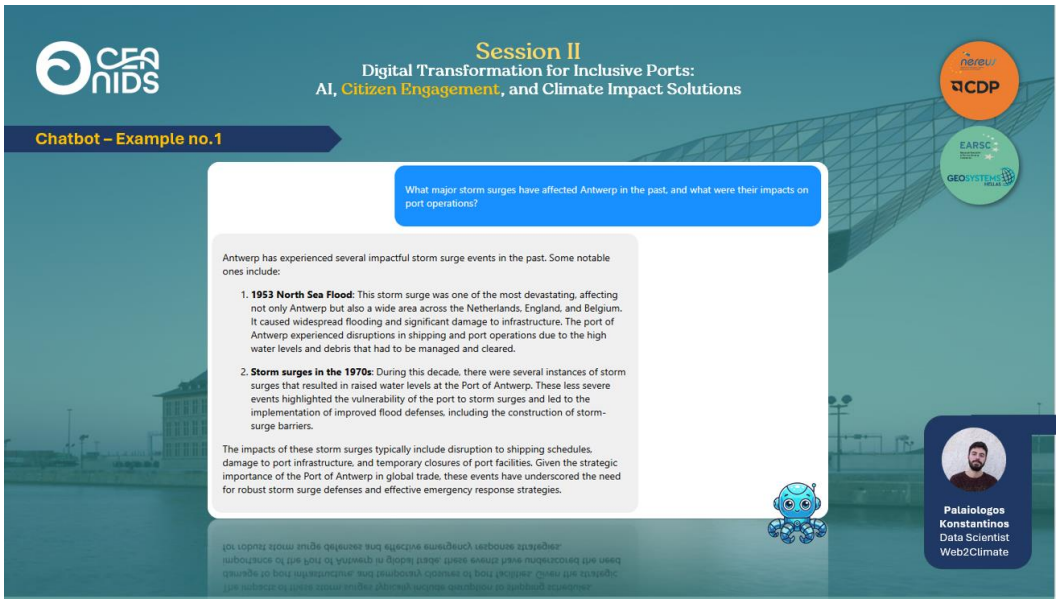


Figure 9. The chat bot tool developed for OCEANIDS

Challenges or Deviations:

- Technical refinement needed to improve geographic specificity.

Next Steps:

- Conduct internal testing and present it in a Plenary meeting.
- Identify test users from the Focus Group for early feedback.
- Integrate it within the Decision Support System.

- **Action: AIRC Mentoring at ESA EO Lab**

Original Plan (from D2.1):

Host and mentor trainees at the ESA EO Lab (Terceira Island, Azores) in disciplines related to ocean observation, EO, digital twins, robotics, and climate adaptation. Training to be self-funded by participants.

Progress/Update:

- The program structure has been drafted and scoped within AIRC's mentoring framework.
- Initial expressions of interest from academic and early-career researchers are being gathered through the AIR Centre network.

Challenges or Deviations:

- Promotion and funding model may limit participation to those with institutional or grant-based support.

Next Steps:

- Open application form for trainees (Q4 2025.
- Match selected trainees to available mentors and lab disciplines.
- Coordinate with WP5 to integrate project validation elements.

- **Action: AIRC Support to Partner-Led Capacity-Building Activities**

Original Plan (from D2.1):

Offer expert input to partner-led activities by helping design content, identify speakers, and facilitate networking across the AIR Centre's EO and Ocean Sciences community.

Progress/Update:

- AIRC provided guidance on speaker selection for webinars and consultations.
- Early collaboration initiated with USE and GSH for co-creating training modules and event support.

Challenges or Deviations:

- None reported.

Next Steps:

- Continue support for thematic webinars and validation-focused sessions in 2025-2026.

- **Action: IN2 – Social Media Polling and Sentiment Monitoring via Ephemeral**

Original Plan (from D2.1):

Deploy ephemeral social media networks with polling, open-ended question tools, and social listening capabilities to measure climate awareness and behavioural impact in pilot areas.

Progress/Update:

- During the NEREUS Workshop in Antwerp in the presentation **"AI and Digital Transformation", Alexandru Stan** from IN2 Digital Innovations presented the Ephemeral network module, which is currently in its alpha version.
- Tool interface under development, including hashtag monitoring and location-based tracking modules.

- Early testing planned alongside pilot outreach and communication campaigns.

Figure 10. IN2 Digital Innovations presented the Ephemeral network module, which is currently in its alpha version.

Challenges or Deviations:

- Ensuring GDPR-compliant data harvesting across platforms. Our partners DRAK (law firm) handled this task to avoid any future problems.
- Balancing public engagement with scientific insight.

Next Steps:

- Pilot deployment in late 2025 for 1–2 coastal sites.
- Integration with communication activities under WP6.

- Report initial insights to WP2 for stakeholder feedback loop.

- **Action: USE – Qualitative Research and Storytelling on Stakeholder Participation**

Original Plan (from D2.1):
Conduct focus groups and qualitative analysis to understand how stakeholders perceive, describe, and engage with climate-related coastal risks. Visualize and communicate stories of best practice.

Progress/Update:
- The actions of this activity will be initiated in the Q4 2025.
- Methodology finalized (based on Braun & Clarke, 2006).
- Recruitment of focus group participants initiated.
- Google Form surveys drafted. First hybrid seminar planned for Q4 2025.

Challenges or Deviations:
- None reported.

Next Steps:
- Conduct focus groups and collect narratives.
- Analyze data and prepare storytelling outputs for dissemination.
- Use findings to inform capacity-building narratives and local engagement strategies.

- **Action: GSH – Validation Training and Best Practices Development**

Original Plan (from D2.1):
Develop and implement a cyclical validation process involving planning, execution, and feedback from end-users to ensure platform usability and alignment with stakeholder needs.

Progress/Update:
- The actions of this activity will be initiated in the Q4 2025.
- Validation workflow defined and embedded in platform development roadmap.
- Stakeholder needs gathered through focus group (continuous process) used to inform training structure.
- Collaboration initiated with WP5 for on-ground testing and feedback.

Challenges or Deviations:
- Balancing generic training with pilot-specific needs.

Next Steps:
- Conduct first validation cycles in tandem with platform release milestones.
- Evaluate effectiveness of training and adjust materials accordingly.
- Align with EO Cube and hazard platform demonstrations in late 2024.

Activity Type 2 – Networking and Liaison Activities
Lead: EARSC, AIRC (co-leads) | Focus: Networking to foster collaboration, information sharing, and the creation of a **supportive** community focused on biodiversity and climate change mitigation; Leveraging the connections and relationships that OCEANIDS participants have with relevant authorities, agencies, and stakeholders.
Supporting Partners: CDP, NEREUS, GSH, METIS, FMI, ICCS, HCMR, RG, USE, WTOC
Main Stakeholder Groups Involved: • Group 1: Coastal Municipalities and Regions • Group 3: EO/RS Providers and Consultancies • Group 4: Academia, Research Institutes, Think Tanks • Group 5: Networks of Municipalities, Regions, Ports • Group 6: Other EU-funded Projects • Group 8: Private Sector

Participation in events, conferences and forums.

- **Action: EARSC – Liaison with EO Community and Projects**

Original Plan (from D2.1):
Facilitate collaboration with EO industry, foster synergy with other EU-funded projects, and promote co-organized networking events to gather user needs and showcase EO-based solutions.

Progress/Update:
- EARSC is actively mapping related Horizon Europe projects and coordinating shared sessions, such as Marine User Days.
- Initial consultations conducted with EO providers in the EARSC network.
- Drafted joint outreach plan with WP6 to align messaging and visibility.

Challenges or Deviations:
- None reported.

Next Steps:
- Organize joint session between OCEANIDS and VALORADA will be organised in June 2025 during the EXPANDEO event.
- Update and collect consolidated input from stakeholders and partners to inform WP3-WP4 technical activities.

Some of the sister projects considered are, but not limited to:
- ✓ AGORA
- ✓ VALORADA
- ✓ Blue-Cloud 2026
- ✓ Mission Atlantic

- ✓ MARCO-BOLO
- ✓ MSP4BIO
- ✓ NAUTILOS
- ✓ euPOLIS
- ✓ LIFE MARENATURA
- ✓ MSPglobal
- ✓ Iliad project
- ✓ HARMONIA
- ✓ EU MISSIONS

- **Action: CDP – Data Disclosure Results Showcased at Sector Events**

Original Plan (from D2.1):
Present climate disclosure outcomes and adaptation data collected from Group 1 and 2 stakeholders at major sector events and forums.

Progress/Update:
- List of strategic events identified with help from METIS and NEREUS.
- Abstracts and speaker proposals being developed for selected events.
- Participation and dissemination of OCEANIDS at Our Ocean 2024 conference (Athens, April 2024)
- Participation and dissemination of OCEANIDS at Smart City Expo / Sustainable Blue Finance forum (Barcelona, November 2024)
- Participation and dissemination of OCEANIDS at EU Ocean Days (Brussels, March 2025)

Challenges or Deviations:
- Timeline dependent on data completeness from early pilot participants.

Next Steps:
- Preliminary data sets being prepared for sharing by Q3 2025.
- Finalize datasets and prepare presentations.
- Confirm participation in at least one event in late 2025.

- **Action: AIRC – Representation at Marine Biodiversity Events**

Original Plan (from D2.1):
Represent OCEANIDS at high-level marine and biodiversity events (e.g., MBON), while promoting alignment with related EU initiatives.

Progress/Update:
- AIRC presence at key events such as NextOcean event, including **European Maritime Days**.
- Contributions drafted for side events and roundtable participation.
- Promoting opportunities for OCEANIDS experts to join discussions and policy panels.

Challenges or Deviations:

- Budget availability may constrain travel to certain conferences.

Next Steps:

- Submit proposal for side events.
- Share outcomes internally and via WP6 channels.

- **Action: GSH – Representation at Technical Conferences**

Original Plan (from D2.1):

Showcase OCEANIDS Decision Support Platform (O-DSP) in technical conferences and publish results in peer-reviewed journals.

Progress/Update:

- Abstracts submitted/Participation on 2024 in **43rd EARSeL Symposium**, **IGARSS**, **Plinius18**, **EXPANDEO, OCEAN summit, IAC 2024 Special Session, UCP24, Europe Direct** and **EGU 2024**.
- Abstracts submitted/Participation on 2025 in **GEO Global Forum, ECCA conference 2025, RSCy2025, EXPANDEO 2025, 8th Edition of Circle the Med** and **Living Planet (LPS25).**
- Publication planning underway for journals like MDPI, SPIE proceedings and Remote Sensing.

Challenges or Deviations:

- Synchronization of platform development milestones with publication timelines.

Next Steps:

- Coordinate with WP4 to ensure technical material is up to date.
- Draft first paper for submission in late 2025.

- **Action: ICCS – Dissemination of Technical Architecture**

Original Plan (from D2.1):

Present OCEANIDS architecture, including EO Data Cube federation, in technical forums and publications.

Progress/Update:

- Conference submission for 2024 for Petra2024 conference.
- Conferences planned for **ICASSP**, **ISPRS**, and **IEEE IGARSS**.
- Data federation workflows being finalized for demo-ready presentations.
- First demo was demonstrated among technical partners on February 2025.

Challenges or Deviations:

- Technical dependencies on WP4 deliverables.

Next Steps:

- Finalize ODC by September 2025.
- Submit publications Q4 2025 and Q1 2026.

- **Action: HCMR – Dissemination at Scientific and Coastal Resilience Events**

Original Plan (from D2.1):

Promote OCEANIDS through presentations at national and international scientific conferences and workshops, focusing on marine data systems and climate adaptation technologies.

Progress/Update:

- HCMR has integrated OCEANIDS into its dissemination calendar.
- Already presented at key conferences including:
  - **IGARSS** (IEEE International Geoscience and Remote Sensing Symposium)
  - **EGU** (European Geosciences Union)
  - **AGU** (American Geophysical Union)
- Abstracts are under preparation for peer-reviewed journals and events including:
  - *International Journal of Climatology*
  - *Theoretical and Applied Climatology*
  - *Atmosphere*
  - FutureMed COST Action CA22162
  - One scientific publication with a broader scope has been published; **AGU** (American Geophysical Union).

Challenges or Deviations:

- Coordination of OCEANIDS session topics with broader research themes has required fine-tuning.

Next Steps:

- Finalize and submit abstracts by summer 2025.
- Use findings to inform technical alignment between WP4 and WP5.

- **Action: RG – Presentation of Climate Risk and Hazard Tools**

Original Plan (from D2.1):

Share methodologies and tools developed for hazard and climate risk assessment, and engage stakeholders through relevant scientific forums and publications.

Progress/Update:

- RG will showcase its risk assessment platform at:
  - **European Conference on Earthquake Engineering**
  - Other resilience-themed events (TBD)
- Possible publication planning underway in journals including:
  - *Earthquake Engineering & Structural Dynamics*
  - *Natural Hazards*
  - *International Journal of Disaster Risk Reduction*

Challenges or Deviations:

- No major issues reported. Planning is aligned with the development timeline of the risk tool.

Next Steps:

- Coordinate with WP4 to align platform outputs with research publications.
- Engage with networks for wider stakeholder testing and impact visibility.

- **Action: USE – Conference Participation and Policy Dialogues**

Original Plan (from D2.1):

Present social science contributions of OCEANIDS at academic and policy-relevant events, with a focus on stakeholder narratives and participation.

Progress/Update:

- Abstract accepted for **IGU 2024 (Dublin)**.
- Planning joint events with Málaga City Council.
- Preparing to present findings on local stakeholder perceptions.
- Preparation of 2 publications until Q4 of 2025.

Challenges or Deviations:

- None reported.

Next Steps:

- Share conference findings across consortium.
- Finalise scientific publications.

- **Action: BRET – Engagement through "Breizh Hin" Network**

Original Plan (from D2.1):

Leverage the regional adaptation network "Breizh Hin" to raise awareness about OCEANIDS and identify partners for tool validation.

Progress/Update:

- OCEANIDS introduced to the Breizh Hin network in early 2024.
- Positive feedback received from regional planners and coastal managers.

Challenges or Deviations:

- None reported.

Next Steps:

- Conduct follow-up session in Q3 2025 to match tools with regional needs.
- Invite members to upcoming validation and training events.

- **Action: FMI – Representation in European and EO-Focused Events**

Original Plan (from D2.1):

Participate in events and conferences related to Earth Observation, climate resilience, and digital transformation of environmental data. Promote OCEANIDS contributions and align with broader European EO initiatives.

Progress/Update:

- FMI presented OCEANIDS-relevant work during the **GeoDPA EuroGEO session (April 2024)**, **Destination Earth General Assembly**, **EGU General Assembly 2024**, and **ESA–ECMWF ML4ESOP Workshop 2024**
- Internal briefings on aligning national EO activities with OCEANIDS pilots completed.

Challenges or Deviations:

- None reported.

Next Steps:

- Submit abstracts and confirm attendance at Q3/Q4 events.
- Build bridges with Finnish adaptation planning initiatives for cross-project learning.

- **Action: WTOC – Presentation of AI-Powered Climate Impact Databases**

Original Plan (from D2.1):

Present outputs of the AI-based tool being developed within OCEANIDS, including dynamic climate impact databases and analytics capabilities for coastal resilience.

Progress/Update:

- Tool development underway; features include:
  - Automated event-specific data harvesting
  - Visualization-ready output for risk and impact analysis
- WTOC targeting a session or presentation in:
  - A **catastrophe modelling conference**
  - A **broad climate adaptation or data science event** in **late 2025/early 2026**
- Planning a scientific article on methodology and application.

Challenges or Deviations:

- Tool scope expanded during development to include multi-hazard detection, extending testing timeline.

Next Steps:

- Complete MVP and prepare for demonstration in late 2025.
- Draft and submit article for peer-reviewed publication by mid-2026.
- Explore collaboration opportunities with EU networks working on catastrophe modelling.

- **AIR Centre Networking Friday Webinar [M10-M14]**

Original Plan (from D2.1):

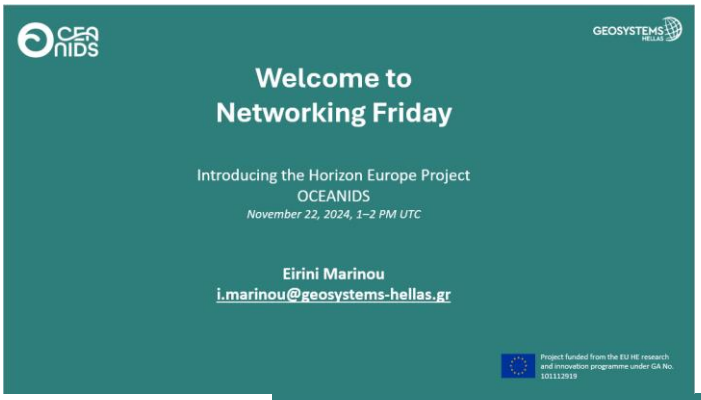
Organize an open-access **Networking Friday webinar** within M10–M14, hosted on the AIR Centre's platform, to:

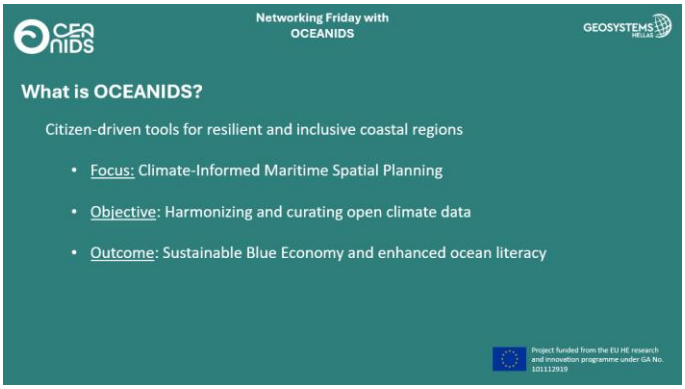
- Introduce the OCEANIDS project to a broader audience
- Foster collaboration opportunities with other climate- and ocean-related initiatives
- Encourage exchange on shared climate data, service federation, and community building

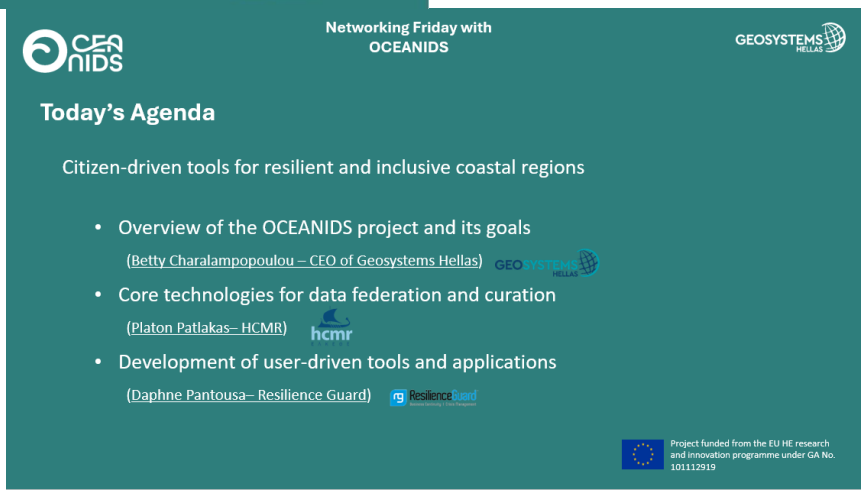
The webinar would serve as an opportunity to align on methodologies and data practices while expanding the stakeholder base.

Progress/Update:

- **Webinar successfully hosted on November 22, 2024**, as part of the Networking Fridays series by the AIR Centre.
- **Opening remarks** were delivered by **Eirini Marinou (Geosystems Hellas)**, setting the stage for the session and introducing OCEANIDS' vision and mission.
- Presentations included:
  - **Vasiliki (Betty) Charalampopoulou** provided an overview of OCEANIDS—its current status, objectives, and next steps.
  - **Platon Patlakas (HCMR)** introduced the technological components focused on data federation and service curation.
  - **Daphne Pantousa (Resilience Guard)** showcased user-driven tools and applications under development for coastal resilience.
- The event emphasized the project's pillars: **open data**, **interoperability**, **community empowerment**, and **climate-informed maritime spatial planning**.
- **Q&A session** followed, with interactive participation through the chat box. Several insightful questions were fielded from attendees, reflecting strong audience engagement.







Challenges or Deviations:

- No deviations reported.
- Audience diversity was high, though participation from some local-level stakeholders (e.g., municipalities) could be increased in future sessions through earlier targeted outreach.

Next Steps:

- Follow-up discussions will be encouraged with interested participants, including invitations to join upcoming workshops or pilot testing sessions.

- Potential to replicate the format later in the project, focusing on updated tools and stakeholder success stories.

Webinar recording and materials are available through the AIR Centre and OCEANIDS dissemination channels. In the AIRC YouTube channel, the recording is available through the following link: https://www.youtube.com/watch?v=qHkjJCE25vU&t=286s

In-person Forums

Action: METIS – In-Person Forum Design

Original Plan (from D2.1):
Design and support in-person forums that encourage dialogue, collaboration, and networking among key stakeholder groups.

Progress/Update:
- Forum formats drafted, including plenary and breakout formats.
- Venue scoping underway in Greece and Portugal.

Challenges or Deviations:
- Finding cost-effective, accessible locations.

Next Steps:
- Identify host partners and confirm dates (tentatively Q3 2025).
- Coordinate agenda development with WP6 and WP5.

Participation in the Mission Adaptation Community in TWG

Original Plan (from D2.1):
Represent OCEANIDS in the EU Mission Adaptation Community of Practice by actively participating in Thematic Working Groups (TWGs), particularly those focused on **Climate Services** and **Stakeholder Engagement**. Share project experiences, co-create knowledge, and contribute to the replication and scaling of innovative approaches.

Progress/Update:
- GSH officially joined the **Mission Adaptation Community of Practice** and is participating in **two TWGs**:
  - **Climate Services TWG**
  - **Stakeholder Engagement TWG**
- Contributed to shared documents and collaborative discussions organized by MIP4Adapt (Mission Implementation Platform for Adaptation).
- Attended Community meetings and workshops, introducing OCEANIDS tools and objectives, including the ECCA conference 2025.
- Engaged in peer exchange with other EU-funded projects addressing climate resilience, contributing OCEANIDS use cases.

Challenges or Deviations:

- No significant challenges. Ensuring continued coordination between TWG activities and OCEANIDS communication channels is a priority.

Next Steps:

- Continue active engagement through upcoming Mission events and TWG workshops.
- Contribute content to the Community Knowledge Hub and share lessons learned from pilot activities.
- Identify opportunities for **joint actions**, **webinars**, or **replication initiatives** with aligned projects.
- Leverage TWG engagement to increase policy visibility and reinforce connections with WP6 dissemination efforts.

Activity Type 3 **– Local Stakeholder Engagement**
Lead: IN2 | Focus: As OCEANIDS adapts a community approach is of critical importance to engage with local stakeholders. This can ensure that the project is relevant to the needs and priorities of the community, builds local capacity and brings to the project new perspectives and ideas, leading to more innovative solutions to local problems. Stakeholders can provide critical insights that enhance the quality of the project results and offer resources, both human and informational, to extend the project's reach.
Supporting Partners: FMI, EARSC, ISL, USE
Main Stakeholder Groups Involved: • Group 1: Coastal Municipalities and Regions • Group 2: Port Authorities • Group 8: Private Sector • Group 9: Citizens and Residents

Local Workshops and Surveys

- **Action: FMI – Stakeholder Workshops and Surveys in Finland**

Original Plan (from D2.1):

Engage Finnish stakeholders through workshops and surveys to assess climate change awareness and needs in the context of maritime spatial planning and port operations.

Progress/Update:

- Two online stakeholder workshops organized in **March 2024**:
  - March 1: Maritime spatial planning authorities
  - March 5: Finnish ports involved in OCEANIDS (PHEL, PRAU, PRAA)
- Post-meeting surveys launched and kept open for two weeks.
- Survey data collected to inform service development and adaptation priorities.
- Stakeholder feedback compiled into a draft insight report.

Challenges or Deviations:

- None reported. Engagement and feedback were productive.

Next Steps:

- Conduct follow-up surveys in Q4 2025.
- Use data to refine tools under development in WP4.
- Integrate feedback into validation activities with WP5.

- **Action: USE – Qualitative Research and Community Narratives**

Original Plan (from D2.1):

Conduct qualitative analysis of how local stakeholders and communities perceive, articulate, and contribute to climate risk management in coastal zones. Generate and share narratives and best practices. Described under Activity No.1.

Progress/Update:

- Research framework finalized based on **Braun & Clarke's thematic analysis methodology**.
- Methodological tools include:
  - Focus groups
  - Thematic coding and discursive analysis
  - Questionnaires (Google Forms)
  - A hybrid seminar (planned)

Interviews

- **Action: ISL – Semi-Structured Interviews in Bremerhaven**

Original Plan (from D2.1):

Conduct one-on-one interviews with key stakeholders in and around the Port of Bremerhaven to capture views on climate risk, adaptation priorities, and stakeholder readiness.

Progress/Update:

- Interview plan developed, targeting:
  - Bremerhaven Port Authority
  - Container terminal operators
  - Barge and inland waterway transport providers
  - Bremen Senate's Department of Climate Change Adaptation
  - Bremerhaven's Municipal Climate Manager
- First round of interviews scheduled after summer 2025.

Challenges or Deviations:

- Some delays due to availability of municipal staff; timelines adjusted accordingly.

Next Steps:

- Conduct interviews and begin analysis by September 2025.
- Feed qualitative insights into stakeholder mapping and risk model validation.

Citizen engagement tools

Action: IN2 – Ephemeral Engagement Networks for Citizen Involvement

Original Plan (from D2.1):

Develop and deploy ephemeral digital networks (temporary, themed online spaces) to promote citizen awareness, participation, and behavior change regarding coastal climate impacts.

Progress/Update:

- Platform concept and interface prototypes under development and already described in activity No.1.
- Includes:
  - Easy-to-deploy polls
  - Open-ended prompts for public input
  - Social media listening tools to track pilot-relevant hashtags and discussions
- Technical validation underway; targeting Q4 2025 for first use in pilot sites to be aligned with validation and demonstration activities.

Challenges or Deviations:

- Ensuring privacy-compliant implementation across platforms.

Next Steps:

- Conduct internal beta testing.
- Launch first citizen campaigns in one or two pilot regions.
- Analyze engagement metrics and integrate findings with WP2/WP6 efforts.

Activity Type 4 **– Data Disclosure and Sharing**
Lead: CDP | Focus: OCEANIDS pilot regions, municipalities, and port authorities will share climate-related coastal risk data, vulnerability assessments, adaptation strategies, and other relevant information. This data sharing will likely be part of the CDP's worldwide annual disclosure campaign, which involves the completion of questionnaires by various organizations.
Supporting Partners: GSH, USE, EARSC, HCMR, FMI, ICCS, OHB, WTOC, IN2, CRETE, HPA, MMAIP, V-SML, PHEL, PRAU, PRAA, MLG, BRET, DPRM and ISL
Main Stakeholder Groups Involved: • Group 1: Coastal Municipalities and Regions • Group 2: Port Authorities • Group 7: Banks and Insurance Companies

- **Action: Annual Disclosure Cycles for Group 1 Coastal Municipalities and Regions**

Original Plan (from D2.1):
Engage coastal municipalities in structured annual climate disclosure cycles to collect and share data on emissions, climate risks, and adaptation actions using CDP's standardized tools.

Progress/Update:
- 2024 disclosure cycle launched in Q1, with invitations extended to OCEANIDS pilot municipalities.
- Training webinar held in **March 2024** (see Activity 1) to guide municipalities through the process.
- Training webinar for OCEANIDS regions and cities held in July 2024 (see Activity 1)
- Training webinar for OCEANIDS port authorities held in June 2024 (see Activity 1)
- CDP provided templates, localized guidance, and case examples to encourage participation.

Challenges or Deviations:
- Smaller municipalities reported difficulties with technical terminology and resource constraints.
- Some delays due to internal municipal processes and data availability.

Next Steps:
- Provide follow-up technical support through 1:1 sessions.
- Analyze completed disclosures by Q4 2025.
- Use findings to identify service gaps and inform WP3–WP5 tool development

- **Action: Annual Disclosure Cycles for Group 2 Port Authorities**

Original Plan (from D2.1):
Initiate tailored climate disclosure processes for ports, focusing on infrastructure risks, operational resilience, and emissions linked to maritime activity.

Progress/Update:
- CDP engaged OCEANIDS pilot ports through invitations and direct outreach.
- Disclosure content adapted to port-specific contexts (e.g., critical infrastructure, flooding, supply chain risks).
- Some ports began preliminary internal consultations but formal disclosure remains limited.

Challenges or Deviations:
- Port authorities less familiar with climate disclosure frameworks.
- Need for industry-specific support and alignment with operational data systems.

Next Steps:
- Deliver port-focused guidance note and organize a tailored Q&A webinar in Q4 2025.

- Track progress and support voluntary disclosures by Q1 2026.
- Share lessons learned with similar coastal infrastructure stakeholders.

- **Action: Sharing of CDP data**

Original Plan (from D2.1):
Enable reuse of anonymized or open climate disclosure data collected via CDP for integration into OCEANIDS analytical workflows, platform tools, and reporting frameworks.

Progress/Update:
- Metadata curation and formatting for integration with the OCEANIDS Decision Support Platform.
- Use cases identified for WP3 vulnerability assessments and WP4 platform dashboards.

Challenges or Deviations:
- Data licensing and sensitivity constraints require careful handling.
- Varying data completeness may limit immediate analytical use.

Next Steps:
- Finalize and share agreed data subsets with technical partners (GSH, WP4) by Q4 2025.
- Prepare brief on disclosure data utility for broader stakeholder dissemination (WP6).

7. Data-Driven Design of the Communication Strategy

7.1 Text Mining, Sentiment Analysis, and Trend Intelligence

The implementation of the OCEANIDS communication and dissemination strategy has been continuously supported by a comprehensive brand monitoring platform, underpinned by advanced natural language processing (NLP) and machine learning techniques. Between June 2024 and May 2025, the project collected and analysed digital data to evaluate the effects of its communication activities. This specific period was selected to coincide with the transition from the first official communication deliverable to its updated version, capturing engagement patterns during a strategically significant phase of the project.

NLP served as the analytical core of the monitoring system, enabling the automated interpretation of large-scale digital discourse and the extraction of actionable insights from unstructured data. The system provided near real-time visibility into platform-specific dynamics, trending themes, and evolving online conversations.

During this timeframe, OCEANIDS achieved measurable communication traction, with over **74.5K mentions**, a **total reach exceeding 1.1 billion users**, and more than **6.1 million interactions** (Figure 11). By combining continuous data collection with intelligent text analysis, the system directly informed strategic decisions on channel prioritisation, timing of publications, thematic emphasis, and message tone. This ensured that OCEANIDS communication actions remained responsive, data-driven, and fully aligned with stakeholder needs and EU policy communication expectations.

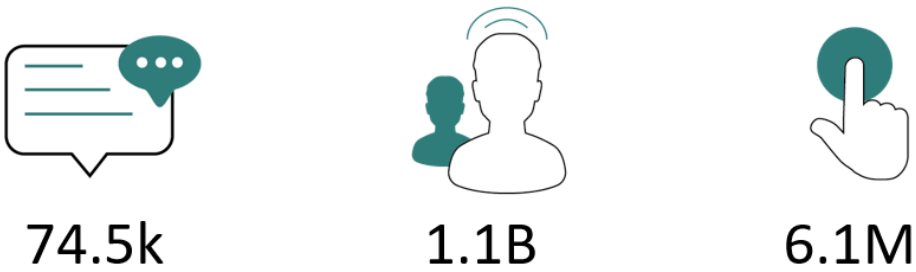


Figure 11. Digital Communication Metrics Captured by Brand Monitoring Platform (June 2024–May 2025)

7.2 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 12**)—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.

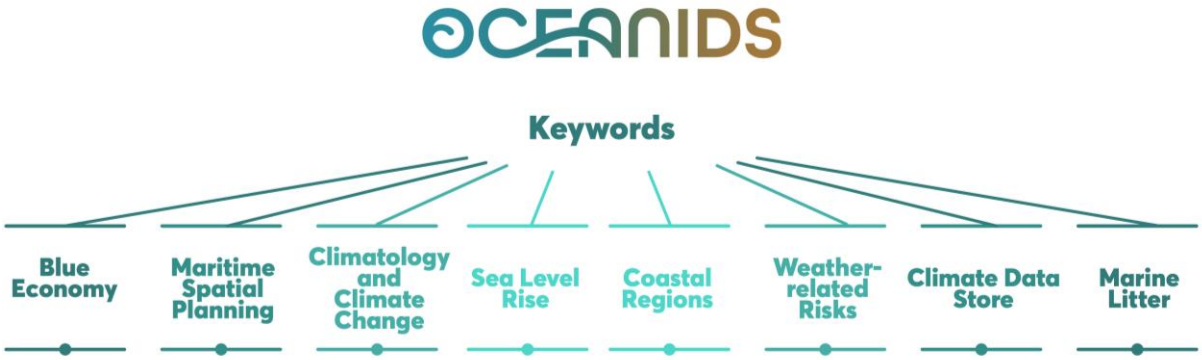


Figure 12. Brand monitoring keywords

7.2.1 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).

Results: Between June 2024 and May 2025, sentiment analysis associated with OCEANIDS-related themes revealed a **54% negative** and **46% positive** polarity split (**Figure 13**). This reflects not direct evaluations of the OCEANIDS project itself, but the broader emotional climate surrounding key environmental and policy-related topics.

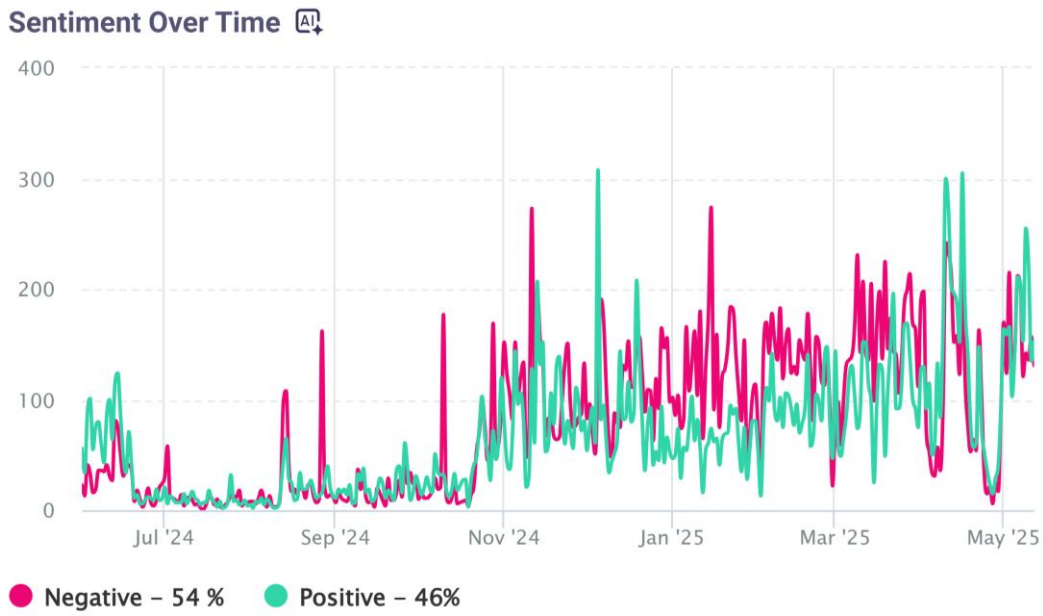


Figure 13. Sentiment Evolution and Distribution of OCEANIDS Mentions

The sentiment polarity closely aligns with **thematically distinct keywords** used in public discourse (see Figure 7). Mentions of **"Sea Level Rise," "Climate Change," "Weather-related Risks,"** and **"Coastal Regions"**—which often appear in the context of urgent or alarming developments—tend to trigger more **negative sentiment**. This is particularly evident following extreme weather events, legislative disputes, or discussions on vulnerable communities. The tone of such content is generally shaped by concern, criticism, or calls for urgent action, especially across high-velocity platforms like X (formerly Twitter) and Reddit.

In contrast, keywords such as **"Blue Economy," "Marine Innovation," "Maritime Spatial Planning,"** and **"Climate Data Store"** are more frequently associated with **positive sentiment**. These terms often appear in conversations that highlight opportunity, progress, and cooperative efforts—especially in institutional communications, academic forums, and platforms like LinkedIn. This suggests a higher resonance of optimism and solution-oriented framing when discussing data-driven planning, economic transformation, and innovation for sustainability.
This sentiment landscape is therefore not a judgment on OCEANIDS, but a **strategic signal**. It reveals where emotional engagement peaks—and where communication tone must adapt.

- In domains where **negative sentiment dominates**, OCEANIDS can respond with empathy, evidence, and constructive framing—acknowledging concerns while presenting pathways forward.
- In areas linked to **positive sentiment**, the project can amplify engagement—highlighting success stories, showcasing partner initiatives, and reinforcing messages of innovation and impact.

Understanding the emotional contours of these keywords helps the consortium **align its voice with audience expectations**, respond to discourse dynamics in real time, and build credibility across stakeholder groups. Rather than avoiding difficult topics, OCEANIDS can use this insight to lead conversations with clarity, confidence, and compassion.

7.2.2 Sentiment Trends Across OCEANIDS Communication Channels

To inform ongoing strategic adjustments, sentiment analysis was broken down across the main platforms actively used by the OCEANIDS project—**LinkedIn (our primary communication channel)**, **YouTube**, **Bluesky**, and **X (formerly Twitter)**—each offering distinct patterns of engagement, tone, and audience behaviour (see ***Figure 14:*** *Sentiment by Media Type*).

- **LinkedIn**, as OCEANIDS' main project account, remains the most stable and strategically valuable channel. It consistently exhibited a professional and predominantly positive tone, with only minimal negative sentiment detected. Neutral mentions were often tied to informative or technical content. The platform's alignment with policymakers, researchers, and institutional actors makes it the cornerstone for thought leadership, partnership visibility, and dissemination of project updates.
- **YouTube** showed a balanced sentiment distribution**,** skewing neutral to positive. It is primarily used for explanatory or documentary-style content that invites reflection rather than debate. This supports its role as a repository for stakeholder interviews, demo videos, and project overviews—particularly effective for educational and long-form dissemination.
- **Bluesky** presented a more mixed sentiment environment, with a significant share of neutral mentions but also a visible portion of negative sentiment. This aligns with the platform's decentralised and early-adopter user base, which tends to engage more critically with environmental and institutional narratives. Bluesky continues to serve as an exploratory space for open-science messaging and early stakeholder listening.
- **X (formerly Twitter)** showed the highest proportion of negative sentiment among all channels, with strong fluctuations linked to trending news and climate-related controversies. The platform's rapid, anonymous posting culture encourages stronger opinions—both critical and supportive. For OCEANIDS, X is primarily used for live event updates and external visibility, with messaging crafted in a fact-based, neutral tone to maintain credibility amid more polarised discourse.

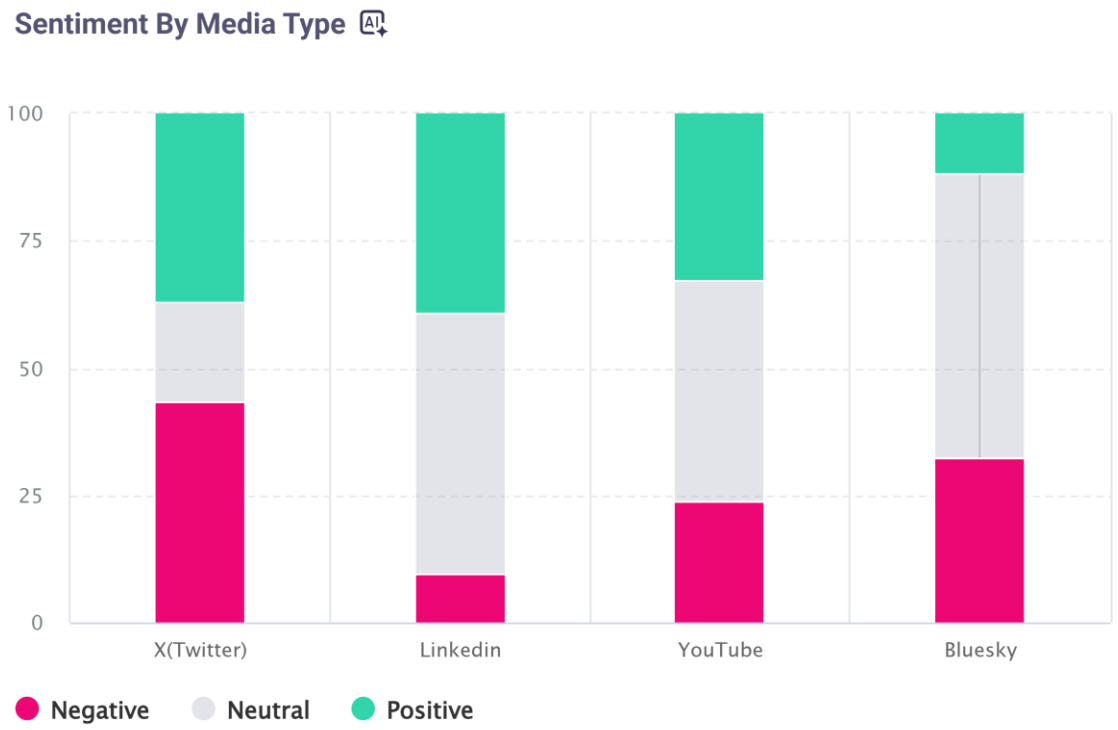


Figure 14. Sentiment by Media Type

Strategic Impact: Sentiment insights across both OCEANIDS' channels and the broader digital landscape have directly informed our platform strategy and tone. On LinkedIn—our primary account—the predominantly positive and neutral sentiment supports a continued focus on expert-driven, institutional messaging. In contrast, more mixed or negative sentiment on X and Bluesky calls for a measured, fact-based tone. At a broader level, the high emotional reactivity around climate and sea-level topics highlights the need for careful framing and empathetic communication. These findings help OCEANIDS adapt messaging to context, reduce reputational risk, and improve stakeholder alignment.

7.2.3 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.

Results: From July 2024 to May 2025, the most frequently expressed emotion linked to OCEANIDS-related keywords was joy, followed by love, sadness, fear, and surprise (see **Figure 15: Emotion Analysis**). Peaks in joy corresponded to milestones in climate innovation, marine conservation awareness campaigns, and institutional announcements. In contrast, sadness and fear surged around global weather events and discussions on sea-level threats.

Anger and *disgust* appeared in low volumes but were primarily concentrated in response to political discourse or contested climate claims. The temporal distribution of highlights that while positive emotions remained dominant, negative emotional spikes aligned with moments of external crisis or tension in the climate space—not with any specific OCEANIDS activity.

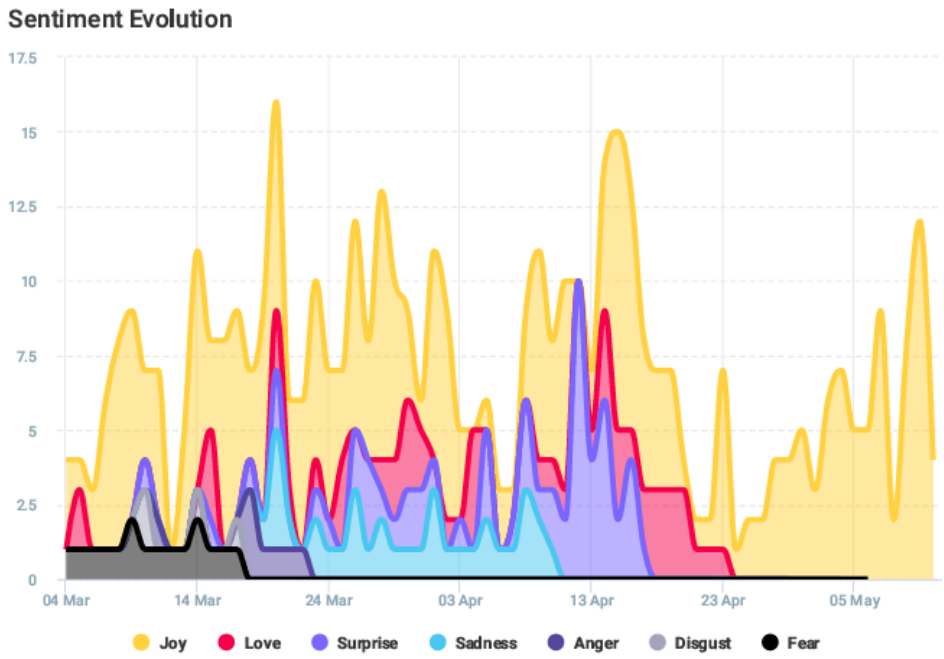


Figure 15. Emotion Analysis

Strategic Impact: Emotion detection provides essential context for shaping the emotional tone of OCEANIDS communications across platforms. The dominance of *joy* and *love* linked to blue economy and climate innovation narratives reinforces the project's emphasis on hope, progress, and collaboration. These emotions are actively amplified through storytelling, partner highlights, and solution-driven messaging on platforms like LinkedIn and YouTube. Conversely, spikes in *sadness*, *fear*, and *anger*—though not caused by OCEANIDS—signal emotional sensitivities in the wider climate discourse. Recognising this enables the project to avoid alarmist framing, opting instead for messages grounded in reassurance, transparency, and practical resilience. As OCEANIDS moves toward deeper stakeholder engagement, these emotion insights help ensure communications are not only informative, but also emotionally intelligent and trust-building.

7.2.4 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.

Results: Text mining of public discourse referencing OCEANIDS-related keywords revealed a strong concentration of attention on themes tied to climate impact, ocean governance, and sustainability. The most widely used hashtags were #blueeconomy (865 mentions), #climatechange (451), #sealevelrise (264), and #sustainability (202), underscoring the prominence of marine innovation and environmental risk narratives across digital platforms (**see Figure 16**).

Additional hashtags such as #weather, #climateaction, and #marineconservation clustered frequently alongside primary topics, indicating interconnected discussions across science, adaptation, and resilience. Several geographic and multilingual tags—like #africablueeconomy, #economiebleue, and #afrique—also surfaced prominently, highlighting diverse regional engagement in blue economy discourse. The sentiment-coded word cloud showed that high-frequency terms like #blueeconomy, #sustainability, and #climateaction were predominantly associated with positive or neutral sentiment, whereas hashtags such as #sealevelrise, #climatecrisis, and #climateemergency carried a higher share of negative emotional tone. This polarity reflects the broader emotional framing of environmental optimism versus concern.

These findings demonstrate that the project's thematic priorities are well aligned with the dominant public discourse and offer a valuable basis for targeted, emotion-aware messaging.

Hashtag	No. of uses
1. #blueeconom	865
2. #climatechar	451
3. #sealevelrise	264
4. #sustainabilit	202
5. #climate	171
6. #miningandb	156
7. #weather	152
8. #climateactic	140
9. #news	135
10. #blueeconoı	134
11. #ocean	115
12. #africa	102
13. #climatecris	94
14. #miningand	92
15. #innovation	92
16. #africabluee	91

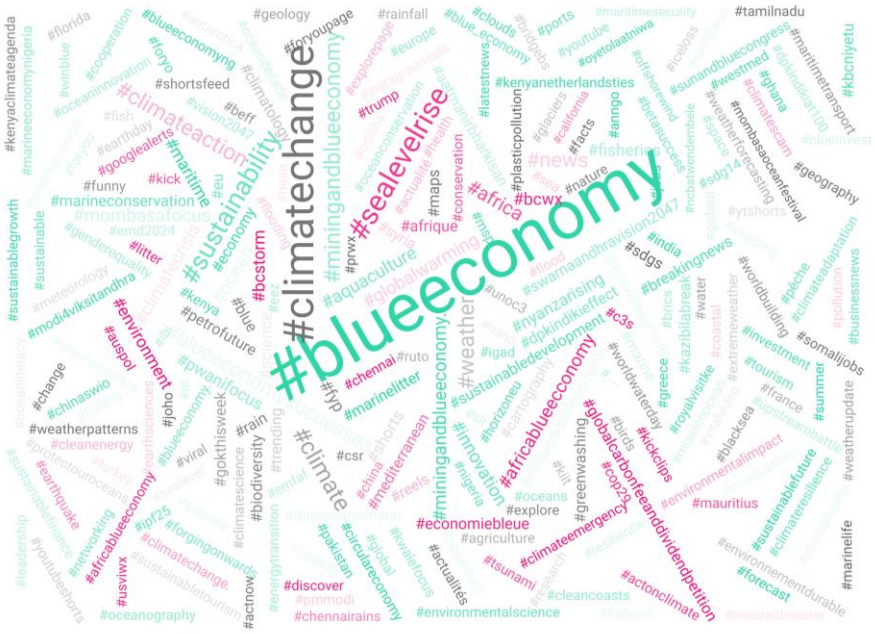


Figure 16. Trending Hashtags

Strategic Impact: Text mining results have helped OCEANIDS align its messaging with widely used language in climate and marine conversations. Frequently used hashtags like #blueeconomy, #climatechange, and #sustainability have guided the selection of campaign themes and content framing across platforms. The appearance of regional and multilingual tags also supports more targeted outreach. Integrating these insights ensures that OCEANIDS communication remains visible, relevant, and well-positioned within the broader public discourse.

7.2.5 Named Entity Recognition (NER)

NER was applied to identify and categorise key people, organisations, institutions, locations, and events mentioned in digital content containing OCEANIDS-related keywords. This process helped the project map the broader ecosystem of actors involved in or influencing discussions relevant to climate adaptation, marine governance, and the blue economy.

- **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.

Results: Named Entity Recognition (NER) was used to identify high-impact individuals (**see Figure 17**) and organisations that mentioned OCEANIDS-related keywords in public digital content. Among the most prominent entities were major international media accounts such as @ndtv (17.9M followers), @XHNews, and @ScienceNews, as well as YouTube-based broadcasters like geonews and WION. These accounts were automatically detected through NER and ranked by their follower base, reach, and frequency of mentions.

While some influencers appeared only once, their large audiences (e.g. @XHNews with 11.9M followers) provided significant visibility. Others, like @MobilePunch and KanakNewsOdisha, were mentioned more frequently, demonstrating recurring engagement with topics relevant to OCEANIDS such as blue economy, climate policy, and marine resilience (see Figure X).

	Name	Platform	Followers	Performance	Reach
1	@ndtv	X	17,974,498	10/10	4,200
2	geonews	▶	17,000,000	10/10	100
3	@XHNews	X	11,927,557	10/10	42,000
4	WION	▶	9,070,000	10/10	100
5	KanakNewsOdisha	▶	8,240,000	10/10	826,828
6	ANINewsIndia	▶	7,980,000	10/10	801,636
7	@MobilePunch	X	6,843,530	10/10	13,300
8	@PDChina	X	6,620,308	10/10	77,000
9	@ScienceNews	X	5,294,940	10/10	49,000
10	@eNCA	X	4,846,808	10/10	4,900

Figure 17. Popular Influencers

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. This data helps the project understand who is shaping online discourse around its thematic areas and offers a foundation for targeted amplification, co-tagging strategies, or potential outreach collaborations.

7.2.6 Trend Analytics and Temporal Mapping

To optimise the timing of communication efforts, OCEANIDS has integrated trend analytics and temporal mapping to monitor how mentions, hashtags, and engagement levels evolve across platforms. These methods track fluctuations in interaction around OCEANIDS-related keywords and highlight the optimal windows for visibility and reach.

- **Why it matters:**
  Understanding when audiences are most active allows OCEANIDS to time content

strategically—ensuring updates, announcements, and key messages reach people when they're most likely to engage.

- **How it works:**
  Time-series analysis examines daily and hourly shifts in activity, aggregating metrics such as mentions, likes, shares, and comments. Heatmaps generated for each channel reveal not only traffic volume but also meaningful interaction patterns.

Results: Engagement patterns varied significantly across platforms:

- On **X (formerly Twitter)** (**Figure 18**), the audience is distributed throughout the week, but peak interaction occurs on **Thursdays at 8 AM**. The platform's fast-paced, reactive environment means users jump in, engage quickly, and move on—making timing critical. OCEANIDS uses this insight to schedule policy-relevant updates or event posts at peak hours to boost reach without oversaturating the feed.
- **LinkedIn** (**Figure 19**), as the project's primary platform, shows concentrated engagement on **Mondays at 4 PM**. This aligns with end-of-day scrolling routines of professionals and policymakers. It is now the preferred time slot for announcing deliverables, milestones, and stakeholder collaborations—ensuring maximum visibility when audiences are transitioning out of their workday.
- **YouTube** (**Figure 20**), peaks on **Saturdays at 6 AM**, reflecting early morning passive content consumption. While not a real-time engagement platform, YouTube complements OCEANIDS' communication by hosting video explainers and visual summaries. All content posted here is also shared via LinkedIn and the project website to ensure broader dissemination. YouTube plays a **supporting role** in the platform ecosystem.
- **Bluesky** (**Figure 21**), introduced by OCEANIDS in **April 2025** as an experimental alternative following the declining stability of X, shows growing engagement with a peak on **Fridays at 5 PM**. This emerging platform offers decentralised, open-access dialogue with a more niche but engaged audience. OCEANIDS uses it to test narrative framing, amplify announcements, and engage with the research and open science community.

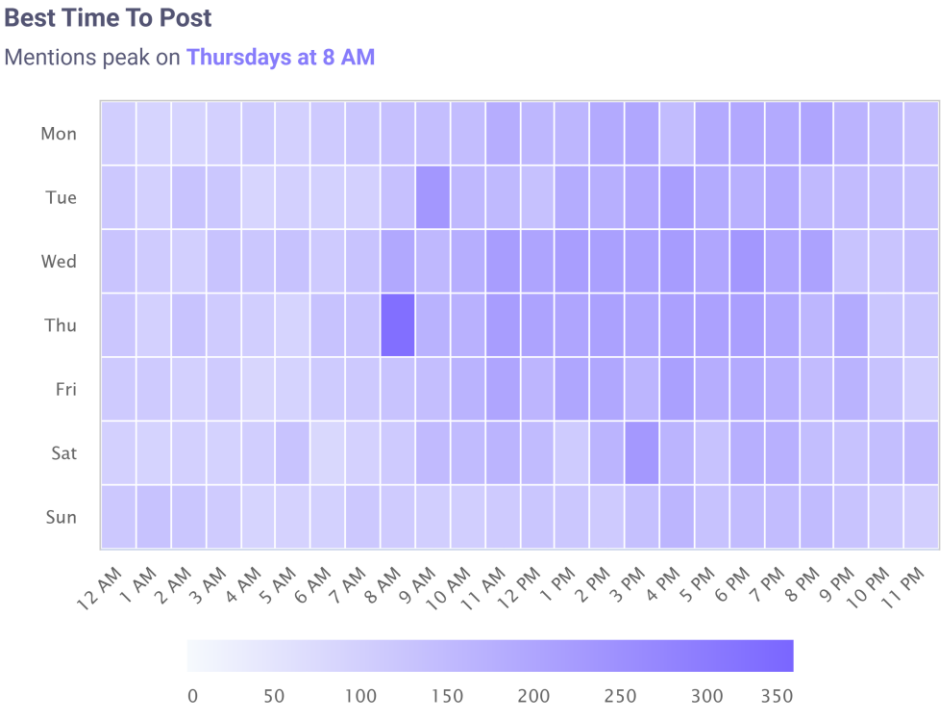


Figure 18. Peak Engagement Time on X

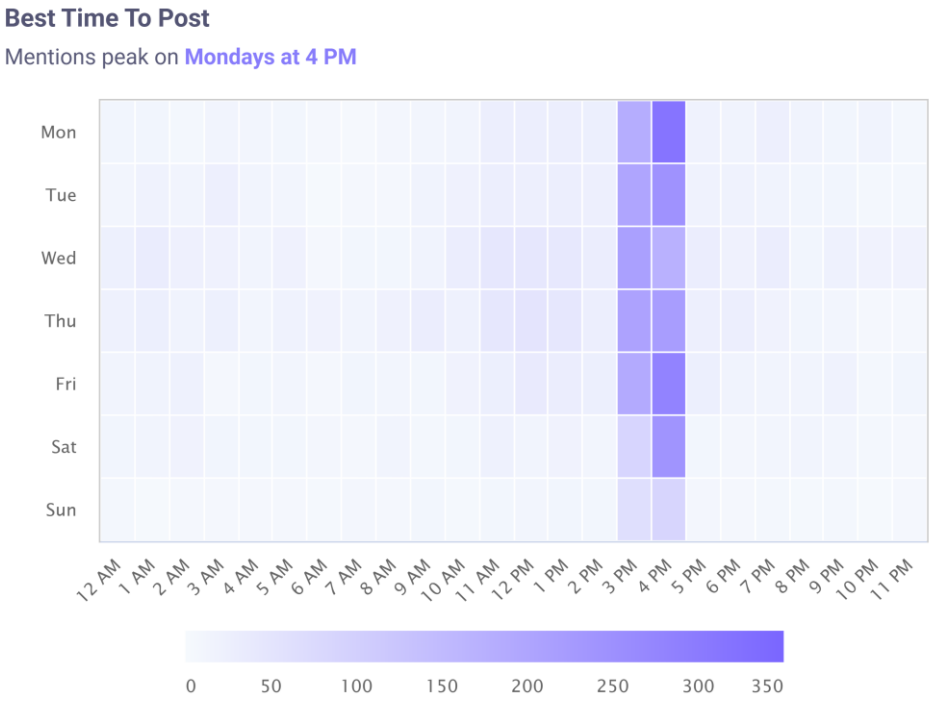


Figure 19. Peak Engagement Time on LinkedIn

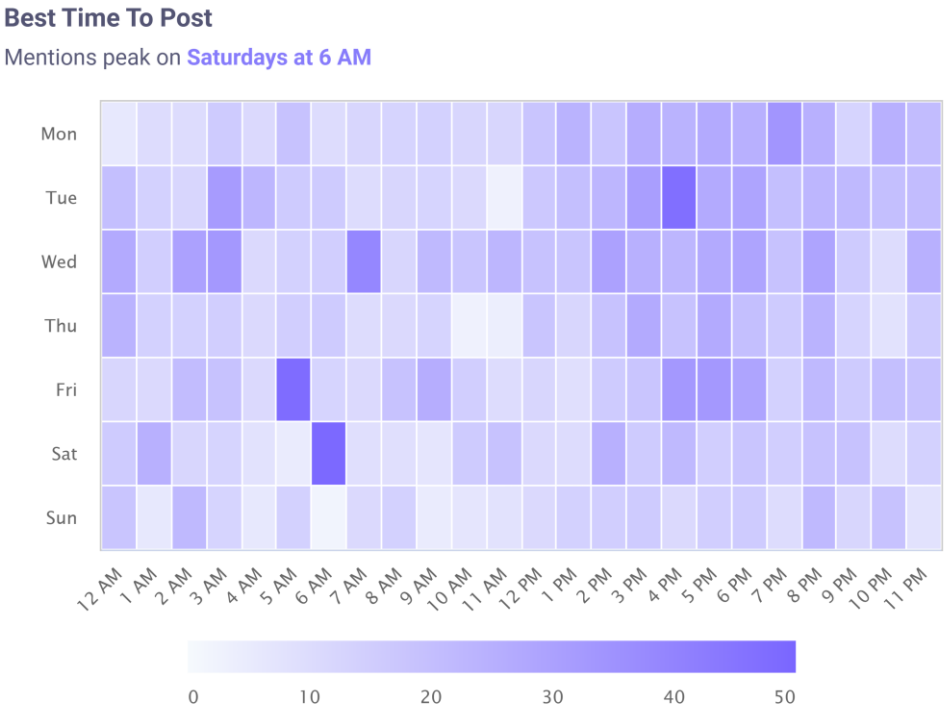


Figure 20. Peak Engagement Time on YouTube

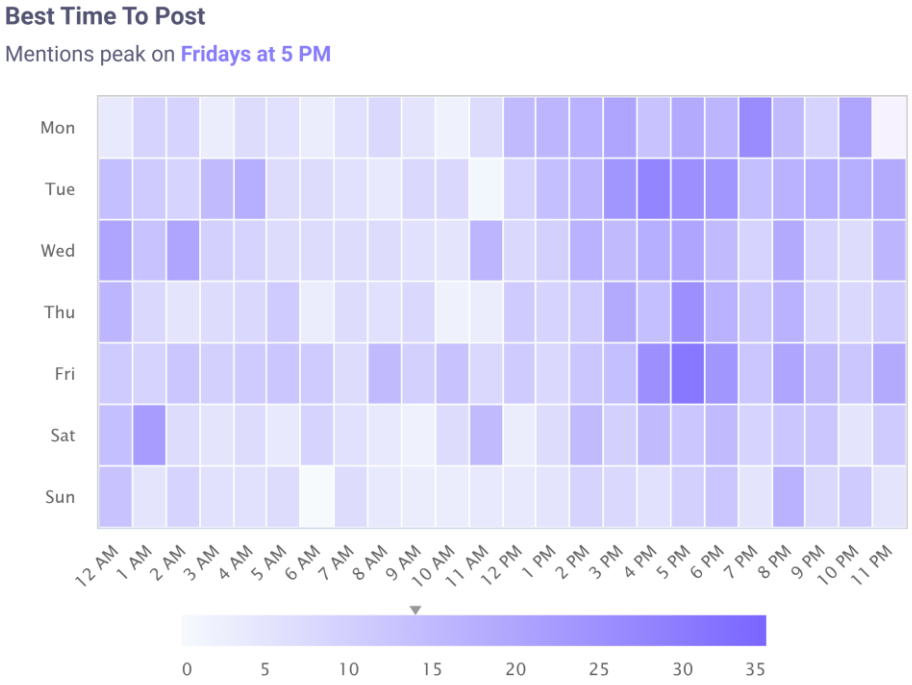


Figure 21. Peak Engagement Time on Bluesky

Strategic Impact: These platform-specific insights provide the temporal backbone for campaign planning. The strategy no longer follows a one-size-fits-all posting model—instead, content is prioritised for high-engagement moments unique to each platform. On X, timing is tactical and brief; on LinkedIn, it's about maximising credibility and retention; on YouTube, it's about longevity; and on Bluesky, it's about openness and early engagement. This approach doesn't eliminate activity during off-peak hours—it simply ensures that **key content hits at the right time**. By aligning publication with audience behaviour, OCEANIDS increases visibility, relevance, and return on communication efforts with minimal additional output.

7.2.7 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.

Results: Mentions across media types were heavily concentrated on X (formerly Twitter), which accounted for 75.2% of all OCEANIDS-related activity (24,821 mentions) (**Figure 15**). While X generated the largest volume, its value as a monitoring source is increasingly constrained by platform volatility and limited long-term stability for professional engagement. For this reason, OCEANIDS focuses its proactive communication strategy on more reliable, mission-aligned platforms.

LinkedIn, the project's main communication channel, made up 15.9% of total mentions (5,252) and remains the most strategic outlet for reaching institutional stakeholders, policymakers, and professional networks. Bluesky followed with 5.7% of mentions (1,867), showing early traction as an experimental space for open-access science communication. YouTube, while accounting for just 3.3% of mentions (1,072), continues to serve as a central hub for video content that is amplified across the project's website and social media.

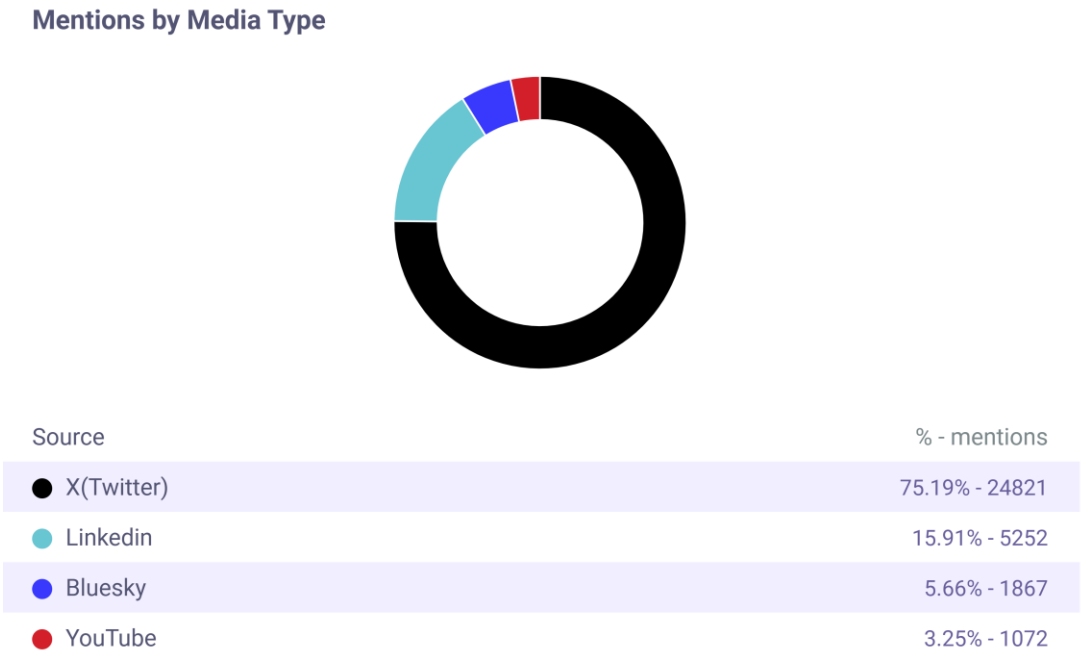


Figure 22. Mentions by Media Type

Strategic Impact: The analysis confirms the importance of maintaining a strong cross-platform presence while strategically prioritising stable, professional environments. Although X generates the highest mention volume, its growing instability limits its suitability for long-term engagement. Instead, OCEANIDS places emphasis on LinkedIn—the project's main account—for structured, professional communication and stakeholder outreach. YouTube continues to support the strategy through high-quality, educational content that complements other channels. Bluesky, as an emerging platform, enables the project to experiment with narrative framing and reach open-access and research-focused audiences in a decentralised digital space. This diversified but selective channel mix ensures the project's visibility, relevance, and alignment with its key communication objectives.

These analytics not only demonstrate technical depth, but also reinforce the strategic alignment between platform use and the overarching communication goals of OCEANIDS. By monitoring where and how audiences engage, the project has been able to focus efforts on channels that best support its mission:

- **Facilitating informed policy dialogue** on coastal resilience and maritime planning through professional platforms like LinkedIn
- **Increasing the accessibility and visibility of scientific content** via structured video publication and cross-channel promotion
- **Positioning OCEANIDS as a reference point in climate-smart coastal innovation** by engaging with stakeholders across diverse digital environments

- **Reaching multiple audience groups**—from policymakers and port authorities to researchers, media, and the general public—through tailored platform strategies

The monitoring system continues to ensure that messaging remains **data-driven and adaptive**—responsive to emerging opportunities (e.g., trending EU priorities) and potential risks (e.g. platform instability or narrative shifts). This approach strengthens OCEANIDS' ability to communicate with credibility, agility, and purpose across an evolving digital landscape.

8. 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).

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.

8.1 Overview of OCEANIDS social media channels

Strategy as outlined in **Deliverable D6.3 – Dissemination and Communication Plan (Version 2)**. Over the course of implementation, this framework has been refined using ongoing performance data, brand monitoring insights, and NLP-based trend analysis. The goal has remained consistent: to ensure that content is tailored, audience-specific, and strategically positioned across each channel to support Horizon Europe's broader communication and dissemination objectives.

Rather than adopting a one-size-fits-all approach, the project leveraged the unique strengths of each platform—adapting tone, timing, and content formats to meet the expectations and behaviours of distinct audience groups. **Table 3** summarises how this strategy was applied in practice during the reporting period:

Table 3. Platform-Based Approach to Social Media Engagement

Platform	Primary Audience	Strategic Goals	Content Types	Tone & Style
LinkedIn	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
X (Twitter)	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
YouTube	General public, educators, stakeholders	Translate complex topics, archive event content, support educational outreach	Interviews, explainer videos, event wrap-ups, tutorials	Accessible, visual, narrative-driven
Bluesky	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

During the reporting period, each platform's function evolved to reflect both strategic intent and observed engagement patterns:

- **LinkedIn** served as the **main communication channel**, consistently used for formal announcements, stakeholder engagement, and policy-facing content. It outperformed other platforms in terms of professional interaction and remains central to project visibility.
- **X (formerly Twitter)** accounted for the highest volume of mentions but was de-emphasised strategically due to increasing platform instability. It was retained primarily for event amplification and short-form visibility.
- **YouTube** hosted the project's growing library of visual content. While not used for direct engagement, it functioned effectively as a **content repository**, with videos redistributed via LinkedIn and the OCEANIDS website.
- **Bluesky** was launched by the project in **April 2025** to test decentralised science communication formats and engage with early adopters. Initial content focused on resharing blog links and providing updates in a lighter, more exploratory format.

This platform-based strategy allowed OCEANIDS to **stay responsive to changing platform dynamics**, **build credibility across professional and public spaces**, and **maintain resilience in its communication architecture** as digital environments continue to evolve.

8.1.1 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 16**).

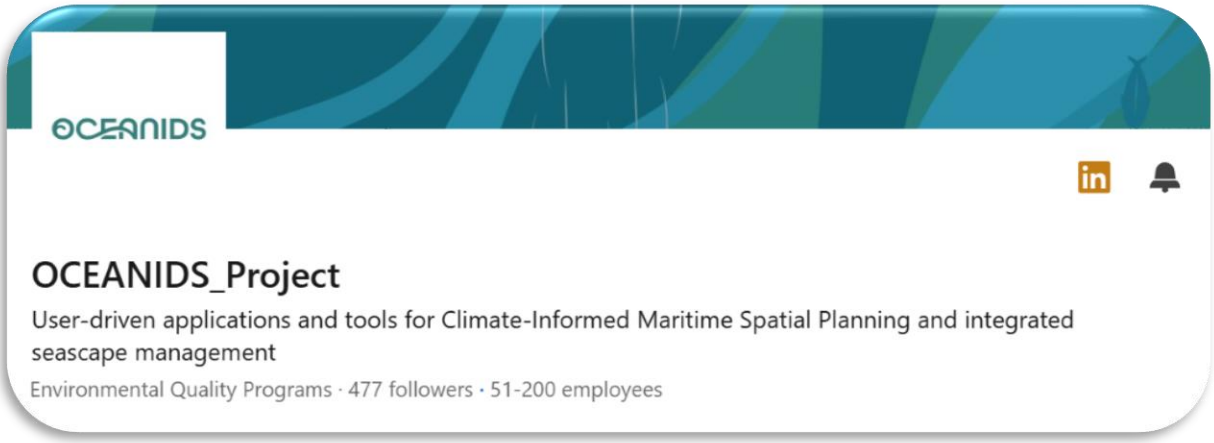


Figure 23. Oceanids LinkedIn profile

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.

Results: The LinkedIn campaign showed steady organic growth and engagement over the reporting period, without any paid promotion. Page views totalled 392, with 282 views from desktop and 110 from mobile, indicating a majority of interaction from professional users during working hours. Engagement spiked notably in early November, aligning with key project milestones and event-related content.

In terms of audience growth, the campaign attracted 91 new organic followers, with daily fluctuations showing a consistent pattern of low-to-moderate engagement interspersed with sharper spikes, particularly around dates with targeted updates. The absence of sponsored content further emphasises the campaign's effectiveness in building awareness and reach purely through organic performance (**Figures 24** and **25**).

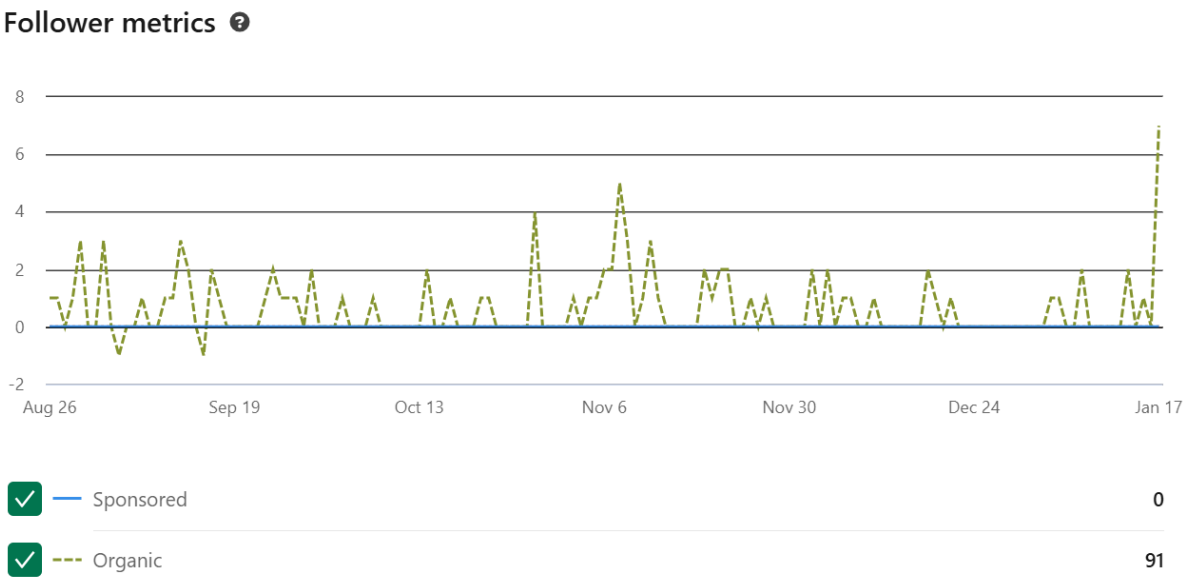


Figure 24. LinkedIn Partner Visibility Campaign Follower metrics

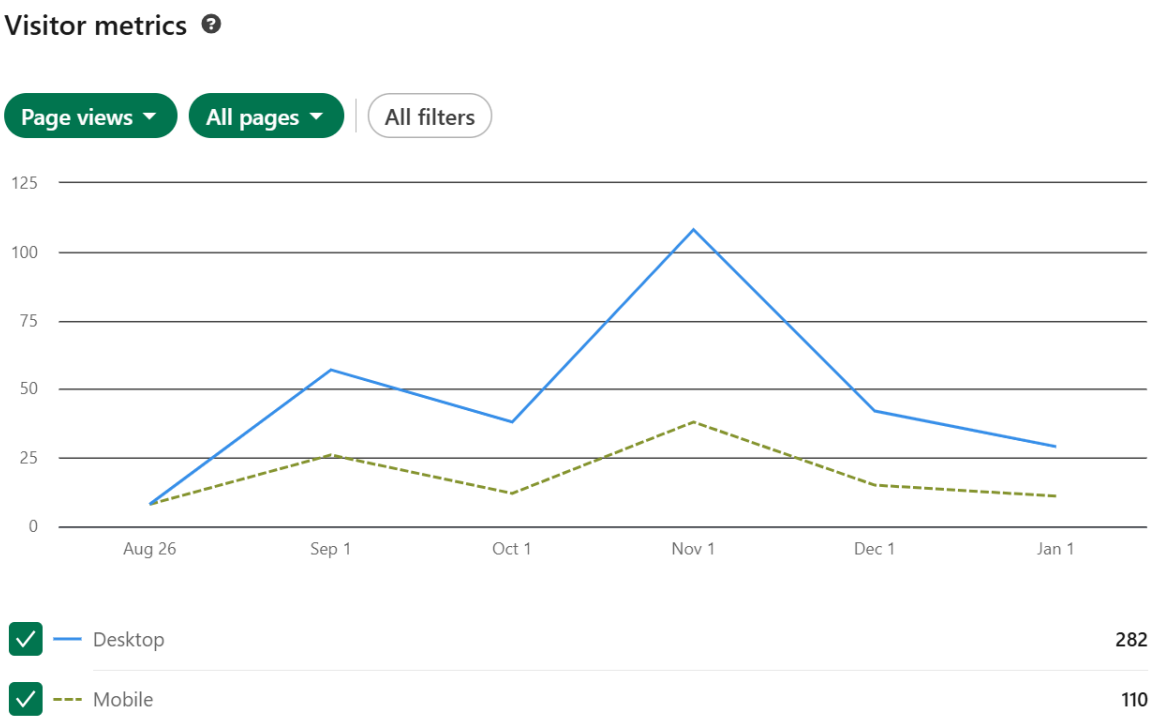


Figure 25. LinkedIn Partner Visibility Campaign Visitor metrics

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

LinkedIn Results Summary (M1–M18)

Throughout the first 18 months of the project, LinkedIn has served as OCEANIDS' primary communication platform, facilitating professional engagement with stakeholders, partners, and institutional audiences. As of this reporting period, the project's LinkedIn activity has generated a total of 70,253 impressions, combining both organic and sponsored visibility. This significantly exceeds the initial milestone target of 5,000 impressions by M32.

This performance reflects a consistent, audience-focused strategy, averaging nearly 3,903 impressions per month. While sponsored campaigns have been deployed selectively to boost visibility around key communication moments—such as major deliverables, public-facing videos, and stakeholder invitations—the platform's value lies not only in its promotional reach but in its ability to communicate core project milestones through credible, high-quality content.

For example, the sponsored post presenting the OCEANIDS pilot sites served a dual purpose: raising awareness externally while reinforcing project identity and thematic focus. It achieved

15,902 total impressions and 3,696 views, with over 3,000 views attributed to paid promotion (**Figure 26**). Such targeted campaigns ensure that important content reaches beyond the immediate network while maintaining alignment with professional standards.

Importantly, OCEANIDS has also seen strong engagement from organic content, demonstrating the effectiveness of narrative-driven posts tailored to stakeholder priorities. A standout example is the Antwerp workshop post, which reached 1,524 organic impressions and generated 1,031 engagements, achieving an impressive 67.65% engagement rate without any paid support (**Figure 27**). This example highlights how well-timed, relevant, and visually engaging content—particularly when linked to on-the-ground events—can deliver exceptional results.

Going forward, OCEANIDS will continue to prioritise organic performance as the foundation of its LinkedIn strategy, using sponsored promotion selectively to amplify strategic updates and high-visibility milestones. This dual approach ensures both cost-effective reach and message credibility, while supporting the broader Horizon Europe objective of engaging institutional and policy audiences through trusted, professional channels.

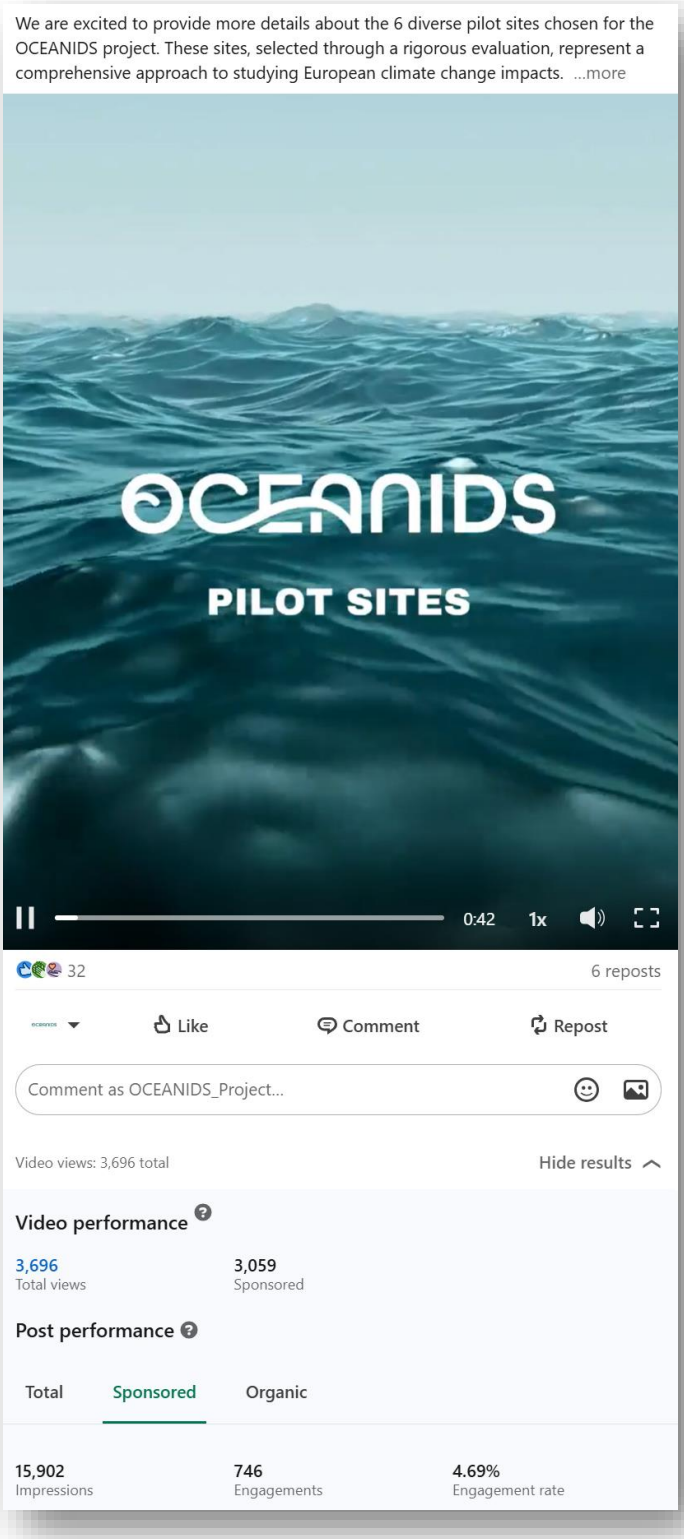


Figure 26. Performance of Sponsored LinkedIn Post (Pilot Sites)

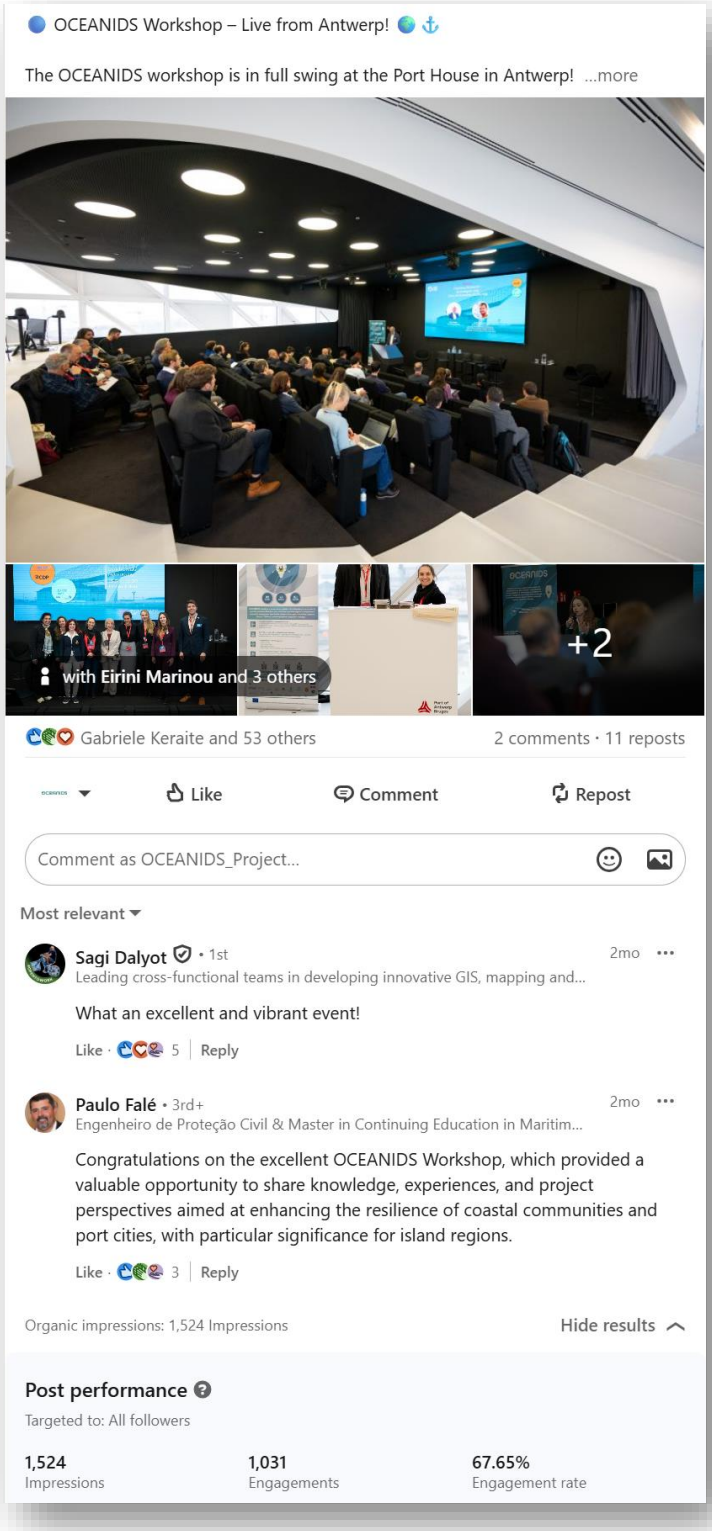


Figure 27. Organic Engagement Example: Antwerp Workshop Post

8.1.2 YouTube

As a visual storytelling and educational platform, YouTube (**Figure 21**) 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.

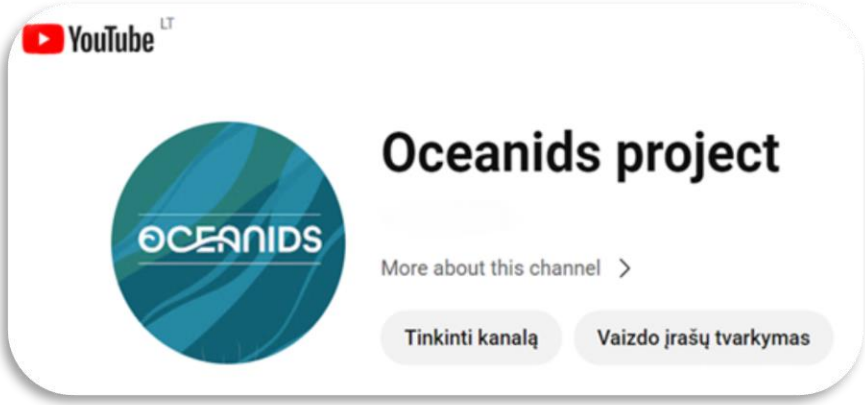


Figure 28. OCEANIDS YouTube profile

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.

YouTube Results Summary (M1–M18)

By Month 18, the OCEANIDS YouTube channel has published a total of 14 videos, exceeding the original projection of “up to 10 videos by M31.” This output reflects consistent content production and strong alignment with the project’s communication calendar and strategic outreach priorities.

The channel currently hosts a mix of event recaps**,** stakeholder introductions**,** and project explainer content, supporting accessibility and long-term visibility. All video releases have been synchronised with key milestones, such as plenary meetings, workshops, and thematic campaigns, and shared across other channels including LinkedIn, the project website, and newsletters.

Looking ahead, the project plans to produce additional videos that will highlight:

- Service demonstrations and visualised results
- Recaps of General Assemblies and key consortium meetings
- Final event highlights and project wrap-up content

These upcoming videos will continue to support OCEANIDS' goal of translating scientific and technical outputs into engaging, visual narratives tailored to diverse audiences.

8.1.3 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 22**). Its fast-paced nature allows for immediate visibility and engagement with institutional stakeholders during key project moments.

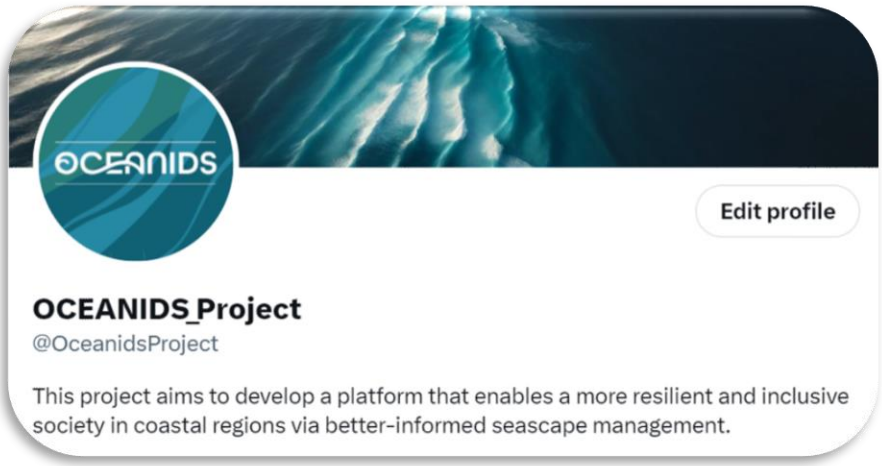


Figure 29. OCEANIDS X profile

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 [2]users deactivated their X accounts in a single day, marking the largest user exodus since the platform's rebranding. Concurrently, alternative platforms like Bluesky [3]experienced a surge in user adoption, with Bluesky gaining over 1 million new users in the same timeframe.

[2] https://economictimes.indiatimes.com/news/international/global-trends/over-115000-users-leave-x-after-us-presidential-election/articleshow/115275965.cms?from=mdr
[3] https://tech.yahoo.com/general/articles/x-lost-record-number-users-212509865.html

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.

X Results Summary M18

During the first 18 months of the project, OCEANIDS content on X generated approximately 3,200 impressions, primarily through real-time updates, live event coverage, and participation in topical conversations. While the platform initially supported timely dissemination and high-frequency engagement, its effectiveness has been increasingly undermined by broader platform instability.

This was particularly evident during the 2024 U.S. election week, when the OCEANIDS profile saw a sharp drop in followers—from 284 to 70, reflecting a wider user departure and declining trust in the platform's governance and moderation standards.

As a result, OCEANIDS has begun shifting its communication efforts toward more stable and professionally aligned environments, with LinkedIn now serving as the primary channel for stakeholder engagement. In parallel, the project has also started to explore Bluesky as a potential alternative for short-format, real-time communication, offering a more transparent and decentralised environment for discourse.

8.1.4 Bluesky

In response to X's volatility, **OCEANIDS has introduced Bluesky (Figure 23) 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.

Figure 30. 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.

Bluesky Results Summary M18

OCEANIDS launched its presence on Bluesky on April 14, 2025, as a forward-looking response to the instability observed on X. As of this reporting period, the project has gathered 83 followers—surpassing the current follower count on X, which declined significantly during the reporting period. This strong early uptake highlights Bluesky's strategic potential as an alternative space for dialogue on climate, resilience, and digital innovation.

Although still in its early stages, Bluesky is being used to mirror high-value content from LinkedIn, such as deliverables, announcements, and event updates. This approach allows

OCEANIDS to maintain message consistency while establishing credibility within a decentralised and open-access communication environment.

The platform's alignment with emerging communities in climate research, environmental governance, and open science makes it well-suited to OCEANIDS' communication goals. As its user base grows, Bluesky offers a valuable channel for platform diversification, helping to reduce dependence on less stable environments and expand engagement with digitally active stakeholders.

8.1.5 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 4**: Social Media Channels.

Table 4. Social Media Channels

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

8.1.6 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 31**) help position the project within ongoing online conversations while making its content more accessible to sector-specific audiences.

Figure 31. Recommended Hashtags

8.1.7 Project website

The **official OCEANIDS website** (**Figure 33**), 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.

Platform Enhancements (M1–M18)
During the reporting period, the following improvements were implemented:

- A new Advisory Board section was added to highlight the expertise guiding the project and to support external visibility and trust.
- Pop-up banners were deployed on the homepage during key outreach periods (e.g. stakeholder workshops) to boost event visibility and drive traffic to registration pages.
- The News section was actively maintained with regular partner updates, milestones, and project outputs, and was linked to ongoing social media campaigns for enhanced cross-platform engagement.

Performance Monitoring and KPI Achievement
Performance is monitored using Google Analytics, which tracks traffic trends, user behaviour, and content reach. As of M18, the OCEANIDS website has already exceeded its M32 key performance indicator of 2,000+ unique visitors. The platform has recorded a total of 2,400 unique users (**Figure 32**).

Figure 32. OCEANIDS Google Analytics Data

This demonstrates not only the site's reach but also its role in facilitating timely engagement with relevant audiences. Ongoing improvements in content architecture and visual presentation will continue to strengthen its role in supporting both communication and dissemination goals as the project progresses.

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.

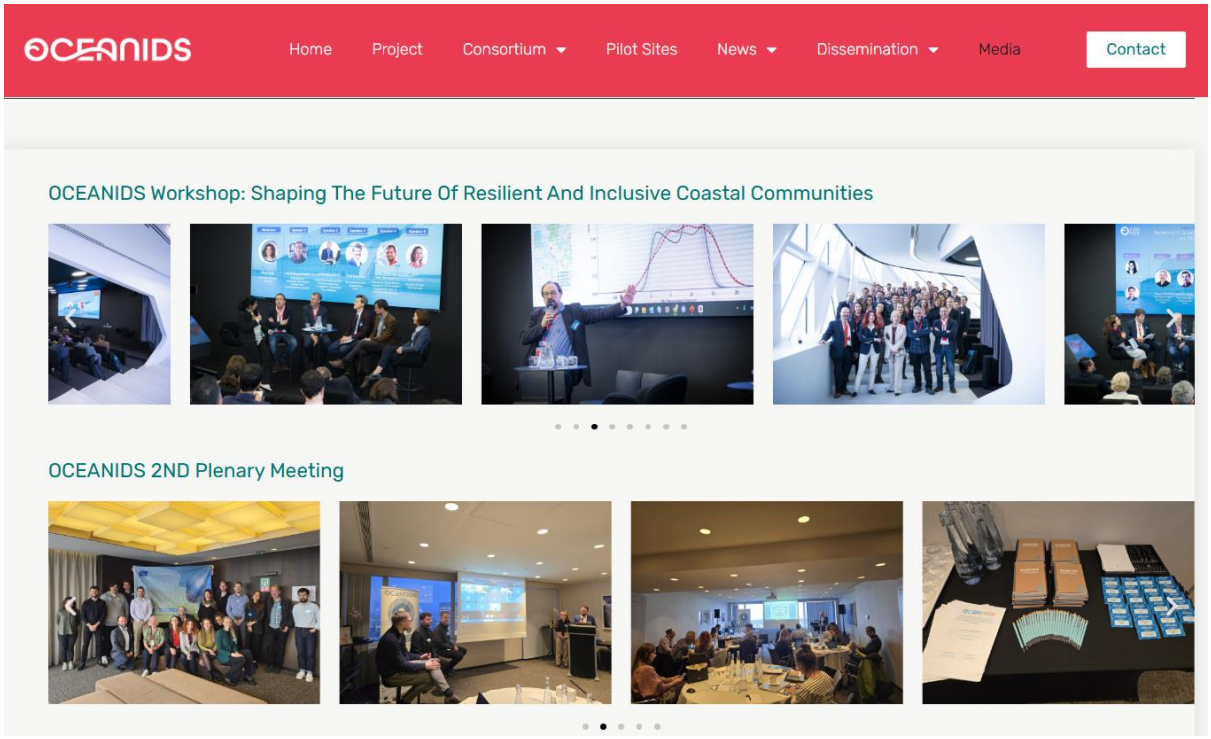


Figure 33. OCEANIDS website

8.1.8 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 (Figure 34)**, 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.

Figure 34. OCEANIDS Promotional Material

In addition to printed communication materials, **event-specific merchandise (Figure 35)** has been introduced to increase project visibility and public engagement. These items include:

- Tote bags
- Pens
- Coasters
- Notebooks
- Sweets

Figure 35. OCEANIDS merchandise

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.

8.1.9 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.

8.1.10 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.

Results Summary (M1–M18)

By Month 18, the project had produced and published 14 videos, surpassing the original M32 projection. These videos covered a variety of formats, including event recaps, interviews, and thematic explainers. They have been used to support multiple outreach campaigns, and their integration across platforms has increased the visibility, clarity, and accessibility of project results. Feedback from internal and external stakeholders has confirmed the value of this content format in enhancing understanding and engagement.

9. Dissemination activities and tools

9.1 Project Events

Project events are a cornerstone of the OCEANIDS dissemination and communication strategy. They are not only essential for presenting project progress and results, but also for establishing new collaborations, strengthening stakeholder networks, and creating lasting visibility at both the European and international levels. These events facilitate direct exchanges with policymakers, scientists, port authorities, and industry, and are instrumental in raising awareness and validating project developments through dialogue.

❖ **OCEANIDS Workshop – Shaping the Future of Resilient and Inclusive Coastal Societies**

OCEANIDS held its first major public event in March 2025 at the Port of Antwerp. The workshop was co-organised by NEREUS and CDP, with the support of EARSC and the project coordinator Geosystems Hellas. It brought together over 80 participants, including representatives from the European Commission, regional and port authorities, private companies, academia, and advisory board members.

Designed to highlight the project's early deliverables and demonstrate tools under development, the workshop featured:

- Technical presentations from project partners on Earth Observation, smart port services, citizen engagement tools, and coastal economy impacts;
- Policy roundtables with regional authorities and port stakeholders
- Interventions from the OCEANIDS Advisory Board and research/industry stakeholders;
- Interactive discussions focused on user needs, integration of Copernicus services, and forward-looking coastal resilience strategies.

The event aligned closely with Horizon Europe's mission-oriented communication goals, supporting both awareness raising and feedback collection from early adopters.

Communication and Engagement Outcomes

A coordinated dissemination approach was implemented before, during, and after the event, resulting in measurable visibility gains:

- METIS provided professional photography services, and the curated visual content was shared with participants following the workshop. Many attendees re-shared these materials via their institutional LinkedIn pages, amplifying OCEANIDS' visibility across stakeholder networks.
- A post-event recall video, featuring interviews with Advisory Board members and project partners, was produced and disseminated via the OCEANIDS YouTube channel and website and social media, extending outreach beyond the physical event.

- The project's LinkedIn account recorded 71 new organic followers in March 2025. This growth was directly attributed to the visual content strategy and heightened engagement during and after the event (**Figure 36**).
- Website traffic also increased during the same month, with 109 unique visitors and 212 page views, driven largely by workshop-related content (**Figure 37**).

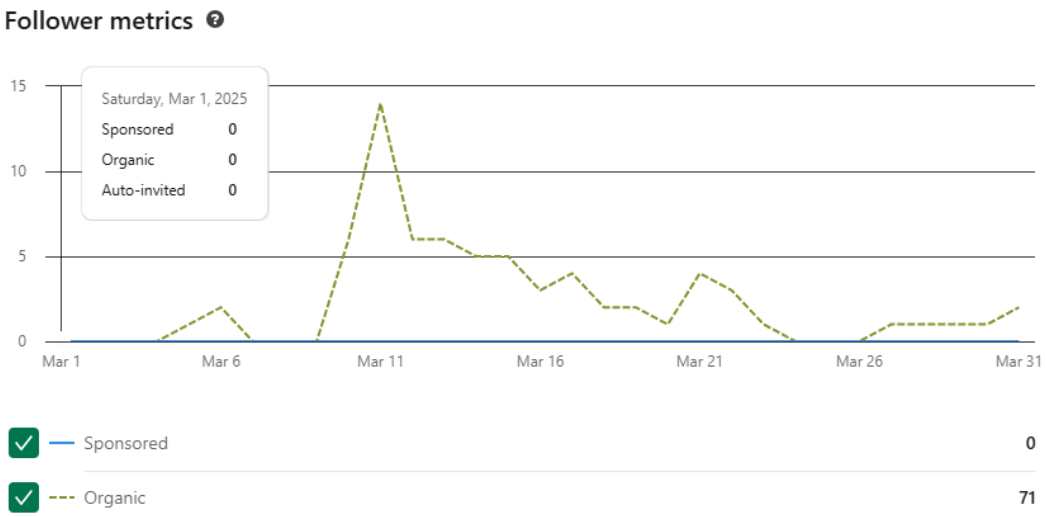


Figure 36. LinkedIn Follower Growth During March 2025 Workshop Period

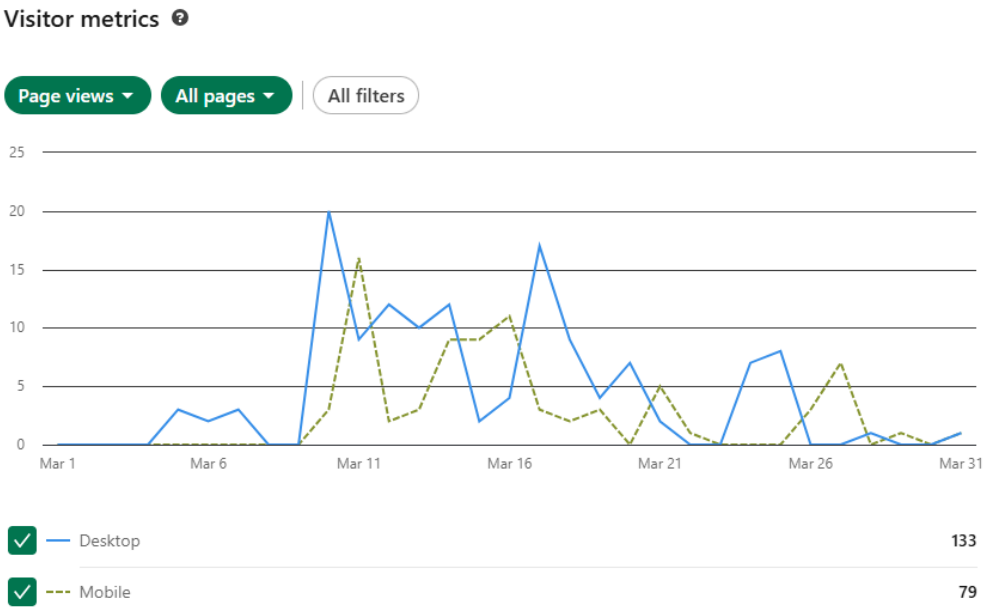


Figure 37. LinkedIn Visitors Growth During March 2025 Workshop Period

These outcomes illustrate the value of coupling in-person engagement with structured post-event communication assets to drive sustained interest and reinforce OCEANIDS' professional image.

9.2 Participation in External Events

In addition to its own organised activities, the OCEANIDS consortium has ensured strong representation across high-level external events relevant to climate resilience, maritime innovation, spatial planning, and Earth observation.

Participation in such events enables the project to:

- Present tools and methodologies to technical and non-technical audiences;
- Strengthen its network among peer EU-funded initiatives;
- Engage with new stakeholders and user communities;
- Contribute to shaping emerging policy and research agendas in climate-smart maritime governance.

All events are logged centrally in ASANA and promoted through the project website calendar, supporting transparent coordination and strategic alignment.

Key Participation Highlights (M1–M18)

Between project launch and Month 18, OCEANIDS has been presented or represented at 22 international and regional events (**Table 5**) Combined, these events recorded a total audience of 132,558 participants, significantly expanding OCEANIDS' exposure within strategic policy, research, and industry communities.

Table 5. External Events Attended by the OCEANIDS Consortium (M1–M18)

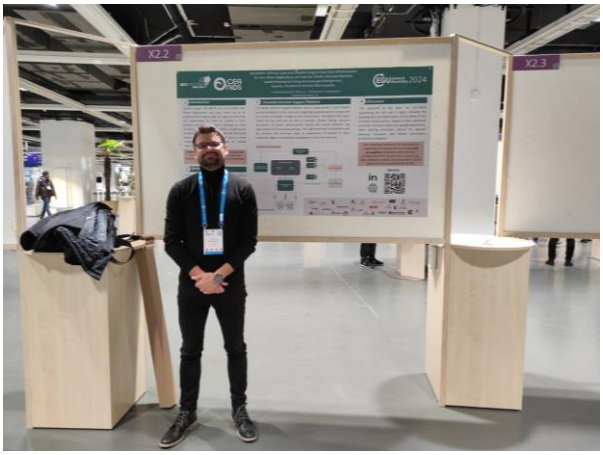
Name of Event	Link	Approximate Number of Participants	Date
CDP Awards	https://www.cdp.net/en/events/cdp-europe-awards/2024/	300	March 26, 2024
UN Ocean Decade Conference	https://oceandecade-conference.com/home.php	1000	April 10, 2024
European Geosciences Union (EGU) General Assembly 2024	https://manchester2024.earsel.org/	15000	April 14, 2024
9th Our Ocean Conference	https://blue-economy-observatory.ec.europa.eu/events/9th-our-ocean-conference-greece-2024-04-15_en	1500	March 1, 2024
NextOcean Showcase Event	https://www.nextocean.eu/Home/News_and_Events/NextOcean_Showcase_event.html	500	April 23, 2024
EXPANDEO	https://expandeo.earsc.org/	300	June 12, 2024
43rd EARSeL Symposium	https://manchester2024.earsel.org/	300	June 17, 2024
PETRA Conference	http://www.petrae.org/	400	June 26, 2024

2024 IEEE IGARSS	https://www.2024.ieeeigarss.org/	2000	July 7, 2024
35th International Geographical Congress	https://igc2024dublin.org/	1500	August 28, 2024
18th Plinius Conference on Mediterranean Risks	https://meetings.copernicus.org/plinius18/about/conference_committees.html	400	October 3, 2024
EUSPA Consultation Platform Event	https://www.euspa-ucp.eu/programme	300	October 8, 2024
IAC – International Astronautical Congress	https://www.iac2024.org/2024/04/04/special-sessions/	14700	October 14, 2025
Marine User Days	https://user.eumetsat.int/news-events/events/tra.events.2414	100	November 5, 2024
Smart City Expo World Congress	https://www.smartcitiesworld.net/events/smart-city-expo-world-congress---barcelona-2024	25771	November 5, 2024
HARMONIA Final Event	https://harmonia-project.eu/harmonia-final-event/	60	April 19, 2024
European Ocean Days	http://maritime-forum.ec.europa.eu/theme/governance/european-ocean-days_en	1800	March 5, 2025
AQUATECH Amsterdam	https://www.aquatechtrade.com/amsterdam	46047	March 9–12, 2025
Smart Ocean Conference	https://forumoceano.pt/en/digital-hub/news/pbdh-destaca-se-no-smart-ocean-days	200	March 14, 2025
BlueGreen Governance Workshop	https://bggovernance.eu/	80	March 27–28, 2025
BEYOND Expo	https://www.beyond-expo.gr/	20000	April 4–6, 2025
GEO Global Forum 2025	https://earthobservations.org/about-us/events/geo-global-forum-2025	300	May 5–9, 2025

The images below capture selected moments from external events attended by the OCEANIDS consortium, illustrating the project's active dissemination efforts and ongoing stakeholder engagement:

CDP awards March 26, 2024

UN Ocean decade conference April 10, 2024

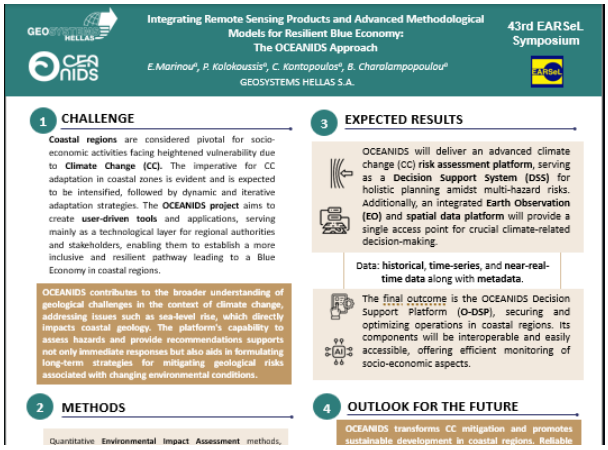


European Geosciences Union (EGU) General Assembly 2024 April 14, 2024

9th Our Ocean Conference March 1, 2024

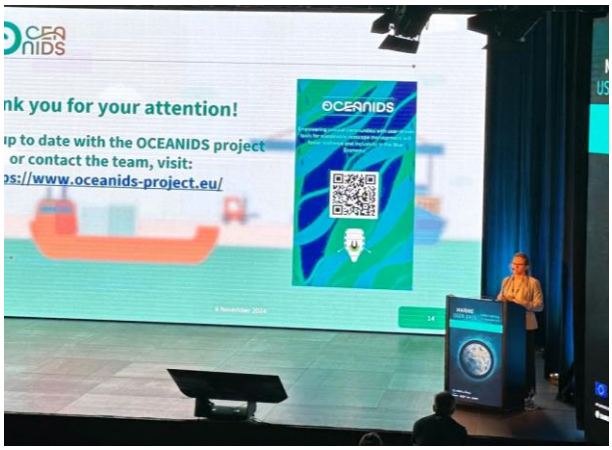
NextOcean Showcase event, April 23, 2024

EXPANDEO June 12, 2024



43rd EARSeL Symposium June 17, 2024

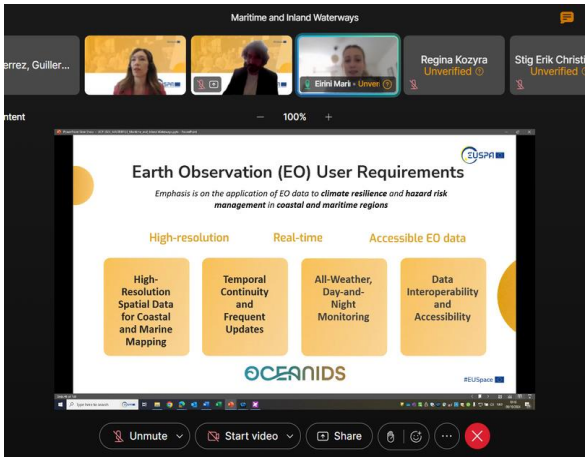
PETRA Conference June 26, 2024



Marine User Days November 5th, 2024

35th International Geographical Congress August 28, 2024

18th Plinius Conference on Mediterranean Risks October 3, 2024



EUSPA – EU Agency for the Space Programme User Consultation Platform event October 8, 2024

Smart Smart City Expo World Congress November 5th, 2024

HARMONIA Final event April 19, 2024

European Ocean Days March 5th, 2025

AQUATECH AMSTERDAM March 9-12th, 2025

Smart Ocean: International Conference on Maritime Innovation and Sustainability March 14th, 2025

BlueGreen Governance Workshop: Land-sea Governance in Macaronesia March 27-28h, 2025

BEYOND Expo April 4-6th, 2025

GEO Global Forum 2025 05-09 May 25

Through both targeted in-house events and proactive external engagement, the OCEANIDS project has reinforced its visibility, strengthened stakeholder networks, and positioned itself as a credible actor contributing to the future of inclusive, climate-informed coastal governance.

9.3 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:[4]

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

[4] ***Grant Agreement No. 101112919***, *Annex 5, Article 17*

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

Table 6. Journals for publications

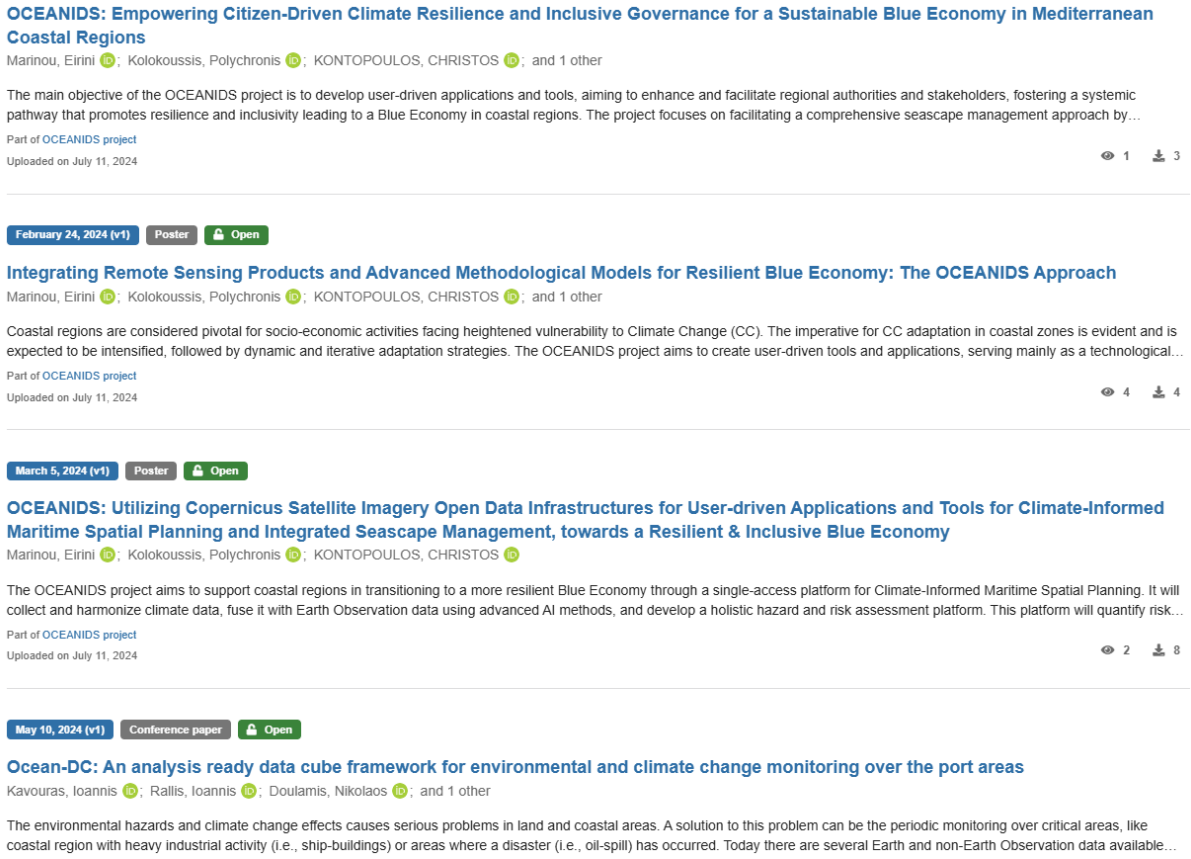
Name	Link to Journal
Sustainable Cities and Society	https://www.sciencedirect.com/browse/journals-and-books
Remote Sensing	https://www.tandfonline.com/toc/tres20/current
Urban Climate	https://www.sciencedirect.com/journal/urban-climate
Atmospheric Pollution Research	https://www.sciencedirect.com/journal/atmospheric-pollution-research
Remote Sensing of Environment	https://www.sciencedirect.com/journal/remote-sensing-of-environment
Urban Policy and Research	https://www.tandfonline.com/toc/cupr20/current
Air Quality, Atmosphere & Health	https://link.springer.com/journal/11869
Geosciences	https://www.tandfonline.com/toc/cupr20/current
Terra Nova	https://onlinelibrary.wiley.com/journal/13653121
International Journal of Spatial Data Infrastructures Research (IJSDIR)	https://ijsdir.sadl.kuleuven.be/index.php/ijsdir

Results to Date

As of M18, four open-access scientific outputs have been submitted and made publicly available via Zenodo:

1. Empowering Citizen-Driven Climate Resilience and Inclusive Governance for a Sustainable Blue Economy in Mediterranean Coastal Regions
2. Integrating Remote Sensing Products and Advanced Methodological Models for Resilient Blue Economy: The OCEANIDS Approach
3. Utilizing Copernicus Satellite Imagery and Open Data Infrastructures for Climate-Informed Maritime Spatial Planning and Integrated Seascape Management
4. Ocean-DC: An Analysis Ready Data Cube Framework for Environmental and Climate Change Monitoring Over the Port Areas

Dissemination has taken place through recognised scientific repositories and research dissemination platforms, helping to broaden access beyond traditional academic journals and fostering interdisciplinary dialogue.



OCEANIDS: Empowering Citizen-Driven Climate Resilience and Inclusive Governance for a Sustainable Blue Economy in Mediterranean Coastal Regions

Marinou, Eirini; Kolokoussis, Polychronis; KONTOPOULOS, CHRISTOS; and 1 other

The main objective of the OCEANIDS project is to develop user-driven applications and tools, aiming to enhance and facilitate regional authorities and stakeholders, fostering a systemic pathway that promotes resilience and inclusivity leading to a Blue Economy in coastal regions. The project focuses on facilitating a comprehensive seascape management approach by…

Part of OCEANIDS project

Uploaded on July 11, 2024

1 3

February 24, 2024 (v1) Poster Open

Integrating Remote Sensing Products and Advanced Methodological Models for Resilient Blue Economy: The OCEANIDS Approach

Marinou, Eirini; Kolokoussis, Polychronis; KONTOPOULOS, CHRISTOS; and 1 other

Coastal regions are considered pivotal for socio-economic activities facing heightened vulnerability to Climate Change (CC). The imperative for CC adaptation in coastal zones is evident and is expected to be intensified, followed by dynamic and iterative adaptation strategies. The OCEANIDS project aims to create user-driven tools and applications, serving mainly as a technological…

Part of OCEANIDS project

Uploaded on July 11, 2024

4 4

March 5, 2024 (v1) Poster Open

OCEANIDS: Utilizing Copernicus Satellite Imagery Open Data Infrastructures for User-driven Applications and Tools for Climate-Informed Maritime Spatial Planning and Integrated Seascape Management, towards a Resilient & Inclusive Blue Economy

Marinou, Eirini; Kolokoussis, Polychronis; KONTOPOULOS, CHRISTOS

The OCEANIDS project aims to support coastal regions in transitioning to a more resilient Blue Economy through a single-access platform for Climate-Informed Maritime Spatial Planning. It will collect and harmonize climate data, fuse it with Earth Observation data using advanced AI methods, and develop a holistic hazard and risk assessment platform. This platform will quantify risk…

Part of OCEANIDS project

Uploaded on July 11, 2024

2 8

May 10, 2024 (v1) Conference paper Open

Ocean-DC: An analysis ready data cube framework for environmental and climate change monitoring over the port areas

Kavouras, Ioannis; Rallis, Ioannis; Doulamis, Nikolaos; and 1 other

The environmental hazards and climate change effects causes serious problems in land and coastal areas. A solution to this problem can be the periodic monitoring over critical areas, like coastal region with heavy industrial activity (i.e., ship-buildings) or areas where a disaster (i.e., oil-spill) has occurred. Today there are several Earth and non-Earth Observation data available…

9.4 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 31**). 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.

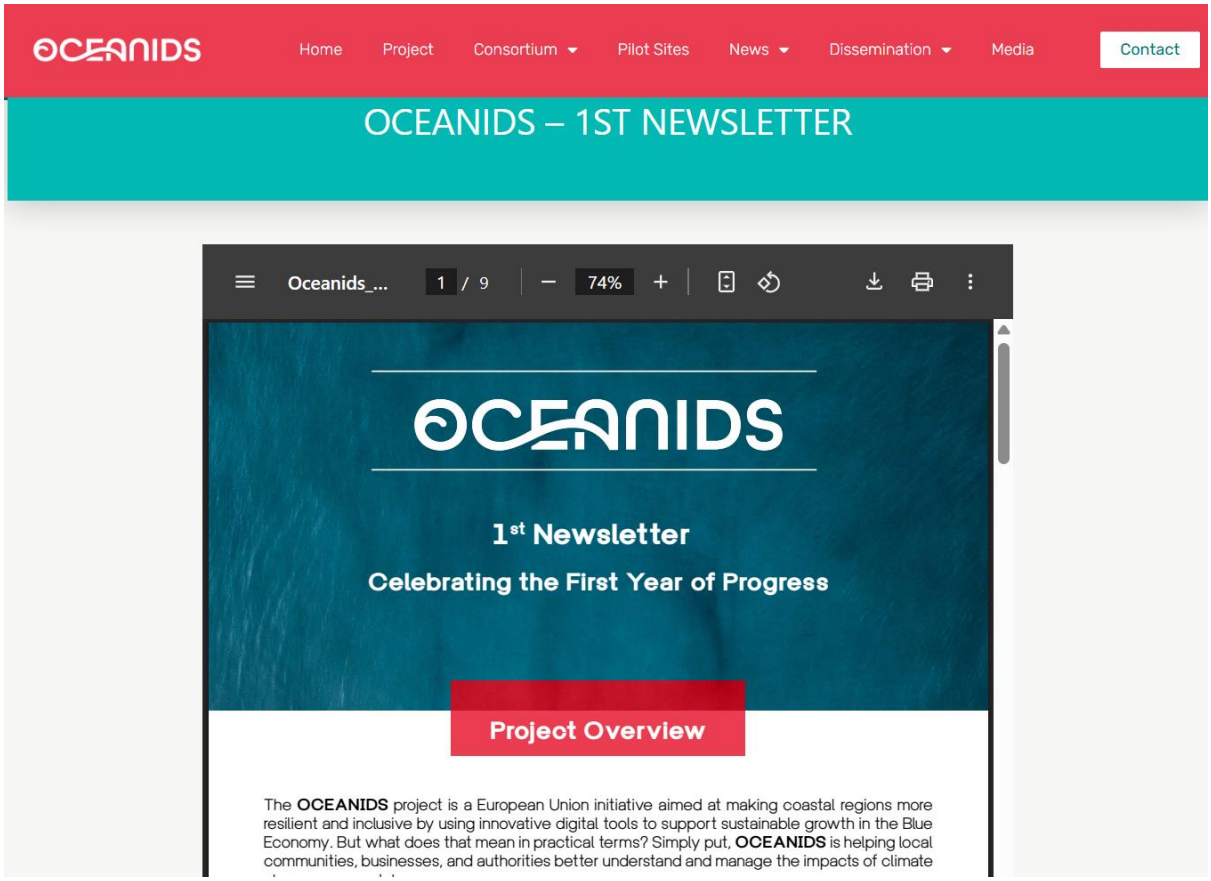


Figure 38. OCEANIDS 1st Newsletter uploaded on the project website

10. 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**.*

11. Monitoring Dissemination and Communication

Key Performance Indicators (KPIs), presented in **Table 7**, remain a central element of the OCEANIDS communication and dissemination strategy. They provide a structured framework for assessing the effectiveness, reach, and impact of the project's outreach efforts over time. By tracking KPIs, the consortium is able to monitor progress against strategic objectives, evaluate the performance of tools and channels used, and adjust the communication approach based on real-time evidence.

A comprehensive set of KPIs was initially defined during the proposal stage and spans several key areas, including website traffic, social media engagement, stakeholder events, scientific publications, media production, and outreach materials. These indicators have been periodically reviewed and refined to reflect the evolving nature of the project and its outputs.

During the first half of the project (up to M18), communication and dissemination performance has shown strong results across most indicators. In particular, the project has exceeded expectations in web traffic, social media impressions, and video production, demonstrating successful engagement with target audiences across digital platforms.

The performance of each KPI as of Month 18 is detailed in **Table 7** below.

Table 7. Key Performance Indicators

Measure	Indicators	Target	Means of verification	Results at M18
OCEANIDS Website	# of unique visitors	2000+ by **M32**	Google official metrics/reports	**2,400 unique visitors** – *KPI exceeded*
Social networks	Web analytics Number of impressions on X, LinkedIn, and YouTube	Up to 5000 by **M32**	Official metrics/reports by the relevant social media	**70,253 impressions** – *KPI exceeded*
OCEANIDS Workshops	# of workshops and # of participants	One Workshop by **M31**	Proceedings & Media Coverage	1 workshop held (Antwerp), ~80 participants
Videos	# of videos published on the project's YouTube channel and average number of views	Up to 10 to be released in **M31**	Videos & Media Coverage	**14 videos published** – *KPI exceeded*
Scientific publications	# of peer-reviewed papers/articles	Up to 10	The publications	2 (4 confirmed) – KPI pending
Posters/Roll-up	# of posters produced	Two [2] in **M16, M32**	The original posters	2 KPI met
High-level materials for policymakers	# of sets (mission statement, slide deck, brochure)	Two [2] the **last two years** of the project	Targeted meetings-Proceedings & media material	**0 sets completed** – *materials in preparation for delivery in final project phase*

Throughout this period, the KPI monitoring process has been overseen by the WP6 leader with input from communication, technical, and content-producing partners. Data has been collected via official sources such as Google Analytics, social media dashboards, and event documentation, ensuring reliable reporting.

These results demonstrate that OCEANIDS is well on track to meet or exceed its outreach targets by the end of the project. The next reporting phase will revisit these indicators to provide final outcomes and highlight how communication and dissemination have contributed to visibility, engagement, and support for exploitation and stakeholder uptake.

12. Synergies Between Communication, Dissemination, Exploitation, and Stakeholder Engagement

Deliverable D6.5 – *Communication, Dissemination and Exploitation Report (version 1)* focuses on the **results** of activities implemented during the first half of the project. While each area—communication, dissemination, exploitation, and stakeholder engagement—has specific objectives, they are deeply interconnected and collectively form the outreach backbone of OCEANIDS.

The **exploitation activities** reported here build on the framework established in Deliverable D6.9 – *Exploitation Strategy (version 1)*. This included the identification of Key Exploitable Results (KERs), preliminary market research, mapping of user segments, and the first steps toward IPR and business planning. These efforts have been carried out in parallel with communication and dissemination actions to ensure coherent messaging and alignment with stakeholder needs and future market opportunities.

At the same time, **stakeholder engagement**, guided by Deliverable D2.1 – *Stakeholder Engagement Plan*, has played a critical role in supporting both communication and exploitation. Through direct engagement with key actors from academia, industry, policy, and civil society, the project has gathered valuable insights, encouraged participation, and strengthened the relevance of its outputs.

The coordinated implementation of these workstreams has resulted in:

- **Enhanced visibility** of OCEANIDS tools, services, and progress across diverse audiences;
- **Early exposure and interest** in KERs through presentations, events, and digital outreach;
- **Active involvement of stakeholders** who may serve as future adopters, contributors, or amplifiers;
- **Feedback loops** that have informed communication approaches and exploitation planning.

This integrated approach has ensured that dissemination activities were not only informative but also strategically positioned to support uptake and long-term impact. Communication tools and messaging have been used to attract attention, explain value, and establish the groundwork for exploitation, while stakeholder engagement has provided the critical link to real-world relevance and demand.

In summary, Deliverable D6.5 highlights how the alignment of communication, dissemination, exploitation, and stakeholder engagement has reinforced OCEANIDS' mission. By ensuring consistent outreach and meaningful participation, the project has created a strong foundation for future result uptake and stakeholder-driven sustainability.

13. Exploitation Activities and Preliminary Results

To ensure sustainable impact and long-term visibility of project outcomes, OCEANIDS is actively engaging with a suite of European exploitation tools. These activities are embedded within Work Package 6 (WP6), particularly Task 6.3, and are aligned with both mandatory Horizon Europe requirements and additional opportunities that extend beyond the project's duration. The overarching goal is to position Key Exploitable Results (KERs) for future uptake by public authorities, industry actors, and institutional stakeholders.

13.1 Horizon Results Platform (HRP)

OCEANIDS will publish its main exploitable outcomes—including the Earth Observation Platform (EO-P) and the Decision Support Platform (O-DSP)—on the European Commission's Horizon Results Platform (HRP). As the EU's official matchmaking tool for showcasing research results, HRP provides a strategic channel to engage potential adopters, investors, and policy-makers.

To support this process, a dedicated exploitation brochure is under development. This material will present the technical readiness levels, user benefits, and application models of OCEANIDS' solutions. The brochure will be made available in digital format and disseminated at key stakeholder events, exhibitions, and policy roundtables to promote the project's visibility and relevance.

13.2 Horizon Results Booster (HRB)

OCEANIDS is currently benefiting from tailored support under the Horizon Results Booster (HRB), an initiative designed to strengthen the exploitation capacity of EU-funded projects. Following an introductory consultation and assignment of a dedicated EU expert, the project has entered the Go-To-Market (G2M) support stream (**Figure 39 and 40**).

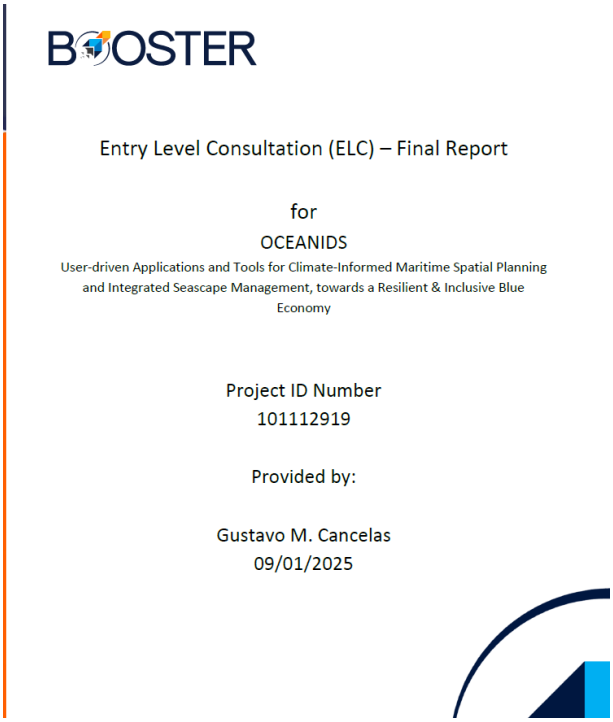


Figure 39. Horizon Results Booster – Entry Level Consultation (ELC)

Figure 40. Horizon Results Booster – Introductory Call for OCEANIDS

This structured service offering includes:

- Co-creation workshops to define the Unique Value Proposition (UVP) for each KER;
- Market analysis, risk assessment, and stakeholder mapping;
- Exploitation strategy coaching and business modelling;
- Dedicated guidance on drafting Horizon Results Platform entries.

These activities were launched following an Entry Level Consultation (ELC) in January 2025. The first two KERs—EO-P and O-DSP—were reviewed, and a Service Roadmap was defined to guide their market preparation.

13.3 Readiness Level Assessment

Initial assessments have indicated that the project's core technologies are on track to reach Technology Readiness Level (TRL) 7 by the end of the project. Preliminary business canvases have been developed, and exploitation coordination is led by GEOSYSTEMS Hellas (GSH). Continued validation with user communities and early adopters is scheduled for the upcoming implementation period, aligned with the Horizon Results Booster timeline.

13.4 Additional EU Ecosystem Tools

To maximise the long-term uptake of project outputs, OCEANIDS is also exploring complementary European exploitation and innovation support mechanisms, including:

- **InvestEU Portal** for investor matchmaking;
- **Innovation Radar** for visibility within the EU innovation landscape;
- **Enterprise Europe Network (EEN)** for support with international business development;
- **EIC Accelerator, EIC Transition, and Eurostars** for potential post-project funding;
- **Scalable Cities Initiative, LIFE Programme, and EIT Climate-KIC** for downstream integration of OCEANIDS tools within urban climate resilience initiatives.

By systematically leveraging EU exploitation services and platforms, OCEANIDS is creating a clear trajectory for its technologies to progress beyond the demonstration phase and into real-world deployment. These efforts are reinforced by ongoing stakeholder engagement, strategic communication, and alignment with complementary EU innovation and funding instruments—ensuring a stronger legacy and broader impact for project results beyond M32.

14. Conclusion

This first version of **Deliverable D6.5 – Communication, Dissemination and Exploitation Report** provides a consolidated overview of the strategic outreach activities conducted during the first 18 months of the OCEANIDS project. It captures how communication, dissemination, stakeholder engagement, and exploitation have evolved in coordination—moving from foundational awareness to early validation, market preparation, and strategic alignment with end users and policy agendas.

Communication and dissemination efforts—led by METIS Baltic and supported by the full consortium—have built strong visibility across LinkedIn, YouTube, Bluesky, and institutional networks. Analytics-driven scheduling, sentiment monitoring, and campaign planning have ensured audience-specific outreach, while the website and branded content have reinforced a consistent project identity. OCEANIDS has already exceeded key performance indicators in terms of web traffic, social media impressions, and video content delivery.

Stakeholder engagement activities, structured around five activity types defined in D2.1, have reached a wide variety of actors including municipalities, port authorities, researchers, and citizens. The creation of a permanent Focus Group, successful delivery of targeted webinars, and the high-impact **March 2025 workshop in Antwerp** have collectively fostered co-creation, knowledge exchange, and regional ownership of project outcomes.

Meanwhile, exploitation activities have moved from strategic groundwork to actionable planning. The identification of **Key Exploitable Results (KERs)**, participation in the **Horizon Results Booster**, and alignment with IP protection and value proposition design mark significant progress toward ensuring sustainability and post-project uptake. Feedback from stakeholders is actively informing service refinement, and visibility on EU platforms such as the Horizon Results Platform and Innovation Radar is underway.

Crucially, the consortium's cross-functional collaboration has ensured that communication is not just informative—but integrated, stakeholder-driven, and impact-focused. WP6 has acted as a connector across technical, policy, and societal dimensions of the project, helping to shape narratives that reflect both innovation and inclusivity.

Looking ahead, the foundations established in this first implementation phase will enable a transition to intensified engagement, result amplification, and strategic legacy planning. The upcoming period will focus on deepening stakeholder relationships, preparing final communication assets, and accelerating the exploitation of OCEANIDS tools and services to support a resilient and inclusive Blue Economy in Europe and beyond.

END OF DOCUMENT