



Responsive hub for long term governance to destress the Mediterranean Sea from chemical pollution (RHE-MEDIATION)

D7.1 – Dissemination and Communication Strategy Report

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LIST OF CONTENTS

LIST OF CONTENTS.....	3
LIST OF FIGURES.....	4
LIST OF TABLES	5
LIST OF ACRONYMS AND ABBREVIATIONS	5
APPLICABLE DOCUMENTS	6
EXECUTIVE SUMMARY.....	7
1 INTRODUCTION	8
1.1 Identification of the Document and its Structure.....	8
2 COMMUNICATION, DISSEMINATION AND EXPLOITATION STRATEGY.....	9
2.1 Communication strategy	10
2.1.1 Objectives of the Communication strategy	10
2.1.2 Target Audiences and Targeted key Messages	11
2.1.3 Contents for Communication.....	14
2.1.4 Communication channels and tools	14
2.2 Dissemination strategy	15
2.2.1 Objectives of the dissemination strategy	15
2.2.2 Target Audiences and Targeted key Messages	15
2.2.3 Contents for Dissemination	17
2.2.4 Dissemination channels and tools	17
2.3 Strategy for Exploitation and management of Intellectual Property	18
3 COMMUNICATION, DISSEMINATION AND EXPLOITATION PLANS	19
3.1 Communication plan	19
3.2 Dissemination plan.....	19
3.3 Exploitation plan.....	19
4 COMMUNICATION AND DISSEMINATION ACTIVITIES IN RHE-MEDIATION	20
4.1 Brand Identity related.....	20
4.1.1 Project Logo	20
4.1.2 Project templates.....	21
4.2 Overview of Communication and Dissemination channels and tools.....	22
4.2.1 Project leaflet, poster, and roll-ups.....	23
1.1.1 Project website	26
4.2.2 Social media.....	26

4.2.3	Newsletter	29
4.2.4	Project video	29
4.2.5	Press Releases.....	29
4.2.6	Workshops	29
4.2.7	Scientific publication.....	30
4.2.8	Scientific conferences, exhibitions.....	30
4.2.9	Project technical e-publications.....	30
4.2.10	Collaboration with other relevant innovation projects	31
4.2.11	Dissemination of milestones and deliverables	31
5	MISSION OCEAN AND WATERS COMMUNICATION AND DISSEMINATION CHANNELS AND TOOLS.....	32
5.1	The Mission Ocean and Waters Communication Toolkit.....	32
5.1.1	The Mission Ocean and Waters Communication Highlights.....	32
5.2	Charter Actions and Interactive tools.....	33
6	KEY PERFORMANCE INDICATORS FOR COMMUNICATION AND DISSEMINATION	34
7	CONCLUSIONS.....	36
	REFERENCES.....	37
	ANNEX A: COMMUNICATION, DISSEMINATION AND EXPLOITATION PLANS.....	38
	ANNEX B: COMMUNICATION ACTIVITIES	41
	ANNEX C: DISSEMINATION ACTIVITIES	51

LIST OF FIGURES

Figure 1: Timing of Communication, Dissemination and Exploitation activities in RHE-MEDIATION and the different Target Audiences.....	9
Figure 2 : The project Logo with colour palette and font chosen.	21
Figure 3 : RHE-MEDIATION templates; A) Presentation slide template and B) Templates for Deliverables and Minutes.....	22
Figure 4 : Project Leaflet, Left: front and Right: back	24
Figure 5 :The main (General) Project Poster.	25
Figure 6 : The RHE-MEDIATION project website homepage.....	26
Figure 7 : RHE-MEDIATION project LinkedIn page front view.	27
Figure 8 : RHE-MEDIATION project X (formerly Twitter) page, front view.	28
Figure 9: RHE-MEDIATION project's Youtube channel.	28

Figure 10 : Typical communication material summarizing key takeaways from the first stakeholders workshops..... 30

LIST OF TABLES

Table 1 : Target audience for Communication activitis in the RHE-MEDIation project.....	12
Table 2 : Communication channels per target audience.....	14
Table 3 : Target audience for Dissemination activity in the RHE-MEDIation project	15
Table 4 : Dissemination channels and tools per target audience.	17
Table 5 : KPIs for the RHE-MEDIation project.	34
Table 6: Communication plan for the project and after project period.	38
Table 7 : Dissemination plan for the project and after project period.	39
Table 8: Exploitation plan for the project.	40
Table 9 : The social media accounts and websites of partners in the project.....	41
Table 10 : Access to existing networks of partners that may be used to increase RHE-MEDIation message visibility.	43
Table 11 : Table format to present Digital activities within RHE-MEDIation project.	47
Table 12: Relevant hashtag and websites of the Mission Ocean and waters and the BlueMissionMed CSA. .	50
Table 13 : Table format to present project dissemination activity.	51
Table 14 : Table format to present Publications within RHE-MEDIation project.	57
Table 15 : List of Workshops performed or planned in RHE-MEDIation project.	58

LIST OF ACRONYMS AND ABBREVIATIONS

C&D	Communication and Dissemination
CDE	Communication, Dissemination and Exploitation
CSA	Coordinate Support Action
EC	European Commission
EU	European Union
HE	Horizon Europe
IA	Innovation Action
KPI	Key performance Indicator
IPR	Intellectual Property Rights
LH	Lighthouse
PMT	Project Management Team
RTD	Research Technology Development
WP	Work Package

APPLICABLE DOCUMENTS

- [AD1] European Commission, Directorate-General for Research & Innovation, Grant Agreement Number 101113045 The RHE-MEDIATION project, 2023
- [AD2] RHE-MEDIATION Consortium Agreement, version 1.0

EXECUTIVE SUMMARY

This document outlines the Communication, Dissemination, and Exploitation (CDE) strategy and high-level plan for the RHE-MEDIATION project, including three years post-project completion. Ensuring that all CDE materials align with the MISSION narrative and adhere to the guidelines set forth by the Mission Ocean and Waters Communication Collaborative Group, the CDE strategy delineates the objectives, target audiences, key messages, and the tools and channels to be utilized. Additionally, the Annexes include a series of tables that showcase the high-level CDE plan along with UpToDate communication and dissemination activities in the project. The latter tables show both executed and forthcoming activities and will be regularly updated to be finally incorporated in deliverables: D7.2 – 'Exploitation Activity & IPR Management Report' and D7.3 – 'Dissemination and Communication, and Awareness Raising Activity Report' which will be submitted by the project end ensuring a comprehensive account of the CDE strategy's implementation and outcomes.

1 INTRODUCTION

This report has been produced as part of Task 7.1 (WP7) activities under the RHE-MEDIATION contract [AD1]. It outlines the Communication, Dissemination, and Exploitation (CDE) Strategy and high-level plan for the RHE-MEDIATION project, which will be implemented during and for three years following the project's completion. In line with European Commission (EC) best practices, this document delineates the project's objectives regarding Communication, Dissemination, and Exploitation activities. It identifies target stakeholders and key messages, selects appropriate Communication and Dissemination tools and channels, details responsibilities and resources, and highlights Key Performance Indicators (KPIs) to ensure effective knowledge management and impact measurement throughout the project's progression.

The inclusion of an Exploitation Strategy and a high-level plan for CDE in this report is crucial, as documentation of these activities at a Deliverable-level occurs at the project's conclusion. Thus, this deliverable and in particular, the tables in the Annexes, will serve as a dynamic document that will be continually updated, contributing to the Exploitation Activity and IPR Management Report (D7.2) and the Dissemination and Communication, and Awareness Raising Activity Report (D7.3).

A key aspect of the CDE strategy and plan is to increase the degree of participation by partners in the different activities. Their involvement aims to foster awareness and facilitate the transfer of results for maximum impact, including potential commercialization across different communities and countries. To support these efforts, a portfolio of resources will be developed and regularly updated under WP7 to ensure cost-effectiveness and achieve the maximum impact.

Additionally, the CDE strategy and plan would serve as a foundational support for the Project Management Team (PMT), committing to regular assessments and updates in line with the project's development.

The CDE strategy is also carefully designed to ensure that all communication materials align with the Mission Ocean and Waters Narrative. It guides RHE-MEDIATION partners in delivering targeted messages to specific audiences and emphasizes the importance of integrating this information into their communication initiatives.

1.1 Identification of the Document and its Structure

The present document is identified as Deliverable D7.1, 'Dissemination and Communication Strategy Report,' that is in line with RHE-MEDIATION's Contracts [AD1] [AD2]. It's organized in the following way:

Chapter 1 introduces the content and structure of the deliverable.

Chapter 2 briefly discusses the CDE strategy of RHE-MEDIATION.

Chapter 3 aligning with the CDE strategy of Chapter 2, presents the high-level CDE plan of RHE-MEDIATION.

Chapter 4 gives an overview of the Communication and Dissemination activities within RHE-MEDIATION.

Chapter 5 connects Chapter 4 to the Mission Ocean and Waters Communication and Dissemination channels and tools.

Chapter 6 outlines the KPIs of RHE-MEDIATION and presents its current status.

Chapter 7 encapsulates the Conclusions of the document.

2 COMMUNICATION, DISSEMINATION AND EXPLOITATION STRATEGY

The Communication, Dissemination, and Exploitation (CDE) strategy is pivotal to the RHE-MEDIATION project, laying the groundwork for building the CDE plan. This strategy encompasses identifying key target audiences, crafting essential messages, and selecting the most effective tools and channels for engagement.

The communication strategy is designed to inform stakeholders and the broader community about the project's activities, showcasing its utility and benefits through various mediums. Conversely, the Dissemination strategy focuses on sharing project results beyond exploitation activities, employing suitable tools and channels to reach a wider audience. The Exploitation strategy, meanwhile, aims to leverage the project's findings in further research, innovation, and commercial activities, including the development and marketing of new products or processes.

In this regard, this chapter presents a cohesive strategy across these themes, involving the WP Leader, the PMT, and project partners. This collaborative approach is vital for the effective transfer of knowledge assets, project outputs, and their potential commercialization to targeted beneficiaries. Moreover, it ensures that all CDE materials align with the MISSION narrative and adhere to the guidelines set forth by the Mission Ocean and Waters Communication Collaborative Group, the BlueMissionMed CSA, PREP4BLUE CSA, and the Mission Implementation support Platform.

Project partners play a crucial role in disseminating project achievements both locally and internationally. Their responsibilities include leveraging personal contacts and networks, contributing to project-related social media content, actively participating in relevant events, publishing to promote the project and its results, and exploring opportunities for the commercialization of project outcomes.

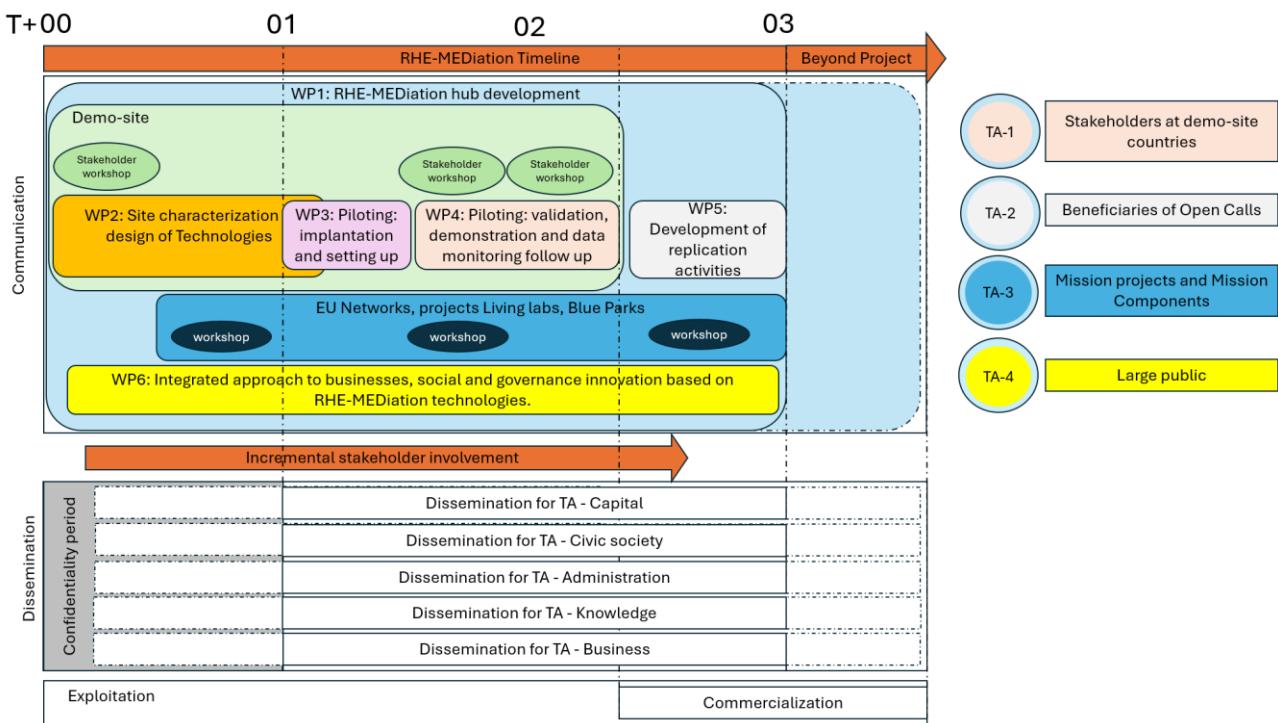


Figure 1: Timing of Communication, Dissemination and Exploitation activities in RHE-MEDIATION and the different Target Audiences.

Figure 1 provides a schematization of the RHE-MEDIATION CDE strategy that will be detailed in subsequent Chapters. The diagram illustrates the interconnectivity and dependency of each strategy on one another, on time and on project activities.

Communication Strategy:

- The figure uses color-coding to differentiate between various WPs and their relationship to each other, as well as their timing within the project's Gantt chart.
- WP1 is central to the project's hub ecosystem and interfaces with all other audiences across WP2 to WP6.
- The stakeholders in the demo-site countries are marked in green. They include those targeted in WP1 and WP4, and to a lesser extent, WP2 and WP3 (Lesser, because their primarily goal is the design, validation, and installation of RHE-MEDIATION technology solutions on-site.)
- The light gray color emphasizes the target audiences associated with the replication sites (WP5), while the dark blue color represents those target audiences related to Mission projects and components.
- Audiences under WP6, which integrates approaches to businesses, social, and governance innovation based on the project's technologies, are marked with yellow.
- Positioned on the right side of the diagram, the target audiences (TA-1 to TA-4) for the communication activities are represented with colours referring to how WPs are depicted in Figure 1.

Dissemination Strategy:

- The strategy is depicted as a timeline, mainly starting from the very end of WP2 and spanning to the project end, with an arrow pointing beyond the project to indicate dissemination efforts will continue after project end.
- The confidentiality period is designated as the initial months preceding the start of WP3 activities. During this time, dissemination activities will be conducted at a minimal pace, represented by broken boxes, with the primary focus on raising awareness.
- Following the confidentiality period till the project end, dissemination activities will be performed intensively targeting specialized audiences represented by the pent-helix model (refer to D1.1). The intent of the dissemination activities in these periods are categorized as inform, interact, and promote.
- Post-project dissemination will extend till three years beyond the project's conclusion.

Exploitation Strategy:

- This strategy kicks in post-WP4, which focuses on the demonstration phase of the project.
- The exploitation phase is shown to overlap with the latter stages of the dissemination strategy, indicating the ultimate goal of translating project results into marketable products or services.

2.1 Communication strategy

2.1.1 Objectives of the Communication strategy

The main objectives of the communication strategy are:

- Elevate awareness of the project's activities, demonstration sites, and related events.
- Enhance understanding of the Mission's objectives, activities, and tools.

- Encourage stakeholder engagement with the project's calls for Associated Regions.
- Identify and utilize effective communication channels to engage all target groups and key stakeholders. This includes participating in events, leveraging social media networks, distributing newsletters, issuing press releases, and collaborating with multiplier organizations to disseminate the latest project news and developments.
- Ensure the project achieves maximum visibility among target audiences by conveying clear and impactful key messages.

2.1.2 Target Audiences and Targeted key Messages

The target audience classification employed in the Communication strategy aligns with that outlined in the Grant agreement [AD1]. However, considering RHE-MEDIATION is an innovation action Lighthouse, its target audiences have been broadened.

RHE-MEDIATION aims to engage audiences beyond the demonstration sites and associated countries. The initiative seeks to make the nature-based solutions and technologies showcased by the project applicable globally, especially in regions where the remediation of HOT SPOTS is critically important.

The communication messages will be transversal throughout the project, tailored to the project's target audience. In this context, four main target audiences have been identified, as illustrated in *Figure 1*: stakeholders in the demo site countries (WP1 (partially), WP4), beneficiaries of Open Calls (WP5), Mission projects and components (WP1 (partially)), and the Large public (WP1 (partially), WP6).

Target audience One: Stakeholders in demo-site countries are integral to the RHE-MEDIATION project, as outlined in D 1.1. They span the Penta-Helix model's spectrum, encompassing Capital owners, Businesses, Administrative bodies, Civic societies, and Institutions of Knowledge. The communication strategy tailored for them aims to amplify awareness of technologies used in the project for water pollution reduction, to highlight opportunities for scaling these innovations within their locales and empowering citizens to address HOT SPOTS.

Target audience Two: Public authorities in Associated Regions are pivotal for replicating the project's solutions. The RHE-MEDIATION project endeavors to inspire Authorities in these regions to take on the financial support provided for third parties under the project and test the applicability of the remediation technologies demonstrated by the project locally for improved environmental outcomes. Moreover, the communication towards this audience emphasizes on building lasting collaborations.

Target audience Three: Mission-related entities, including LH projects and CSAs, are the third target audience. The project's communication aims to foster alliances and the exchange of knowledge, intending to significantly influence the Mediterranean basin. The strategy promotes collaborative efforts for mitigating chemical pollution and enhancing project visibility across the Mission's network.

Target audience Four: The broader public is the furthest target audience as per to communication in RHE-MEDIATION. Communication efforts are expected to be high-level and are aimed at raising awareness of the Mission's objectives and the project's potential impact. Interest from this audience will be nurtured similarly to the first target audience, emphasizing the relevance of the RHE-MEDIATION project's outcomes for global HOT SPOTS.

Target audience for communication activity in the RHE-MEDIATION project are further explained in *Table 1*.

Table 1 : Target audience for Communication activitis in the RHE-MEDIATION project

Target Audiences	Type of Stakeholder	Detail	Aim of the Message
Stakeholders at demo site countries.	<p>Those stakeholders represented in the Penta helix model (D1.1) and at country levels where the projects are:</p> <ul style="list-style-type: none"> • Capital • Business • Knowledge • Civic Society • Administration 	<ul style="list-style-type: none"> • Multistakeholder at regional and national level • Academics and Scientists • Professional experts, associations, consulting companies • Policymakers at local, regional, national levels • Authorities at local, regional, national levels • Business/Industry: Business owners and Industry stakeholders that generate wastewater and/or are impacted by the presence of HOT SPOTS. • Public and Private funders: those responsible for the administration of national and regional funding, Private funders (venture capitalists, companies, banks, philanthropists, and foundations), Water and Wastewater treatment plant owners etc. • Citizens and civic society: Members of the public, especially those from coastal and/or riparian communities, Citizen Engagement Networks focusing on seas/oceans and freshwater (Ocean Literacy Networks, Living laboratories, etc.) 	<ul style="list-style-type: none"> • To raise awareness about the project's pilot remediation solutions and to encourage the formation of new partnerships to support the replication and deployment of these solutions. • Empower citizens on matters related to HOT SPOT RHE-MEDIATION. • To engage stakeholders and gather valuable feedback that can be used to enhance the project's growth. • To encourage further outcomes in new initiatives.

Beneficiaries of Open Calls	Public authorities from state to local level in the Associated Regions, excluding project partner countries.	<ul style="list-style-type: none"> • Public authorities (Local, state) as Cities, Municipalities, Ports, etc 	<ul style="list-style-type: none"> • Inspire and inform actors in the associated regions to apply for financial support for third parties which will empower them to develop tailored plans for addressing HOT SPOTS by adapting the project's solutions to their local contexts. • Promotes the establishment of new partnerships for successful replication and deployment of the project's solutions. • Ensure the project has maximum visibility and encourages further outcomes in new initiatives.
Mission projects and Mission Components	Projects, LH (IA and CSA), EU Networks, Living Labs, Blue Parks, the Mission, EC	<ul style="list-style-type: none"> • BlueMissionMed CSA • Prep4Blue • REMEDIES • SeaClear2.0 • Mission Implementation Platform • BlueMissionMed National/Regional HUBs Mission Secretariat 	<ul style="list-style-type: none"> • Promote alliances, collaborations, knowledge, and data exchange for a wider and far-reaching action to restore our Oceans and water, particularly as a Mediterranean Lighthouse project to have the Mediterranean Sea free from chemical pollution. • To ensure maximum visibility of the project • To encourage further outcomes in new initiatives
Large public	Stakeholders are represented by a Penta-helix model, similar to the one adopted in Target audience 1. However, in terms of communication, they are distant, making direct engagement with them challenging.	The stakeholder composition is similar to Target audience one but, stakeholders in this target group are outside demo-site countries.	<ul style="list-style-type: none"> • Increase awareness about the Mission objectives, the Mission Charter, and the RHE-MEDIATION project's outcomes. • Seeks to promote an emotional connection and involvement of citizens for the implementation of the project's initiatives. • To encourage further outcomes in new initiatives

2.1.3 Contents for Communication

Communication messages will be carefully crafted to enhance awareness of the project and its outcomes. We will actively broadcast the implementation of project activities and the opportunities available to stakeholders. The specific messages directed at the various target audiences, as detailed in *Table 1*, will be adapted to align with the evolving timeline, phases, and activities of the project. Close collaboration between project partners and the PMT is anticipated to ensure seamless preparation of content for communication purposes.

2.1.4 Communication channels and tools

RHE-MEDIATION employs a variety of communication channels to effectively convey key messages to its target audiences. The selection of a channel is strategically based on the message content, the intended audience, and the desired outcome. The consortium prioritizes targeted communication, which is essential for reaching different audiences and expediting the achievement of the project's objectives.

All partners within the project are integral to our communication strategy, acting as amplifiers of our message. A collaborative effort between the consortium and WP7 leader, CNR, is vital to ensure that contributions are meaningful and impactful.

Table 2 links the different communication channels and tools with the Target audiences.

Table 2 : Communication channels per target audience.

Target Audiences	Primary	Secondary	Tertiary
Stakeholders at demo site countries.	Workshops Website Project's social media	Partners website Partners' social media	Newsletters Press release & media Channels of EC and the Mission
Beneficiaries of Open Calls	Website Webinar Project's social media Press release & media EC portal Channels of EC and the Mission	Partners website Partners' social media Other projects website and social media channels	Newsletters
Mission projects and Mission Components	Workshops Website Project's social media	Partners website and social media	Press release & media
Large public	Website Project's social media	Partners website and social media	Press release & media

2.2 Dissemination strategy

The dissemination activities aim to communicate the project's results broadly and effectively to specific target audiences in a timely manner. They are central to spreading the scientific and technological knowledge generated by the RHE-MEDIATION project, ensuring both immediate and enduring impact, which paves the way for the exploitation of project results. Furthermore, the project's dissemination activities will be strategically aligned with communication activities and the protection of Intellectual Property Rights (IPR).

Our targeted audiences are identified according to the Penta-helix model, elaborated in D.1.1. in this regard, *Table 3* provides a detailed list of these groups along with the key messages tailored for the dissemination.

The dissemination strategy followed in RHE-MEDIATION is a four-phase approach consisting of, raising awareness, inform and interact, promote and post-project Dissemination.

2.2.1 Objectives of the dissemination strategy

The dissemination strategy is structured around the key objectives:

- Maximizing project visibility among target audiences through tailored key messages.
- Promptly disseminating scientific and technological knowledge produced by the project to both internal consortium members and external stakeholders.
- Establishing connections with complementary projects and initiatives to facilitate the transfer of knowledge and innovation.
- Engaging target audiences for feedback to validate project results.
- Attracting potential users or clients to support the project's exploitation strategy.
- Fostering additional outcomes and initiatives that may arise from the project's findings.

2.2.2 Target Audiences and Targeted key Messages

Table 3 : Target audience for Dissemination activity in the RHE-MEDIATION project

TARGET AUDIENCES	DETAIL	AIM OF THE MESSAGE
Knowledge <ul style="list-style-type: none"> • Universities • Research and development centers, including national and local laboratories. • Professional experts, associations, consulting companies 	<ul style="list-style-type: none"> • Organizations that advocate knowledge sharing, research, and innovation, as well as aid in identifying potential and developing today's technology, are a source of knowledge with relevant new concepts and theories 	<ul style="list-style-type: none"> • Enhance stakeholders' understanding of preventive measures against sea chemical pollution. • Boost their ability to advance knowledge and develop services. • Promote education, research, and innovation in the fields of water quality, wastewater treatment, environmental protection, and health
Administration <ul style="list-style-type: none"> • Authorities • Policy Makers 	<ul style="list-style-type: none"> • The government acts as a regulator that also carries out planning, implementation, licensing, policies on public innovation, and connect public and private enterprise 	<ul style="list-style-type: none"> • Enhance the understanding among government officials in water and environmental sectors about effective pollution mitigation strategies. Highlight the project's validated remediation opportunities as a viable solution.

		<ul style="list-style-type: none"> Support the development and evolution of standards and norms for preventing and remediating chemical pollution at sea Support the development and evolution of standards and norms for preventing and remediating chemical pollution at sea. Equip policymakers with the knowledge necessary to implement policies that protect the sea from chemical pollution effectively.
Civic societies <ul style="list-style-type: none"> Citizens, Civil society organizations 	<ul style="list-style-type: none"> They are accelerators. They play a role in gathering people with the same interests that are also relevant to the potential development. It also includes NGOs or third sector that is accountable to a community (excluding private lobby groups). Those entities who are directly impacted by the change of water quality in the demonstration sites. 	<ul style="list-style-type: none"> Empowering the civil society role in the decision for the environment health and preserve natural resources. To empower citizens about water quality matters in their environment.
Capital <ul style="list-style-type: none"> Water utilities WWTP owners Public Investor Private Investors Financial Institutions 	<ul style="list-style-type: none"> This includes stakeholders which have resources (land, finance, water, wastewater etc.). They are more risk averse and tends to involve small incremental change 	<ul style="list-style-type: none"> Interested in selling products and services associated with results of the projects. To support the development of new business opportunities around the natural based solutions and the various technologies that will be validated in the project. Refine the technologies validated within the project to be implemented across or considered as options in Water and Wastewater treatment plants
Businesses <ul style="list-style-type: none"> 3rd parties that may use the generated effluent. Financial opportunity developers that generate wastewater. that are impacted by the HOT SPOTS. other businesses 	<ul style="list-style-type: none"> They act as enablers, as entities that carry out business processes in creating added value and maintaining growth. 	<ul style="list-style-type: none"> To inform them about the project will be carried out. To inform the quality of the water being used or produced and its implication to the environment and the wider public. To support the development of new business opportunities around the natural based salutation and the various technologies they will be validated in the project

2.2.3 Contents for Dissemination

Contents of the dissemination are designed to catalyze the specialized audience's engagement with and integration of the project's findings. It delineates specific communications tailored to diverse target groups, as detailed in *Table 3*. These communications will be dynamically updated to reflect the project's ongoing developments and the emergence of novel results. In parallel, a rigorous collaborative framework is established among the project partners and the PMT, ensuring the strategic dissemination of project insights across a variety of channels and platforms, as outlined in *Table 4*.

2.2.4 Dissemination channels and tools

Table 4 : Dissemination channels and tools per target audience.

TARGET AUDIENCES	Primary	Secondary	Tertiary
Knowledge	Deliverables Workshops, Scientific publication, Scientific conferences,	Project technical e-publications, exhibitions, Demonstrations	Website
Administration	Deliverables Workshops, Scientific publication, Scientific conferences,	Project technical e-publications, exhibitions, Demonstrations	Website
Civic societies	Deliverables, Workshops, Scientific publication, Scientific conferences,	Project technical e-publications, exhibitions, Demonstrations	Website
Capital	Deliverables, Workshops, Scientific publication, Scientific conferences,	Project technical e-publications, exhibitions, Demonstrations	Website
Businesses	Deliverables, Workshops, Scientific publication, Scientific conferences,	Project technical e-publications, exhibitions, Demonstrations	Website

2.3 Strategy for Exploitation and management of Intellectual Property

The exploitation strategy is designed to direct the project in utilizing the results obtained for additional research and innovation activities beyond those encompassed by the specific action. In this regard, aspects related to intellectual property management and protection must be an integral part of the strategy.

In this regard, task 7.2 deals with the development and implementation of the strategy for knowledge and intellectual property management and protection. It includes developing common principles and policies on knowledge management and protection stipulating the rules and procedures involving Access to Background, Ownership of Results, Protection and Exploitation of Results, Dissemination of Results, Transfer and Licensing of Results and Access Rights to Results which have been strictly defined in the Consortium agreement [AD2]. Moreover, HCMR, as T7.2 leader, will provide IPR specific support for the consortium and to channel any patent opportunities within RHE-MEDIATION via the Consortium Agreement and will report on the activities under D7.2 – 'Exploitation Activity & IPR Management Report' that will be produced at the project end.

3 COMMUNICATION, DISSEMINATION AND EXPLOITATION PLANS

3.1 Communication plan

Following the communication strategy outlined in Chapter 2, Annex A, *Table 6* presents a comprehensive communication plan for the RHE-MEDIATION project. This plan extends three years beyond the project's completion and includes timelines for major communication activities. It details updates for the project's Newsletter, Leaflet, Brochure, Posters, Roll-ups, and website. Additionally, it outlines periods for newsworthy deliverables and milestones, as well as communication activities related to the call for Final Support for Third Parties (FSTP).

The high-level plan is designed to be a living document, subject to refinement and updates throughout the project, whose implementation and outcomes will be reported in D7.3 – "Dissemination, Communication & Awareness Raising Activity Report".

3.2 Dissemination plan

Following the dissemination strategy outlined in Chapter 2, a comprehensive dissemination plan for the RHE-MEDIATION project is proposed, extending to three years post-project completion. This plan is detailed in Annex A, *Table 7*. Four dissemination phases are envisioned following [AD1], raising awareness, informing and interacting, promoting, and post-project dissemination. For each phase, the minimum number of anticipated workshops/webinars to be organized, conferences/exhibitions to participate in, papers to be published open access, collaborations and synergies that will be created with other projects, and last but not least, contributions to regulatory and EC Directives, are indicated. This high-level plan is intended to be a living document, open to refinement and updates throughout the project and reported as part of D7.3 – "Dissemination, Communication & Awareness Raising Activity Report".

3.3 Exploitation plan

Exploitation routes for the RHE-MEDIATION Key Exploitable Results (KER) will be explored to identify the most appropriate commercialization strategy for reaching the market and ensure the envisioned project effects.

In this regard, following the exploitation strategy of Chapter 2, a high-level exploitation plan, detailing the anticipated routes to exploitation, the exploitable results, the exploitation plan, the time to market and cost of the envisioned products and services is proposed and shared in Annex A, *Table 8*. The high-level plan is designed to be a living document, subject to refinement and updates throughout the project. It is expected that much of the information will be reported under D7.2 – 'Exploitation Activity & IPR Management Report'.

4 COMMUNICATION AND DISSEMINATION ACTIVITIES IN RHE-MEDIATION

This chapter provides a synthesized summary of the C&D channels and tools identified as crucial for conveying key messages to stakeholders and highlighted in Chapter 2, *Table 2* and *Table 4*. Additionally, it offers a comprehensive description of the brand identity, along with the communication and dissemination activities executed and planned in RHE-MEDIATION.

Any communication or dissemination activity related to the project will indicate the following disclaimer (translated into local languages where appropriate):

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

4.1 Brand Identity related

Brand identity encompasses the visible elements of RHE-MEDIATION, with the goal of reinforcing the project's external image and conveying a cohesive image for brand recognition. It facilitates easy recognition of the project, thereby enhancing the success of the communication strategy.

The brand identity effectively communicates the project's messaging and has been developed through an analysis of the project's target audience, goals, and key messages. The RHE-MEDIATION brand identity includes its project logo, document templates, colors, and fonts. All the material also includes the logo of the EU Mission Ocean, as established by the Mission Ocean and Water Toolkit (refer to paragraph 5.1 for more information).

4.1.1 Project Logo

Communication activities will facilitate the spread of developed engineering solutions / technologies /products / services.

Communication activities in general will be aimed at:

- A. promoting the project to various audiences, including groups beyond the project's internal communities to wider Penta helix audiences, comprising the media and the general public,
- B. raising awareness on the addressed topics and findings.

Communication activities will especially be aimed at:

1. creating a brand visual identity and public image;
2. providing up-to-date information about the project;
3. sustaining the diffusion of results to the general public;
4. translating the scientific/technical results into messages for public outreach, comprehensible also by the non-technical general public resulting in formalized support for the uptake of developed technologies.

The logo was designed in the early stages of the project to embody the RHE-MEDIATION concept and vision. Serving as a recognizable visual identity, RHE-MEDIATION's logo is used across all communication materials to maintain a consistent look and feel, ensuring widespread dissemination of the project results.

The logo's colors and design are utilized in all visual materials to appropriately emphasize the project's identity. The color palette and font used for the visual identity are shown in *Figure 2*.



RHE MED Mandatory Plaything - REGULAR

iation Adam - MEDIUM (lo spessore è stato modificato agendo sul vettoriale)



Figure 2 : The project Logo with colour palette and font chosen.

Two different colors, blue and green, have been chosen to design the logo. Blue represents the water, as it is the main theme of the project, while green represents the element of remediation through microalgae and the concept of sustainability. Additionally, a lighthouse is included as the project aims to serve as a guide and model to establish positive long-term practices.

The logo is available in various formats and types:

- In various file formats: .png, .ai
- In full color and negative

4.1.2 Project templates

A set of templates, including report templates and presentation slide templates, has been developed based on the logo design. These include:

- Presentation slide template
- Deliverable template

- Minutes template

A)



B)

<div style="border-bottom: 1px solid black; padding-bottom: 10px;">  <p>Responsive hub for long term governance to destress the Mediterranean Sea from chemical pollution (RHE-MEDIATION)</p> <p>DFR-A - Deliverable title</p> </div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Grant Agreement No.</td> <td style="width: 85%;">101113045</td> </tr> <tr> <td>Specific Work Programme</td> <td>Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy</td> </tr> <tr> <td>Type of Action</td> <td>Innovation Action</td> </tr> <tr> <td>Call identifier</td> <td>HORIZON-MISSION-2022-OCEAN-01-03</td> </tr> <tr> <td>Call topic:</td> <td>Mediterranean Sea basin lighthouse - Actions to prevent, minimize and remediate chemical pollution</td> </tr> <tr> <td>Document title:</td> <td>DFR-A - deliverable title</td> </tr> <tr> <td>Document ID:</td> <td>RHE-MEDIATION-WP7-Partner name-DFR-A-PU/CD_R0.0</td> </tr> <tr> <td>Date:</td> <td></td> </tr> <tr> <td>Issue:</td> <td>0.0</td> </tr> <tr> <td colspan="2" style="text-align: center;">Dissemination level:</td> </tr> <tr> <td>PU</td> <td>Public <input checked="" type="checkbox"/></td> </tr> <tr> <td>RE</td> <td>Restricted to a group identified by the Consortium <input type="checkbox"/></td> </tr> <tr> <td>CO</td> <td>Confidential (only Consortium members including EC Services) <input type="checkbox"/></td> </tr> </table>	Grant Agreement No.	101113045	Specific Work Programme	Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy	Type of Action	Innovation Action	Call identifier	HORIZON-MISSION-2022-OCEAN-01-03	Call topic:	Mediterranean Sea basin lighthouse - Actions to prevent, minimize and remediate chemical pollution	Document title:	DFR-A - deliverable title	Document ID:	RHE-MEDIATION-WP7-Partner name-DFR-A-PU/CD_R0.0	Date:		Issue:	0.0	Dissemination level:		PU	Public <input checked="" type="checkbox"/>	RE	Restricted to a group identified by the Consortium <input type="checkbox"/>	CO	Confidential (only Consortium members including EC Services) <input type="checkbox"/>	<div style="border-bottom: 1px solid black; padding-bottom: 10px;">  <p>Responsive hub for long term governance to destress the Mediterranean Sea from chemical pollution (RHE-MEDIATION)</p> <p>DFR-A - Deliverable title</p> </div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Grant Agreement No.</td> <td style="width: 85%;">101113045</td> </tr> <tr> <td>Specific Work Programme</td> <td>Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy</td> </tr> <tr> <td>Type of Action</td> <td>Innovation Action</td> </tr> <tr> <td>Call identifier</td> <td>HORIZON-MISSION-2022-OCEAN-01-03</td> </tr> <tr> <td>Call topic:</td> <td>Mediterranean Sea basin lighthouse - Actions to prevent, minimize and remediate chemical pollution</td> </tr> <tr> <td>Document title:</td> <td>DFR-A - deliverable title</td> </tr> <tr> <td>Document ID:</td> <td>RHE-MEDIATION-WP7-Partner name-DFR-A-PU/CD_R0.0</td> </tr> <tr> <td>Date:</td> <td></td> </tr> <tr> <td>Issue:</td> <td>0.0</td> </tr> <tr> <td colspan="2" style="text-align: center;">Dissemination level:</td> </tr> <tr> <td>PU</td> <td>Public <input checked="" type="checkbox"/></td> </tr> <tr> <td>RE</td> <td>Restricted to a group identified by the Consortium <input type="checkbox"/></td> </tr> <tr> <td>CO</td> <td>Confidential (only Consortium members including EC Services) <input type="checkbox"/></td> </tr> </table>	Grant Agreement No.	101113045	Specific Work Programme	Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy	Type of Action	Innovation Action	Call identifier	HORIZON-MISSION-2022-OCEAN-01-03	Call topic:	Mediterranean Sea basin lighthouse - Actions to prevent, minimize and remediate chemical pollution	Document title:	DFR-A - deliverable title	Document ID:	RHE-MEDIATION-WP7-Partner name-DFR-A-PU/CD_R0.0	Date:		Issue:	0.0	Dissemination level:		PU	Public <input checked="" type="checkbox"/>	RE	Restricted to a group identified by the Consortium <input type="checkbox"/>	CO	Confidential (only Consortium members including EC Services) <input type="checkbox"/>	<p>Dissemination level: Public/Confidential</p> <p>EU MISSIONS RESTORE OUR OCEAN & WATERS</p> <p>LIST OF CONTENTS</p> <p>LIST OF FIGURES 4</p> <p>LIST OF TABLES 4</p> <p>LIST OF ANNEXES 4</p> <p>LIST OF ACRONYMS AND ABBREVIATIONS 4</p> <p>APPENDIX AND DOCUMENTS 5</p> <p>1. INTRODUCTION 5</p> <p>1.1. Assumptions 5</p> <p>1.1.1. Stakeholders 5</p> <p>1.2. Objectives of the document and its structure 5</p> <p>2. CONCLUSIONS 7</p> <p>3. REFERENCES 8</p> <p>4. OTHER REFERENCES 9</p> <p>RHE-MEDIATION-WP7-Partner name-DFR-A-PU/CD_R0.0</p>
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Figure 3 : RHE-MEDIATION templates; A) Presentation slide template and B) Templates for Deliverables and Minutes

4.2 Overview of Communication and Dissemination channels and tools

Any project news, activities, and results will be communicated through the project's official social media accounts. The social media management will adhere to the guidelines outlined in the "Social Media Guide for EU Funded R&I Projects¹."

Project partners are also encouraged to leverage their respective social media accounts to promote project-related activities by posting updates on their pages using the hashtag: #RHEMEDIATION #MissionOcean

¹ https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

#EUMissions #HorizonEU #OceanAwareness. These hashtags should be included in every post related to the project to enhance its visibility. In Annex B, *Table 9* lists the social media accounts and websites of the project's partners that may be utilized for such activities. Similarly, in Annex B, *Table 10* presents the affiliated connections that consortium partners have, which the RHE-MEDIATION project may additionally exploit for increased visibility.

In subsequent subsections, C&D channels and tools belonging to the project will be described.

4.2.1 Project leaflet, poster, and roll-ups

Several graphic communication materials are expected to be produced and updated during the project's lifetime to build awareness and visibility. In accordance with the Commission's guidelines on visual identity, all RHE-MEDIATION promotional materials will be identified by the EU Emblem and the official disclaimer:

The developed promotional materials include:

- Project leaflet
- Project poster
- Project Roll-up

4.2.1.1 Project Leaflet

The project leaflet provides core information about the project to capture the interest of a wider audience. It includes:

- Introduction to the project concept
- Main objectives
- The mission
- The methodology adopted
- List of partners

Since the leaflet targets a general audience, a strong visual design is essential to attract attention. It incorporates pictures and graphics to enhance understanding of the project objectives and technology. The leaflet aims to:

- Promote the project
- Inform about the technologies developed within the project
- Present project objectives and scope in a clear and visually appealing manner

The leaflet will be used by all partners during conferences, events, and workshops where RHE-MEDIATION is presented. An updated version will be provided based on project developments and the informational needs of selected target groups. Social media pages are highlighted to promote social engagement and invite potential stakeholders to stay updated.

The project's leaflet is structured as a trifold leaflet following the roll fold design.



Figure 4 : Project Leaflet, Left: front and Right: back

4.2.1.2 Project Posters

The project poster is a concise and attractive communication tool designed to publicize the project during events. It aims to:

- Increase knowledge about the project
- Convey the project's objectives clearly and attractively
- Involve European stakeholders and potential end-users

The main (general) project poster includes:

- Project logo, EU Mission Logo, acronym, and long title
- Partnership logos
- Reference to EU funding
- Project concept
- The Mission
- Methodology
- Expected impact
- Contact details (project email, website, social media pages, etc.) are highlighted to direct traffic to official project channels.

Additionally, other posters that convey the technical aspects of the project have been created, these include:

- **On the Microalgae Photobioreactor:** This material discusses the removal capacity of algae in relation to pollutants indicated in the [AD1], as well as, how the system is designed and integrated into existing water and wastewater systems.
- **On the Supplementary technologies in the RHE-MEDIATION technology basket:** This material is designed to provide in-depth information to stakeholders about the various technology outcomes in the RHE-MEDIATION technology basket, other than the microalgae-based photobioreactor which has its own poster or roll-up. The different technology outcomes presented in this material were:

- Development of smart integrated measurement points for monitoring of real chemical pollution cases.
- Unregulated chemicals characterization protocols for replication purposes.
- Data integration with ocean and water digital twins.
- Input to Water Framework Directive and Marine Strategy Framework Directive.
- **To provide information on the Demo-sites:** The three demo-sites in Greece, Italy and Turkey are presented together.
- **To explain the proposed Stakeholder life cycle of the project:** This material presented the stakeholder engagement life cycle and the citizen empowerment model.

These posters have been included as annexes in D1.2 to showcase their use during the first Stakeholders Workshop, which was organized at each project demo-site. Consequently, they are not presented in this section.

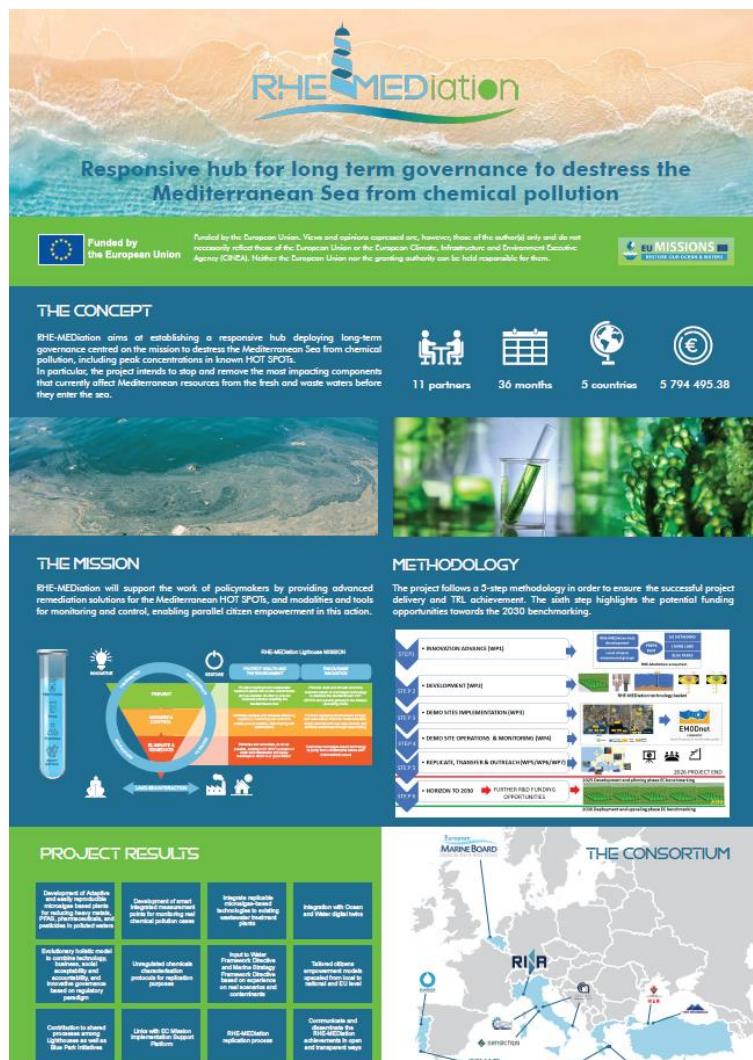


Figure 5 :The main (General) Project Poster.

4.2.1.3 Project Roll-Ups

Similar to the posters, roll-ups have been created to present the project at different events. These roll-ups share the same objectives and structure as the posters. These were also presented in the Annexes of deliverable 1.2.

1.1.1 Project website

The RHE-MEDIATION website serves as a comprehensive source of information and the primary communication channel of the project [R17]. The website plays a vital role in disseminating both general and technical information to a broad audience. It includes core content and integrates the project's social media channels — X, LinkedIn, Instagram, and YouTube — to enhance user engagement. The website also invites visitors to become stakeholders in the project, subscribe to its Newsletter or contact the project team with inquiries. Committed to continual improvement, the website will also undergo continuous updates during and after the project's duration. These updates aim to accurately communicate the project's progress and enhance overall quality for increased visibility. Continuous monitoring of website traffic via Statcounter will guide these efforts for improved visibility. More specific details about the RHE-MEDIATION website are provided in Deliverable 7.6, “ The RHE-MEDIATION Website Report”. In *Figure 6*, the website's homepage is shown.

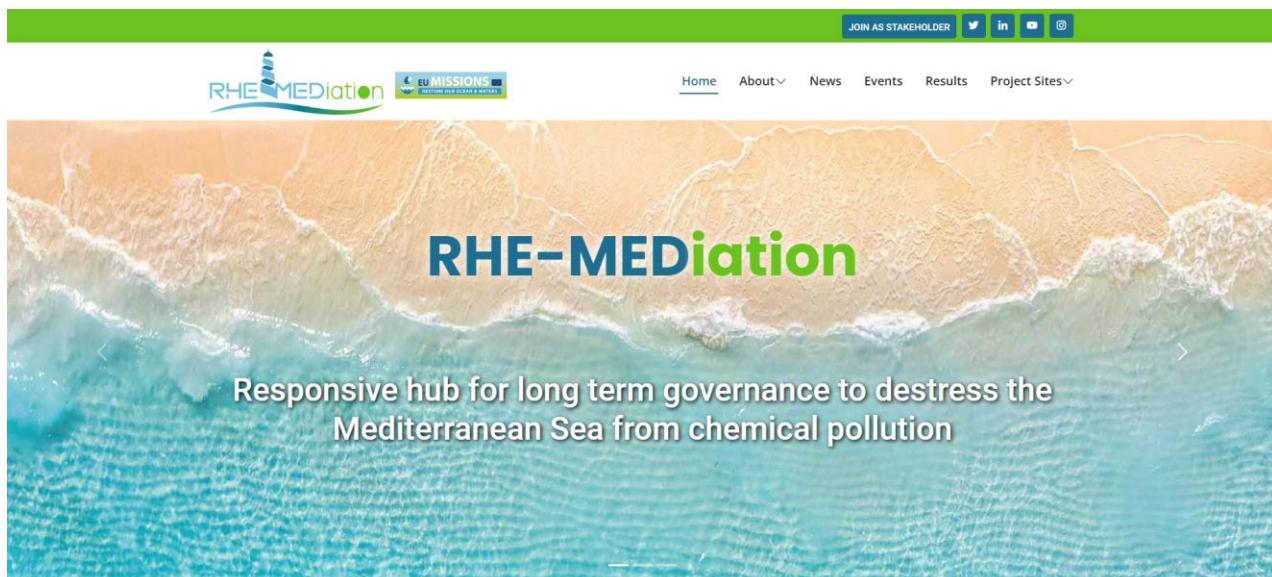


Figure 6 : The RHE-MEDIATION project website homepage.

4.2.2 Social media

4.2.2.1 LinkedIn

LinkedIn is the world's largest professional network, boasting over 875 million users in more than 200 countries and regions globally². The RHE-MEDIATION project LinkedIn page can be accessed in the following

² <https://www.smperth.com/resources/linkedin/linkedin-statistics/>

link [R1]. It has been created to inform and engage various stakeholders, including businesses, policy makers, and industrial managers. To foster engagement on LinkedIn, we will share rich content. The project's LinkedIn page is depicted in *Figure 7*.

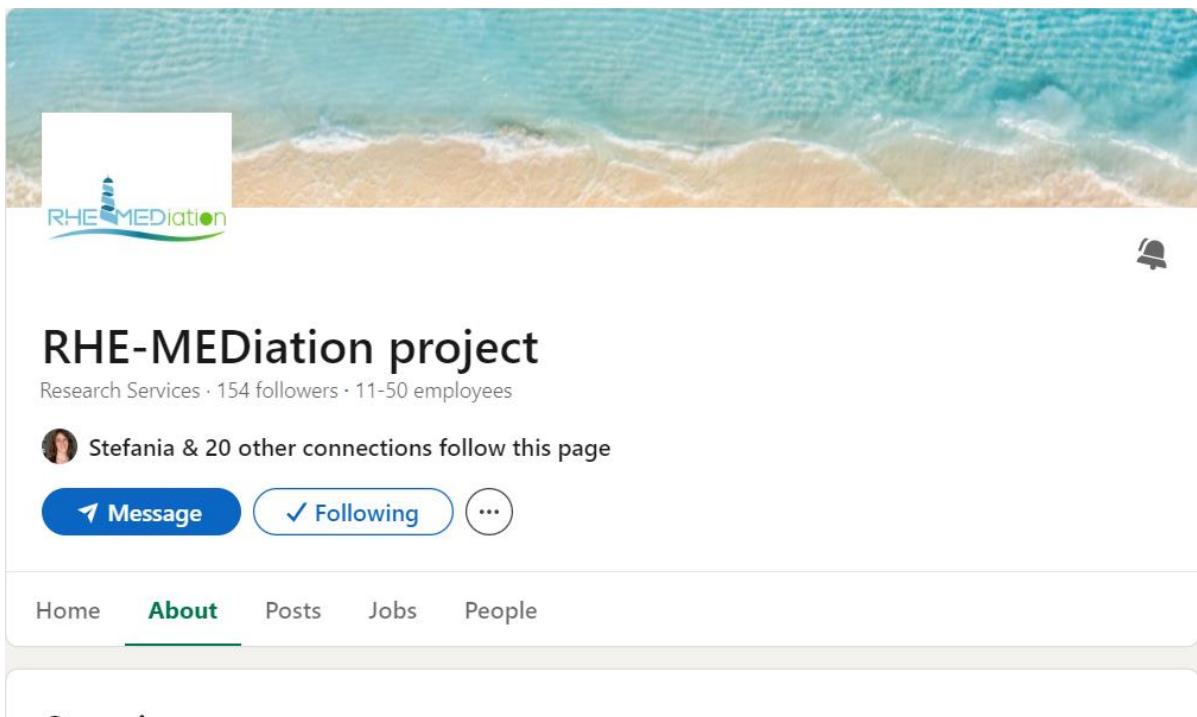


Figure 7 : RHE-MEDIATION project LinkedIn page front view.

4.2.2.2 X

X was chosen as the project's channel by the consortium due to its utility in connecting with experts across different fields and reaching a broader audience for content dissemination, including the general public and potential end-users. The RHE-MEDIATION X account at [R2] has been established to promote online conversations and debates around the project. The project's twitter page is depicted in *Figure 8*.

In order to enhance the effectiveness of the communication strategy, a specific engagement strategy has been developed:

- Strategic hashtags, including **#HEU, #MissionOcean #Water, #Watersmartsociety**, have been identified and will be included in the project's tweets.
- Trending hashtags will be utilized to raise awareness about the project.
- Various questions will be posed to the project's followers to stimulate online debates.
- Strategic X accounts, such as those of partners, events, etc., will be mentioned in all RHE-MEDIATION tweets.
- Engaging images and videos will be incorporated into all project tweets to capture users' attention.

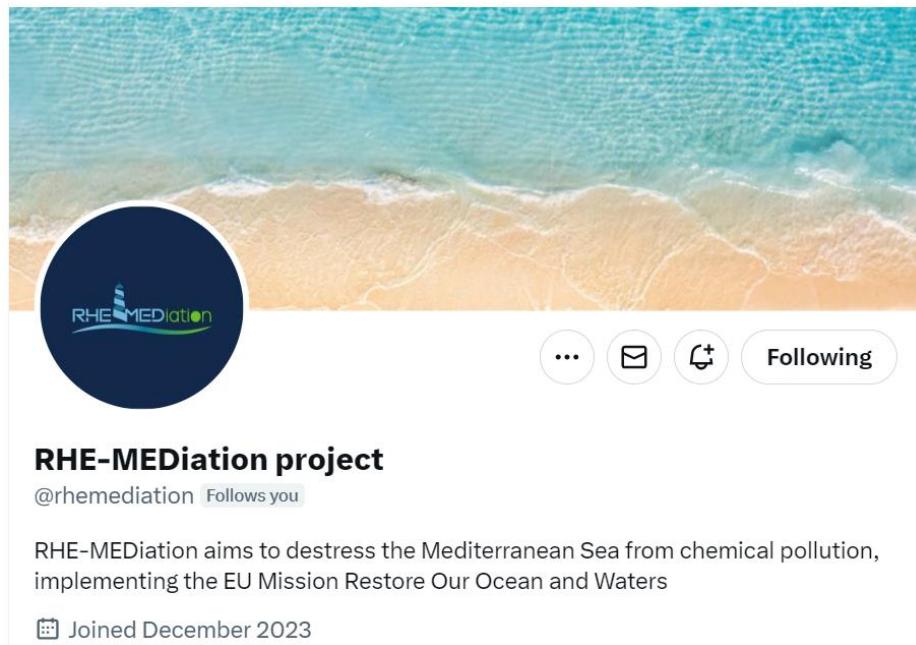


Figure 8 : RHE-MEDIATION project X (formerly Twitter) page, front view.

4.2.2.3 Instagram

The project anticipates that Instagram will be our chosen platform for connecting with citizens and local stakeholders specially to highlight activities of the citizen empowerment. We will utilize this channel to share captivating pictures, providing an inside look into our initiatives.

4.2.2.4 Youtube

Youtube would be used to share videos of certain activities in the project with a wider audience, especially those activities related to Citizen Empowerment. Video's related to technologies in RHE-MEDIATION as well as those open engagements useful for audience may be broadcasted. Link for the project youtube channel is at [R3]. The project's YouTube page is depicted in *Figure 9*.



Figure 9: RHE-MEDIATION project's Youtube channel.

4.2.3 Newsletter

A periodic project newsletter will be delivered every six months to keep potential stakeholders updated on the project's achievements and to foster a RHE-MEDIATION community. The newsletter banner and subscription form have been prominently placed on the project's website homepage to maximize visibility and attract potential stakeholders.

The following procedure will be used to update the newsletter throughout the project:

1. Four weeks before the deadline of the newsletter update, RINA-C will send an email to all partners to ask for newsworthy items. Moreover, one of the partners will be contacted for the 'Highlight' article.
2. The partners will have a week time to come up with the news items, after which RINA-C will choose the most relevant article(s).
3. Based on decision made on point 2, partners would be given two weeks to produce the draft news item in English with photo material, if available.
4. WP7 leader will review and finalise each newsletter, with the RINA-C's support.
5. The updated Newsletter will be forwarded via Mail Up to all registered e-mail addresses through the RHE-MEDIATION website.
6. All partners will promote the project and the newsletter through their own channels in order to increase the number of subscribers.

4.2.4 Project video

The project will prepare a video to translate the technical contents of the project into a simpler message and to explain RHE-MEDIATION to its target audiences in an effective, clear and easy-to-understand way. Moreover, more videos would be generated throughout the project period and shared through the project website and its social media channels.

4.2.5 Press Releases

Press releases in the project are planned to be used during official events in support of the project, such as conferences, reports, and workshops, among others. The text of the press release will be initially prepared in English, but during dissemination activities at demo sites, it will be translated into local languages to enhance visibility.

A press release can serve as a formal communication tool to expand our network through the media. Specific press releases will be planned to be released by project partners.

4.2.6 Workshops

In RHE-MEDIATION workshops will be used to create awareness of the project at demo sites, liaison with other HE projects and to disseminate project results. The list of performed and planned workshops are presented in Annex C, *Table 15*. After conducting workshops, such as the initial stakeholders' workshop that was held at each the project demo-sites, as depicted in *Figure 10*, communication materials will be produced. These materials aim to convey key takeaway messages to the stakeholders effectively.



Figure 10 : Typical communication material summarizing key takeaways from the first stakeholders workshops.

4.2.7 Scientific publication

The project expects to produce more than six open-access publications [AD1]. Choices of journals will be made based on the compatibility of expected project results and the type of journal. Some journals the project envisions publishing on include the Science of the Total Environment (Elsevier), Journal of Hazardous Materials (Elsevier), Environmental Pollution (Elsevier), Chemosphere (Elsevier), Journal of environmental management (Elsevier), Marine Chemistry (Elsevier) Water etc.

At the time of this deliverable submission the project does not have many results. Hence, only two planned contributions are presented in Annex C, *Table 14*. As a living table, the same format will be used to present the final list of journals published/on progress/planned in Deliverable 7.3, “Dissemination and communication & awareness raising activity report” whose submission is at the project end.

4.2.8 Scientific conferences, exhibitions

Conferences and exhibitions are pivotal events for the effective dissemination of project results. In this context, Annex C, features *Table 13* which outlines both completed and planned dissemination activities within the RHE-MEDIATION project. As a living table, the same format will be used to present the final list of performed and planned dissemination activities in the project in Deliverable 7.3. A similar table has been distributed to project partners for updates from their end. These updates will periodically integrate into the main project-level table.

4.2.9 Project technical e-publications

Project e-publications will be published in the final months before the project concludes, providing comprehensive evidence of the benefits of the developed technological solutions. EMB, supported by the coordinator, will gather and organize contributions from the relevant task leaders. These documents will be translated into the local languages of the demonstration sites to enhance their impact on national policy.

4.2.10 Collaboration with other relevant innovation projects

Under these activities, alignment workshops (see Annex C, *Table 15*) will be planned with other HE projects. Moreover, direct contacts will be sought with these projects and networks to prepare common programs for collaboratively sharing knowledge. Additionally, a page on the RHE-MEDIATION project website (refer to D 7.6) will be dedicated to comparing the technologies used in the project with existing technologies that achieve similar outcomes.

4.2.11 Dissemination of milestones and deliverables

Deliverables accepted as public will be published on the project's website. In addition, specific technical content, including methodology, graphs, diagrams, and measured data, will be considered for publication. The partner responsible for the deliverable must inform the coordinator early to discuss and agree on the type of abstract they wish to release for dissemination. This action will be taken well before the publication date so that both the WP7 leader and the coordinator will have ample time to undertake the necessary communication actions.

5 MISSION OCEAN AND WATERS COMMUNICATION AND DISSEMINATION CHANNELS AND TOOLS

5.1 The Mission Ocean and Waters Communication Toolkit

The Mission Ocean and Waters Communication Toolkit [R6], crafted by PREP4BLUE CSA, serves as a valuable resource empowering Mission partners to enhance their digital media skills. Its primary purpose is to effectively showcase the relevance of Mission Ocean and Waters through captivating and inspiring content. Users are encouraged to customize and adapt the materials provided in the toolkit to align with their unique communication styles and priorities. The toolkit's comprehensive resources, including graphic files and videos, are conveniently accessible on the PREP4BLUE Trello Board on the Prep4Blue website [R7].

Additionally, a wealth of information, including interviews, videos, and dynamic content tailored for the public, can be found on the dedicated Mission Ocean and Waters website at [R5] some of the materials noted in the Toolkit can be edited and adapted to match individual communication styles and priorities.

Further details on Mission Ocean and Waters are available at [R4].

Notably, the **Mission Ocean and Waters Service Portal** [R8] serves as a comprehensive one-stop-shop for stakeholders, offering essential tools, contacts, knowledge, matchmaking, financing, and support for the successful execution of the Mission. The platform ensures access to knowledge for all citizens while extending support and technical assistance to Mission Partners actively involved in the Mission Ocean and Waters implementation.

Coordination activities on communications for Mission Ocean and Waters project are possible through Communications Collaborative group that can be contacted at the email [R9].

5.1.1 The Mission Ocean and Waters Communication Highlights

LOGO: Please note to insert the Mission Logo close to the Project Logo in every communication/publication. For term and condition use and for the visual identity guidelines please refer to the Trello repository respectively at [R10] and [R11].

NEWSLETTER: The newsletter will have the latest news and updates from Mission Ocean and Waters. The quarterly newsletter is available by signing up at [R12].

Mission Ocean Events: Mission Ocean events are widespread and far-reaching. Regularly updated list of Mediterranean events is available on:

- Restore our Ocean and Waters [R13]
- Events Archive - PREP4BLUE [R14]
- BlueMissionMed Events [R15]

Digital Channel Links: In Annex B, *Table 12* are indicated relevant hashtag and websites of the Mission Ocean and waters and the BlueMissionMed CSA. The Mission Implementation Platform (MIP) details will come later as soon as the website is released.

5.2 Charter Actions and Interactive tools

The Mission Charter calls for joining efforts to achieve the three objectives of the Mission Restore our Ocean and Waters by 2030 to:

- 1) Protect and restore marine and freshwater ecosystems and biodiversity, in line with the EU Biodiversity Strategy 2030;
- 2) Prevent and eliminate pollution of our ocean, seas and waters, in line with the EU Action Plan Towards Zero Pollution for Air, Water and Soil;
- 3) Make the sustainable blue economy carbon-neutral and circular, in line with the proposed European Climate Law and the holistic vision enshrined in the Sustainable Blue Economy Strategy.

The European Commission is calling on a wide range of stakeholders, including public or private organisations, national/regional/local authorities (including cities and ports), philanthropists and investors, enterprises and businesses, civil society, research and academia to adhere to the Mission Charter by submitting actions for achieving the Mission objectives.

A detailed map of specific Charter actions is available along with a comprehensive list of their particulars on the EC website at [R16] information provided encompasses organization names, end dates, titles, partners, action types, proposed basin coverage, budgets, and relevant website links.

Charter endorsers enjoy exclusive access to the EC Mission Ocean and Waters Group folder via CIRCABC. CIRCABC is an official European Commission website that houses the Mission Ocean and Waters Group folder with important information and files for those who have endorsed the Charter, including templates and graphics that can be edited/ personalised to further promote involvement in the Mission via digital media.

6 KEY PERFORMANCE INDICATORS FOR COMMUNICATION AND DISSEMINATION

An effective communication and dissemination strategy needs to define Key Performance Indicators (KPIs). They are good indicators of progressing towards an intended result and provide a focus for strategic and operational improvement, create an analytical basis for decision making and help focus attention on what most matters in a project.

Effective KPIs:

- provide objective evidence of progress towards achieving a desired results;
- define the useful data to measure in order to make the decision-making process better;
- are balanced between leading (determined by future actions) and lagging indicators (determined by past actions).

The project Consortium has already defined at the proposal level the following KPIs for C&D activities in RHE-MEDIATION project.

Table 5 : KPIs for the RHE-MEDIATION project.

Channel/Content	KPI	Achieved	Value	Notes
Project website	Worldwide scale visibility	119	yearly average of page views 1000 / At least 5-10% of referrals to the website and portal via social media	
Public reports	Download on the website	None	All deliverables deemed publics and after evaluation will be published	The reviewing process has not begun.
Collaboration and Synergies with Projects	Organize events together	None	>3	The project is at the earliest stage of tasks attributed to this activity. Networking with other projects and planning has begun.
E-newsletter	Number of subscribers Number of Newsletter published	<50 None	>1000 >6	Planning for the activity has begun.
E-brochure/ E-leaflet	distribuite	20	>1000	
Insights	Publish	None	>5	The project is at the earliest stage.
Open access publications	Number of papers submitted	None	>6	The project is at the earliest stage, but planning has begun with 2 papers.

Conference Presentations	Number of conferences presentations	>3	>10	
Workshops/webinars	Overall number of participants	1	8 (counting demo specific Workshops as one)	
Social media	Number of subscribers	LinkedIn=123 Twitter=23	LinkedIn, Twitter: 1000 followers	

7 CONCLUSIONS

This report outlines a dynamic Communication, Dissemination, and Exploitation (CDE) Strategy and a high-level plan for the RHE-MEDIATION project. It will be implemented during the project and for three years following project's completion.

The project's communication strategy aims to inform stakeholders and the broader community about the project's activities, showcasing its utility and benefits through various mediums. We identified four main target audiences: stakeholders at demo site countries (WP1, WP4), beneficiaries of Open Calls (WP5), Mission projects and Mission Components (WP1), and the general public (WP6, WP1). We also identified key messages, channels, and tools for reaching these audiences. The comprehensive communication plan developed gave timelines of the different communication activities within the project, including updates to the RHE-MEDIATION Newsletter, Leaflet, Brochure, Posters, and Roll-ups, along with regular posts on the project's social media channels and website content updates. The plan also outlines periods for highlighting newsworthy deliverables and milestones, as well as communication activities for the call on Financial Support for Third Parties (FSTP) in the associated region.

The project's dissemination strategy focuses on sharing project results beyond exploitation activities, using suitable tools and channels to reach a wider audience. Following the Penta-helix model, we identified targeted audiences and selected the appropriate key messages, channels, and tools. A comprehensive dissemination plan was proposed, encompassing four phases: raising awareness, informing and interacting, promoting, and post-project dissemination. The various dissemination activities performed or planned are detailed in standard tables, which are shared with partners for continual updates and sharing with the PMT.

Meanwhile, the Exploitation strategy aims to leverage the project's findings in further research, innovation, and commercial activities, including the development and marketing of new products or processes. Referring to the strictly defined Consortium agreement, a high-level exploitation plan details the anticipated routes to exploitation, the exploitable results, the exploitation timeline, and the cost of the envisioned products and services.

In alignment with the Mission Ocean and Waters Narrative, communication and dissemination channels and tools made available by the Mission for Horizon Europe projects were also reported with a roadmap for implementation by the project.

The project key performance indicators for C&D activities were also highlighted along with an assessment of the project's current status in achieving them.

Overall, this report will serve as a living document that will be continuously updated and refined with each project milestone, contributing to the 'Exploitation Activity & IPR Management Report' (D7.2) and the 'Dissemination and Communication & Awareness Raising Activity Report' (D7.3).

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- [R17] <https://rhemediation.eu/>

ANNEX A: COMMUNICATION, DISSEMINATION AND EXPLOITATION PLANS

Table 6: Communication plan for the project and after project period.

Table 7 : Dissemination plan for the project and after project period.

RHE-MEDIATION Dissemination Mechanisms	Phase I: Raise Awareness	Phase II: Inform and interact.	Phase III: Promote	Phase IV: Post-project Dissemination
Organization of Project Events	2 workshops/webinars M3 (Task 1.2) M11(TBD) (Task 1.5)	2 workshops/webinars M14 (Task 4.2) M17 (Task 1.7)	4 workshops/webinars M22 (Task 5.1), M24 (Task 4.2), M26 (Task 1.7), M36 (Task 5.4)	TBD
Participation to conferences/exhibitions	2+ conferences	3+ conferences	5+ conferences	TBD
Open access publications	1+ open access paper	2+ open access paper	3+ open access paper	TBD
Collaboration and Synergies with Projects	1+	1+	1+	TBD
Contribution to regulatory and EC Directives		1+ (meeting regulators & authorities' event)	1+ (meeting regulators & authorities' event)	TBD

Table 8: Exploitation plan for the project.

Exploitation route	exploitable route	Initial exploitation plan	Time to market	Cost of the products/services
Sell the micro algae-based treatment plant	Customizable microalgae for chemical pollution remediation	Single exploitation: (Owner: BLUEMATER) Potential market: WTP/WWTP operators.	1 year after the project end	Pilot size: TBD, potential cost reduction during the industrial phase.
Sell the fixed and mobile autonomous chemical pollutants measurements stations	Smart Integrated measurement points	(Owners: MDM, SENSICHPIS) Potential market W/WWTP operators, local authorities, industrial discharges owners.	1 year after the project end	Pilot size: TBD per unit, potential cost reduction during the industrial phase.
Sell consultant services to build added value services based on EMODnet chemical data	Integration with Ocean and Water digital twins	Single exploitation: -Initial exploitation plan for R_4 (Owner: RINA-C). Potential market: port authorities, chemical plants, environmental permitting,	1 year after the project end	Feasibility Study cost: TBD value services cost: TBD depending on case
Sell consultancy services for the chemical characterization of contaminants with the use of the sensor monitoring system	Unregulated chemicals characterization protocols. Smart Integrated measurement points.	Joint exploitation: Initial exploitation plan, (Owners: MDM, SENSICHPIS, CCMAR, RINA-C sponsors: EYDAP, YURT MUH, CNR). Potential market: National Ministries, EU regulatory agencies.	2 years after the project end	Service cost: TBD Microsensor based monitoring system rent costs (fixed, mobile or both): TBD.

ANNEX B: COMMUNICATION ACTIVITIES

Table 9 : The social media accounts and websites of partners in the project.

Partner	Channel	Link
RINA-C	Website	www.rina.org
RINA-C	Linkedin	https://www.linkedin.com/company/rina/
RINA-C	Twitter	https://twitter.com/RINA1861
Consiglio Nazionale delle ricerche	Linkedin	https://www.linkedin.com/company/consiglio-nazionale-delle-ricerche/
Consiglio Nazionale delle ricerche	Website	https://www.cnr.it/
Consiglio Nazionale delle ricerche	Twitter	https://twitter.com/CNRsocial_
BLUEMATER SA	Linkedin	https://www.linkedin.com/company/bluemater/
BLUEMATER SA	Website	https://www.bluemater.com/
BLUEMATER SA	Twitter	https://twitter.com/Bluemater
MDM Team srl	Website	https://www.mdmteam.eu/
MDM Team srl	Linkedin	https://www.linkedin.com/company/mdmteam/
MDM Team srl	Twitter	https://twitter.com/mdm_team
SENSICHPIS	Website	https://sensichips.com/
SENSICHPIS	Linkedin	https://www.linkedin.com/company/sensichips/
Centre of Marine Sciences (CCMAR)	Linkedin	https://www.linkedin.com/company/ccmar/
Centre of Marine Sciences (CCMAR)	Website	https://www.ccmar.ualg.pt/
Centre of Marine Sciences (CCMAR)	Twitter	https://twitter.com/CienciasDoMar
HCMR (HELLENIC CENTRE FOR MARINE RESEARCH)	Linkedin	https://www.linkedin.com/groups/3420014/
HCMR (HELLENIC CENTRE FOR MARINE RESEARCH)	Website	https://www.hcmr.gr/en/
HCMR (HELLENIC CENTRE FOR MARINE RESEARCH)	Twitter	https://twitter.com/hcmr_gr
EYDAP (ETAIREIA YDREYSEOS KAI APOCHETEFSEOS PROTEYOYSIS ANONIMI ETAIREIA)	Website	https://www.eydap.gr/en/login/
EYDAP (ETAIREIA YDREYSEOS KAI APOCHETEFSEOS PROTEYOYSIS ANONIMI ETAIREIA)	Linkedin	https://www.linkedin.com/company/eydap/
TÜBİTAK (Türkiye Bilimsel ve Teknolojik Araştırma Kurumu Resmi Hesabıdır)	Linkedin	https://www.linkedin.com/company/tubitak/
TÜBİTAK (Türkiye Bilimsel ve Teknolojik Araştırma Kurumu Resmi Hesabıdır)	Website	https://www.tubitak.gov.tr/

TÜBİTAK (Türkiye Bilimsel ve Teknolojik Araştırma Kurumu Resmi Hesabıdır)	Twitter	https://twitter.com/tubitak
Yurt Mühendislik	Website	http://www.yurtmuhendislik.com.tr/
Yurt Mühendislik	LinkedIn	https://www.linkedin.com/company/yurt-m%C3%BChendislik/about/
European Marine Board	Website	https://www.marineboard.eu/
European Marine Board	LinkedIn	https://www.linkedin.com/company/european-marine-board/
European Marine Board	Twitter	https://twitter.com/i/flow/login?redirect_after_login=%2FEMarineBoard
European Marine Board	Instagram	https://www.instagram.com/emarineboard/
European Marine Board	YouTube	https://www.youtube.com/channel/UCcBGY9lckBVRijeW-0a1CsQ
European Marine Board	Newsletter	https://www.marineboard.eu/emb-newsletter (Weekly)

Table 10 : Access to existing networks of partners that may be used to increase RHE-MEDIATION message visibility.

Name of the network	Link	Partner with access to the network	Details/impact
Water Europe	https://watereurope.eu/	RINA-C, TUBITAK and EYDAP	Water Europe is the voice and promoter of water-related innovation and RTD in Europe. It has more than 253 members and aims to foster collaborative initiatives within cross industry sectors; create an enabling environment for water related RTD (projects) and innovation, and pro-actively raise the importance of the water sector.
International Association of Hydrogeological Sciences/IUGG	https://iahs.info/	CNR	International
SCOR	https://scor-int.org/scor/about/	CNR, HCMR	SCOR is an international non-governmental non-profit organization.
European Marine Observation and Data Network (EMODnet)	https://webgate.ec.europa.eu/maritimeforum/en/frontpage/160	CNR	The European Marine Observation and Data Network (EMODnet) consists of more than 100 organisations assembling marine data, products and metadata to make these fragmented resources more available to public and private users relying on quality-assured, standardised and harmonised marine data which are interoperable and free of restrictions on use.
IUCN	https://www.iucn.org/	CNR	The International Union for Conservation of Nature (IUCN) is a membership Union uniquely composed of both government and civil society organisations. More than 1,400 Member organisations and input of 15,000 experts.
EUROGOOS	https://eurogoos.eu/	CNR, HCMR	EuroGOOS is the European component of the Global Ocean Observing System of the Intergovernmental Oceanographic Commission of UNESCO (IOC GOOS), serving 44 members and supporting five regional systems in Europe.
IODP	https://www.iodp.org/	CNR, HCMR	The International Ocean Discovery Program (IODP) is an international marine research collaboration that explores Earth's history and dynamics using ocean-going research platforms to recover data recorded in seafloor sediments and rocks and to monitor subseafloor environments. Together, these entities represent 21 nations whose scientists are selected to staff IODP research expeditions conducted throughout the world's oceans.
ITINERIS		CNR	National. The ITINERIS Project involves 7 Partners: CNR (coordinator), INFN, INGV, ISPRA, OGS, UNIFI, UNIVE. The project is coordinated by Gelsomina Pappalardo (CNR) and the Marine Domain-WP5 by Rosalia Santoleri (CNR).

National Biodiversity Future Centre (NBFC)	https://www.nbfc.it/	CNR	National. CNR has been selected to coordinate The National Biodiversity Future Centre (including 48 organizations) – under Next Generation EU funding.
River Contract of Tiber	https://www.agendatevere.org/contrat-to-di-fiume/	CNR	85 partners, National (Italy)
BlueMed National HUB	http://www.bluemed-initiative.eu/pilot-action-on-a-healthy-plastic-free-mediterranean-sea/	CNR, HCMR	75, National (Italy)
LifeWatch	https://www.lifewatchitaly.eu/en/home-english/	CNR, HCMR	National/International. Italy is one of the Member States of LifeWatch ERIC, the European e-Science Infrastructure for biodiversity and ecosystem research.
International Association of Physical Sciences of the Oceans/IUGG	https://iapso-ocean.org/	CNR	International
DANUBIUS-RI	https://www.danubius-ri.eu/	CNR	International
BlueMed	http://www.bluemed-initiative.eu/	CNR, HCMR	Size: Mediterranean
Aquatic Pollutants ERA-NET Cofund	https://www.jpi-oceans.eu/en/aquatic-pollutants	EMB, HCMR	The AquaticPollutants Cofund is pooling the resources of 32 participating research programme owners of 26 countries supported by EU co-funding. This resulted in 18 R&I projects (see below) on risks posed to human health and the environment by pollutants and pathogens present in water resources. In addition, with the support of Sweden (SRC), Germany (BMBF) and France (ANR), the AquaticPollutants Transnet project was awarded funding in a separate process. The aim of this knowledge transfer project is to realize a better and wider dissemination and develop new innovative methods to support the transfer of research and the uptake of results into the public and administrative sector, policy, industry or economy.
Oceans and Human Health LinkedIn group	https://www.linkedin.com/groups/12127491/	EMB	This group is to share Oceans and Human Health-relevant information, events, jobs, funding, calls, publications etc.
AQUA PUBLICA EUROPA	https://www.aquapublica.eu/	EYDAP	Aqua Publica Europea (APE) is the European Association of Public Water Operators. It unites publicly owned water and sanitation services and other stakeholders working to promote public water management at both European and international level. APE is an operator-led association that looks for efficient solutions that serve public interests rather than corporate ones.

Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSDE)	https://mio-ecsde.org/	EYDAP	MIO-ECSDE act as a technical and political platform for the intervention of NGOs in the Euro-Mediterranean scene on resources and waste, nature, biodiversity, cultural diversity, climate change, health, and environment as well as on horizontal and cross-cutting issues.
Global Water Partnership-Mediterranean	https://www.gwp.org/en/GWP-Mediterranean/	EYDAP	GWP-Med aims to promote action and exchange knowledge on Integrated Water Resources Management (IWRM) with the aim to help Mediterranean countries to connect water resources planning and operations at different scales.
Mediterranean Action Plan of the United Nations Environment Programme (UNEP/MAP)	https://www.unep.org/uneppmap/	EYDAP, HCMR	The UNEP/MAP-Barcelona Convention system is the comprehensive institutional, legal and implementation framework that the Contracting Parties have adopted for concerted action to fulfill the vision of a healthy Mediterranean Sea and Coast that underpin sustainable development in the region.
EMBRC - European Marine Biological Resource Centre	https://www.embrc.eu	CCMAR	EMBRC accelerates marine science and innovation through facilitating access to marine biodiversity, ecosystems and state-of-the-art research services in Europe.
BioData.Pt	https://biodata.pt	CCMAR	<p>BioData.pt is a non-for-profit private association of 14 R&I organizations, for biological data and the Portuguese ELIXIR node. It supports the national scientific system through best practices in data management and state of the art data analysis. It interfaces with both academia and industry, making research available for innovation, namely in sectors such as agro-food and forestry, sea, and health.</p> <p>BioData.pt services include ELIXIR services such as our training programme and computing facilities, as well as consulting services in data analysis and management, and a number of community services.</p>
Assemble plus	http://www.assembleplus.eu	CCMAR	<p>ASSEMBLE Plus brings together 26 partners covering over 30 marine installations with modern research infrastructures and track records of unique service provision, from 14 European and two associated countries, under the leadership of the European Marine Biological Resource Centre (EMBRC), an ESFRI consortium developed from the previous ASSEMBLE (FP7) partnership.</p> <p>ASSEMBLE Plus will provide scientists from academia, industry and policy with a quality-assured programme of access to its marine biological station facilities and resources.</p>
EMBRIC - European Marine Biological Research Infrastructure Cluster	https://www.embrc.eu/collaborative-projects/embric-european-marine-infrastructure-cluster	CCMAR	EMBRIC strives to accelerate the pace of scientific discovery and innovation from marine bio-resources, while promoting new applications derived from marine

	biological-research-infrastructure-cluster		organisms in fields such as drug discovery, novel foods and food ingredients, aquaculture selective breeding, bioremediation, cosmetics and bioenergy.
Portuguese Mass Spectrometry Network	http://rnem.fc.ul.pt	CCMAR	RNEM is a distributed nation-wide infrastructure, included in the Portuguese Roadmap of Scientific Research Infrastructures of Strategic Interest, that provides state-of-art scientific expertise, advanced technology, training and services in Mass Spectrometry.
EMODNet	https://emodnet.ec.europa.eu/en/chemistry	HCMR	EMODnet Chemistry provides easy access to marine chemical data, standardised harmonized validated data collections and reliable data products, which are highly relevant to assessing ecosystem status according to the Marine Strategy Framework Directive, for all European marine regions.
DANUBIUS-RI	https://www.danubius-ri.eu/	HCMR	The International Centre for Advanced Studies on River-Sea Systems DANUBIUS-RI is a pan-European distributed research infrastructure supporting interdisciplinary research on River-Sea Systems.
JPI Oceans	https://jpi-oceans.eu/en	HCMR	JPI Oceans is a pan-European platform aiming to increase efficiency and impact of research and innovation for sustainably healthy and productive seas and oceans.

Table 11 : Table format to present Digital activities within RHE-MEDIATION project.

No.	Type of activity	Period	Link	Partner contribution	Countries addressed	Target	Responsible partner	Status: performed /planned	Number of people reached (unique)
1	RINA-C is a member of water Europe	Dec 11, 2023	https://www.linkedin.com/posts/rhemediation_eumissions-missionocean-rhemediation-activity-7140976030688747521-nLhL?utm_source=share&utm_medium=member_desktop	RINA-C	International	All	RINA-C	performed	>25
			https://twitter.com/rhemediation/status/1735319806495080483						>1
2	Post on LinkedIn that RHE-MEDIATION was represented in water knowledge Europe	Dec 12, 2023	https://www.linkedin.com/posts/rhemediation_rhemediation-eumissions-oceanprotection-activity-7141424936648122370-dfB9?utm_source=share&utm_medium=member_desktop	RINA-C	International	All	RINA-C	performed	>15
			https://twitter.com/rhemediation/status/1735656415388176543						>1
3	Post on LinkedIn about the kick off meeting of RHE-MEDIATION	Dec 13, 2023	https://www.linkedin.com/posts/rhemediation_rhemediation-eumissions-oceanprotection-activity-7140651749744214016-Nv-O?utm_source=share&utm_medium=member_desktop	All partners	International	All	RINA-C	performed	>15
			https://twitter.com/rhemediation/status/1734872406580179102						>4
4	Post on LinkedIn about RHE-MEDIATION participation in ECOMONDO	Dec 18, 2023	https://www.linkedin.com/posts/rhemediation_circulareconomy-rhemediation-missionocean-activity-7142459488392912896-P0RI?utm_source=share&utm_medium=member_desktop	RINA-C	International	All	RINA-C	performed	>15
			https://twitter.com/rhemediation/status/1736671686605299988						>1
5	Post on LinkedIn about 1 st of the first general assembly	Dec 20, 2023	https://www.linkedin.com/posts/rhemediation_rhemediation-eumissions-missionocean-activity-7143556061814284289-R5UA?utm_source=share&utm_medium=member_desktop	All partners	International	All	RINA-C	performed	>30
			https://twitter.com/rhemediation/status/1737053962400833614						>2

6	Post on LinkedIn about projects participation in the AlgaEurope conference	Dec 21, 2023	https://www.linkedin.com/posts/rhemediation_missionocean-algaebiomass-innovation-activity-7143898215912779777-ly4D?utm_source=share&utm_medium=member_desktop https://twitter.com/rhemediation/status/1738135311929008497	CCMAR	International	All	RINA-C	performed	>30
									1
7	Post about the first day of the first general assembly	Dec 22, 2023	https://www.linkedin.com/posts/rhemediation_missionocean-generalassembly-projectdevelopment-activity-7143144043626020864-TPDy?utm_source=share&utm_medium=member_desktop	All partners	International	All	RINA-C	performed	>31
8	Post on LinkedIn about the 1 st Workshop in Greece	Dec 22, 2023	https://www.linkedin.com/posts/katinapos_eydap-eydap-savetheplanet-activity-7136310235836690432--urT?utm_source=share&utm_medium=member_desktop	EYDAP	International	All	EYDAP	performed	>51
9	Post on LinkedIn about presenting RHE-MEDIATION in Prefecture of west Attica, in Greece	Jan 22, 2023	https://www.linkedin.com/feed/update/urn:li:activity:7155530725469937665/	EYDAP	International	All	EYDAP	performed	>54
10	Post on the second day of the 1 st general assembly	Dec 20, 2023	https://www.linkedin.com/posts/rhemediation_rhemediation-eumissions-missionocean-activity-7143556061814284289-R5UA?utm_source=share&utm_medium=member_desktop https://twitter.com/rhemediation/status/1737467411849154913	All partners	International	All	RINA-C	performed	>47
									3
11	RINA-C represting RHE-MEDIATION, was a key note speaker at the EuroMarine Open Science Day	Feb 14, 2023	https://www.linkedin.com/posts/rhemediation_eurmarine-eu-oceandecade-activity-7163454939015409667-pkcl?utm_source=share&utm_medium=member_desktop https://twitter.com/rhemediation/status/1757789995987767302	RINA-C	International	All	RINA-C	performed	>2
									>1

13	Photo bioreactor technology		https://www.linkedin.com/posts/rhemediation_microalgae-rhemediation-eumissions-activity-7158017426490540032-cbEd?utm_source=share&utm_medium=member_desktop	All partners	International	All	RINA-C	performed	>30
			https://twitter.com/rhemediation/status/1752275113666392360						>4
14	About SCW sensors		https://www.linkedin.com/posts/rhemediation_microchips-pollutantdetection-rhemediation-activity-7161018861624979460-KA0T?utm_source=share&utm_medium=member_desktop	All partners	International	All	RINA-C	performed	>20
			https://twitter.com/rhemediation/status/1755491377272516983						>4
15	About the Chemical Substance Monitoring System		https://www.linkedin.com/posts/rhemediation_rhemediation-rhemediation-missionocean-activity-7164266362062761984-b1yQ?utm_source=share&utm_medium=member_desktop	All partners	International	All	RINA-C	performed	>15
			https://twitter.com/rhemediation/status/1758504270884675651						>3

Table 12: Relevant hashtag and websites of the Mission Ocean and waters and the BlueMissionMed CSA.

Project/Organization	Relevant Hashtags	Websites	Social Media Links & Handles
Mission Ocean and Waters	#MissionOcean #EUMissions #HorizonEU	EC Official: [R8] Created by PREP4BLUE to engage the general public: https://missionoceanwaters.eu	Facebook: https://www.facebook.com/missionoceaneu (@missionoceaneu) Twitter: https://twitter.com/ourmissionocean (@OurMissionOcean) Instagram: https://www.instagram.com/missionoceaneu (@missionoceaneu) LinkedIn: https://www.linkedin.com/company/missionocean TikTok: https://www.tiktok.com/@missionoceanwaters (@missionoceanwaters) Pinterest: http://pinterest.com/missionoceanwaters (@missionoceanwaters) YouTube: https://www.youtube.com/@missionoceanwaters1511 (@missionoceanwaters1511)
BlueMissionMed CSA (Mediterranean Sea)	#bluemissionmed	https://bluemissionmed.eu	Facebook: https://www.facebook.com/bluemissionmed (@bluemissionmed) Twitter: https://twitter.com/bluemissionmed (@bluemissionmed) Instagram: https://www.instagram.com/bluemissionmed (@bluemissionmed) LinkedIn: https://www.linkedin.com/company/blue-mission-med YouTube: https://www.youtube.com/@bluemissionmed (@bluemissionmed)

ANNEX C: DISSEMINATION ACTIVITIES

Table 13 : Table format to present project dissemination activity.

No.	Type of event	Event Title	Link	Date	Place	Partner Contribution	Countries addressed	Target	Responsible partner	Status: performed /planned	No. of people reached
1	Networking and brokerage event	Water knowledge Europe 2023	https://watereurope.eu/events/water-knowledge-europe/#1603115395607-d74081bc-5ba5	18-19 Oct 2023	Brussels, (Belgium)	Networking	All Europe	Scientific community SME in water EC Policy makers Authorities in water Civil society Water networks Citizen Media	RINA-C	Performed	>50
2	The Mediterranean Stakeholder community of actors: BlueMissionM Ed	ECOMONDO 2023	https://www.ecomondo.com/eventi/ecomondo-2023/seminari-e-convegni/e23809665/the-eu-mission-restore-our-ocean-and-waters-by-2030-the-mediterranean-stakeholder-community-of-actors.html	7 Nov 2023	Rimini (Italy)	Networking disseminate Leaflet	Mediterranean Stakeholder	Scientific community SME EC Policy makers Authorities Civil society Water networks Citizens Media	RINA-C	Performed	>50
3	Exhibition	WETEX 2023	https://www.wetex.ae/media/vadgotmj/eventprogramme2023en.pdf	15-17, Nov 2023	Dubai (UAE)	Project banner Leaflet Stand	International	Scientific community SME Large organizations EC Policy makers Authorities Civil society Water networks Citizens Media	RINA-C	Performed	>50
4	Congress	Algaeurope	https://algaeurope.org/	12-15, Dec 2023	Prague (Czech Republic)	Poster presentation	International	Scientific community	CCMAR	Performed	>50

5	Conference	Water innovation and circularity Conference (WICC)	https://wicc.gr/	7-9, June 2023	Athens, Greece	Poster presentation	International	Scientific community Water & wastewater utilities Industry Public authorities and administrations	EYDAP HCMR	Performed	>50
6	R&D Open Day	R&D Open Day	-	4 July, 2023		project presentation	Greece	Water & wastewater utilities	EYDAP	Performed	40
7	Networking and brokerage event	Mediterranean Education Initiative on Environment and Sustainability	https://medies.net/	16 Oct 2023	Athens, Greece	project presentation	Mediterranean Stakeholder	Scientific community HE projects. International organisations	EYDAP	Performed	>10
8	Public event	Sea I would like	https://www.legambiente.it/	25 Oct 2023	Taranto, Italy	project presentation	Italy	Scientific community Industry Public authorities and administrations	CNR	Performed	>50
9	BlueMissionMED	An alignment meeting involving the Mediterranean Lighthouse funded projects (CSA and IAs)		12 Sep 2023	Online	project presentation	Mediterranean Stakeholder	Scientific community Industry Public authorities and administrations	RINA-C	Performed	>50
10	Open Science Day	EuroMarine Open Science Day	https://euromarinenetwork.eu/news/euromarine-open-science-day-and-general-assembly-2024/	13 Feb 2024	Bologna, Italy	project presentation	All Europe	Scientific community SME, Media Large organizations EC Policy makers Authorities Civil society Water networks	RINA-C	Performed	>100
11	European maritime topics events	European Ocean Days	https://maritime-forum.ec.europa.eu/theme/governance/european-ocean-days_en	4-7, March 2024	Brussels, Belgium	project presentation and Exhibition	International	Scientific community SME Large organizations EC Policy makers Authorities Civil society Water networks Citizens Media	RINA-C, Bluemater, Sensichips	Planned	TBC

12	Annual meeting	Society of Environmental Toxicology and Chemistry 2024	https://www.setac.org/discover-events/global-meetings/setac-europe-34th-annual-meeting.html	5-9 May 2024	Seville Spain	project presentation	Europe	Scientific community SME Large organizations Policy makers Authorities Civil society Water networks Citizens Media	HCMR	Planned	TBC
13	General Assembly	EGU General Assembly 2024	https://www.egu24.eu/	14-19 April 2024	Vienna Austria	project presentation	International	Scientific community	HCMR	Planned	TBC
14	Conference	2024 UN Ocean Decade Conference	https://maritime-forum.ec.europa.eu/theme/governance/european-ocean-days_en	10-12 April 2024	Barcelona, Catalonia, Spain	project presentation	International	Scientific community SME Large organizations Policy makers Authorities Civil society Water networks Citizens Media	EYDAP HCMR	Planned	TBC
12	Summit	The European Algae Industry Summit	https://www.wplgroup.com/aci/event/european-algae-industry-summit/	17- 18 April 2024	London, UK	project presentation	International	Scientific community SME Large organizations EC Policy makers Authorities Civil society Water networks Citizens, Media	CCMAR Bluemater	Planned	TBC
14	Congress	8 th Congress of the International Society for Applied Phycology	https://isap2024.com/about/#:~:text=Welcome%20message%20to%20the%208th,2024%2C%20in%20Porto%20Portugal.	June 16 -21, 2024	Porto, Portugal	project presentation	International	Scientific community SME Large organizations EC Policy makers Authorities Civil society Water networks Citizens Media	CCMAR Bluemater	Planned	TBC

15	Conference	9 th International Conference on Industrial Biotechnology	https://www.aidic.it/ibic2024/page.php?pipe=testohistory	June 30 - July 3, 2024,	Bologna, Italy	project presentation	International	Scientific community SME Large organizations EC Policy makers Authorities Civil society Water networks Citizens Media	CCMAR Bluemater	Planned	TBC
16	Conference	AlgaEurope 2024	https://algaeurope.org/	10-12 Dec 2024	Athens, Greece	project presentation	International	Scientific community SME Large organizations EC Policy makers Authorities Civil society Water networks Citizens Media	CCMAR Bluemater	Planned	TBC
17	Conference	19 th IWA Leading Edge Conference on Water and Wastewater Technologies	https://iwa-network.org/events/let2024/	24-28 June 2024	Essen, Germany	project presentation	International	Scientific community SME Large organizations EC Policy makers Authorities Civil society Water networks Citizens Media	TBD	Participation Anticipated	TBC
18	Exhibition	European Wastewater Management Conference & Exhibition	https://ewwmconference.com/	2-3 July 2024	Manchester, UK	project presentation	International	Scientific community SME Large organizations EC Policy makers Authorities Civil society Water networks Citizens Media	TBD	Participation Anticipated	TBC

19	Trade-fairs	IFAT Munich	https://ifat.de/en/	May 13-17, 2024	Munich, Germany	project presentation	International	Scientific community SME Large organizations EC Policy makers Authorities Civil society Water networks Citizens Media	TBD	Participation Anticipated	TBC
20	Trade-fairs	Green Business Week 2024	https://www.eventseye.com/fairs/f-green-business-week-15535-1.html	Oct. 15 - 17, 2024	Lisbon, Portugal	project presentation	International	Scientific community SME Large organizations EC Policy makers Authorities Civil society Water networks Citizens Media	TBD	Participation Anticipated	TBC
21	Trade-fairs	ECOMONDO - 2024	https://en.ecomondo.com/	5-8, Nov 2024	Rimini, Italy	project presentation	International	Scientific community SME Large organizations EC Policy makers Authorities Civil society Water networks Citizens Media	TBD	Participation Anticipated	TBC
22	Trade-fairs	IFAT Eurasia	http://www.ifat-eurasia.com/	April 27-29, 2025	Istanbul, Turkey	project presentation	International	Scientific community SME Large organizations EC Policy makers Authorities Civil society Water networks Citizens Media	TBD	Participation Anticipated	TBC

23	International Conference and Exhibition	REMTECH EUROPE	https://remtechexpo.com/remtech-europe/	23-27 Sep 2024 Abstract submission is 31 st March 2024	Ferrara, Italy	project presentation	International	academia, gov. regulatory community as well as site owners, private consulting agencies and various other environmental professionals.	TBD	Participation Anticipated	TBC
24	Conference	The 2024 Emerging Contaminants in the Environment Conference (ECEC24)	https://publish.illinois.edu/merging-contaminants-conference/	April 24-25, 2024. Abstract Submission February 29, 2024	virtual conference.	project presentation	International	Scientific community	TBD	Participation Anticipated	TBC
25	Conference	International Conference on Environmental Pollution and Remediation	https://icepr.org/	25-27, August 2024	Barcelona, Spain	project presentation	International	Scientific community	TBD	Participation Anticipated	TBC
26	Conference	43 rd CIESM Congress	https://www.ciesm.org/	18-24, Oct 2024	Sicily Italy	project presentation	International	Scientific community	TBD	Participation Anticipated	TBC
27	European maritime topics events	European Ocean Days	https://maritime-forum.ec.europa.eu/theme/governance/european-ocean-days_en	4-8, March 2024	Brussels, Belgium	project presentation	International	Scientific community SME, Large organizations EC Policy makers Authorities, Civil society, Water networks, Citizens Media	TBD	Participation Anticipated	TBC
28	Conference	2024 UN Ocean Decade Conference	https://maritime-forum.ec.europa.eu/theme/governance/european-ocean-days_en	10-12 April 2024	Barcelona, Catalonia, Spain	project presentation	International	Scientific community SME, Large organizations Policy makers, Authorities, Civil society, Water networks, Citizens, Media	EYDAP HCMR	Participation Anticipated	TBC

Table 14 : Table format to present Publications within RHE-MEDIation project.

No.	Target	DOI	ISSN or ESSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place of the publication	Year of publication	Relevant pages	Public & Private publication	Peer reviewed	Open Access	Status: Performed /Planned
1	Scientific community		ISSN 2073-4441	Liberti, Davide; Pinheiro, Filipa; Simões, Beatriz; Varela, João; Barreira, Luísa	Water	TBC	MDPI	TBC	2024	TBC	Public	Yes	Yes	Planned
2	European and national policy makers	tbc	ISSN: 0778-3590	tbc	European Marine Board	tbc	European Marine Board	Ostend, Belgium	2025	tbc	Public	Yes	Yes	Planned

Table 15 : List of Workshops performed or planned in RHE-MEDIation project.

No.	Workshops	Organized by	Date	Planned /performed
1	Turkey stakeholder reference group work	YURT MUH and TUBITAK	Oct 02, 2023	performed
2	Greece stakeholder reference group work	EYDAP and HCMR	Oct 04, 2023	performed
3	Italian stakeholder reference group work	CNR	Oct 11, 2023	performed
4	On the project progress and the start of the demonstration activity at the Greek demo-site.	EYDAP and HCMR	July 16, 2024 (TBC)	Planned
5	On the project progress and the start of the demonstration activity at the Italian demo-site.	CNR	July 24, 2024 (TBC)	Planned
6	On the project progress and the start of the demonstration activity at the Turkish demo-site.	YURT MUH and TUBITAK	July 26, 2024 (TBC)	Planned
7	On the project progress and results of the demonstration activity at the Italian demo-site.	CNR	July 23, 2025 (TBC)	Planned
8	On the project progress and results of the demonstration activity at the Greek demo-site.	EYDAP and HCMR	July 10, 2025 (TBC)	Planned
9	On the project progress and results of the demonstration activity at the Turkish demo-site.	YURT MUH and TUBITAK	July 28, 2025 (TBC)	Planned
10	Deploy and participate events for collaborative actions with Networks in EU, Living labs & Blue Parks.	RINA-C	Apr 18, 2024 (TBC)	Planned
11	Deploy and participate events for collaborative actions with PREP4BLUE.	CNR	July 14, 2025 (TBC)	Planned
12	Deploy and participate events for collaborative actions with PREP4BLUE.	CNR	Oct 15, 2024 (TBC)	Planned

