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TRANSEATION

BLUE IS THE NEW GREY · NATURE-BASED SOLUTIONS

Advancing Ecosystem-Based Management through Hybrid Blue-Grey Infrastructures in Marine and Coastal Areas

DISSEMINATION, COMMUNICATION AND STAKEHOLDERS ENGAGEMENT PLAN

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EXECUTIVE SUMMARY

Under the HORIZON EUROPE framework, the TRANSEATION project needs a well-crafted **Dissemination, Communication, and Stakeholders Engagement (DCSE)** plan to achieve significant academic and societal impact.

The DCSE Plan for TRANSEATION outlines a strategic approach for sharing the project's objectives and results. It emphasizes the project's identity, focusing on nature-based solutions, hybrid blue-grey infrastructures, and comprehensive ecosystem management.

The Dissemination Plan aims to transfer knowledge and maximize research impact through scientific publications, stakeholder events, and online platforms.

Meanwhile, the Communication Plan manages internal and external communications, targeting governance bodies, scientific communities, and the general public using tools like social media, workshops, and newsletters.

Additionally, the plan includes Key Performance Indicators (KPIs) to measure engagement success and ensures that all materials align with the project's visual identity and EU funding acknowledgment requirements.

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Symbols, abbreviations and acronyms

D	Deliverable
EU	European Union
T	Task
WP	Work Package
DCSE	Dissemination, Communication and Stakeholders Engagement plan

1. INTRODUCTION

1.1. PURPOSE OF THIS DISSEMINATION, COMMUNICATION AND STAKEHOLDERS ENGAGEMENT PLAN

TRANSEATION is dedicated to advancing the EU's climate-neutrality goals by showcasing the potential of hybrid blue-grey infrastructures along marine and coastal regions. The project's core mission is to validate an innovative approach to ecosystem-based management that integrates nature-based solutions, societal engagement, and digitalization to safeguard and rejuvenate marine ecosystem health and services.

To achieve this, TRANSEATION must engage with diverse audiences, collaborate with a range of stakeholders, foster understanding, and ensure its findings are visible, audible, and applied.

Effective communication is crucial for societal impact. Any research endeavour that seeks to shape society requires a meticulously crafted and executed communication strategy. This strategy outlines TRANSEATION's goals, target demographics, platforms, tools, and metrics for communication, dissemination, and Stakeholders Engagement activities.

The Horizon 2020 program of the European Commission delineates three distinct domains for research project communications:

- **Dissemination:** Involves activities aimed at distributing knowledge about the project's outcomes, typically through reports, briefs, and scholarly articles.
- **Communication:** Encompasses all efforts to publicize the project and its progress from inception to conclusion, including branding and presence across various media.
- **Stakeholders Engagement:** It is the process of involving individuals, groups or organizations who may be affected by the project or have an interest in its outcome.

This strategy considers all the three spheres of any research project communications. The strategy was created by CTN and contributed by all project partners. It will be updated if required.

1.2. OBJECTIVES OF THIS DELIVERABLE

The aim of this **Dissemination, Communication and Stakeholders Engagement Plan** is to achieve the following objectives:

- To establish the goals, audience, and platforms for TRANSEATION's dissemination, communication, and stakeholders engagement efforts.
- To outline the techniques employed for promoting the project, fostering interaction, and disseminating information.
- To motivate project partners to embrace the project's key messages, tone, platforms, and tools.
- To provide a strategic foundation for comprehensive plans for communication, dissemination, and stakeholders engagement.

This document shall serve as a comprehensive guide for all TRANSEATION partners in their communication endeavours.

2. PROJECT INDENTITY

2.1. KEY MESSAGES

To increase awareness among the public and stakeholders, it is important to determine **key messages** for the project.

These messages shall prevail throughout the project's duration; however, some of them might vary or new ones will be added as the project progresses:

Key message 1

"Nature-based Solutions (NbS) combines solutions to pressing societal challenges with nature restoration".

Key message 2

"Hybrid blue-grey infrastructures can maintain functionality while protecting, restoring or hosting functional ecosystems by integrating natural processes and features from their design."

Key message 3

"TRANSEATION main objective is to demonstrate the effectiveness of marine and coastal hybrid blue-grey infrastructures and validate a new level of ecosystem-based management combining nature-based solutions, social implication digitalization to the protection and restoration of marine ecosystem health and services."

Figure 1 - Key messages

2.2. TONE OF VOICE

Dissemination and Communication activities will have a different **tone of voice** adapted to their audiences.

Dissemination activities focus on project's results only. Results must be of use for audiences in their own work: scientific community, project's own community, industry and other commercial actors, professional organizations, policymakers and so on.

Whereas, Communication activities focus on the project and its results and are aimed to multiple audiences, beyond the project's own community (include the media and the public).

The difference in tone of voice for dissemination and communication activities in the context of EU-funded projects would be as follows:

The **tone of voice for dissemination activities** is typically more formal and academic. The language used is often scientific, prioritizing accuracy. The objective is to make the project's results available to the scientific community, policy makers, and industry. The audience for these activities is usually target groups such as scientific communities, industry stakeholders, and policymakers. The channels often used for dissemination include peer-review journals, scientific conferences, and online repositories of results.

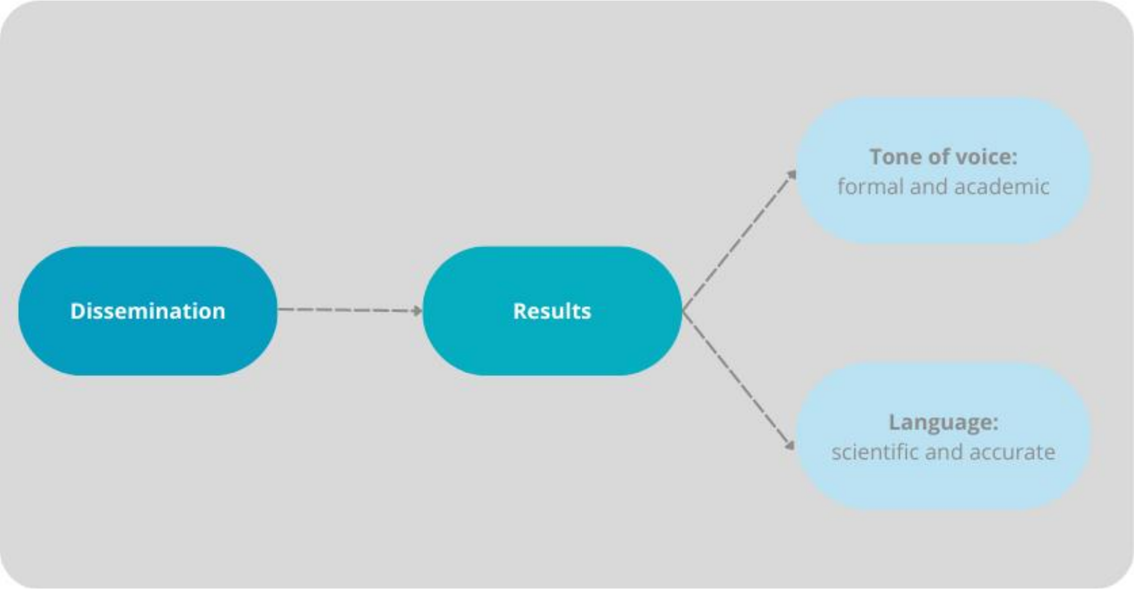
Dissemination
Results
Tone of voice:
formal and academic
Language:
scientific and accurate

Figure 2 – Dissemination tone of voice

Whereas the **tone of voice for communication activities** is generally more accessible and engaging. The language used is non-specialized, aiming to increase the public visibility of the project and its results. The audience for these activities is broader, including the public, EU citizens, civil society, and mass media. The channels often used for communication include TV channels, radio, newspapers, generalist websites, newsletters, and social media.

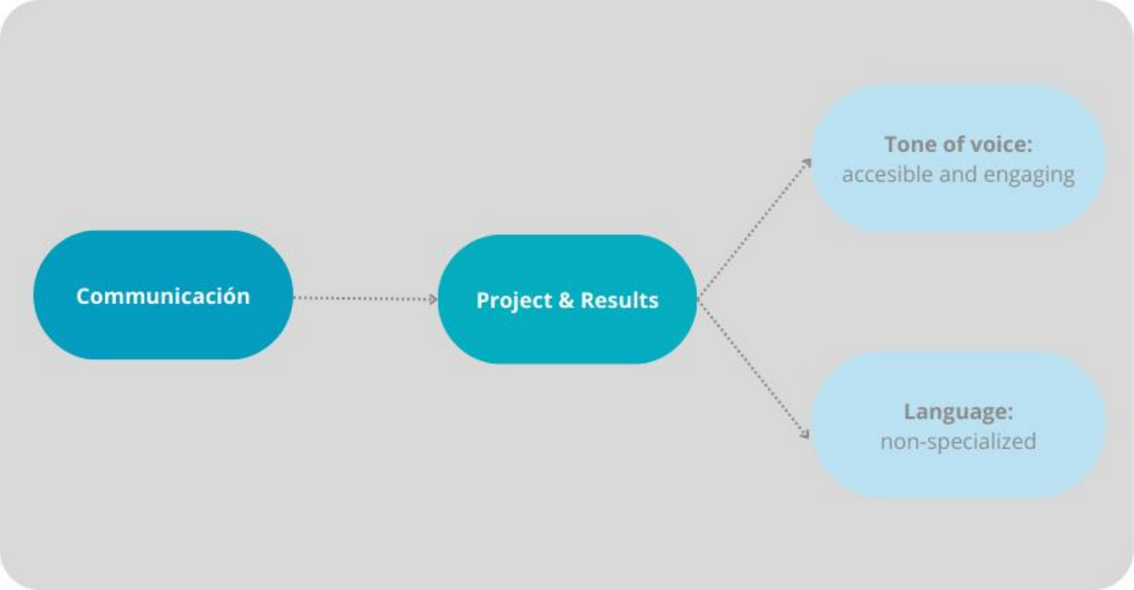
Communicación
Project & Results
Tone of voice:
accesible and engaging
Language:
non-specialized

Figure 3 - Communication tone of voice

Remember, the tone of voice may need to be adapted depending on the specific audience and communication channel. For example, the tone used in a scientific journal article may be more formal than the tone used on social media.

In summary, while both dissemination and communication activities aim to share the project's results, the tone of voice, audience, and channels used can differ significantly based on the objectives of each activity.

2.3. LOGO

A **logo** plays a pivotal role in the communication and dissemination plan. A logo is much more than just a visual mark; it is the face of the project. It provides the first impression and is the point of recognition. A well-designed logo can convey the project's mission, values, and objectives at a glance. It can also evoke the feelings of trust and credibility among the stakeholders, thereby enhancing the project's reputation.

Moreover, a logo can create a sense of unity and consistency across all communication materials, whether it's a project report, a presentation, a website, or social media posts. This consistency helps to increase the recognizability of the project, making it easier for the audience to identify and remember it. It also helps to create a professional image, which is particularly important for an EU-funded project like TRANSEATION.

Therefore, a logo is not just a design element, but a strategic tool in the communication and dissemination plan.

TRANSEATION

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Figure 4 - TRANSEATION logo

2.4. COLOUR PALETTE

A **colour palette** is a vital component of the communication and dissemination plan. Each colour carries a specific connotation and can be strategically used to convey the project's main objective.

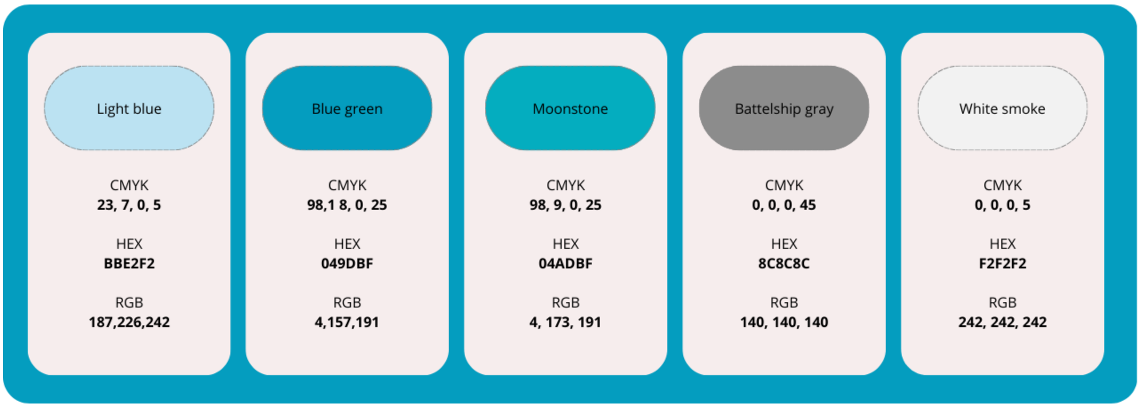
Light Blue often symbolizes trust and reliability, mirroring the project's commitment to demonstrating the effectiveness of marine and coastal hybrid blue-grey infrastructures.

Blue Green, a colour that resonates with nature and tranquillity, aligns with the project's focus on nature-based solutions and the restoration of marine ecosystem health.

Moonstone, a soothing and calming colour, can be associated with the project's aim to bring balance and restoration to marine ecosystems.

Battleship Gray can signify resilience and strength, reflecting the robustness of the hybrid infrastructures being validated.

Lastly, **White Smoke**, a neutral colour, can represent the project's unbiased approach in validating a new level of ecosystem-based management.



Light blue	Blue green	Moonstone	Battelship gray	White smoke
CMYK **23, 7, 0, 5**	CMYK **98,1 8, 0, 25**	CMYK **98, 9, 0, 25**	CMYK **0, 0, 0, 45**	CMYK **0, 0, 0, 5**
HEX **BBE2F2**	HEX **049DBF**	HEX **04ADBF**	HEX **8C8C8C**	HEX **F2F2F2**
RGB **187,226,242**	RGB **4,157,191**	RGB **4, 173, 191**	RGB **140, 140, 140**	RGB **242, 242, 242**

Figure 5 - Colour palette

2.5. VISUAL ELEMENTS

The dissemination and communication activities of the TRANSEATION project will be supported by the corresponding **visual elements**.

These elements are currently being developed, consistently adhering to the chosen colour palette and fonts for this project.

2.6. EU FUNDED ACKNOWLEDGE

All TRANSEATION project documents shall always be accompanied by the relevant **EU emblem and the funded statement**.

**Co-funded by
the European Union**

Figure 6 - EU emblem and funded statement

2.7. TEMPLATES

All documentation generated by the TRANSEATION project must be created using the templates specifically crafted for this purpose.

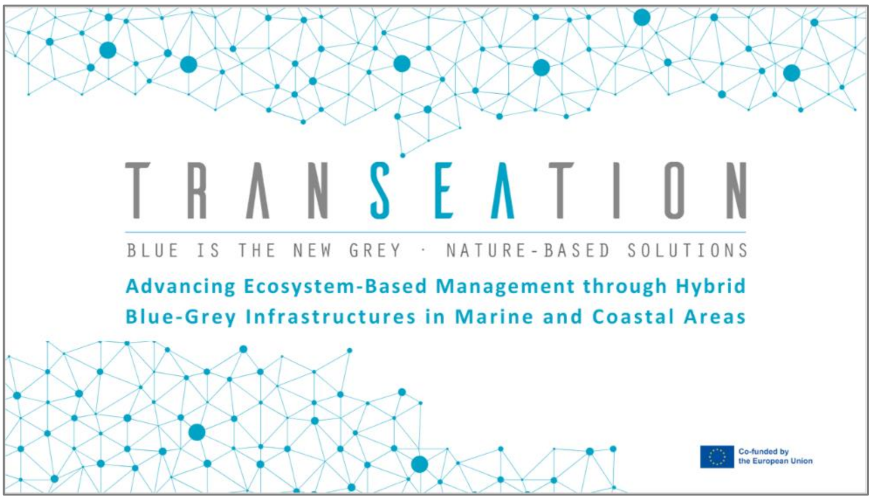


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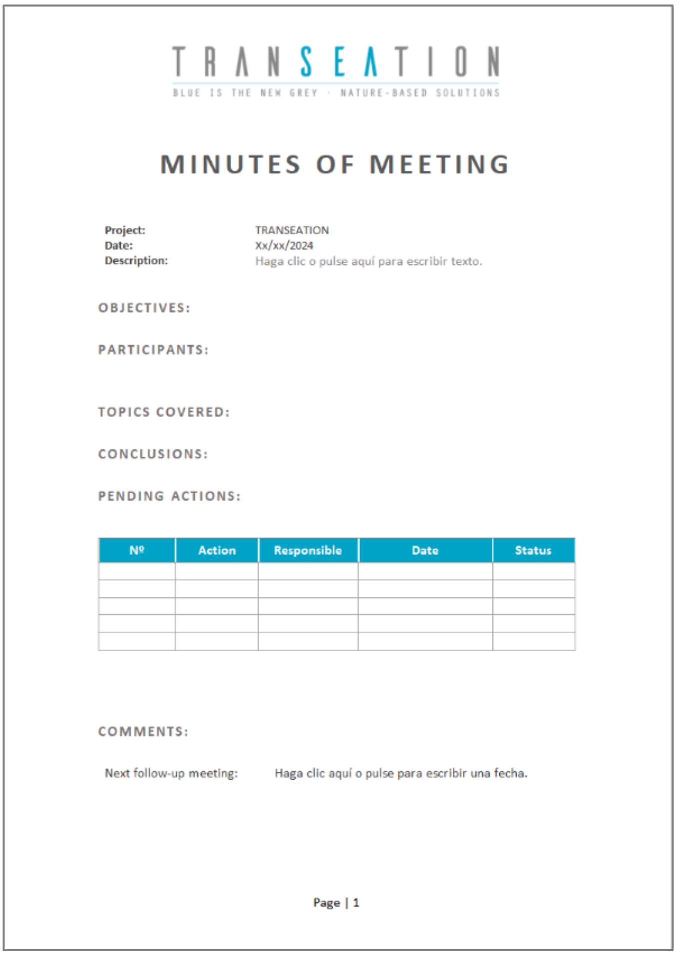
Figure 8 - PPT template



TRANSEATION

BLUE IS THE NEW GREY · NATURE-BASED SOLUTIONS

MINUTES OF MEETING

Project: TRANSEATION
Date: Xx/xx/2024
Description: Haga clic o pulse aquí para escribir texto.

OBJECTIVES:

PARTICIPANTS:

TOPICS COVERED:

CONCLUSIONS:

PENDING ACTIONS:

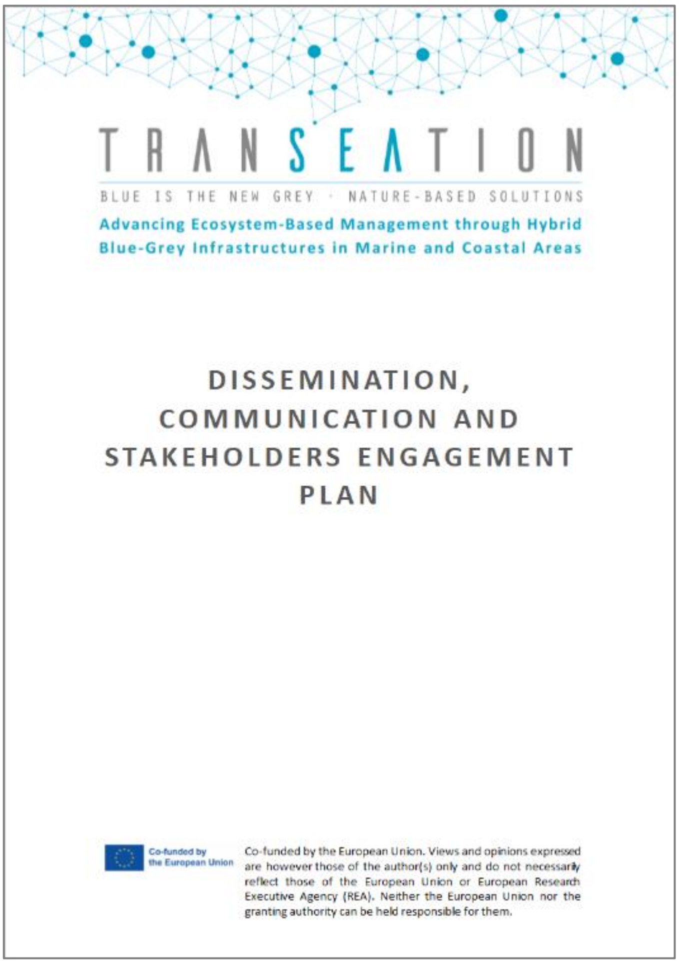
Nº	Action	Responsible	Date	Status

COMMENTS:

Next follow-up meeting: Haga clic aquí o pulse para escribir una fecha.

Page | 1

Figure 7 - Minutes template



TRANSEATION

BLUE IS THE NEW GREY · NATURE-BASED SOLUTIONS

Advancing Ecosystem-Based Management through Hybrid
Blue-Grey Infrastructures in Marine and Coastal Areas

DISSEMINATION,
COMMUNICATION AND
STAKEHOLDERS ENGAGEMENT
PLAN

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Figure 9 - Deliverable template

3. DISSEMINATION PLAN

The importance of disseminating the results of TRANSEATION is acknowledged by all project partners as a crucial activity.

The consortium has opted for a methodical, iterative process for dissemination planning, allowing for adjustments as the project advances and results are obtained.

Within this framework, CTN has assumed the role of primary Dissemination Leader due to its extensive experience in dissemination and technology transfer within the sustainable blue economy sector.

Table 1 outlines the dissemination objectives, motivations for targeting specific audiences, and the channels employed to convey key messages to specialized segments. This table clarifies how the project's communication will be executed.

While English will be the primary language for dissemination activities, requests for translations from partners will be considered on a case-by-case basis.

Target audience	Segment audience	Objectives	Channels	KPI´s
Blue Economy technological entities	CEOs and CTOs developing marine and coastal infrastructures	To understand the capacities of these marine restoration solutions not only from functional point of view but business and considering risks and costs of its implementation.	Technical reports on the results of the analysis of the potential integration of the restoration solutions, analysis of profitability and business opportunities.	> 5 companies
In-situ marine monitoring entities	Technicians and specialists in marine monitoring	To know the scope and limitations of in-situ marine monitoring techniques and analysis for the identification and classification of the benthic bottom.	Technical reports on the results obtained to apply spatial and temporal prediction techniques to seabed data.	> 50 specialists
Scientific community & Environmental organizations	Researchers in NbS in marine environment	To know the innovative solutions and alternatives for marine restoration habitats and biodiversity.	Technical and research reports on the results obtained from marine restoration actions.	> 50 scientists
Offshore Wind sector	Project managers of commercial offshore wind farms	Understanding how to benefit the biodiversity and nature, improving project social acceptance, without causing any conflict with project design / construction / operation.	Workshops and technical reports.	> 20 companies
Sustainable aquaculture	Aquaculture producers	Understanding of EBM as a management solution for marine species stock restoration.	Workshops and round tables to transfer results of restoration actions and biodiversity recovery.	> 10 producers
Port authorities	Port Managers	To understand the capacities of marine restoration solutions and NbS for greener maritime transport.	Workshops and round tables to transfer results of restoration actions and biodiversity recovery.	> 5 port managers
Ecotourism sector	Scuba divers	Importance of highly marine protected areas to increase the additional value of MPAs closer areas.	Workshops and round tables to transfer results of restoration actions and biodiversity recovery.	> 10 scuba divers clubs

Target audience	Segment audience	Objectives	Channels	KPI´s
MPA & Regional authorities	European MPA's Managers	To know the EBM as a validate way for conservation and protection of MPAs.	Policy briefs and guidelines on the results of EBM's application and assessments.	> 10 authorities
Local population	Population near pilot areas	To bring infrastructures as hybrid NbS closer to citizens to improve awareness and engagement.	Workshops and public activities to spread results of restoration actions and marine ecosystems.	> 200 citizens
Educational sector	Teachers and schoolers	Bring hybrid NbS infrastructures closer to raise early awareness.	Workshops and public activities at schools to spread results of restoration actions in marine ecosystems.	> 100 students

Table 1- Dissemination's KPIs

3.1. DISSEMINATION OBJETIVES

Dissemination is the public disclosure of the results by any appropriate means, including by scientific publications in any medium.

Its main purpose is to transfer knowledge and results to the ones that can make best use of it, as well as to maximize the impact of research, enabling the value of results to be potentially wider that the original focus.

Substantially, Dissemination is an essential element of all food research practice, prevents results becoming sticky and effectively lost, and strengthens and promotes the profile of the organization.

3.2. DISSEMINATION ACTIVITIES AND CHANNELS

According to **OB17.1**, the main objective is to develop and implement a strategic and impact-oriented Dissemination and Communication Plan to ensure that the project's high-quality content is disseminated through the most relevant channels.

TRANSEATION will carry out dissemination and communication activities of results and potential impacts that, among others, are focused on the public and more specifically to blue related economy stakeholders and open data access and citizen science developers.

Activities	Channels
Scientific publications	Articles in magazines and blogs
Stakeholders events	Market showcase B2B networking
Online disclosure of results	Online repository of results through social media
Stakeholders engagement	Feedback sessions, industrial events, training sessions
Presentations in scientific conferences	Scientific conferences, workshops and seminars, policy briefs
Conferences proceedings	Publication of proceedings

Table 2 - Dissemination activities and channels

4. COMMUNICATION PLAN

This **Communication** Plan ensures the efficient coordination and execution of both internal and external communication efforts, utilizing various channels, tactics, and tools.

Specifically, it includes the publication of digital and printed brochures, flyers, and scientific posters.

Additionally, it aims to engage the target audience through social media and newsletters crafted in a simple, storytelling format.

To actively involve international authorities, TRANSEATION plans to organize a Final Conference for public authorities, marine regulatory bodies, private entities, industry, academia, and other relevant stakeholders.

This communication plan aims to be thorough, with clear objectives tailored to different target audiences, including the media and the public.

While English will be the primary language for communication activities, translations into other languages will be provided (if required) to align with social engagement activities (WP8).

Audience category	Target audience	Type of information / material	Channels / Tools	Objective of the communication	KPI
Governance	Regional authorities	Summary reports and roadmaps	Dedicated meetings with workshops, and roundtables	Promotion of EBM implementation and sustainable NbS management	≥ 50 policy makers
	Port authorities	Technical and summary reports	Dedicated meetings with workshops	Promotion of sustainable maritime transport and footprint reduction	≥ 20 port authorities
Marine industry	Offshore energy	Summary reports for awareness	Workshops and journals	Promote the use of the NbS in offshore structures	> 30 companies
	Fisheries & aquaculture	Summary reports for awareness	Workshops and journals	Increase knowledge about hybrid blue-grey NbS benefits for biodiversity and fish stocks	≥ 100 producers
	Ecotourism sector	Summary reports for awareness	Workshops and journals	Increase knowledge about hybrid blue-grey NbS benefits for blue natural capital	≥ 100 entrepreneurs
Scientific communities	Scientific researchers (ES)	Papers or proceeding	Scientific journal, congress and/or roundtables	Increase ES knowledge and application	≥ 1000 researchers
	Marine technology researchers (NbS)	Papers, proceeding or reports	Scientific journal, congress and/or roundtables	Increase visibility on the environmental improvement impact of nature-based restoration technologies	≥ 500 researchers
Citizens	Local communities	Flyers and reports	Workshops and seminaries	Inform about the project results and implementation	≥ 500 local authorities

Audience category	Target audience	Type of information / material	Channels / Tools	Objective of the communication	KPI
	Tourist operators	Flyers and reports	Workshops and seminaries	Promote the local business in the area	≥ 50 tourist operators
	Online Citizens	Website & Participation hub	Internet, search engines, social media	Increase reach and level of public engagement, create learning effects and knowledge building in local communities	≥ 65.000 citizen observations
		Digital-Social community features in Citizen Science App	Citizen Science App		

Table 3 – Communication's KPIs

4.1. COMMUNICATION ACTIVITIES AND CHANNELS

Activities	Channels
Non-scientific publications	Press releases, newsletters, news sites articles, blogs, infographics, fact sheets.
Events for the general public	Open doors, public talks (scholars)
Online promotion	Generalist website, social media
Two-way exchanges with citizens (scholars)	Citizen science app, photo contests, surveys, interviews
Mass media campaign	Newspapers, local TVs, radios.
Promotional materials	Leaflets, brochures, posters, roll ups.

Table 4 - Communication activities and channels

5. STAKEHOLDERS ENGAGEMENT OBJECTIVES AND STRATEGY

5.1. STAKEHOLDERS ENGAGEMENT OBJECTIVES

Stakeholders Engagement is a crucial aspect of any EU funded project. It is the process of involving individuals, groups or organizations who may be affected by the project or have an interest in its outcome.

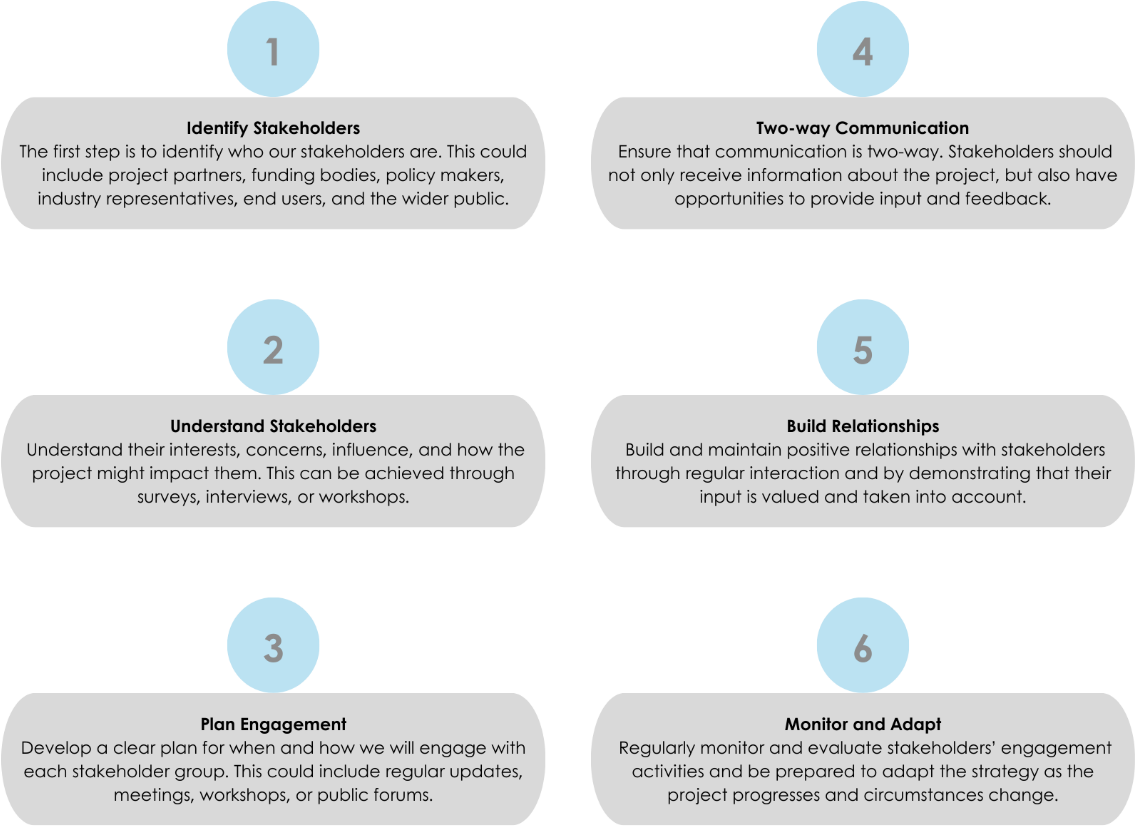
Engaging stakeholders in the early stages of the project can help identify potential challenges, opportunities, and key areas of interest. This can lead to more effective and efficient project implementation, as well as increased acceptance and support from those involved.

In the context of a communication and dissemination plan, stakeholder engagement is vital for ensuring the project's results and impacts are effectively communicated and reach the right audiences.

Stakeholders can provide valuable insights into the most effective communication channels and strategies, and can also play a key role in disseminating project results within their own networks. This can significantly increase the reach and impact of the project, contributing to its overall success.

5.2. STAKEHOLDERS ENGAGEMENT STRATEGY

The best **stakeholder engagement strategy** for TRANSEATION would involve several key steps:



1

Identify Stakeholders
The first step is to identify who our stakeholders are. This could include project partners, funding bodies, policy makers, industry representatives, end users, and the wider public.

2

Understand Stakeholders
Understand their interests, concerns, influence, and how the project might impact them. This can be achieved through surveys, interviews, or workshops.

3

Plan Engagement
Develop a clear plan for when and how we will engage with each stakeholder group. This could include regular updates, meetings, workshops, or public forums.

4

Two-way Communication
Ensure that communication is two-way. Stakeholders should not only receive information about the project, but also have opportunities to provide input and feedback.

5

Build Relationships
Build and maintain positive relationships with stakeholders through regular interaction and by demonstrating that their input is valued and taken into account.

6

Monitor and Adapt
Regularly monitor and evaluate stakeholders' engagement activities and be prepared to adapt the strategy as the project progresses and circumstances change.

Figure 10 - Stakeholders engagement strategy

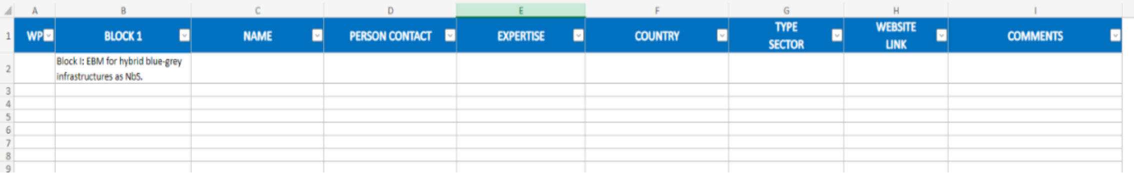
Stakeholder engagement is not a one-time activity but an ongoing process that continues throughout the life of the project. The goal is to create a sense of ownership among stakeholders, making them feel involved and invested in the project's success. This strategy, if implemented effectively, can significantly enhance the impact and sustainability of the project outcomes.

To achieve this objective, first we need to collect information about potential stakeholders, and for that purpose, the project’s document named TRANSEATION Stakeholders Database may be of great help.

This Excel file was created specially to collect information on potential stakeholders. That information is of a public nature, and it will be used to contact experts that might be interested in cooperating with the Project.

CTN would never contact them directly, partners will do it and act as middlemen or middlewomen.

Document **TRANSEATION Stakeholders Database** is in compliance with the General Data Protection Regulation, so partners may feel free to work with it any time.



WP	BLOCK 1	NAME	PERSON CONTACT	EXPERTISE	COUNTRY	TYPE SECTOR	WEBSITE LINK	COMMENTS
	Block I: EBM for hybrid blue-grey infrastructures as NbS.							

Figure 11 - TRANSEATION Stakeholders Database

6. MONITORING

Monitoring is an ongoing and systematic process conducted throughout the project, designed to generate data and insights from the project's implementation.

This process aids in evaluating whether the Dissemination, Communication and Stakeholders Engagement activities are executed correctly and successfully.

The impact of TRANSEATION's dissemination and communication efforts will be continuously monitored and documented in the deliverables stated in the Grant Agreement:

D43	D16.1	Dissemination, Communication and Stakeholder Engagement Plan	CTN	R	PU	6	Active
D44	D16.2	1st Communication and dissemination activities reports	CTN	R	PU	18	Active
D46	D17.1	2nd Communication and dissemination activities reports	CTN	R	PU	30	Active
D47	D17.2	Final Communication and Dissemination Activities Reports	CTN	R	PU	42	Active

Figure 12 - TRANSEATION dissemination and communication deliverables

The monitoring system will furnish evidence to determine if the TRANSEATION Dissemination, Communication, and Stakeholders Engagement Plan (DCSE Plan) is being executed as originally planned and scheduled.

It will also tackle potential implementation issues and identify if additional actions are needed to achieve the objectives.

6.1. TRANSEATION’S DISSEMINATION AND COMMUNICATION ACTIONS APP

To facilitate the monitoring of actions within the TRANSEATION DCSE plan, CTN, as the leader of the WP16 and WP17 work packages, has developed **an app for all partners** to upload their communication actions, dissemination efforts, and relevant publications.

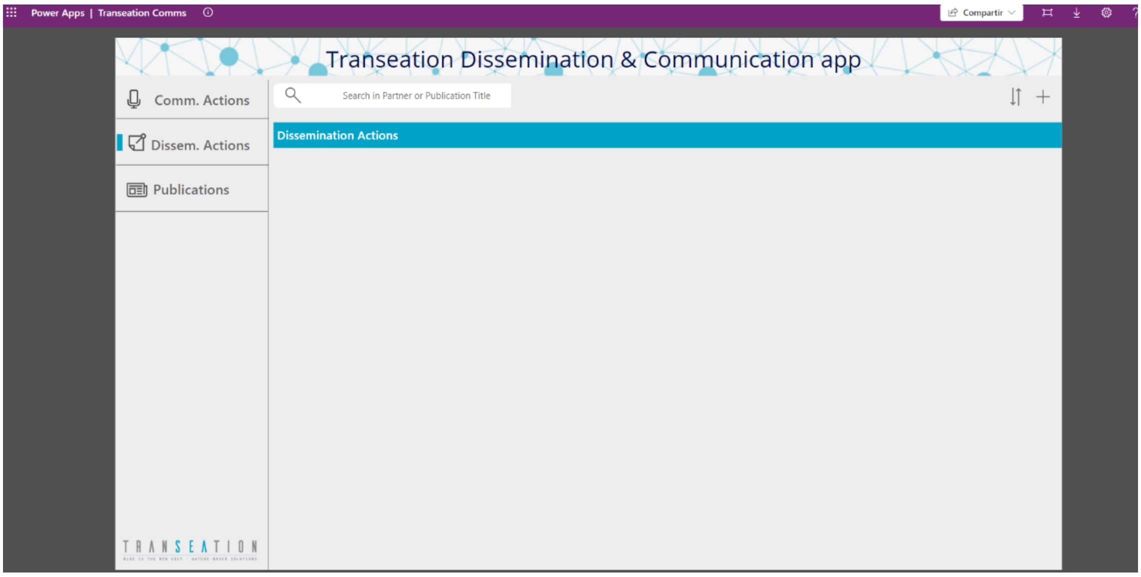

Power Apps | Transeation Comms
Compartir
Transeation Dissemination & Communication app
Comm. Actions
Dissem. Actions
Publications
Search in Partner or Publication Title
Dissemination Actions
TRANSEATION

Figure 13 - TRANSEATION dissemination and communication actions app

The app is available on the project management site and is very user-friendly. However, if there are any uncertainties, partners can refer to the **app's user guide**, which is currently under development.

It is crucial that this application is regularly updated so that everyone accessing it can stay informed about the progress of the TRANSEATION Dissemination, Communication, and Stakeholder Engagement Plan.

7. KEY TAKEAWAYS

Although TRANSEATION's Dissemination, Communication and Stakeholder Engagement Plan will be updated and adapted as the project progresses, there are a **number of factors** that must remain fixed:

Purpose: The plan aims to make TRANSEATION's findings visible, audible, and applied, ensuring broad societal impact.

Approach: Combines formal dissemination with accessible communication and strategic stakeholder engagement.

Visual Identity: Uses a strategic logo and colour palette to convey the project's objectives and values.

Methodology: Iterative dissemination planning, strategic communication activities, and continuous stakeholder engagement.

Monitoring: Regular updates and documentation through an app to track progress and impact.

Figure 14 - DCSE key takeways

As the project advances, new opportunities for dissemination and communication will emerge, and these should adhere to the established parameters.

We hope this document meets with everyone's approval and welcome any suggestions you may have.

Thank you!