TRANSEATION

BLUE IS THE NEW GREY · NATURE-BASED SOLUTIONS

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

D16.2 Communication and Dissemination Activities Report

Co-funded by the European Union

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Symbols, abbreviations and acronyms

D	Deliverable
EU	European Union
T	Task
WP	Work Package
KPIs	Key Performance Indicators

1. EXECUTIVE SUMMARY

From Month 6 to Month 18, the TRANSEATION project has consolidated its communication and dissemination efforts through a combination of strategic planning, visual identity refinement, and multi-level engagement. Key achievements include the activation of internal tools to support partner coordination, the launch of a redesigned project website, and the development of content campaigns aligned with the project's core themes. Participation in targeted scientific events, stakeholder workshops, and educational activities has helped strengthen the project's visibility across diverse audiences. These actions have laid a solid foundation for the next phase of outreach, where increased emphasis will be placed on storytelling, collaboration, and the dissemination of pilot results to ensure the project's relevance and impact within both the policy and scientific communities.

2. INTRODUCTION

The TRANSEATION project aims to develop and demonstrate hybrid blue-grey infrastructures as nature-based solutions (NbS) to enhance marine and coastal ecosystem resilience. By integrating technological innovation with ecosystem-based management, TRANSEATION contributes to the EU Mission "Restore our Ocean and Waters" and supports broader sustainability goals under the European Green Deal.

The purpose of this report is to provide a comprehensive overview of the progress made in implementing the project's communication and dissemination strategy. It is submitted in fulfilment of Deliverable D16.2, as outlined in the Grant Agreement under WP16 and WP17 Communication and Dissemination I&II. The report also serves as a reference for evaluating results against key performance indicators (KPIs) and adapting future actions to maximise impact.

3. COMMUNICATION AND DISSEMINATION STRATEGY

3.1. GOALS AND OBJECTIVES

The TRANSEATION project's communication and dissemination strategy is designed to maximise the visibility, awareness, and uptake of the project's results among its key stakeholders and the general public. As outlined in the Grant Agreement and Communication and Dissemination Plan, the specific objectives are:

- To raise awareness about the project's relevance to marine ecosystem health and hybrid blue-grey infrastructures.
- To communicate the project's contribution to EU policy priorities, particularly under the HORIZON Europe programme.
- To engage a diverse range of stakeholders—from policymakers and scientists to NGOs and coastal citizens—through clear, inclusive, and targeted messaging.
- To disseminate research outputs in open-access scientific journals and present them at high-impact conferences.
- To support replication and scalability of project outcomes by sharing knowledge, tools, and best practices with external stakeholders.
- To establish synergies with sister projects and relevant initiatives to amplify mutual visibility.

3.1.1. CHANGES OR REFINEMENTS SINCE PROJECT STARTED

As part of the project's early communication activities, partner SPOTTERON developed a refreshed visual identity for TRANSEATION. The new graphic materials include an updated harmonised colour palette, and custom iconography reflecting the project's focus on hybrid blue-grey infrastructures and marine ecosystem health. These visual assets have been applied across communication tools, including the project website, presentations, and social media campaigns, helping to ensure a coherent, recognisable, and professional image across all dissemination channels.

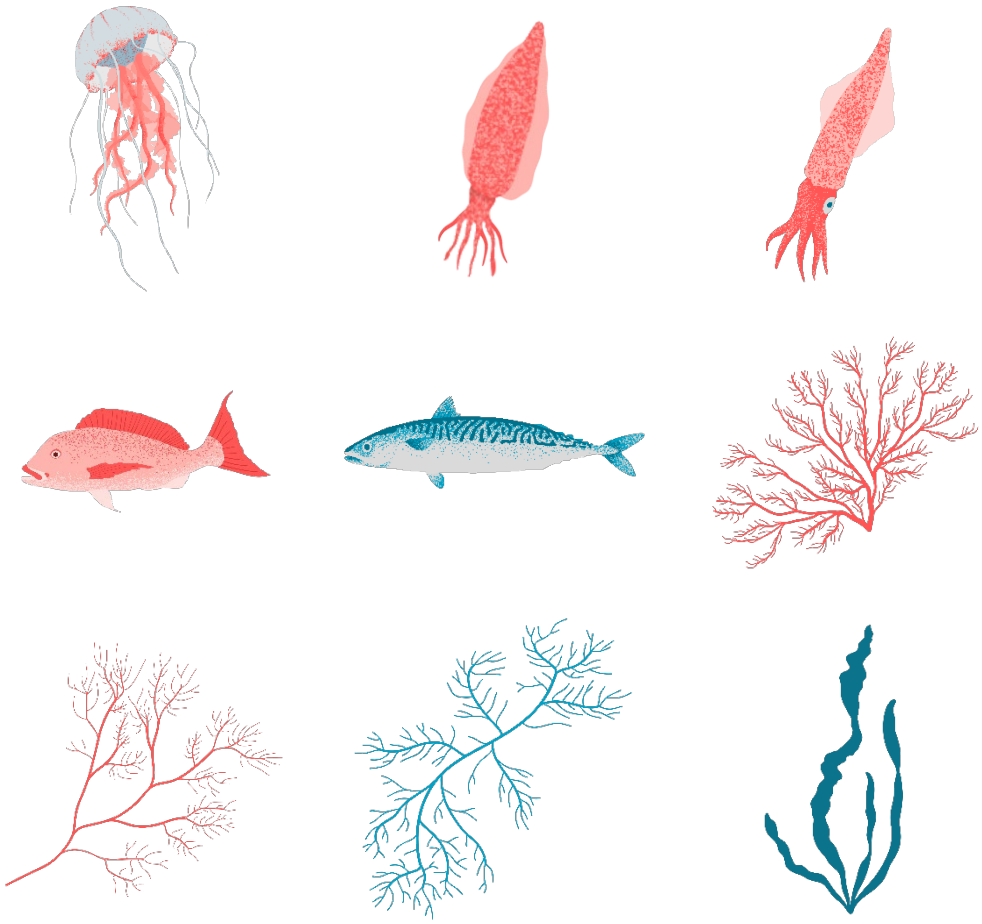

Figure 1 – TRANSEATION new designs by SPOTTERON

The website underwent a design overhaul to increase user-friendliness, accessibility, and alignment with the updated brand guidelines. Key changes included improved navigation, more dynamic visuals, and clearer calls to action.

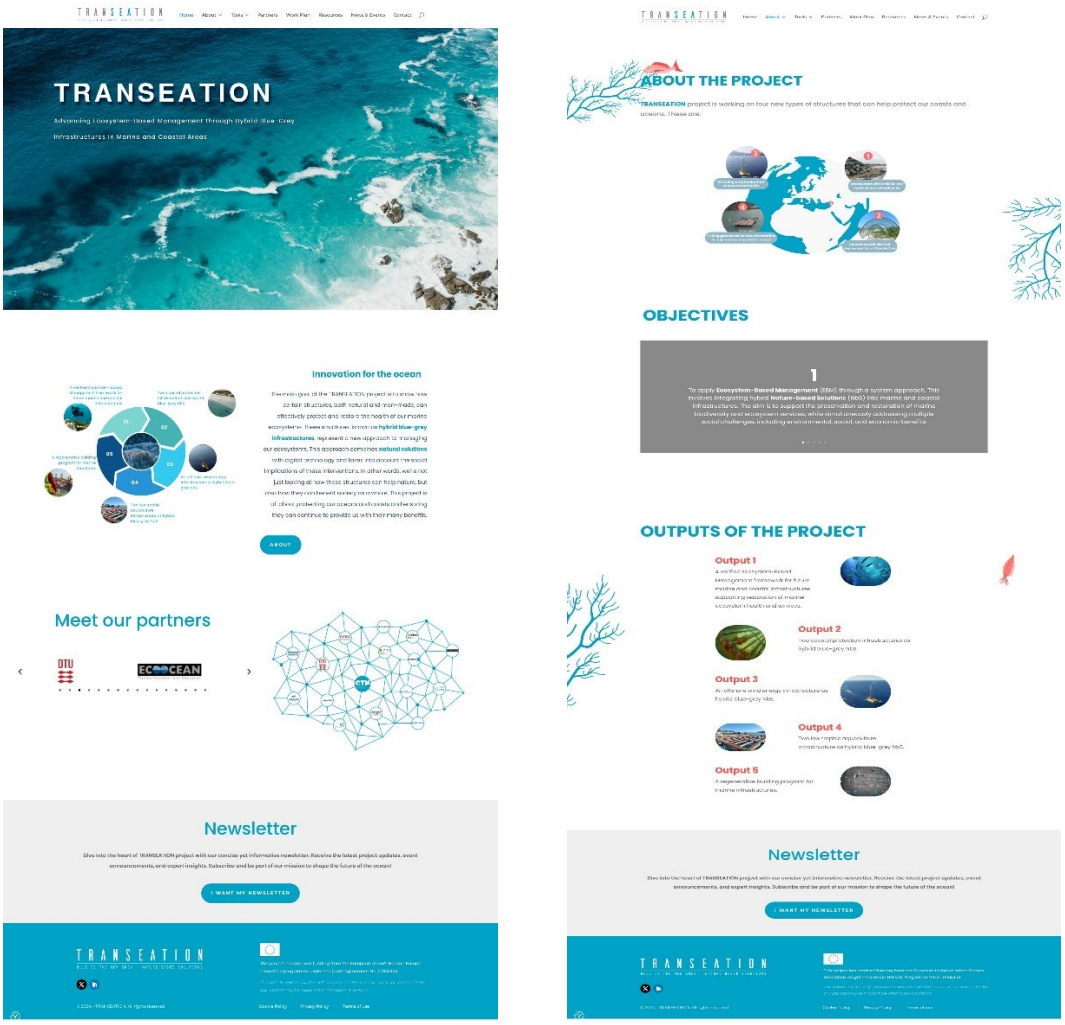

Figure 2 - Sections Home and About

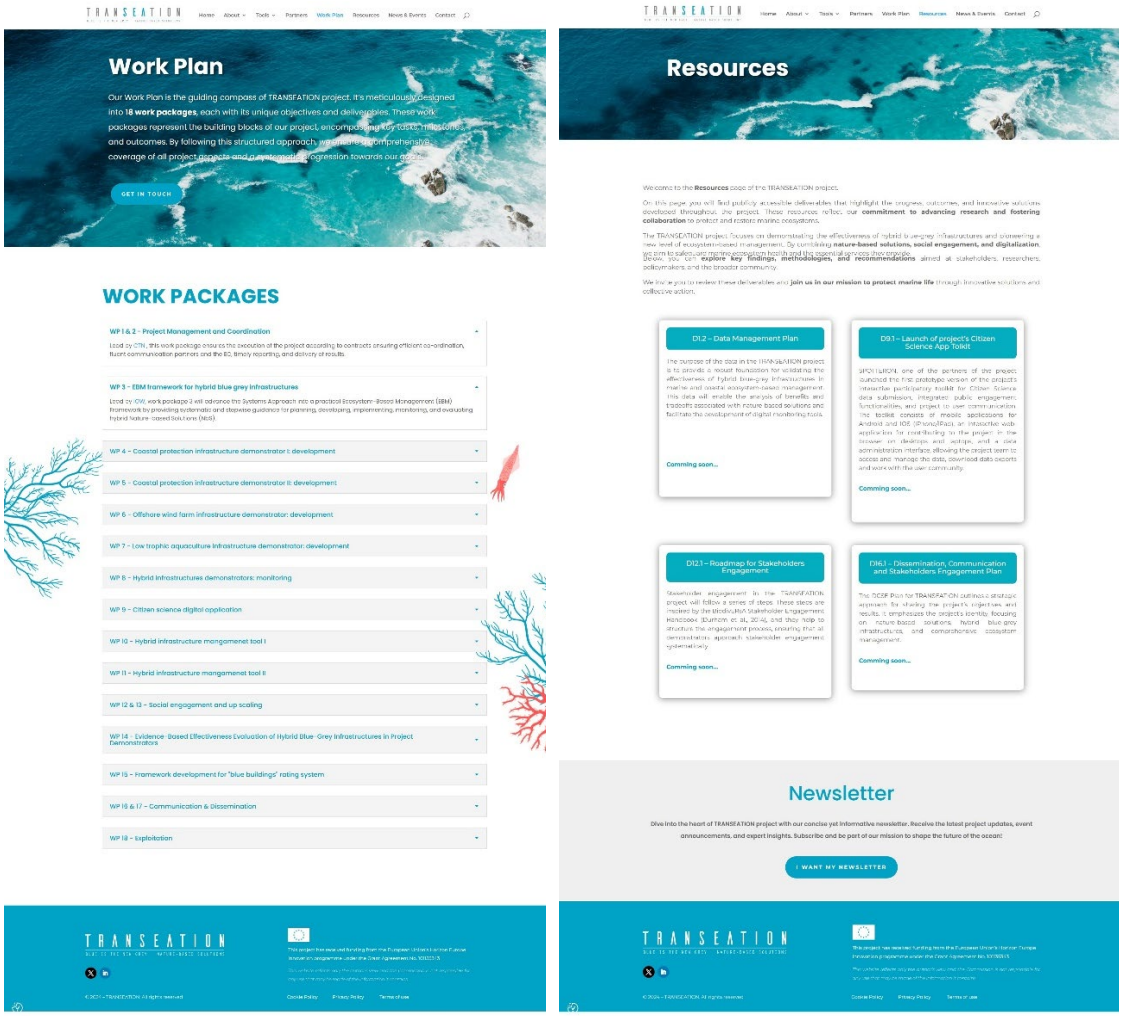

Figure 3 - Sections Work Plan and Resources

Communication and dissemination KPIs are being further refined to better guide partners in executing their tasks. This included translating general goals into measurable actions (e.g. number of publications, social media targets, audience reach), and ensuring a more realistic, partner-driven tracking process for reporting purposes.

3.1.2. TARGET AUDIENCES

The TRANSEATION project addresses a wide and diverse set of stakeholders, reflecting the multi-level and interdisciplinary nature of its work on marine and coastal hybrid infrastructures. The communication and dissemination activities are carefully tailored to each audience segment to ensure relevance, clarity, and engagement. The primary target audiences are:

- **Policy Makers and Public Authorities**
  Including EU-level institutions, regional sea basin authorities, and local coastal municipalities. The goal is to inform, influence, and align TRANSEATION outcomes with marine governance, environmental restoration, and infrastructure policies.
- **Scientists and Technical Experts**
  From marine biology, oceanography, engineering, and ecosystem services. Dissemination efforts aim to contribute to scientific dialogue and collaboration, particularly on nature-based solutions (NbS) and blue-green infrastructure integration.
- **Industry and SMEs**
  Including technology developers, marine contractors, engineering firms, and start-ups working in ocean observation, infrastructure design, and environmental services. These stakeholders are targeted for replication, innovation uptake, and future scaling of project outputs.
- **Civil Society and Coastal Communities**
  Including NGOs, community organisations, educators, and local citizens, especially those living in or near pilot areas. Communication efforts here aim to raise awareness, foster behavioural change, and encourage citizen science participation.
- **Sister Projects and EU Initiatives**
  Collaborations and mutual visibility with other Horizon Europe projects (e.g. DuneFront) and initiatives under the Horizon Europe umbrella are key for synergies, knowledge sharing, and impact amplification.
- **Media and General Public**
  Including specialised environmental outlets and broader public media. The project seeks to ensure that marine ecosystem restoration is made accessible, relevant, and newsworthy to the broader public.

3.1.3. KEY MESSAGES

The communication and dissemination activities of TRANSEATION are guided by a set of core messages that reflect the project's mission, scientific relevance, and societal value. These messages are adapted across channels and stakeholder types to ensure maximum resonance and understanding.

Main messages include:

- **Hybrid blue-grey infrastructures** *are essential*
  They offer a sustainable, resilient approach to protecting marine and coastal environments, blending technological innovation with ecosystem-based management.
- **Nature-based solutions (NbS)** *must be part of our marine future*
  The project promotes the integration of NbS into infrastructure design as a scientifically sound and ecologically responsible way to address climate adaptation, biodiversity loss, and environmental degradation.
- **Citizen science** *and participation matter*
  Involving communities in data collection and decision-making strengthens trust, improves data quality, and ensures that local knowledge shapes marine restoration.
- **Science, policy, and communities** *must collaborate*
  The project demonstrates the value of transdisciplinary and cross-sectoral collaboration in tackling complex environmental challenges.

3.1.4. APPROACH

The communication and dissemination approach of TRANSEATION is grounded in clarity, inclusiveness, and strategic outreach. The goal is to ensure that scientific results, technical solutions, and community impacts are shared in ways that are accessible, engaging, and aligned with each audience's expectations and context.

Methodology and guiding principles

- **Tone of voice**: Professional, yet approachable and inclusive. The tone adapts to each channel—more technical for scientific audiences, more visual and narrative-driven for public-facing platforms.

- **Visual identity:** Developed in collaboration with SPOTTERON, the project's branding reflects the merging of natural and engineered elements through cohesive colours, icons, and typography.
- **Narrative coherence:** Across all platforms, the project emphasises a consistent storyline—linking hybrid infrastructures, marine health, and citizen engagement as pillars of resilient coastal systems.

Channels used

- **Website**: Acts as a central hub for content, updates, pilot insights, and public resources.
- **Social media**: Focused on sharing news, infographics, short updates, stakeholder engagement, and visual storytelling.
- **Events and webinars**: Used to create dialogue, disseminate findings, and highlight pilot results and EU-level relevance.
- **Press and blog articles**: Targeting specialised and general audiences with human stories, scientific relevance, and alignment with policy trends.
- **Newsletters**: Offering a curated overview of the project's progress and upcoming activities, distributed regularly and internally to the project's partners.

Amplification strategy

- **Partner-driven visibility**: Communication materials and best-practice guidelines were developed to empower each partner to actively promote the project through their own networks.
- **Sister project synergies**: Strategic collaboration with projects like DuneFront ensures joint visibility and thematic alignment in external outreach.

4. COMMUNICATION ACTIVITIES OVERVIEW

4.1. SOCIAL MEDIA CAMPAIGNS

As of now, two main communication campaigns have been launched within TRANSEATION, each with distinct objectives and audiences:

Meet Our Partners campaign

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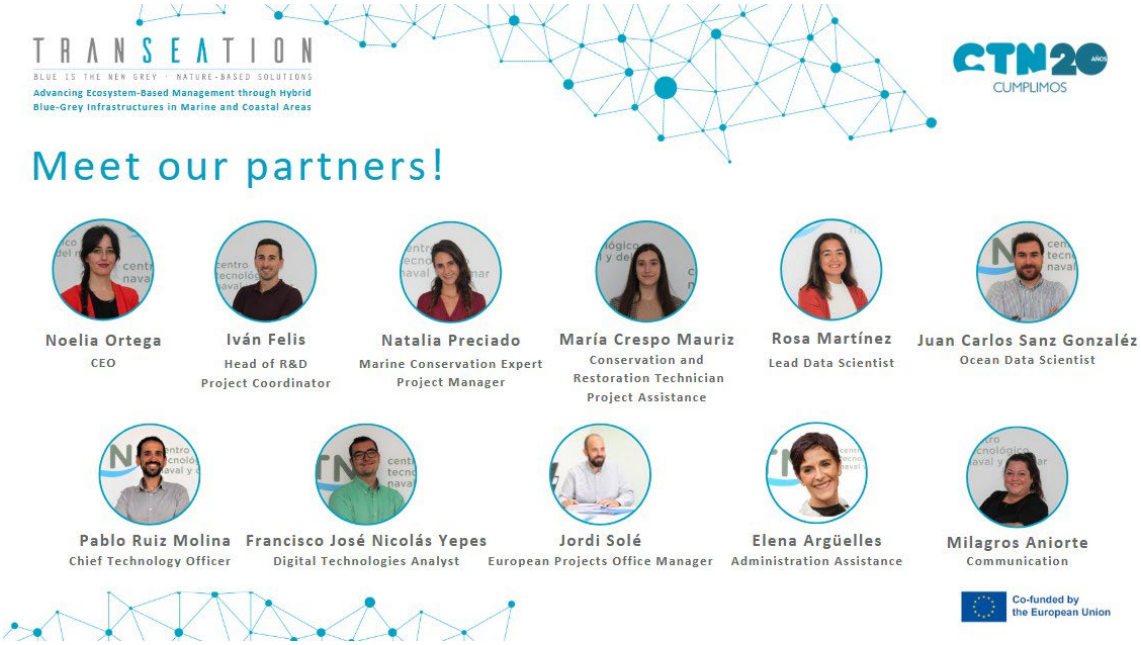

Figure 4 - Meet Our Partners campaign

Awareness campaign

Running throughout 2025, this campaign focuses on raising public awareness of key themes related to the project. It covers a range of topics aligned with TRANSEATION's goals, including marine ecosystem protection, hybrid blue-grey infrastructures, and nature-based solutions.

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Month	Campaign	Focus	Posting Rhythm
June 2025	Actions to Protect Marine Ecosystems	Show tangible ways in which marine ecosystems can be protected through science, policy and community involvement.	1 posts/week
July 2025	What are Blue-Gray Structures?	Explain what hybrid blue-grey infrastructures are and how they work for nature and society	1 posts/week
August 2025	Co-creating with Nature	Promote the participatory and inclusive aspect of NbS and ecosystem-based management	1 posts/week
September 2025	The Power of Data in Ocean Health	Show how digital tools, data and marine monitoring help protect ecosystems	1 posts/week
October 2025	What are Nature based Solutions?	To educate and engage the general public about Nature-Based Solutions (NbS), highlighting their role in climate adaptation, biodiversity, and healthier ecosystems.	1 posts/week
November 2025	Nature Builds Resilience	Raise awareness on how NbS help communities and ecosystems adapt to climate change.	1 posts/week
December 2025	Looking Back, Looking Forward	Recap achievements of the year, reflect on progress, and set expectations for 2026.	1 posts/week

Figure 5 - Awareness campaign

4.2. BLOG POSTS AND ARTICLES

This section provides an overview of the blog posts and editorial articles produced during the reporting period. These publications aim to communicate the project's progress, key themes, and activities to a wider audience through accessible and engaging content.

EU Blue Economy Report 2025: Transforming Growth Into Ecosystem-Based Resilience

May 28, 2025

The 2025 edition of the EU Blue Economy Report, published by the European Commission in May 2025, offers not only a snapshot of the sector's economic performance but also a strategic reflection on...

Harnessing Nature-Based Solutions for Sustainable Marine Conservation

Aug 26, 2024

Harnessing Nature-based Solutions for Sustainable Marine ConservationThe oceans play a crucial role in sustaining life on Earth, providing a multitude of ecosystem services essential for human...

TRANSEATION's Consortium Meeting

Aug 23, 2024

By CTN Editorial Staff31 July, 2024 The last Consortium Meeting of the TRANSEATION project took place on 31 July. The different partners shared their progress, challenges and next steps within each...

Gaiker
MEMBER OF BASQUE RESEARCH & TECHNOLOGY ALLIANCE

GAIKER Strives for the Protection and Restoration of Marine Ecosystems

Jul 30, 2024

By CTN Editorial StaffGAIKER Strives for the Protection and Restoration of Marine Ecosystems The European project TRANSEATION will develop and demonstrate the effectiveness of hybrid blue-grey...

TRANSEATION Kick-Off Meeting

Jun 28, 2024

By CTN Editorial Staff Successful Kick-Off Event Marks the Beginning of TRANSEATION We are thrilled to announce that our in-person kick-off event was a resounding success! The event commenced with...

Figure 6 - Blog posts and articles

4.3. NEWSLETTER

TRANSEATION currently circulates a monthly internal newsletter aimed at project partners, providing updates on ongoing activities, upcoming deadlines, and key communication highlights. This tool supports internal coordination and encourages active participation in dissemination efforts across the consortium.

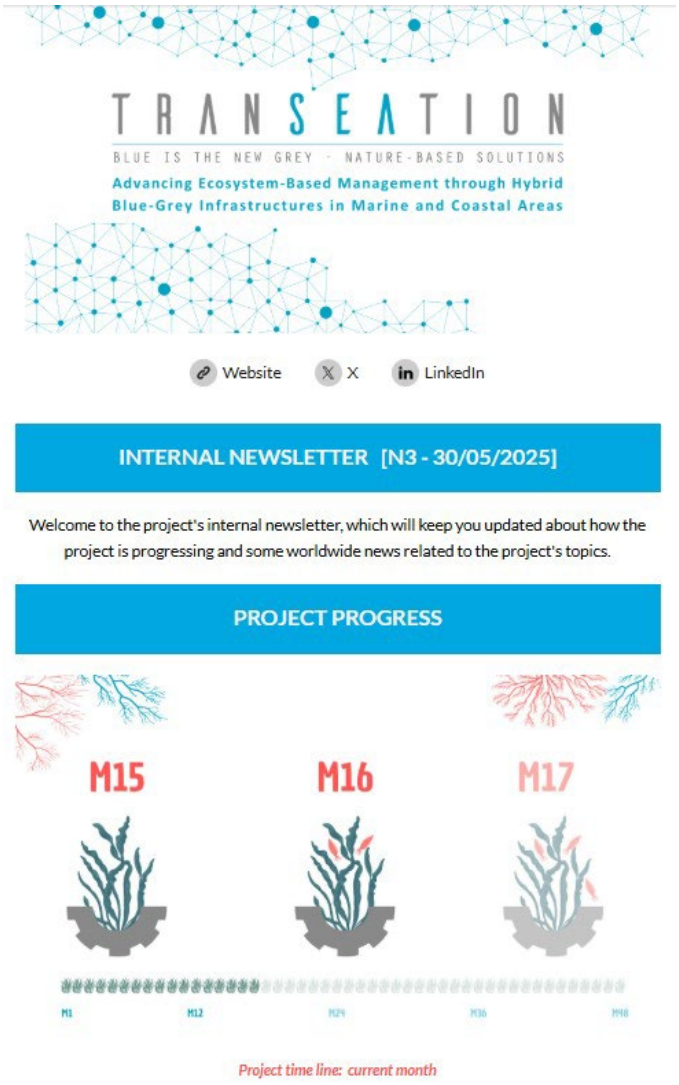


Figure 7 - Newsletter

In parallel, the project team is developing a biannual external newsletter, designed to share results, milestones, and stories with a wider audience, including stakeholders and the general public. This external edition will serve as a key instrument for amplifying the project's visibility and outreach as results continue to emerge.

4.4. EVENTS

Events have played a key role in TRANSEATION's communication and dissemination strategy, serving as opportunities to strengthen collaboration within the consortium, engage with external audiences, and promote the project's mission in relevant scientific and educational contexts.

Internal events

Workshop on Blue-Grey Infrastructures – October 2024

TRANSEATION partners took part in a workshop focused on classifying hybrid infrastructures across blue economy sectors. The discussion revealed the need for a more nuanced evaluation framework, as many infrastructures cannot be strictly labelled as grey or blue. Establishing such criteria could support more consistent assessments of sustainability and ecosystem impact.

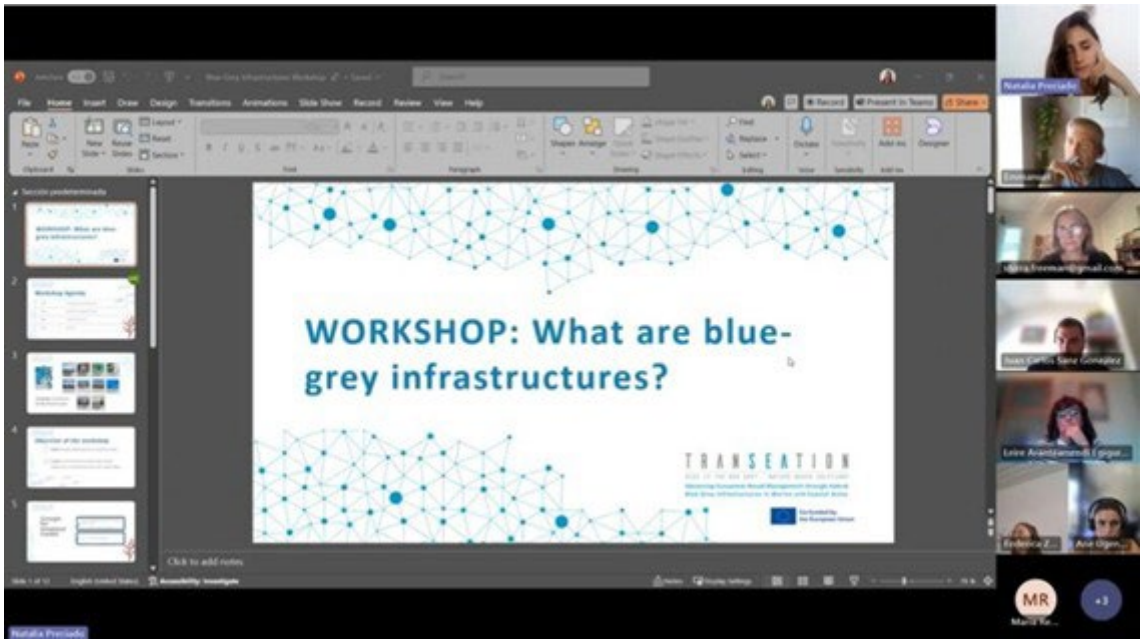


Figure 8 - Internal workshop on NbS

Consortium Meeting – March 2025

A key internal milestone during the reporting period was the Consortium Meeting held in Derio, Biscay (Euskadi, Spain)—a region renowned for its strong maritime identity and commitment to coastal innovation. The meeting gathered project partners to share updates, discuss progress, and align with upcoming tasks. It also provided an opportunity to strengthen collaboration, refine the project's strategic direction, and reaffirm our collective mission: to demonstrate the potential of hybrid blue-grey infrastructures as effective tools for marine and coastal resilience in the face of climate change.

Figure 9 - Consortium Meeting Bilbao

Charting a Regenerative Future for the Blue Economy!

The TRANSEATION project convened in Bilbao to advance a regenerative framework for the blue economy, aiming to ensure infrastructure development actively restores marine and coastal ecosystems. Our partner Green Living Projects proposed a 3-Tier Rating System—covering principles, implementation, and outcome monitoring—that seeks to bridge the gap between regenerative ideals and practical application. With positive momentum and growing interest across Europe, the project invites collaboration to co-create a future where the blue economy sustains both nature and communities.

Industry Events

Local Innovation Forum – FISHINN Project – December 2024

Leire Arantzamendi represented TRANSEATION at the Local Innovation Forum held within the FISHINN project framework. The session offered valuable insights into how local stakeholders perceive nature-based solutions and low-trophic aquaculture as drivers of blue business innovation.

NbS Italy Hub – First Annual Meeting – December 2024

Christian Simeoni from CMCC Foundation represented TRANSEATION at the inaugural meeting of the NbS Italy Hub. The event provided a platform to exchange knowledge with institutions and industry experts, where he presented TRANSEATION alongside other key projects focused on nature-based solutions.

Figure 10 - TRANSEATION at NbS Italy Hub

TRANSEATION Presentation at UHINAK 2024 – October 2024

At UHINAK 2024, the Cross-border Congress on Climate and Coastal Change co-organised by project partner AZTI, Leire Arantzamendi presented a paper on the effectiveness of low-trophic aquaculture as a nature-based solution. Her intervention highlighted TRANSEATION's contributions to sustainable marine practices, including the development of biobased ropes to enhance aquaculture infrastructure. The event provided a platform to promote cross-border collaboration in addressing coastal climate challenges.

Figure 11 - TRANSEATION at UHINAK 2024

DesirMED General Assembly – February 2025

At the General Assembly of the DesirMED project, TRANSEATION Project Manager Natalia Preciado Mancera, from CTN, delivered a presentation highlighting how hybrid nature-based solutions can enhance climate change adaptation by bridging traditional infrastructure and ecological processes.

Figure 12 - TRANSEATION at DesirMED

Blue Mission BANOS Event – April 2025

As part of the Blue Mission BANOS initiative, TRANSEATION was represented by Christian Riisager-Simonsen and Louise Catharina Flensborg from the Technical University of Denmark (DTU). The session focused on the relevance of marine and coastal nature-based solutions within EU policy frameworks, highlighting the need for future consensus on standards and criteria.

Figure 13 - TRANSEATION at Blue Mission Banos

TRANSEATION Presentation at Wind Innovation Forum 2025- June 2025

At the EERA-organised webinar *Innovations in Wind Energy and Sustainability*, held during the Wind Innovation Forum in Amsterdam, Project Manager Natalia Preciado Mancera presented TRANSEATION's approach to hybrid blue-grey infrastructures. Her intervention emphasised the potential of offshore technologies—such as floating wind structures—to contribute to both climate adaptation and marine ecosystem restoration through ecosystem-based design.

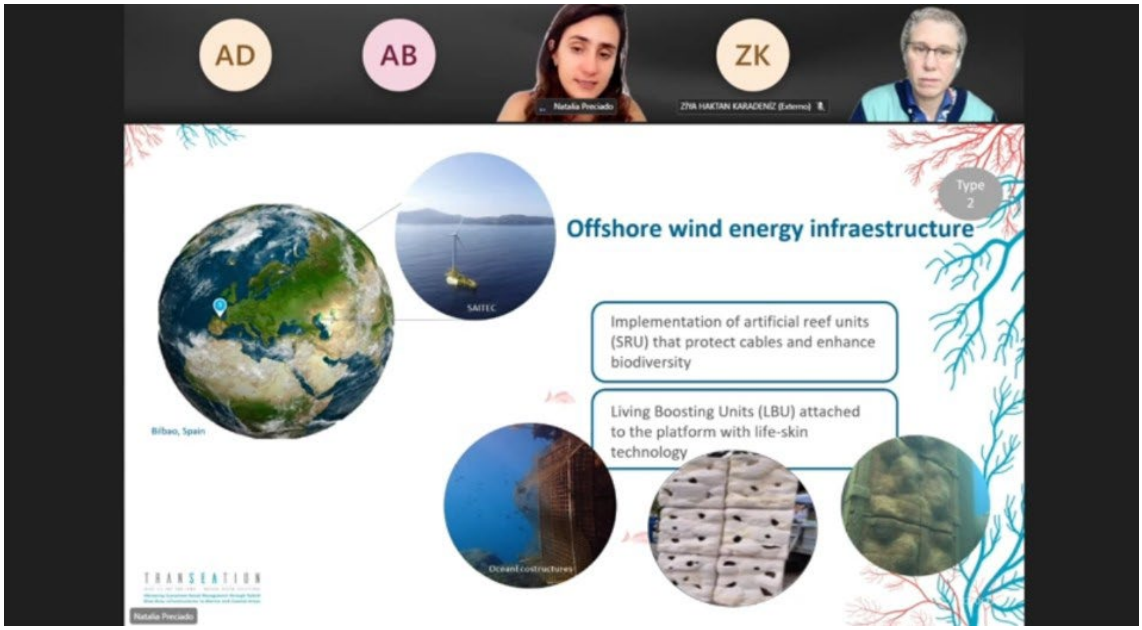


Figure 14 - Online workshop on Wind Energy and Sustainability by EERA

4.5. KEY ACTIVITIES BY PROJECT PARTNERS

In addition to centrally coordinated communication efforts, TRANSEATION partners have independently carried out activities that contribute to the project's visibility, outreach, and impact. This section highlights selected contributions from project partners that support the dissemination of TRANSEATION's goals and strengthen its connection with local communities, and scientific networks.

DTU Aqua

Workshop on Evaluating Nature-Based Solutions at Mission Arena 3 – November 2024

As part of the Mission Arena 3 event, TRANSEATION was represented by Christian Riisager-Simonsen (DTU Aqua), who hosted a workshop focused on the evaluation and identification of nature-based solutions in marine and coastal contexts. The session encouraged active dialogue among participants on assessment approaches relevant to ecosystem-based management.

bit.ly/43Xl41s

Participation in Culture Night 2024 – Copenhagen – October 2024

As part of Denmark's Culture Night 2024, DTU Aqua participated in an ocean-themed event hosted at *Industriens Hus* in central Copenhagen. Under the theme *A World of Water*, attendees were introduced to marine research technology, innovative Arctic shipbuilding concepts, and interactive activities such as ocean-themed LEGO play. The event provided a creative platform to engage the public with TRANSEATION's broader mission of marine awareness and innovation.

bit.ly/4kUsdFD

GAIKER

Awareness Post on Marine Ecosystem Restoration – January 2024

A bilingual social media post was published to raise awareness about TRANSEATION's core mission: the protection and restoration of marine ecosystems through the development and demonstration of hybrid blue-grey infrastructures in coastal and marine environments. The post highlighted the project's contribution to sustainable infrastructure and ecosystem resilience.

bit.ly/44bPrQA

AZTI

Acoustic Sensor Deployment by AZTI for Aquaculture Monitoring – October 2024

Project partner AZTI, in collaboration with sustainable fisheries technology provider ZUNIBAL, installed acoustic sensor prototypes on a mussel longline. These sensors will be tested over a one-year period to evaluate their effectiveness in monitoring low-trophic aquaculture infrastructure as a nature-based solution. The action supports TRANSEATION's objective to promote sustainable aquaculture practices that benefit both marine ecosystems and local economies.

bit.ly/4l5IiZu

Ocean Ecostructures

Offshore Wind Integration – November 2024

As part of TRANSEATION's collaborative framework, project partner Ocean Ecostructures is leading the integration of marine regeneration solutions into offshore wind energy infrastructures. This action supports the project's mission to advance ecosystem-based management and enhance biodiversity and community well-being through hybrid blue-grey approaches.

bit.ly/4kdyhYN

SPOTTERON

Citizen Science App Field Test in the Mediterranean – March 2025

As part of the project's citizen engagement efforts, a field activity was carried out to explore the functionality of the COSEA mobile application for marine and coastal observation. During the test, carried out in the Mediterranean Sea, users engaged directly with the app's features while observing local marine life—demonstrating the tool's potential to support participatory environmental monitoring.

bit.ly/4lo2xkL

TRANSEATION Featured by the European Citizen Science Association for SPOTTERON's COSEA app – April 2025

Social media communication about The European Citizen Science Association (ECSA) highlighting TRANSEATION's contributions to the development of interactive digital citizen science tools. This recognition supports the project's efforts to promote public engagement in marine and coastal observation, particularly through platforms like the COSEA app. The mention reinforced TRANSEATION's visibility within the broader European citizen science community and fostered opportunities for future collaboration with other initiatives focused on participatory environmental monitoring.

bit.ly/4ekI6Uo

Launch of the COSEA Citizen Science Platform – September 2024

The first version of the COSEA platform, developed jointly by the EFFECTIVE and TRANSEATION projects, was officially launched. COSEA serves as a digital collaboration hub for marine citizen science, offering engagement opportunities for ocean-related projects, regional stakeholders, action groups, and NGOs. The platform's launch marks a key step in promoting participatory approaches to marine observation and data collection.

Social media communication bit.ly/4k4I8A4

Blogpost bit.ly/4l1S3rw

(*) Updated communication overview tinyurl.com/2dguorfz

5. DISSEMINATION ACTIVITIES OVERVIEW

5.1. SCIENTIFIC PUBLICATIONS

Although more scientific publications are expected at later stages of the project, partners have begun sharing written contributions through open-access platforms. CTN has uploaded two publications to the ZENODO repository: *"Harnessing Nature-based Solutions for Sustainable Marine Conservation"* by Natalia Preciado and María Crespo, and *"What FAIR Data Are and Why They Are So Important"* by Juan Carlos Sanz González. These texts, also published on the TRANSEATION website and LinkedIn profile, support the project's goal of accessible and transparent science communication. Additional publications are expected in subsequent phases of the project.

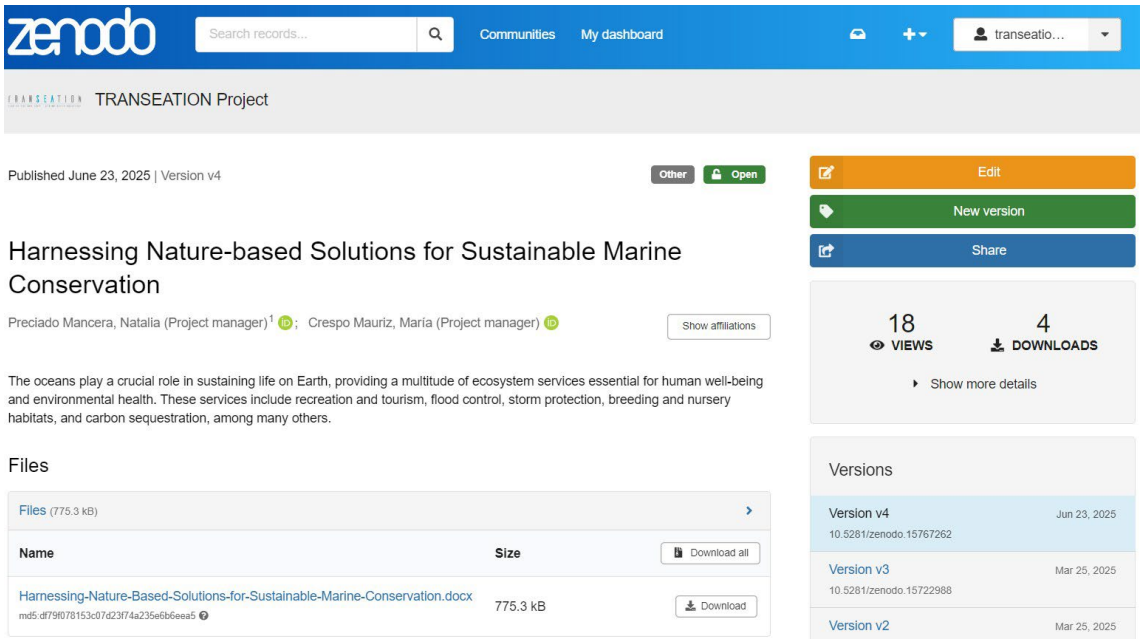


Figure 15 - Harnessing Nature-based Solutions for Sustainable Marine Conservation

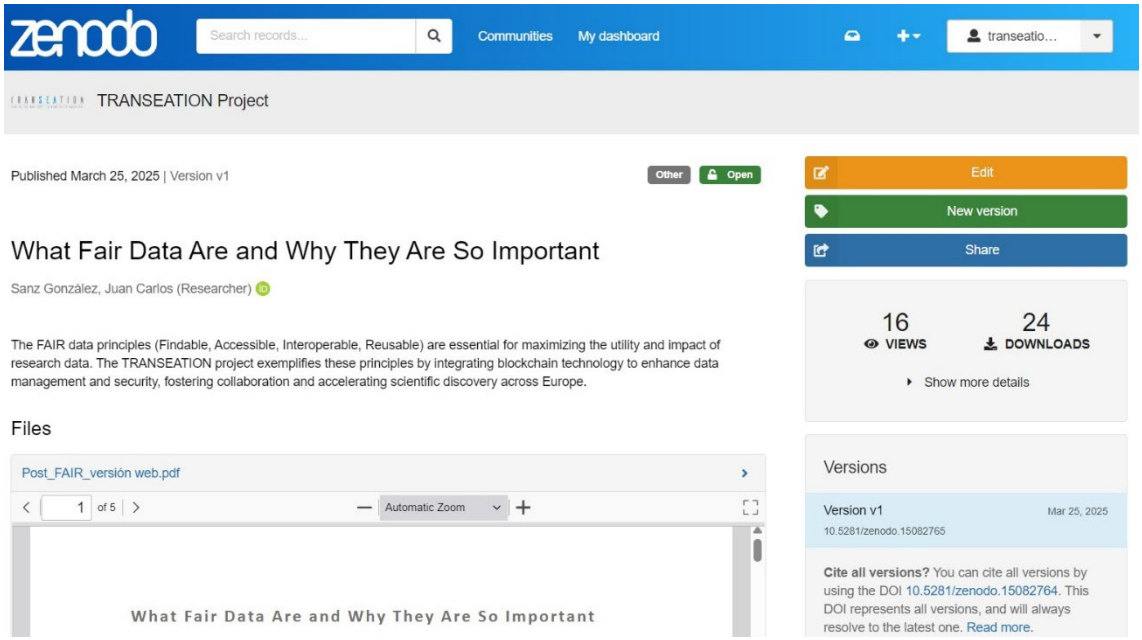


Figure 16 - What Fair Data Are and Why They Are So Important

5.2. COLLABORATION AND PARTNERS CONTRIBUTIONS

Development of Bio-Based Ropes for Sustainable Aquaculture – March 2025

As part of TRANSEATION's efforts to promote low-trophic aquaculture, project partners AZTI, GAIKER, and ITSASKORDA developed bio-based ropes for use in aquaculture infrastructures. These ropes aim to reduce dependency on fossil-based plastics and provide a more sustainable, eco-efficient alternative for the European aquaculture sector.

bit.ly/3GeOKhk

Expert Workshop on Marine and Coastal NbS Requirements – November 2024

TRANSEATION partners DTU Aqua and the Leibniz Institute for Baltic Sea Research (IOW) organised an expert workshop on minimum requirements for marine and coastal nature-based solutions. The session took place during the European Ecosystem Services Partnership conference in Wageningen, Netherlands, and facilitated the exchange of key perspectives and forward-looking approaches in the field.

bit.ly/44vPAQ2

5.3. DISSEMINAITON THROUGH MEDIA AND PUBLIC ENGAGEMENT

Educational Visit: Inspiring Future Generations in Marine Innovation- March 2025

In addition to strategic meetings, TRANSEATION also organised targeted engagement activities, such as the educational visit hosted at the premises of project coordinator CTN. During this session, students from IES Mediterráneo (Cartagena, Murcia) explored how hybrid blue-grey infrastructures contribute to the sustainable management of marine and coastal ecosystems. Led by María Crespo Mauriz, Research Technician and Project Assistant at CTN, the visit offered students an immersive introduction to the concepts and challenges of coastal resilience. These outreach efforts not only reflect the project's commitment to knowledge sharing but also aim to inspire the next generation of professionals in marine science, blue economy, and environmental stewardship.

Figure 17 - Educational visit

Youth Engagement through Scientific Outreach Activities – March 2025

At the I Scientific Fair in Santomera, TRANSEATION engaged with students through an interactive session led by María Crespo Mauriz. In support of the Eco-STEM Girls programme, the presentation introduced the project's vision for marine ecosystem restoration and the role of blue-green infrastructures. Through dialogue and hands-on materials, students—particularly young women—were encouraged to see science as a path to purpose, sustainability, and real-world impact.

Figure 18 - Outreach activity to engage young minds

Educational Outreach at Kardala LHII – Mutriku Aquaculture School – May 2025

AZTI visited the Kardala LHII – Mutriku Aquaculture School to present the TRANSEATION project and highlight opportunities for student engagement in real-world marine conservation. One student from the school is currently completing an internship at AZTI, contributing to TRANSEATION's work on hybrid blue-grey infrastructures.

Figure 19 - TRANSEATION at Mutriku Aquaculture School

DTU Aqua Launches Online Consultation on NbS Criteria – May 2025

As part of TRANSEATION, project partner DTU Aqua launched an online consultation through social media to collect expert input on draft environmental requirements for marine and coastal nature-based solutions. The consultation supports the development of criteria to distinguish NbS from related approaches and promote ecosystem-based implementation across EU initiatives.

bit.ly/45z2M7U

Biodiversity Game at the Nature Meeting – June 2025

DTU Aqua organized a public engagement initiative at the Nature Meeting in Denmark to present TRANSEATION project. The activity consisted in developing and showcasing an interactive biodiversity game. Designed to illustrate the role of biodiversity in ensuring stability and resilience within ecosystems, the game attracted a broad audience, ranging from school groups to adult visitors. It was presented during two periods: 22–25 May and 14–15 June, offering a hands-on learning experience aligned with the project's environmental education objectives.

bit.ly/4k2wC8h

(*) Updated dissemination overview tinyurl.com/2a4mrj5o

6. KEY RESULTS

6.1. SOCIAL MEDIA FOLLOWERS

Operating within a highly specialised field (Nature-based Solutions), TRANSEATION's LinkedIn profile has achieved notable organic engagement (26,720 interactions) and has shown steady community growth.

The activity peaks observed in October, February, and April reflect a positive audience response to key project milestones and communication actions, validating a strategy focused on relevance and quality over frequency. The absence of paid promotion further highlights the value of the organically achieved reach.

In summary, LinkedIn has served as an effective platform for enhancing the project's visibility among strategic stakeholders and strengthening its presence within the European Nature-based Solutions landscape.

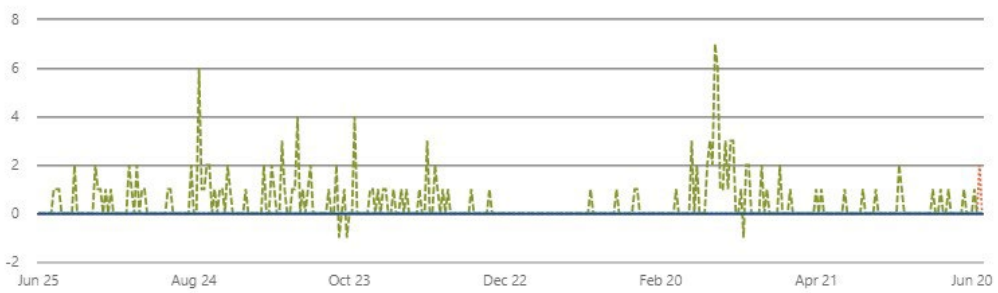


Figure 20 - LinkedIn followers

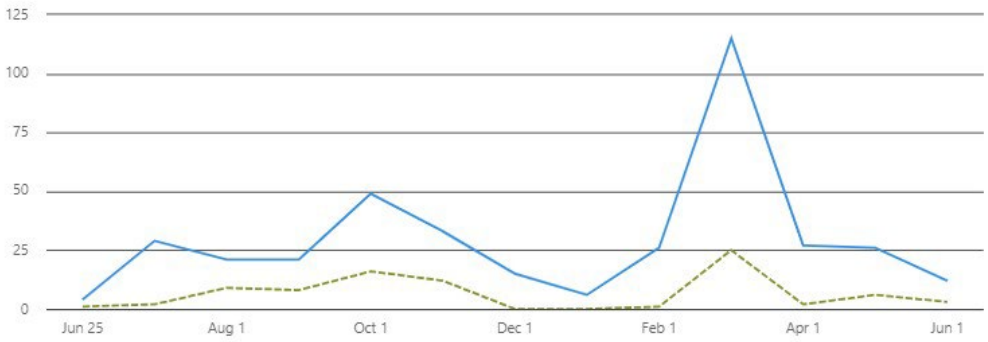


Figure 21 - LinkedIn engagement

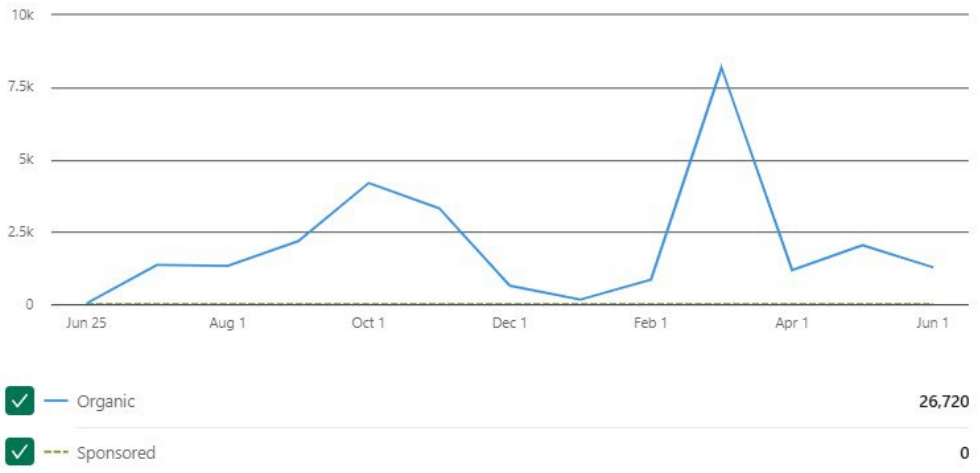
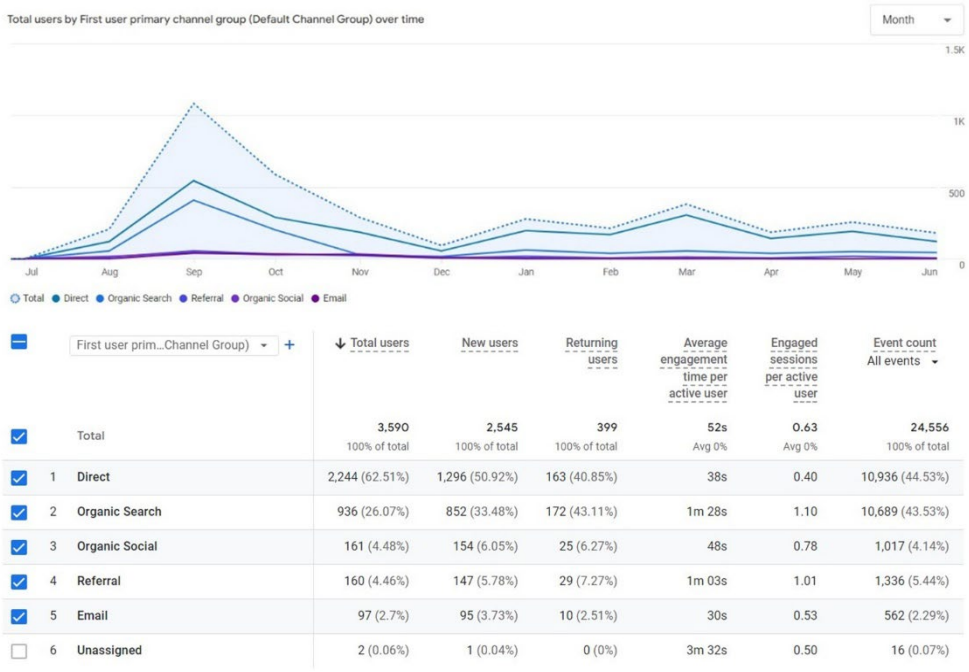


Figure 22 - LinkedIn visitors

6.2. WEBSITE INDICATORS

Between July 2023 and June 2024, the TRANSEATION website recorded 2,545 new users, representing over 70% of total visitors. The majority of these users arrived via direct access (51%) and organic search (33%), reflecting the effectiveness of dissemination materials and organic discoverability.

Notably, visitors from organic search channels displayed the highest engagement, with an average time on site of 1 minute and 28 seconds and more than one engaged session per user. This suggests that individuals actively seeking content on Nature-based Solutions find the website relevant and valuable.



First user prim...Channel Group)	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events
Total	3,590 100% of total	2,545 100% of total	399 100% of total	52s Avg 0%	0.63 Avg 0%	24,556 100% of total
1 Direct	2,244 (62.51%)	1,296 (50.92%)	163 (40.85%)	38s	0.40	10,936 (44.53%)
2 Organic Search	936 (26.07%)	852 (33.48%)	172 (43.11%)	1m 28s	1.10	10,689 (43.53%)
3 Organic Social	161 (4.48%)	154 (6.05%)	25 (6.27%)	48s	0.78	1,017 (4.14%)
4 Referral	160 (4.46%)	147 (5.78%)	29 (7.27%)	1m 03s	1.01	1,336 (5.44%)
5 Email	97 (2.7%)	95 (3.73%)	10 (2.51%)	30s	0.53	562 (2.29%)
6 Unassigned	2 (0.06%)	1 (0.04%)	0 (0%)	3m 32s	0.50	16 (0.07%)

Figure 23 - TRANSEATION web New Users

6.3. NEWSLETTER DATA

The TRANSEATION newsletter recorded an open rate of 21.1% and a click-through rate of 2.0% during the latest monitoring period (28 May – 26 June 2025). While the open rate was slightly below average, the click rate increased by 30%, indicating that those who accessed the content were more likely to engage with it.

Additionally, the unsubscribe rate remained low (1.2%) and decreased by nearly 18%, reflecting stable interest and continued relevance of the content for the target audience. Overall, the newsletter remains a valuable internal communication channel, supporting project coordination and partner engagement.

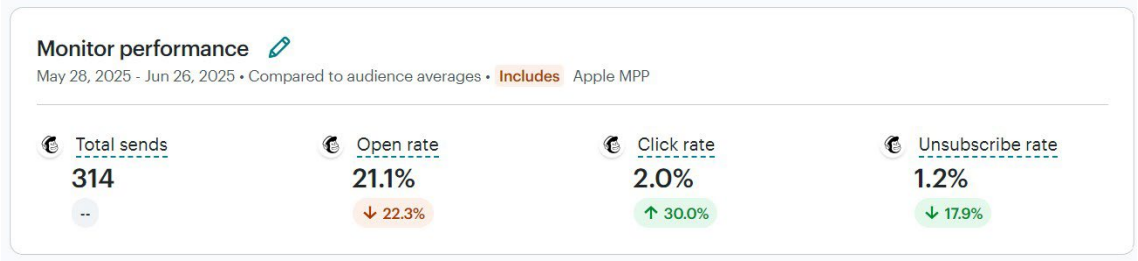


Figure 24 - Newsletter analytics by MailChimp

7. CONCLUSION

During the reported period, TRANSEATION made significant progress in shaping a coherent and impactful communication and dissemination approach. The successful rebranding of the project, the launch of an engaging and accessible website, and the implementation of internal and external newsletters have contributed to stronger visibility and partner alignment.

Social media performance—particularly on LinkedIn—has exceeded expectations in terms of organic engagement, validating a content strategy built around quality, relevance, and consistency. In parallel, participation in industry events, scientific forums, and educational outreach activities has expanded the project's presence across stakeholder groups, from policymakers to students.

Challenges included maintaining regular content production with limited resources and coordinating partner-driven communication efforts. These were addressed through the creation of clear guidelines, periodic reminders, and templates to streamline contributions.

Looking ahead, the focus will be on increasing blog and article output, reinforcing synergies with sister projects, and launching the external newsletter to reach broader audiences. The upcoming period will also see continued refinement of KPIs and an emphasis on amplifying pilot results through storytelling and interactive formats.