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## DISSEMINATION AND COMMUNICATION PLAN



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## SUMMARY

The H2020 programme calls for a Plan for Dissemination and Exploitation of Results to be included in each and every project to facilitate the transfer of knowledge outputs directly to the market. The current Dissemination and Communication Plan and Visual Identity (mentioned as “Plan” moving forward) due on month 3, contributes to this strategy by defining messages, target audiences and tools for the dissemination of the EUROFLEETS+ outcomes.

The Plan describes the activities to be performed and the means and methods to be used in order to raise awareness on EUROFLEETS+ and its activities, maximise the project’s visibility, spread its results to the relevant target groups, and ensure the use and uptake of the project’s outputs by the intended end-users. It also outlines strategies and provides guidelines to the project’s partners in order that the dissemination activities are appropriately and effectively undertaken, and that the visual identity remains consistent along all activities and publications. In particular, it aims at:

- Helping partners to better understand WP9 goals and their individual responsibilities;
- Serving as a strategy for the consortium, establishing individual responsibilities and time-frame for implementation, reporting and update of performed activities; and
- Giving consortium partners a clear idea on how to communicate the project’s goals, progress and results through the most appropriate tool to selected audience targets and in a timely manner.

This plan identifies the target audiences and key stakeholders of the project, defines not only the dissemination objectives but also what should be communicated and how it should be presented to ensure the users’ uptake. Details on the means and channels to be used as well as the types of events and conferences in which the project can be promoted are also provided.

The Plan contains a set of protocols to ensure that all relevant knowledge coming out of the project is carefully managed and visually aligned with EUROFLEETS+ identity. The protocols are set up to:

- Maximize EUROFLEETS+ project’s visibility;
- Present the results of the project to the different target audiences in the best way possible, ensuring information provision and audience engagement;
- Convey the EUROFLEETS+ results to publication outlets and ensure all outputs and resources produced in the project are transferred to targeted users in a customised way; and
- Foster the engagement of the target groups in EUROFLEETS+ activities.

The Plan has been developed by EurOcean in close interaction with all the project partners. The Plan will thus serve to further encourage partners to leverage their strong outreach capacity within their networks and beyond. Their involvement is key to foster awareness, transfer results and excel impact, especially in their own countries and communities.

The Plan will be a living document that will be regularly updated throughout the project’s lifetime, to actively address the needs of the project based on its interim results.

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## 1. Introduction

As EUROFLEETS+ is an Integrating Activity, the dissemination is focused on results from the joint research activities to improve the infrastructure services, the enhanced access provision, and outputs of the multiple networking activities.

This document has been produced with the objective of ensuring that the foreseen dissemination and communication activities in EUROFLEETS+ are appropriately and effectively undertaken by the EUROFLEETS+ consortium partners during the course of the project. Effective dissemination and communication is perceived to be key for the EUROFLEETS+ project, acting as the tool that will engage Scientific Community, Ship Operators, Industry, Policy Makers, Media, General Public, Educators, Students. The dissemination of EUROFLEETS+ involves not only looking at where and when the information should be disseminated but also what should be communicated and how it should be presented to ensure the users' uptake of EUROFLEETS+ outputs.

To ensure effective dissemination and communication of EUROFLEETS+, a dedicated Work Package – WP9 – within the EUROFLEETS+ project will have the general aim of developing the dissemination plan and support dissemination events, promoting the science of EUROFLEETS+ carried out in the JRA, highlighting the transnational activities and their outcomes and benefits for society, including ensuring wide access to the data collected, demonstrating the role EUROFLEETS+ plays in supporting other ocean observation systems and infrastructures, informing decision-makers in European and international agencies and bodies, supporting capacity building for early-career scientists and technicians and helping to enhance wider ocean literacy.

The objectives of dissemination in EUROFLEETS+ are to:

- Garner support and buy-in for a fit-for-purpose Research Vessel capability in Europe;
- Engage stakeholders and optimise final uptake of the project's key outputs;
- Publish and promote the research results delivered through the joint research activities;
- Capture and protect intellectual property in collaboration with industry participants;
- Increase innovation potential for new products, processes and services;
- Ensure comprehensive response to TA calls and promote TA activities and results widely;
- Ensure a highly functioning EUROFLEETS+ website and portal;
- Raise awareness of training opportunities available through EUROFLEETS+;
- Raise awareness about the project's objectives, consortium, progress and benefits for stakeholders;
- Maximise visibility of the project's results and achievements;
- Enhance ocean literacy in the general public and among young people;
- Increase likelihood of social, environmental, and economic benefits.

## 2. EC Rights and Obligations Related to Results

### Ownership of Results

Results are owned by the beneficiary that generates them, unless stipulated otherwise in the Grant Agreement. As for pre-existing rights, if the Agency requests specifications, the beneficiaries should establish a list of all pre-existing rights included in the results and should be sent the latest with the

request for payment of the balance (II.9.2). The beneficiaries must ensure that they or their affiliated entities have all the rights to use any of the pre-existing rights during the implementation of the Agreement. Further, the beneficiaries must ensure that the Union has the right to use any pre-existing rights included in the results of the action.

## Use of Results

The beneficiaries grant the Union the following rights to use the EUROFLEETS+ for:

- Its own purposes and in particular to make available to persons working for the Agency, other Union institutions, agencies and bodies and to Member States' institutions, as well as to copy and reproduce in whole or in part and in an unlimited number of copies;
- Reproduction: the right to authorise direct or indirect, temporary or permanent reproduction of the results by any means (mechanical, digital or other) and in any form, in whole or in part;
- Communication to the public: the right to authorise any display performance or communication to the public, by wire or wireless means, including making the results available to the public in such a way that members of the public may access them from a place and at a time individually chosen by them; this right also includes communication and broadcasting by cable or by satellite;
- Distribution: the right to authorise any form of distribution of results to the public;
- Adaptation: the right to modify the results;
- Translation;
- Storing and archiving the results in line with the document management rules applicable to the Agency, including digitisation or converting the format for preservation or new use purposes;
- Reusing of the results' documents in conformity with Commission Decision 2011 '833/EU of 12 December 2011 on the reuse of Commission documents if that Decision is applicable and if the documents fall within its scope and are not excluded by any of its provisions. For the sake of this provision, the terms 'reuse' and 'document' have the meanings given to them by Decision 2011 833,EU.

The above rights of use may be further specified in the Special Conditions.

## New Data Protection Rules

The beneficiaries are the data controllers and thus, the responsible for the collection and use of personal data during the project life cycle and even after. The beneficiaries have the obligation to correctly inform the “users” of which data is collected/used, why, who has access, and how long the data will be kept for (data protection notice).

It is needed to sufficiently protect personal data to avoid data breaches and keep necessary personal data to allow European Institutions to run checks, audits and reviews. Therefore, it is needed to keep supportive documents containing the personal data related to the staff, travels costs for 5 years after the final payment.

The beneficiaries must ensure that personal data included in deliverables is “cleared” and can be used, for example, in public deliverables etc. If pictures of someone are published, consent of the people appearing is needed. The same goes for a list of participants being public; a consent of all people whose names will be published should be obtained.

Beneficiaries must also comply with the GDPR/national law in the EU country where beneficiaries are established, if it is being processed personal data of Europeans. It is recommended to always follow the guidelines from the National Authorities responsible for data protection matters.

### Obligation and right to use the EU emblem

Acknowledgment of the EU funding is an obligation (article II.8 of General Conditions). Any dissemination of results must display the EU emblem and include the following text:



This project has received funding from the EU H2020 research and innovation programme under Grant Agreement No 824077.

Any dissemination of results or outputs must also indicate that it reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

### Obligation to keep track of results

Partners should keep track of all their dissemination and communication activities, all of which should be reported by each partner at EC reporting stages. Partners are required to report any publication and dissemination activities on the template provided by EurOcean at: Documents / Communication Resources / Reporting.

## 3. Dissemination and communication tools and means

### Dissemination and communication

Dissemination of results is a contractual obligation for EU funded projects and communication a requirement. Beneficiaries, therefore, shall conduct various dissemination and communication activities through different means including electronic tools such as project website, e-publications, information platforms, and printed material such as leaflets, press releases, posters, as well as various events including stakeholder workshops, thematic meetings and conferences at national and European level. At the same time, however, dissemination activities shall be compatible with the protection of intellectual property rights, confidentiality obligations and the legitimate interests of the owner(s) of the foreground.

To implement dissemination and communication activities effectively, it is important to have a good understanding of the definitions of the respective terms and concepts within the context of EU funded projects. In EUROFLEETS+, communication and dissemination should be about the following:

#### *Communication*

Communication of activities in EUROFLEETS+ is strategically planned with a view to the societal and environmental impacts we want to achieve. It is cross-cutting and will take place throughout the project. By developing a coherent communication plan (WP9) addressing focused activities, EUROFLEETS+ will raise awareness of the vital role of Research Vessels in underpinning and supporting work required for a better understanding of marine issues.

Communication activities include updating the well-known EUROFLEETS+ branding pack from preceding projects (logos, letterhead and templates, presentation formats); creating an exciting



launch event on-board a research vessel; communicating information on the progress and results of the project; facilitating communication between project partners and external parties; and monitoring the impact of the communication activities and adapting them.

Participants, especially WP leaders, will have strong communication role:

Communication is, therefore, about branding, about making the project known and making sure it has a lasting impact. EUROFLEETS+ partners are encouraged to consult the following key documents and online sources for the definition of various terms and for tools:

- Communication Toolkit (<https://ec.europa.eu/easme/en/communication-toolkit>)
- EASME's #CommsWorkout webinar and FAQs (<https://ec.europa.eu/easme/en/commsworkout-webinar>)
- Top tips for project communication (<https://ec.europa.eu/easme/en/files/toptipsjpg>)
- H2020 guidelines on communication a project ([http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm))

In order to carry out a proper communication strategy, three things need to be clearly defined:

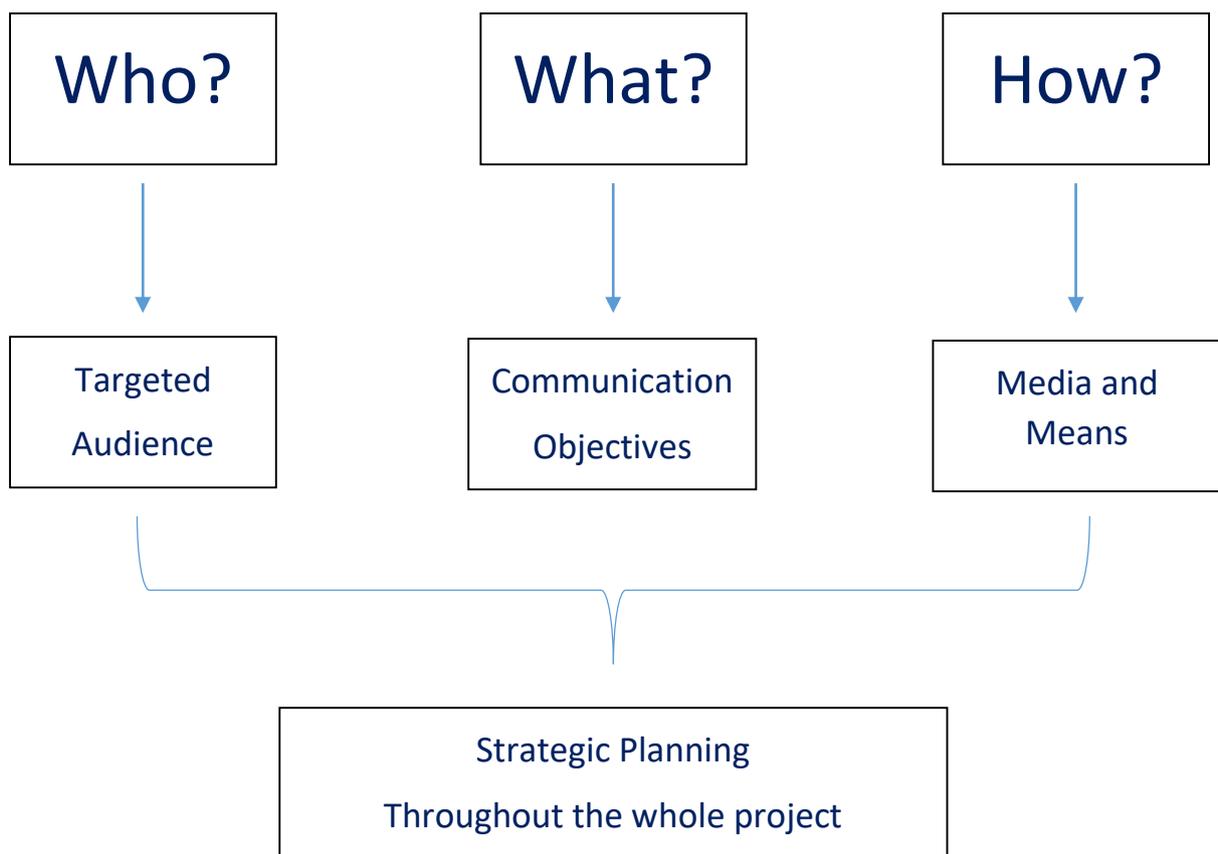


Figure 1 – Scheme for defining a proper communication strategy

## Dissemination

Dissemination is about publishing the results and project activities. This means transferring the knowledge and results that will be produced along the project to the ones that can best make use of it (e.g. RI owners, managers, policy makers, users, etc.). Useful resources include:

- Dissemination & Exploitation of Results in the Participant Portal ([http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm))
- European IPR Helpdesk's Fact Sheet "The Plan for the Exploitation and Dissemination of Results in Horizon 2020" ([https://www.iprhelphdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results\\_1.pdf](https://www.iprhelphdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf))

## EUROFLEETS+ target groups

It is of strong interest to the project and its partners to disseminate its ideas and results to a community that is as wide as possible – although being focused on the identified main target groups in order to reach the objectives of dissemination and communication.

The key target groups for dissemination and exploitation include: **marine observation infrastructure managers** at European and international level; the **scientific and academic community**, including early stage researchers and technicians; relevant **industry players** working in the field, such as ocean sensor and equipment developers; **policy makers, decision makers, and funders** at national and European level, including those with responsibility for the ocean, natural resource management and research and education agendas; and the **general public including young people** at global levels. Practical measures will be taken to maximise the impact of EUROFLEETS+ through the outline plan illustrated below.

Table 1 – Overall communication strategy

Who?	What?	How?
Funders, policy & decision makers	Raise awareness and enlist support to promote the need to resource a fit-for-purpose RV capability in Europe to support policy.	Summary for policy makers, stakeholder workshop participation, e-newsletter, policy relevant conferences (e.g. European Maritime Day), fact sheets.
Industrial sectors	Encourage dialogue and building relationships for enhanced industrial collaboration in relation to RV services and technologies.	Stakeholder workshops, direct communications: one-to-one meetings, emails, phone calls.
Marine observation infrastructure initiatives	Engage programme managers to understand their needs and requirements in respect of RVs.	Stakeholder workshops, direct communications: one-to-one meetings, emails, phone calls

Who?	What?	How?
Research communities	Raise awareness of TA opportunities, encourage dialogue on JRA activities, support usage of data and underline the importance of RVs in marine science.	Fact sheets, science conferences, presentations, journal articles, e-newsletter, website, social media, networking, tele presence, videos.
Young scientists and technicians	Highlight opportunities available through EUROFLEETS+ and support upskilling.	Fact sheets, website, social media, e-newsletter, blogs, networking, tele presence, videos, visit a research vessel.
General public	Raise awareness of importance of ocean, the challenges it faces and the role of research vessels.	Social media, website, blogs, videos, visit a research vessel, telepresence, brochures, factsheets.
Young people	Excite them about the ocean, its key role in our lives and interest them in the possibility of ocean careers.	Social media, "Talk to a scientist", visit a research vessel, video material, brochures.

## Distribution of tasks

The Plan is to be consulted by all partners to develop their individual and collective activities efficiently and contribute to WP6 and to the global objective of the project. In the development of this Plan, attention has been paid to the expertise and strengths of the project partners. Each partner is integrated into a specific scientific reality and has a deep understanding of the individuals and institutions that are part of their existing network and that should be targeted in the project and of the best way to do it.

Hence, each partner will be responsible to promote EUROFLEETS+ in various manners. Partners will report on their performed actions every six months, following a pre-established template. Table 2 shows the distribution of work among the consortium regarding dissemination and communication activities.

*Table 2 – Distribution of tasks among partners*

Task	Lead	Contributors	Goals
Task 9.1 Plan and support dissemination activities	EurOcean	MI, EMSO-ERIC, AWI, CSIC, OGS, RBINS, CNR, BLIT	Coordinate the dissemination activities
Task 9.2 Develop and maintain Eurofleets + web presence	BLIT	EurOcean, MI, All the WP participants	Development of the project website
Task 9.3 Promoting the science of Eurofleets +	MI	CSIC, RBINS, EurOcean,	Disseminating the scientific activities and results of the JRA

Task	Lead	Contributors	Goals
Task 9.4 Exploitation and Promotion of the scientific data	MARIS	RBINS, OGS, HCMR	Explore and promote data collected during the TNA
Task 9.5 News from the Ocean	EurOcean	MI, AWI, BLIT	Support both targeted and broad dissemination and publicity of the TA cruises funded by the project
Task 9.6 Informing decision-makers	CNR	MI, EurOcean, EMSO-ERIC	Development of tailored activities to maintain the dialogue with decision-makers over the lifetime of the project
Task 9.7 Activities towards other observing systems and infrastructures	EMSO-ERIC	MI, EurOcean, AWI, CSIC, CNR	Development of tailored activities to show how Eurofleets + supports infrastructures in, mainly, the marine and multi-domains environments.
Task 9.8 Supporting capacity-building and ocean literacy	EurOcean	MI, OGS, BLIT	Support the initiatives in WP6 towards, training, education and ocean literacy

## Channels and Strategies

The following tools have already been identified for disseminating and communication activities in EUROFLEETS+.

### *Website*

The entry point to the project communication activities will be a website acting as a virtual dissemination vehicle, providing to the public and the specific target groups access to valuable information. The website was developed in early 2019 and launched in April 2019. The website will be regularly updated to ensure the provision of most recent and relevant project information to the visitors.

Information on the project's objectives and results will be widely disseminated. Focus will be given to the main activities of each WP. The website will describe the project, its consortium and the main outcome of EUROFLEETS+: the gateway. Relevant news and events will be publicised, as well as the project's social media presence. Access to the website and the continuously updated information will be ensured by EurOcean. All WPs are to feed EurOcean with relevant contents throughout the entire life of the project.

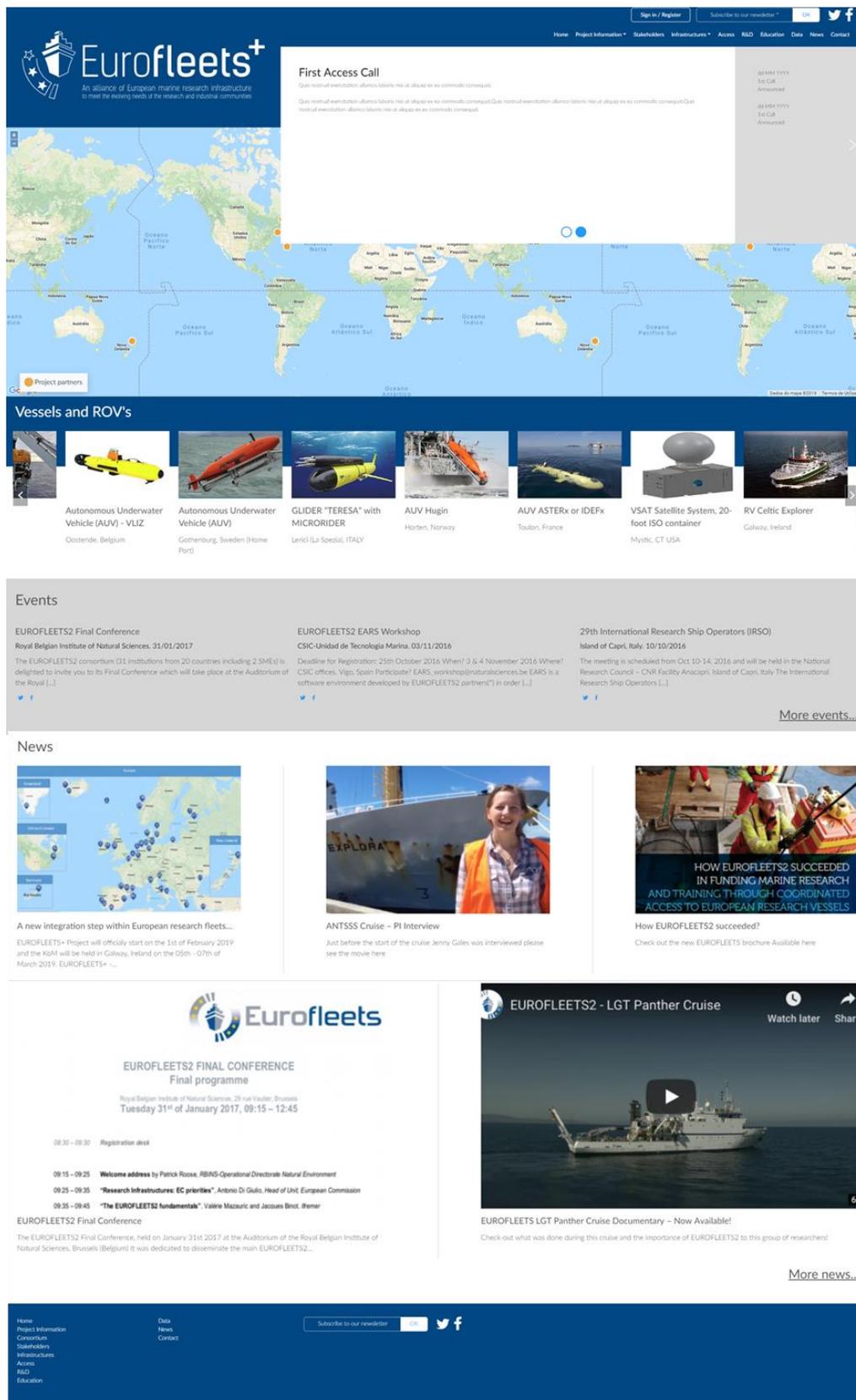


Figure 2 - EUROFLEETS+ Website (Under development)

## Partners' Websites

The partners' own websites will be also used for promoting the project. Partners are encouraged to make reference to the project on their own websites. The partners' websites can be connected with the project website via RSS feeds in order to provide up-to-date information with news and events. The screenshots shown below are example of this use.

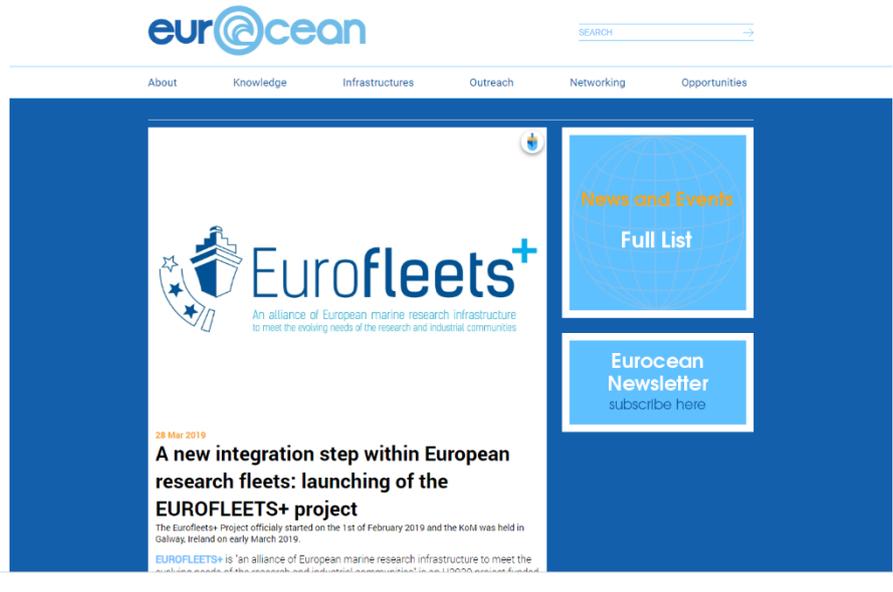


Figure 3 - EurOcean's Website



Figure 4 - Marine Institute Website

## Twitter

Twitter is a fast-paced platform that allows the user to consume fast, concisely and to the point. Furthermore, it allows seeing what is trending in the audience social world. Its demographics show that 23% of the users are between 30-49 years old, while 36% are between the ages of 18 and 29.

The advantage of Twitter in regards to Facebook is that it does not only have the average consumer, but also journalists, politicians and celebrities (83% of the world's leaders are on Twitter) that keep the platform ideal to find and consume the trending news<sup>1</sup>.

Therefore, EUROFLEETS+ will have Twitter as its main social media channel. The project's presence on Twitter will include at least weekly posts. Contents to be shared will not only cover the information from the project, but also the information relevant to our target audience on topics related to EUROFLEETS+. More specifically:

Table 3 – Contents for the EUROFEETS+ Twitter

Twitter Posts	Contents
<b>Tweets related to EUROFLEETS+</b>	News from the project and its activities.
<b>Tweets relevant for the EUROFLEETS+ audience</b>	Relevant news, events, trending topics, etc., that relate to EUROFLEETS+ interests, but that are not an outcome of our project. For example, a new report on RI cross-border access, an event related to Research Vessels from the European Commission, a piece of news on similar projects.
<b>Retweets from relevant accounts</b>	This will be used for bringing to the EUROFLEETS+ audience, existing content that is relevant for them. It also helps build up our project's community as they can see we could be a good information provider on relevant initiatives.
<b>Accounts to keep in mind:</b>	AGENCIES: @EU_Commission, ... CONSORTIUM: @eurocean_found, ... OTHER RELEVANT PEOPLE: @gazzema (EC's communication adviser), ...

When possible and relevant, EUROFLEETS+ will always quote the original tweet instead of retweeting it. This will be helpful when we want to add extra information on what is been already said or when we want to give an opinion on it. Also, it is key to tag relevant accounts in our tweets. For example, if a photo is published, tag the people/projects appearing in it. This will make them share our tweet and reach a broader audience. If not a photo, mention relevant accounts on the tweet.

Another important guideline deals with the relevant hashtags. It is key to add hashtags relevant to the tweet content so more audience can find us through them when looking for relevant content. Below are laid out some of the most relevant for EUROFLEETS+. However, please feel free to use others that might be more fit for the occasion (e.g. hashtags of an event).

- #EU\_RIs
- #TNA
- #Marine
- #2020

<sup>1</sup> <https://sproutsocial.com/insights/facebook-vs-twitter/>



Figure 5 – EUROFLEETS+ Twitter page

## Facebook

Facebook is a platform whose audience has shifted over the past years, with around 41% of individuals being between 65-74 years-old. Statistics prove that it is much harder to get “likes” on a Facebook page than it is to earn a follower on Twitter. However, given the structure of the platform, there is more time to make an impact on the audience and thus, have more interactions and engagement, which is the key to success on social media.

Considering this, EUROFLEETS+ Facebook will be less dynamic than Twitter but with more relevant project-related content.

- POSTS – The platform will be mainly used for sharing project related news (outcomes of the project, newsletters, blogposts, events) and more sporadically, to share external news that are interesting and relevant for the engagement with the target audience.
- FACEBOOK LIVE – Given that since it launched in 2015 it has grown by over 330%, Facebook Live may be used on key relevant activities like training, funded cruises and other considered important to stream.



Figure 6 – EUROFLEETS+ Facebook page

### *EUROFLEETS+ Joint Dissemination Activities*

All partners will assume responsibility for maximising the visibility of EUROFLEETS+ and convey its findings and outputs to the relevant stakeholders relying on their strong outreach capacity. They will be encouraged to present the project at relevant national, European and international events and publish articles in professional journals, newsletter and media. Information on EUROFLEETS+ will also be actively posted on various social media. In doing so, the project’s coverage in online and offline media, by other similar/relevant projects and the web in general is aimed to be boosted. In order to reach the target audience as well as a wide range of stakeholders, the dissemination activities have been planned are described below.

These targets are to be achieved by all partners to the best of their capacities, using their own networks, online and offline, national and international. The joint dissemination activities will be regularly documented by the responsible partners in the template provided by EurOcean in the EUROFLEETS+ SharePoint.

*Table 4 – Joint Dissemination Activities*

<b>Tool/Activity</b>	<b>Description</b>
<b>Announcement of the TNA Opportunities</b>	Press releases will be prepared to announce TNA opportunities, partners will be requested to disseminate them.
<b>Announcement of the Training Opportunities</b>	Press releases will be prepared to announce Training opportunities, partners will be requested to disseminate them.
<b>Stakeholder dialogue and workshops</b>	To be delivered under WP5 and will involve infrastructure managers; research vessel operators; researchers and the scientific community; industry, innovators, technology developers; decision-makers, including policy makers, public agencies, funders, planners, science managers/research managers; media, to include science writers, journalists, documentarists; the general public; existing projects and initiatives; the World Ocean Council; representatives of national and European non-governmental organizations; representatives of international non-governmental environment organizations, for example WWF; those involved with ocean observing systems, research and mapping communities (GEBCO, UNCLOS, Habitat Mapping, etc.); legislators, regulators; and key marine users.
<b>Newsletter</b>	A short, visually appealing newsletter will be sent out to all subscribers every 6 months
<b>Networking</b>	All partners commit to present EUROFLEETS+ objectives, partnership, activities and expected results whenever possible: to their network, via their own websites, social media and newsletter; to new contacts met at events/conferences/workshops

### *EUROFLEETS+ Other planned Dissemination Activities*

**Talk to a Scientist:** Young people of school-going age, as well as graduates and postgraduates, will be able to follow the scientific expeditions through the telepresence unit and video materials. This has worked well in previous EUROFLEETS projects. Events held on vessels, open days, and the 'Teacher-at-Sea' programme will allow young people to ask scientists questions on their work, the skills needed, their experience at sea, and marine discoveries. This will inspire the future generation of marine scientists and create a greater understanding of the importance of the ocean and marine environments. The telepresence unit is likely to generate new and exciting footage from EUROFLEETS+ supported research cruises.

**Visit a Research Vessel:** In order to understand the role of an RV in marine science, "seeing is believing" therefore public visits will be facilitated for a small number of the RVs when in dock. This will be aligned with visits to the associated research institution, and will provide a great opportunity to introduce the EUROFLEETS+ project, the involved teams and the staff operating the RV. It will also help to highlight the key issues facing the ocean, therefore improving ocean literacy.

**Ship-to-Shore Pilot:** EUROFLEETS+ will pilot the first European 'Ship to Shore' expedition using advanced telepresence communications technology which will enable live broadcasting from a number of TA surveys. This innovative technology will facilitate dynamic, modern and innovative EUROFLEETS+ Ocean Literacy programme.

## **4. EUROFLEETS+ Monitoring and Evaluation plan**

The project has an overall evaluation strategy to ensure the above-mentioned quality, however a separate monitoring for dissemination and communication is vital, since the impact of those activities contributes to the successful implementation of the project.

EUROFLEETS+ will monitor, evaluate, and report on impacts arising from the dissemination, communication and exploitation activities. All participants will report on impact-relevant activities on a six-monthly basis and adapt according to review.

It is important that this evaluation is carried out on a continuous basis, to ensure:

- An effective impact assessment and update or redefinition of dissemination and communication activities
- The quality of the dissemination and communication carried out

The following Monitoring and Evaluation tools will be set up:

### **Statistics on the usage, reach and engagement of the website and the social networks**

EUROFLEETS+ will be analysing trends, statistics, and the impact of each activity performed on the website and on social networks. This will track metrics and allow for adjustments in activities. A number of online tools will be utilised, including Google analytics for the website, Facebook insights, Twitter analytics and other online tools covering several social media at once (e.g. Hootsuite, Buffer, Hotjar), allowing partners to better understand the most appropriate timing, communication style and target audience of each message.

## Monitoring of participation in relevant events

Dissemination activities within this framework will be carefully evaluated *ex ante*, *in fieri* and *ex post*, in order to maximize the visibility of the project. Examples of impact monitoring in this framework are: photos taken from events, registration sheets and presentations.

## Dissemination activities reports by all partners, to be delivered every six months

Every six months, all partners will deliver a report on communication and dissemination activities they have performed, using the appropriate template.

Monitoring procedures: reporting and feedback

To facilitate an accurate monitoring and assessment of the dissemination and communication activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement, therefore:

- All partners should prepare their dissemination and communication activities accordingly to the action plan;
- All partners should report all dissemination and communication activities, at least every 6 months;
- All partners should register the activities in the dissemination and communication reporting document;
- All partners should save evidence of the activities conducted.

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms) and to improve communication actions if necessary.

## 5. Visual Identity

A clear visual identity is key to convey a strong, consistent and unique image of the EUROFLEETS+ project, increasing the partners' ability to communicate our mission, objectives and achievements.

Such a visual identity connects all of the project's partners together and makes the project more recognizable and understandable by the wider public. A proper use of the EUROFLEETS+ logo, wordmark typefaces and colour palette contributes to creating a familiar look of the project on all means of communication, reinforcing its quality image at the same time.

The visual identity guidelines are intended to provide the partners with rules and procedures for promoting EUROFLEETS+ accurately. The following pages explain more about our visual elements and how to use them consistently across all media and communications. Your attention in following these guidelines is crucial for ensuring a good reputation of the EUROFLEETS+ project.

### Logo

The logo is the cornerstone of the visual identity. It is the signature of our partnership and of the EUROFLEETS+ project as a whole. Since the project is a was preceded by two others, the logo main



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idea is based on the logo developed before, maintaining the character of the EUROFLEETS+ project. The three stars in the logo represents, therefore, the 3 initiatives, the 3 star is not filled-in as the project is not yet concluded.

The EUROFLEETS+ logo must appear on all official communications and may not be modified in any way not suggested in this visual identity guideline. Nevertheless, each of the, logo formats below can be used, Black and white versions are also allowed. Partners should try to use as much as possible the versions that include the name of the project in order to help the audience clearly and easily understand the scope of the project.

Please also keep in mind that no other marks or symbols may be used or recreated to represent the EUROFLEETS+ project or a part thereof.



Figure 7 – Several options for the EUROFLEETS+ Logo

## Typography

The entire set of communication and dissemination materials to be developed and used by all EUROFLEETS+ partners must use the following specifications:

Headlines and titles: Cambria

Body text: Calibri

## Colour Palette

The primary colours to be used in all communication and dissemination material by all EUROFLEETS+ partners are:

	R54 G95 B145 #365f91 C63 M34 Y0 K43
	R0 G82 B194 #005295 C100 M50 Y0 K24
	R0 G112 B192 #0070c0 C100 M42 Y0 K25
	R0 G174 B239 #00aef1 C100 M26 Y0 K7



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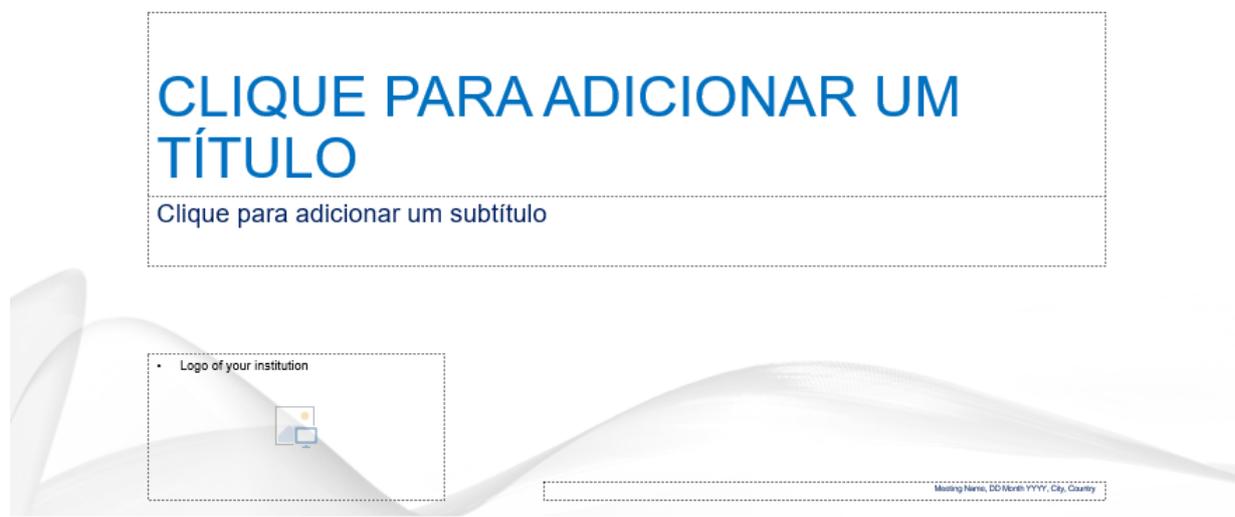


Figure 9 – EUROFLEETS+ PowerPoint Template

## Other Dissemination Material

The project has developed a first set of dissemination and promotional materials, Partners are encouraged to contact the EurOcean for any further type of Dissemination Material that is needed.

### *Printed materials*

While the project will privilege electronic communications, motivated by a better scalability (ease-of-update) and respecting the environment, off-the-shelf flyers and other printed material will be used as well. In this context, a project flyer, brochure and poster have been produced and in case will be updated at different stages of the project including the Open Calls details, once defined. It was designed for mass circulation at fairs, conferences and workshops. A roll-up (2 meters high and 85 centimetres wide) was also designed according to the project style and it can be used for displays at press conferences, workshops and similar events.





Figure 11 – EUROFLEETS+ First set of promotional materials

## 6. Conclusions

This document presents the EUROFLEETS+ dissemination and promotion plan and describes a number of key activities that the project's partners are focusing on, and will follow up in the next months and for the whole project's duration, in order to guarantee broad visibility of the project's work and results in the domain and beyond so as to engage target stakeholders and produce relevant and durable impact. From the very beginning of the project, the EUROFLEETS+ partners have already been active in several ways and pursued various activities, including:

- Creation of the project website, including as internal communication and information exchange platform.
- Set up of the Social Media accounts.
- Diffusion of relevant news via the project's communication channels, as well as the various partners' individual social communication means.
- Planned participation at various events, starting with the EGU Conference.
- Creation of templates, as well as printed and promotional materials.

The work of WP9 will continue to be intensive in the upcoming months as several efforts are planned in order to support the broad and effective promotion of various EUROFLEETS+ driven activities.