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SUMMARY

Effective communication and dissemination activities are fundamental to the success and long-term impact of the EUROWFLEETS+ project. This report examines the influence these efforts have had on the project's objectives, outcomes, and legacy, emphasising their role in reaching a wide-ranging audience and ensuring the continued use of project materials.

The primary purpose of the EUROWFLEETS+ communication and dissemination endeavours is twofold. Firstly, they serve to proactively promote the project's objectives and results, ensuring they resonate with a diverse and extensive audience. By doing so, the project can capture the attention of pertinent stakeholders, policymakers, researchers, and the public, fostering a broader understanding of its significance. Secondly, these activities focus on the promotion of project-related materials and outcomes, which are intended for long-term utilisation. This forward-thinking approach underscores the enduring impact of EUROWFLEETS+, with research findings, educational resources, and innovative methodologies designed not for immediate consumption but as the foundation for ongoing research, education, and policy development.

Through strategic planning, targeted outreach, and the use of various dissemination channels, EUROWFLEETS+ has made a meaningful contribution to the realm of ocean science, ensuring its work echoes long after the project's conclusion. By capturing the interest of a wide and diverse audience, the project has successfully conveyed the importance of sustainable marine science, interdisciplinary collaboration, data sharing, and eco-responsible operations.

As the project reaches its conclusion, the EUROWFLEETS+ communication and dissemination strategy have become increasingly influential in enhancing the project's visibility and promoting its accomplishments. Communication efforts have embraced both digital and traditional channels, point out the importance of broadening the project's audience reach. Social media campaigns have played a crucial role, especially in connecting with diverse audiences and conveying the significance of EUROWFLEETS+'s mission. The well-structured online presence, including a dynamic project website, newsletters, and a significant social media presence, has substantially extended the project's visibility and engagement. Additionally, event attendance has provided a platform for dialogue, networking, and raising the EUROWFLEETS+ profile.

Furthermore, publications have ensured that the project's findings are widely accessible to the global scientific community. Complying with the European Commission's requirement for open access to publications, EUROWFLEETS+ has made its research results available, fostering open science and innovation. The communication strategy has also encompassed printed materials, promotional products, and videos, each designed to reinforce the project's branding, disseminate critical information, and engage audiences.

In summary, EUROWFLEETS+ has not only achieved its primary research objectives but has also excelled in the art of communication and dissemination, ensuring that its legacy as a groundbreaking marine research initiative extends well into the future.

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1. Introduction

Effective dissemination and communication activities lie at the core of any project seeking to make a tangible impact and leave a lasting legacy. Within the EUROWFLEETS+ project, these activities played an important role in not only spreading awareness of its objectives and accomplishments but also in actively promoting the various outputs generated for their future use and exploitation. This document serves as a report on the impact of communication and dissemination activities during the project.

The primary aim of these communication and dissemination efforts is twofold. First, it involves proactively promoting the project's objectives and results to ensure that they reach a broad and diverse audience. By doing so, the project can capture the attention of relevant stakeholders, policymakers, researchers, and the general public, thus fostering a wider understanding of its significance.

Second, these activities target the promotion of project-related materials and outcomes to facilitate their future utilization. This forward-thinking approach emphasises the long-term impact of the EUROWFLEETS+ project. Whether it's research findings, educational resources, or innovative methodologies developed during the project's course, these assets are intended not merely for immediate use but as building blocks for ongoing research, education, and policy development.

Through strategic planning, outreach activities, and targeted dissemination channels, EUROWFLEETS+ made a meaningful contribution to the realm of ocean science, ensuring that its work continues to reverberate long after the project's conclusion.

1.1. Background and justification

As EUROWFLEETS+ approaches its conclusion, the significance of its Dissemination and Communication Plan, delivered in April 2019, comes into sharper focus. These activities, mandated by the contractual obligations of Horizon 2020 funded projects, hold a crucial role in ensuring that the project's actions and outcomes reach a wide and diverse audience.

Article 38 of the Model Grant Agreement underlines the project beneficiaries' commitment to providing targeted information about the action and its results, not only to the scientific community but also to the media and the public. The strategic and effective execution of these communication activities is decisive in enhancing the project's visibility, support, and reputation. A robust reputation, in turn, opens doors to more opportunities for success.

The convergence of the Dissemination and Communication Plan with the exploitation plan (D7.1) forms a powerful combination. Together, they propel competitiveness and growth in Europe while addressing pressing societal challenges. Dissemination, as defined in the Model Grant Agreement, involves the public disclosure of results through various means, including scientific publications, enhancing the progress of science and aligning perfectly with the EU Research and Innovation policy goals of open innovation, open science, and being open to the world.

This open approach nurtures the conversion of knowledge into innovation, a cornerstone for shaping a more promising European future. Investing in innovative ideas with the potential for rapid scale-up is a key strategy to maximise the impact of EU research and innovation programs. In this context, the

transfer of knowledge and the dissemination of results emerge as essential drivers of progress in Ocean Knowledge and Literacy.

By openly sharing these results, they become invaluable assets for further research, the development of novel solutions, and the tackling of diverse challenges. EUROFLEETS+ recognises that this knowledge sharing is not merely an obligation but a fundamental contribution to the development of European society and the advancement of marine science, fostering a legacy that extends well beyond the project's conclusion.

1.2. Related documents

D9.1. Dissemination and Communication Plan (PU)

D9.2. Eurofleets+ Project Website (PU)

D9.3. Eurofleets+ Promotional and Print Materials (PU)

D6.5. Report on pilot study of 'Ship to Shore' program (PU)

D7.1. Exploitation and innovation plan (CO)

2. Dissemination and Communication Plan in brief

Dissemination and communication activities are carried out to ensure that the project research and practical outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle via appropriate methods with the contribution of all partners of the consortium.

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

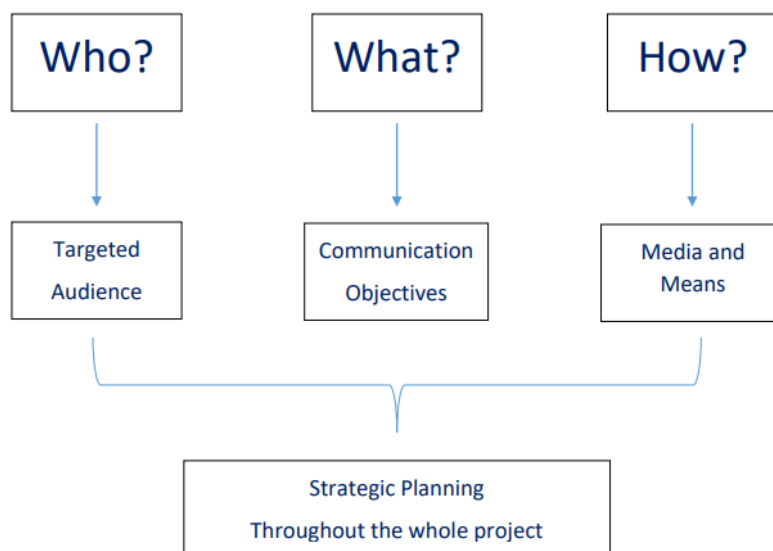


Figure 1 - Scheme for defining a proper communication strategy

2.1. The Strategy

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 are being 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
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.

3. Communication and dissemination activities

The EUROFLEETS+ website stands as the central platform and a vital conduit for our communication efforts, serving as a virtual gateway to disseminate valuable project information. Its inception dates back to early 2019, and by April of the same year, it was live and fully operational.

Throughout the project's course, the website underwent several transformative updates and enhancements, each intended to enrich the visitor's experience and to align it more closely with the evolving goals of the project. Some key highlights of these updates are:

Comprehensive Deliverable Repository: The website has served as a comprehensive repository, making 71 public deliverables accessible to a diverse audience. This access ensures that the valuable knowledge generated by EUROFLEETS+ is readily available to all interested parties.

Regular News Publication: To keep our audience informed and engaged, the website has been a platform for publishing 152 news articles. These articles predominantly cover essential topics such as Transnational Access (TNA) calls, training opportunities, conference attendance, deliverable releases, and insightful webinars. This continual stream of updates has been essential in maintaining the community's engagement with the project's activities.

Launch of the Ocean Classroom Portal: An invaluable educational resource, the Ocean Classroom Portal (<https://www.eurofleets.eu/classroom/>) was introduced to provide accessible, relevant, and engaging educational content. It serves as a platform to promote ocean literacy, educating audiences on the significance of marine science, and the pivotal role of research vessels in furthering our understanding of the oceans.

EVIOR Portal Integration: To enhance the user experience and streamline access to information, the EVIOR Portal (<https://evior.eurofleets.eu/>), an initiative fostering interaction between scientists and vessel operators, was seamlessly integrated into the EUROFLEETS+ website. This integration further consolidated the project's ecosystem, promoting effective collaboration.

Product-Centric Approach: EUROFLEETS+ shifted from a project-centric to a product-centric focus, highlighting not only the research activities but also the tangible products and services generated during the project. This strategic pivot ensures that the offerings and outcomes of EUROFLEETS+ are presented in a clear, accessible manner.

Streamlined Navigation: To enhance usability, the website's menu was streamlined, highlighting key services and features prominently. This not only improves visitor engagement but also offers a more user-friendly experience.

Interactive Mapping: One of the website's most visually appealing features is an interactive map. This dynamic map showcases the geographical locations of infrastructure components, project partners, and Transnational Access (TNA) activities. This interactive tool provides users with a vivid, geographic perspective of the project's reach and impact.

In essence, the EUROFLEETS+ website is more than an online platform; it is a dynamic hub for disseminating knowledge, fostering engagement, and sharing the project's endeavours with a global audience. It implies the commitment to open access, engagement, and an enduring online presence, underpinning the project's core values and dedication to furthering ocean science.

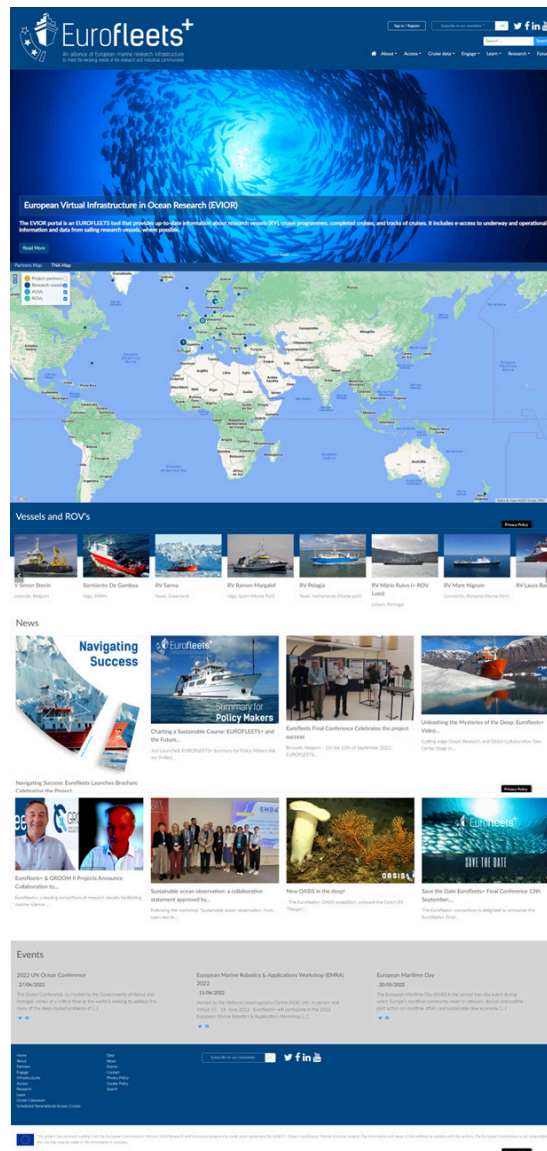


Figure 2 - EUROFLEETS+ Upgraded Website

There are currently 826 subscribers to the EUROFLEETS+ newsletter covering all the targeted audiences. During the project, 33 issues were sent to announce specific activities, and 7 were issued with the major outcomes of the project.



Figure 3 – Final Edition Of The Eurofleets+ Newsletter

Additionally, we have produced a dedicated newsletter to inform decision makers.



Figure 4 – Newsletter Dedicated to Policy Makers.

Partners' Websites

The EUROFLEETS+ beneficiaries were mobilised via dedicated [Call for action] emails to promote results and opportunities on their own websites and social media channels.

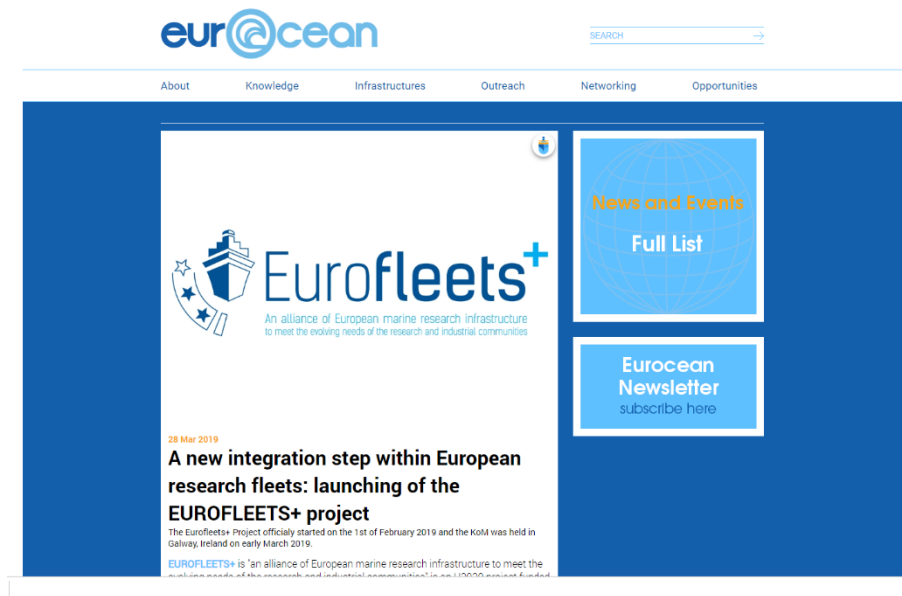


Figure 5 - EurOcean's Website



Figure 6 - Marine Institute Website

Results monitoring

Statistics on the project website are obtained using Google analytics (since June 2019). It is a free powerful tool that generates advanced web statistics while complying with General Data Protection Regulation (GDPR). It also allows access to real traffic excluding that related to robots. To ensure that dissemination through www.eurofleets.eu is efficient, 3 indicators have been defined and are monitored on a monthly basis (See Table 2). Other information given by the statistics tool is very interesting, as it provides an overview of the most visited pages and worldwide visibility of the project (See Table 3).

Table 2 – Website Dissemination impact

	No. of monthly Sessions	Duration of visits (sec)	No. of references from external web pages
Objective	500	120	50
jun/19	2168	244,26	131
jul/19	2158	193,46	171
ago/19	1441	229,20	104
set/19	2722	213,42	127
out/19	2633	137,08	114
nov/19	3432	186,06	147
dez/19	1554	140,24	106
jan/20	2463	171,11	314
fev/20	2983	141,02	196
mar/20	1499	145,41	94
abr/20	1092	133,73	66
mai/20	1143	133,11	73
jun/20	1354	179,35	63
jul/20	1317	114,80	86
ago/20	1002	143,51	53
set/20	1315	120,53	51
out/20	1458	127,37	70
nov/20	1748	110,25	46
dez/20	1874	106,64	134
jan/21	1935	141,08	97
fev/21	3542	40,40	398
mar/21	2450	103,20	152
abr/21	2998	93,95	517
mai/21	2354	127,07	218
jun/21	1704	96,12	142
jul/21	1609	77,47	415
ago/21	1226	95,71	76
set/21	1674	91,53	102
out/21	1430	117,52	88
nov/21	1498	131,45	109
dez/21	1283	112,91	82
jan/22	1574	143,52	88
fev/22	1734	87,59	83
mar/22	1589	85,24	82
abr/22	2827	120,75	526
mai/22	2619	100,98	367

	No. of monthly Sessions	Duration of visits (sec)	No. of references from external web pages
jun/22	2230	116,46	160
jul/22	2156	121,05	206
ago/22	2232	122,41	210
set/22	3583	135,76	400
out/22	2425	111,57	143
nov/22	2484	100,85	183
dez/22	2017	115,29	89
jan/23	2189	107,30	81
fev/23	3007	100,95	171
mar/23	2318	125,54	115
abr/23	1970	146,52	89
mai/23	1784	131,60	90
jun/23	2041	128,54	88
jul/23	1895	131,63	112
ago/23	2048	177,11	120
set/23	2162	150,46	139
out/23	276	106,22	20

Table 3 – Complementary statistics

Top 10 countries visiting website (Nº Sessions)		Top 10 URL (Nº Page Views)	
United States	7259	Homepage	38849
Italy	5469	Registration	7264
United Kingdom	5352	Applications	5661
Portugal	4736	SEA-Oceans Call	3524
Spain	3921	Research Vessels	3368
France	3787	News	3285
Ireland	3774	Marine Internship	3243
Germany	3731	Calls and Application Procedure	3019
China	2912	Floating University (Celtic Voyager)	3015
India	2437	Co-PI	2816

Statistics on the website show results that are higher than the initial objectives. The number of visitors to the website has globally increased. From the Top 10 countries visiting the website, we can see that visitors are from EU countries, but also from the United States, China and India. The duration of visits increased, due to the fact that more and more content was made available.

3.1. Social Media

Regarding social media, it was decided to use dedicated Twitter, Facebook and LinkedIn accounts as well as current partner profiles.

Twitter

Twitter is a fast-paced platform that allows the user to consume fast, concisely and to the point.

Therefore, EUROFLEETS+ has Twitter as its main social media channel. The project's presence on Twitter includes at least weekly posts. Contents shared 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 4 – Contents for the EUROFLEETS+ Twitter

Twitter Posts	Contents
Tweets related to EUROFLEETS+	News from the project and its activities.
Tweets relevant for the EUROFLEETS+ audience	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.
Retweets from relevant accounts	This was used to bring existing relevant content from external sources to the attention of the EUROFLEETS+ audience. It also helped build up our project's community as they could see we were a good information provider on relevant initiatives.
Accounts to keep in mind:	AGENCIES: @EU_Commission, ... CONSORTIUM: @eurocean_found, ... OTHER RELEVANT PEOPLE: @gazzema (EC's communication adviser), ...

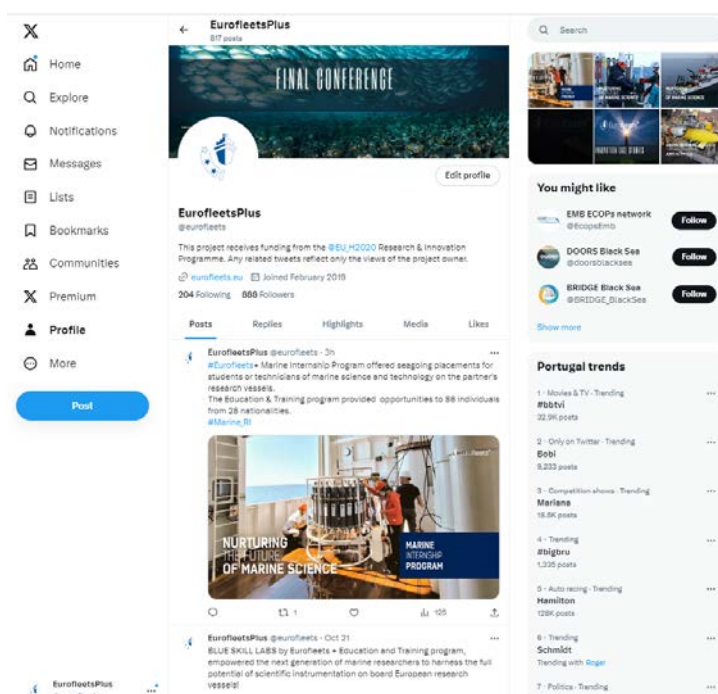


Figure 7 – EUROFLEETS+ Twitter page

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 was 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, it was specifically used for the ship-to-shore activities (refer to deliverable 6.5 – Report on pilot study of ‘Ship to Shore’ program).

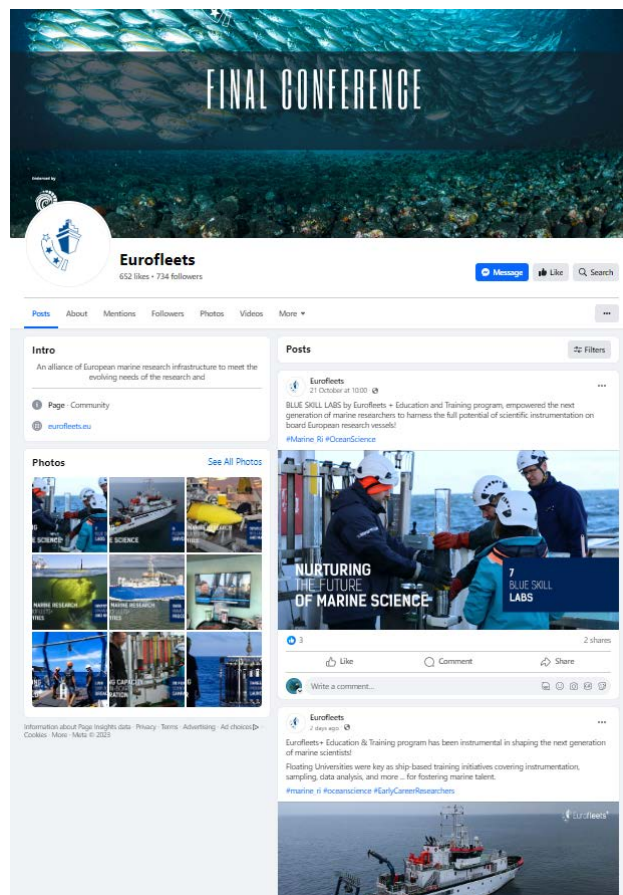


Figure 8 – EUROFLEETS+ Facebook page

LinkedIn

This platform is more of a powerful B2B tool that was used to establish EUROFLEETS+ in the later stages of the project (November 2022). Thus, the content published was related to project events and activities, as well as a redirector to our website’s content.

It served as a hub for marine scientists, research vessel operators, academic institutions, government agencies, funding organizations, environmental groups, industry professionals, nonprofits, students, international collaborators, educators, and media professionals.

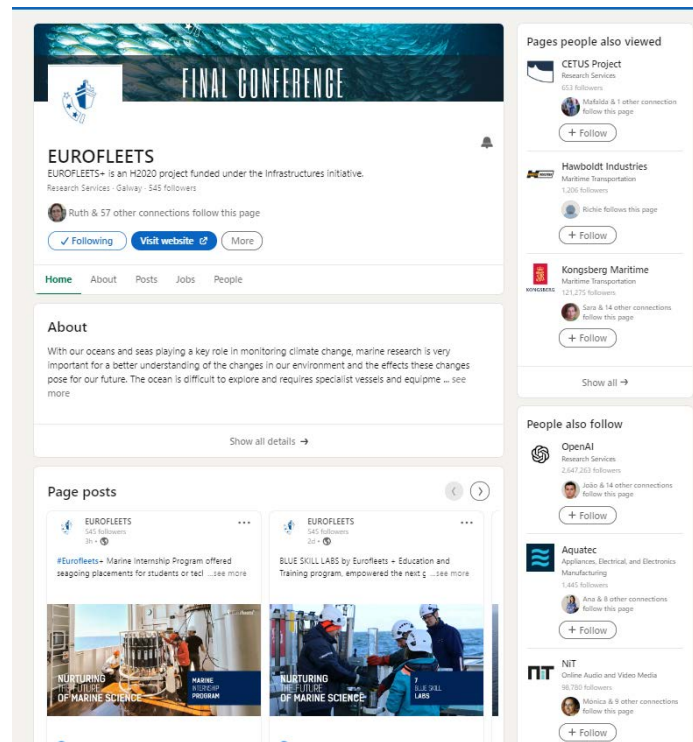


Figure 9 – EUROFLEETS+ LinkedIn page

EUROFLEETS+ Joint Dissemination Activities

All partners assumed responsibility for maximising visibility of EUROFLEETS+ and conveying its findings and outputs to the relevant stakeholders relying on their strong outreach capacity. They were encouraged to present the project at relevant national, European and international events and publish articles in professional journals, newsletters and media. Information on EUROFLEETS+ was also actively posted on various social media. In doing so, the project's coverage in online and offline media, by other similar/relevant projects was enhanced.

EUROFLEETS+ Social Media Communication Campaigns

The EUROFLEETS+ project has recognised the pivotal role of social media campaigns throughout its journey. These campaigns were strategically crafted at various key junctures of the project's timeline, ensuring a dynamic and engaging online presence. From the early stages with the issuance of Transnational Access (TNA) campaigns, which provided insights into the project's core mission, to the captivating "Vessel of the Week" highlights that brought research vessels to the forefront, social media became a valuable platform for knowledge dissemination. Additionally, the project used digital avenues for stakeholder dialogues, fostering meaningful connections and enabling the exchange of ideas.

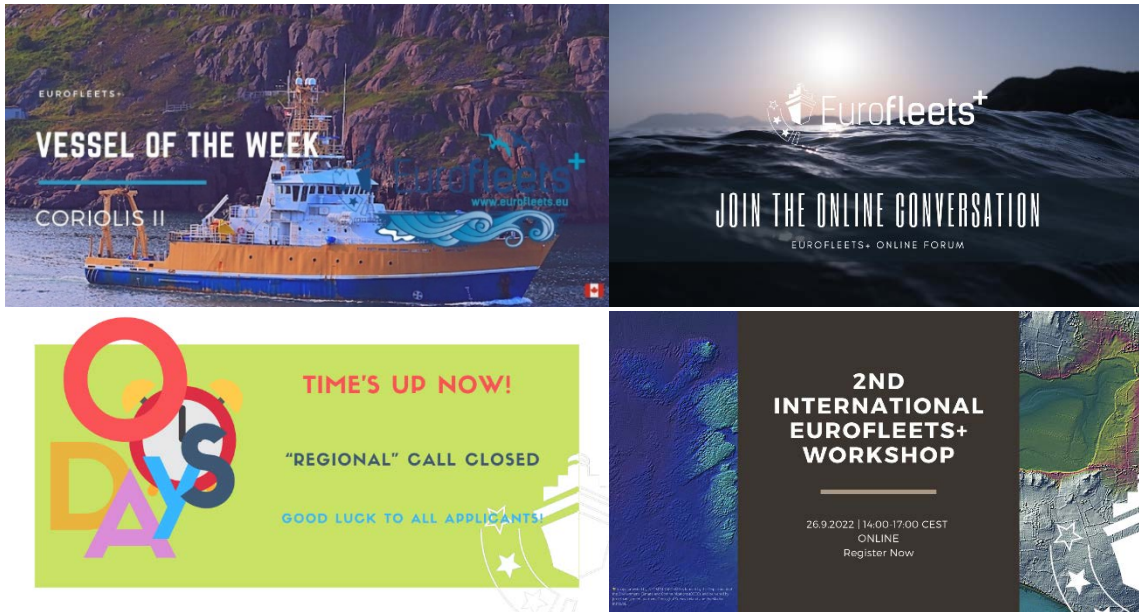


Figure 10 – Examples of Several communication Campaigns launched during EUROFLEETS+

As the project nears its conclusion, a final campaign is in the works to communicate the major results achieved by EUROFLEETS+. These social media initiatives have not only kept the global audience informed but have also fostered a vibrant and interactive community, underlining the importance of harnessing the full potential of digital platforms in contemporary scientific endeavours.

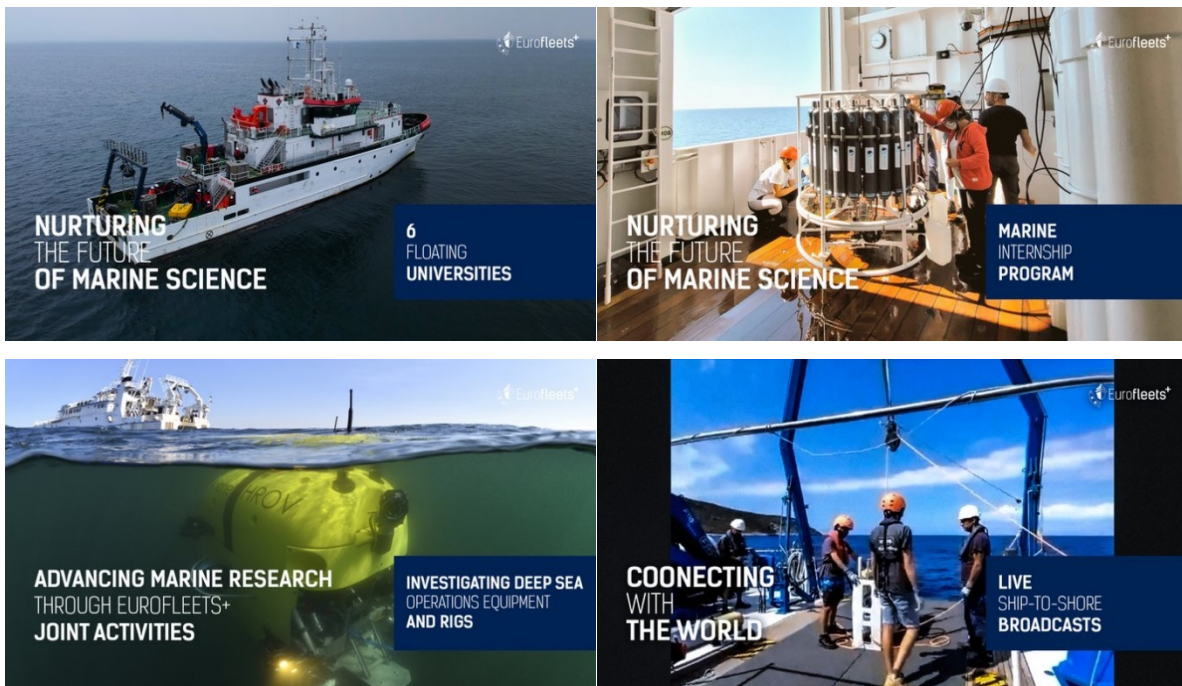


Figure 11 – Examples of posts of the last communication campaign EUROFLEETS+

Results monitoring

To ensure that dissemination through social media was efficient, 3 indicators were defined and regularly monitored:

- The number of Tweets/Posts per month; the objective was an average of 8 per month and the follow up is shown on Table 5;
- The number of Impressions /Reach for each month. The objective was more than 500 per month and the follow up also shown on Table 5;
- The number of active members on Facebook, Twitter and LinkedIn. The objective was 1,000 at the end of the project, currently we have 734 followers on Facebook, 888 followers on twitter, and 545 on LinkedIn.

Table 5 – Social Media Updates and Engagement

Month	Facebook		Twitter		LinkedIn	
	Number of Posts	Total Reach	Number of Tweets	Total Impressions	Number of posts	Total Impressions
Feb-19	1	0	1	6		
Mar-19	7	4377	21	28400		
Apr-19	2	3850	2	5100		
May-19	2	573	2	4200		
Jun-19	10	8095	11	22300		
Jul-19	5	942	4	14000		
Aug-19	9	1306	6	10400		
Sep-19	18	4387	20	30200		
Oct-19	4	3378	3	13100		
Nov-19	6	3756	6	13800		
Dec-19	1	159	1	8300		
Jan-20	3	2438	3	15600		
Feb-20	16	2033	20	23400		
Mar-20	7	1430	8	18000		
Apr-20	1	128	1	5400		
May-20	3	397	2	4800		
Jun-20	5	1233	16	23300		
Jul-20	16	5421	12	14600		
Aug-20	7	2990	7	6800		
Sep-20	13	2537	12	8900		
Oct-20	17	2397	12	14100		
Nov-20	8	4102	7	9500		
Dec-20	14	3339	14	13300		
Jan-21	7	1824	7	8700		
Feb-21	11	53	12	27		
Mar-21	11	296	27	87		
Apr-21	6	144	15	88		
May-21	13	423	16	92		

Month	Facebook		Twitter		LinkedIn	
	Number of Posts	Total Reach	Number of Tweets	Total Impressions	Number of posts	Total Impressions
Jun-21	7	418	11	49		
Jul-21	13	423	4	10		
Aug-21	7	1730	9	34		
Sep-21	7	583	10	44		
Oct-21	6	192	6	46		
Nov-21	4	749	4	33		
Dec-21	1	176	2	8		
Jan-22	2	478	3	20		
Feb-22	7	2198	7	109		
Mar-22	5	1080	5	61		
Apr-22	8	16851	7	121		
May-22	8	3751	12	170		
Jun-22	3	1814	13	215		
Jul-22	6	1334	11	254		
Aug-22	8	880	8	192		
Sep-22	13	1939	15	560		
Oct-22	3	336	4	230		
Nov-22	5	735	7	2686	5	2396
Dec-22	2	508	2	569	1	516
Jan-23	2	193	3	615	3	512
Feb-23	5	690	4	1000	4	857
Mar-23	3	462	2	686	3	624
Apr-23	2	906	1	277	3	819
May-23	1	116	4	1210	1	400
Jun-23	2	220	2	926	1	291
Jul-23	3	541	3	1200	3	729
Aug-23	1	48	0	0	0	87
Sep-23	24	2793	25	6510	26	2046
Oct-23	12	1875	17	4100	9	1316

Users who viewed project updates every month are on average significantly above the objective of 500. The size of this community fluctuates from month to month, certainly due to an alternation between key moments with rich content (deliverable releases, TNA Opportunities, Training Opportunities, webinars...). Posts that generated most interactions are related to TNA Opportunities, and ship-to-shore Training Opportunities. The involvement of partners in the publication and sharing of posts is a strong point of dissemination activities. It seems important to continue using two types of social media, as it gives the possibility to target different groups.

3.2. Event attendance

Events provide a channel for dialogue and communication with a range of potential end users, networking opportunities and an opportunity to make the EUROFLEETS+ brand visible.

Participation in events is key to:

- Communicating the results and main achievements of the project;
- Fostering the exchange of technical methods, protocols and best practices;
- Receiving valuable expert feedback on project goals, work plans and results;

- Identifying synergies with other projects; and
- Raising awareness about EUROFLEETS+ and its results.

To ensure that the project has a common set of messages with a common visual image, EUROFLEETS+ produced a set of promotional and printed materials as well as templates widely disseminated among partners for widespread use. Although the COVID-19 pandemic has greatly affected these activities, members of the project have actively participated in major European international conferences acting as ambassadors (face-to-face and virtually). A List of the events attended is available in Table 6.

Table 6 – List of events attended by project partners

Event	Location	Timing	Activity
European Geosciences Union (EGU)	Vienna	April 2019	Exhibition and Town Hall
III Rich Symposium	Brussels	May 2019	Presentation
Eurofleets+ Project Launch	Cork	June 2019	Event
EMD	Lisbon	June 2019	Exhibition
ENVriPlus Science Fair	Brussels	June 2019	Exhibition
ERVO	Hamburg	June 2019	Presentation
All Atlantic Youth Researches Summer School-	Galway	August 2019	Exhibition
MARUM-Ifremer Workshop		August 2019	Exhibition
EMSO Workshop	Toulon	September 2019	Presentation
IRSO	Hobart	October 2019	Presentation
Marine Board Meeting	Berlin	November 2019	Presentation
MI Research Vessel Users Workshop	Galway	November 2019	Presentation
Marine Autonomous Technology Showcase 2019	Southampton	November 2019	Exhibition
EMSO Annual Conference	Athens	February 2020	Presentation

Event	Location	Timing	Activity
Ocean Sciences	San Diego	February 2020	Exhibition
Strategic Development Programme For Eurofleets+	Milan	January 2020	Presentation
iAtlantic Kick Off Meeting	Virtual	May 2020	Presentation
Data management for European fleet of research vessels in EUROFLEETS+	Virtual	October 2020	Presentation
EUROSEA General Assembly	Virtual	January 2021	Presentation
INTAROS Roadmap for a future Sustainable Arctic Observing System Meeting	Virtual	February 2021	Presentation
GROOM II Kick Off meeting	Virtual	February 2021	Oral Presentation
Distributed RIs workshop CatRIS	Virtual	March 2021	Oral Presentation
Eurofleets+ International Workshop	Virtual	April 2021	Oral Presentation
European research infrastructure synergies EUMR	Virtual	April 2021	Oral Presentation
International Conference on Marine Data and Information Systems (IMDIS)	Virtual	April 2021	Poster x 2
EuroGOOS Conference – Ocean Observing Technologies	Virtual	May 2021	Oral Presentation, Abstract
EuroGOOS Conference - European Research Infrastructures	Virtual	May 2021	Oral Presentation, Abstract
European Maritime Day	Ravenna, Italy	May 2021	Presentation
Cooperation Framework Between Marine RIs ARGO Event	Virtual	May 2021	Presentation
ERVO Annual Meeting	Virtual	June 2021	Presentation
ERVO Annual Meeting	Virtual	June 2021	Special Science Session
EUMR All Atlantic Workshop	Virtual	June 2021	Presentation and Panel Moderator
AANCHOR All Atlantic Floating University Workshop	Virtual	June 2021	Presentation

Event	Location	Timing	Activity
Aix-Marseille University Protect Our Oceans	Virtual	June 2021	Presentation and Panel & Poster
EMSO ERIC Workshop	In Person	October 2021	Presentation
NAUTILOS Project Meeting	Virtual	October 2021	Presentation
One Ocean Summit Workshop Forum Meeting of the Oceanographic Fleets	In Person	February 2022	Presentation x 2. Evolution of Eurofleets+ and Plans for the future
European Marine Robotics & Applications	Virtual	June 2022	Science Sessions” Eurofleets+ Joint Research Activities: Intelligent Robot Exploration - Presentation
ERVO Meeting	Bucharest	September 2022	Presentation x3 and Discussion
Eurofleets+ 2 nd International Workshop	Virtual	September 2022	Presentation
GROOM II Marine RI Webinar	Virtual	October 2022	Presentation
Long-term Sustainability of Small and Mid-scale Distributed RI Projects (ICRI Conference)	Brno	October 2022	Presentation
IRSO Meeting	Honolulu	October 2022	Presentation
Eurofleets+ GA	Barcelona	November 2022	Presentation eRImote Research Infrastructure
CommOCEAN	Sète	November 2022	Presentation Ship to Shore
CommOCEAN	Virtual	November 2022	Ocean Classroom Portal Demo
EuroGOOS Fixed Platforms Task Team meeting	Virtual	April 2023	Eurofleets+ Capacity to support Fixed Platform Infrastructures
EuroGO-SHIP	Virtual	May 2023	Stakeholder Engagement Meeting
European Maritime Day	Brest	May 2023	Long-term sustainable access to our ocean and seas
25th ERVO Annual Meeting	Stockholm	June 2023	Eurofleets+ Expression of Interest Results

Event	Location	Timing	Activity
INMARTECH 2023	Barcelona	June 2023	Eurofleets + Joint Research Activities: Equipment innovations for deep sea operations from vessels
DG Mare Ocean Observing Stakeholder Engagement Meeting	Virtual	September 2023	Eurofleets+ Overview and vessel schedule planning
Sustainable Blue Economy Partnership Workshop - Addressing the strategy and operational proposals to develop additional activities	Virtual	September 2023	Eurofleets+ Transnational Access Best Practice Model
34 th International Research Ship Operators Meeting	Bruges	October 2023	Eurofleets+ Summary and the future Eurofleets RI
EuroGOOS Conference	Galway	October 2023	Eurofleets: Long-term sustainable development of capacity sharing through multidisciplinary research cruise funding programmes
EuroGOOS Conference	Galway	October 2023	The contribution of Eurofleets RI to respond to the European societal needs
EuroGOOS Conference	Galway	October 2023	Eurofleets+ Joint Research Activities Advanced Innovative Integrated Services
EurOCEAN Conference 2023	Vigo	October 2023	Exhibition

3.3. Publications

In Horizon 2020, the European Commission (EC) requests all projects to provide open access (OA) to publications arising from project funding. The grant agreement states: “Ensure open access, as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;”. A list of publications available at the time of D9.16 due date (October 2023) is provided on table 7.

Table 7 – List of project publications.

Type	Title	Authors	Title of the Journal/Proc./Book	Number, date or freq. of the Journal/Proc./Book	Peer-reviewed	Open Access	DOI
Article in Journal	Scale Accuracy Evaluation of Image-Based 3D Reconstruction Strategies Using Laser Photogrammetry	Istenič, Klemen; Gracias, Nuno; Arnaubec, Aurélien; Escartín, Javier; Garcia, Rafael	Remote Sensing	11 (18)	Yes	Gold	10.3390/rs11182093
Article in Journal	Automatic scale estimation of structure from motion based 3D models using laser scalers in underwater scenarios	Klemen Istenič, Nuno Gracias, Aurélien Arnaubec, Javier Escartín, Rafael Garcia	ISPRS Journal of Photogrammetry and Remote Sensing	159	Yes	Gold	10.1016/j.isprsjprs.2019.10.007
Publication in Conference proceedings/ Workshop	EUROFLEETS: fostering links to industry in the advancement of equipment innovations for deep sea operations from research vessels	Flavin, N., Fitzgerald, A., Castellon Masalles, A., Waage, D., Jørgensen, L., Kjærstad, J., & Sigurd Ødegård, J.	Proceedings of the 9th EuroGOOS International Conference ‘	N/A	Yes	Gold	10.13155/83160
Publication in Conference	Eurofleets ri – an alliance of organizations and research vessels to strengthen integrated and	Aodhán Fitzgerald, Bernadette Ni, Giuseppe Magnifico, Lorenza	The 9th EuroGOOS International Conference	N/A	Yes	Gold	10.13155/83160

Type	Title	Authors	Title of the Journal/Proc./Book	Number, date or freq. of the Journal/Proc./Book	Peer-reviewed	Open Access	DOI
proceedings/ Workshop	sustained observations in the ocean and support innovative new technology validation to further advance observing competencies and capabilities	Evangelista, Niamh Flavin, Olivier Lefort, Per Wilhelm Nieuwejaar	proceedings are now virtually published by EuroGOOS				
Other	Ireland positions itself as world leader in maritime research	Michael Gillooly, Joint Acting CEO, Marine Institute	Newsweek Country Reports	N/A	No	Gold	N/A
Other	D8.1 SWOT analysis report: first step towards a long-term sustainable coordination model for the European research vessels	Magnifico, Giuseppe; Evangelista, Lorenza; Nieuwejaar, Per W.; Fitzgerald, Aodhán; Flavin, Niamh		1	No	Gold	10.5281/zenodo.5244433
Article in Journal	Fragmentation in Seagrass Canopies Can Alter Hydrodynamics and Sediment Deposition Rates	Teresa Serra; Nuno Gracias; Iris E. Hendriks	MDPI Water Journal	1	Yes	Gold	10.3390/w12123473
Other	Nourishing Blue Economy and Sharing Ocean Knowledge	Tanhua, Toste; Kazanidis, Georgios; Sa, Sandra; Neves, Caique; Obaton, Dominique; Sylaios, Georgios	European Commission, 12 pp.	3	No	Gold	10.5281/zenodo.5576120
Other	3D Object Recognition Based on Point Clouds in Underwater Environment with Global Descriptors: A Survey.	Khadidja Himri; Pere Ridao; Nuno Gracias	Sensors, Volume 19, Issue 20 (October-2 2019) – 251 articles	1	Yes	Gold	10.3390/s19204451

Type	Title	Authors	Title of the Journal/Proc./Book	Number, date or freq. of the Journal/Proc./Book	Peer-reviewed	Open Access	DOI
Other	Toolkit For Young Researchers	Sa, Sandra	N/A	1	No	Green	10.5281/zenodo.6418374
Article in a Journal	Assessing benthic marine habitats colonized with posidonia oceanica using autonomous marine robots and deep learning: A Eurofleets campaign	Miquel Massot-Campos, Francisco Bonin-Font, Eric Guerrero-Font, Antoni Martorell-Torres, Miquel Martin Abadal, Caterina Muntaner-Gonzalez, Bo Miquel Nordfeldt-Fiol, Gabriel Oliver-Codina, Jose Cappelletto, Blair Thornton	Estuarine, Coastal and Shelf Science	Science Direct Volume 291, 30 September 2023, 108438	Yes	Green	https://www.sciencedirect.com/science/article/pii/S0272771423002287
Other	Oceanic drivers, nutrient dynamics and plankton communities in West-Greenland's fjord system: a multidisciplinary study	Anouk Ollevier, Leandro Ponsoni, Roeland Develter, Jonas Mortelmans, Rune Lagaisse, Marleen De Troch, Pascal Hablutzel, Wieter Boone	VLIZ Marine Science Day 2023	2023	Yes	Yes Green Open Access	https://www.vliz.be/vmsd/en/posters/oceanic-drivers-nutrient-dynamics-and-plankton-communities-west-greenlands-fjord-system
Publication in Conference Proceedings/ Workshop	Investigating ocean acidification off the Iberian Margin: Preliminary results from the CARBO-ACID cruise	Salgueiro, E., Magalhães, V., Matos, L., Rebotim, A., Sousa, F., Schweizer, M., González Martín, M., Mega,	Congresso Nacional de Geologia, July 16th-20th, Coimbra, Portugal	2023	Yes	Yes Green Open Access	N/A

Type	Title	Authors	Title of the Journal/Proc./Book	Number, date or freq. of the Journal/Proc./Book	Peer-reviewed	Open Access	DOI
		A., Batista, L., and Shore base Team					
Publication in Conference Proceedings/ Workshop	SEISMIC STRATIGRAPHY AND STRUCTURE OF MYRTOON BASIN: PRELIMINARY RESULTS	Tsampouraki-Kraounaki K., Sakellariou D., Koutsodendris A., Morfis I., Auer G., Livanos I., Beny F., Panagiotopoulos I., Iatrou M., Kern O., Paraschos F., Kolb L., Martinot C., Meier K., Rousakis G.	PROCEEDINGS of the Marine and Inland Waters Research Symposium 2022	2022	N/A		https://symposia.gr/wp-content/uploads/2022/10/Proceedings_5.10.22.pdf
Publication in Conference Proceedings/ Workshop	A Late Holocene isochron for SE Europe based on human-induced Pb contamination	Andreas Koutsodendris, Stefanie Kaboth-Bahr, André Bahr, Ulrich Kotthoff, Jörg Lippold, Dimitris Sakellariou, Oliver Friedrich1, Jörg Pross	INQUA 2023, Rome, Italy	2023	N/A		
Other: Cruise Report	iMAR 2022: Integrated assessment of the distribution of Vulnerable Marine Ecosystems along the Mid-Atlantic Ridge in the Azores region - Cruise Report.	Morato, Telmo; Dominguez-Carrió, Carlos; Rodrigues, Luís; Murta, José; Cerqueira, Teresa; Ramos, Manuela; Gonçalves, Guilherme; Carneiro, Inês; Pereira, João; Fazenda, Catarina; Carreiro-Silva, Marina	Zenodo	2022	Yes	Yes	https://zenodo.org/records/7703127

Type	Title	Authors	Title of the Journal/Proc./Book	Number, date or freq. of the Journal/Proc./Book	Peer-reviewed	Open Access	DOI
	Spatial distributions, environmental drivers and co-existence patterns of key cold-water corals in the deep sea of the Azores (NE Atlantic)	Taranto, Gerald Hechter; González-irusta, José-manuel; Dominguez-carrió, Carlos; Pham, Christopher K.; Tempera, Fernando; Ramos, Manuela; Gonçalves, Guilherme; Carreiro-silva, Marina; Morato, Telmo	Deep Sea Research Part I: Oceanographic Research Papers (0967-0637) (Elsevier BV), 2023-07, Vol. 197, P. 104028 (21p.)	01/07/2023	Yes	Yes	https://archimer.ifremer.fr/doc/00830/94215/
Other: Cruise Report	TAIPro2022 CRUISE REPORT R/V BELGICA Cruise n. 2022/12	Schroeder, Katrin	N/A	N/A	Yes	Yes	https://zenodo.org/records/6918731
Article in Journal	Collision Detection and Avoidance for Underwater Vehicles Using Omnidirectional Vision	Eduardo Ochoa; Nuno Gracias; Klemen Istenič; Josep Bosch; Patryk Cieślak; Rafael García	Sensors, Volume 22, Issue 14 (July-2022) – 400 articles	N/A	Yes	Yes	https://www.mdpi.com/1424-8220/22/14/5354
Thesis/Dissertation	Climate- and Anthropogenic Forcing on Vegetation Dynamics in Argolis During the Mid- Late Holocene Based on a Core from the Argolikos Basin	Isabel Ehmcke Espinosa	MSc Thesis, Institute of Earth Sciences, Heidelberg University, Germany	N/A	N/A	N/A	N/A

Type	Title	Authors	Title of the Journal/Proc./Book	Number, date or freq. of the Journal/Proc./Book	Peer-reviewed	Open Access	DOI
Thesis/Dissertation	Identificación y caracterización interna de morfologías depresivas en el Cañón de Ceuta	María del Mar Cerdera Pérez	MSc Thesis, Facultad de Ciencias del Mar y Ambientales, Universidad de Cádiz (Spain)	N/A	N/A	N/A	N/A

4. Communication Materials

4.1 Visual Identity

A clear visual identity was key to conveying 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 connected all of the project's partners together and made the project more recognizable and understandable by the wider public. A proper use of the EUROFLEETS+ logo, wordmark typefaces and colour palette contributed 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 were created and intended to provide the partners with rules and procedures for promoting EUROFLEETS+ accurately. Visual elements were shared among partners who were encouraged to use them consistently across all media and communications to ensure 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 was preceded by two others, the logo was based on the previous logos (Eurofleets and Eurofleets 2), maintaining the character of the EUROFLEETS+ project. The three stars in the logo represents, therefore, the three initiatives, the third star is not filled-in as the project was not yet concluded.

The EUROFLEETS+ logo appeared on all official communications and could not be modified in any way other than suggested in the visual identity guidelines. Partners were encouraged to use the versions that include the name of the project in order to help the audience clearly and easily understand the scope of the project.



Figure 12 – Several options for the EUROFLEETS+ Logo

Typography

The entire set of communication and dissemination materials developed and used by all EUROFLEETS+ partners followed the following specifications:

Headlines and titles: Cambria

Body text: Calibri

Colour Palette


The primary colours used in all communication and dissemination material by all EUROFLEETS+ partners were:

	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 #00aef C100 M26 Y0 K7

RGB colours were preferably used on digital media. CMYK colours were used for print communications.


Templates


Word and PowerPoint templates were developed to reinforce the graphical identity of the project. All templates were available on the project SharePoint site.




Topic	H2020 – INFRAIA-2018-2020
Short title	EUROFLEETS+
Title	An alliance of European marine research infrastructures to meet the evolving requirements of the research and industrial communities
Project Number	824077
Delivery Date	N/A
Deliverable No	9.16
Lead Beneficiary	EUROFLEETS+
Dissemination Level	Public

DISSEMINATION AND COMMUNICATION PLAN






This project has received funding from the EU
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Document Information	
Document Name	D9.1- Dissemination and Communication Plan
Document ID	EUROFLEETS_WP9_D901_220219_V1
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Approvals			
	Name	Organisation	Date
Coordinator			
Activity Coordinator			
WP Leader			

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Figure 13 – EUROFLEETS+ Deliverable template



Figure 14 – EUROFLEETS+ PowerPoint Template

4.2 Printed Materials

Brochure, Flyer, Roll-up and Poster

Description: While the project favoured electronic communications, motivated by a better scalability (ease-of-update) and respecting the environment, off-the-shelf flyers and other printed material were also used. An informative foldout brochure, Flyer, Roll-up and Poster were developed to present the EUROFLEETS+ project and its objectives to a broad audience. These materials were designed to be eye-catching, featuring photographs of all available infrastructures. In terms of content these materials contain the key principles underlying the EUROFLEETS+ approach.

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, Open Days, conferences, exhibitions, one-to-one meetings, etc.



Figure 15 – EUROFLEETS+ First set of printed materials

CO-PI Brochure

Description: This brochure was aimed at disseminating a EUROFLEETS+ opportunity that enabled early career scientists or researchers with no experience in leading a research cruise to implement their own research, together with experienced scientists in Eurofleets+ scheduled cruises.

Audience: Researchers; Early Career Ocean Professionals.

Dissemination points: All stakeholder meetings, conferences, exhibitions.



Figure 16 – Co-PI Brochure

Eurofleets+ innovation case studies factsheets

Description: These fact sheets were created with the aim of raising awareness regarding the significant outcomes attainable within the project, specifically in the context of the Joint Research Activities. These informative documents form an integral component of Deliverable D7.6 – Eurofleets+ Innovation Case Studies.

Audience: Researchers, Industry

Dissemination points: All stakeholder meetings, EUROFLEETS+ Final Conference, website

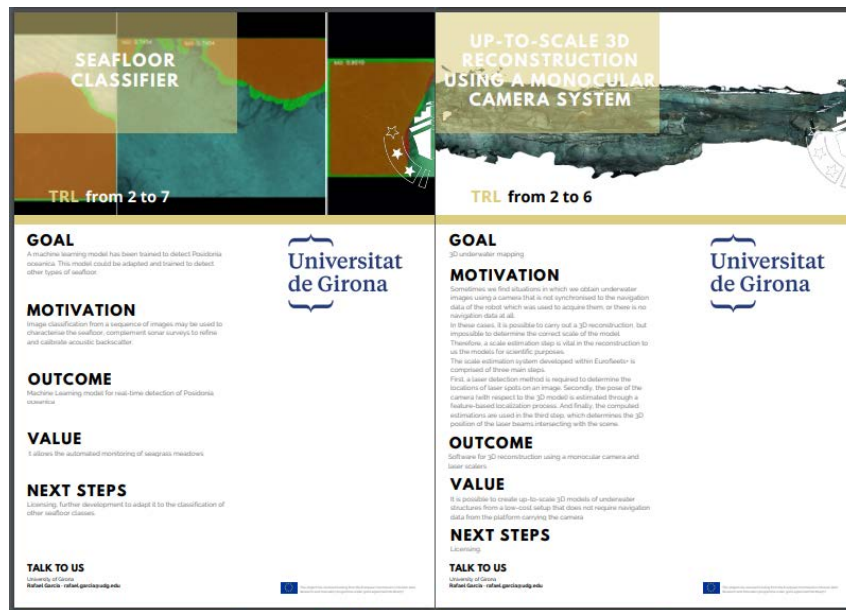


Figure 17 – Factsheets examples

Final Project Brochure

Description: This brochure serves as a testament to Eurofleets+' journey, highlighting the remarkable outcomes, achievements, and the profound impact it has had on the world of marine research. In this article, we dive into the significant successes showcased within "Navigating Success."

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, EUROFLEETS+ Final Conference, etc.



Figure 18 – EUROFLEETS+ Final Project Brochure

Summary for policy Makers

Description: The summary delves into EUROFLEETS+ and its journey to provide access to a cutting-edge research vessel fleet across diverse regions. It outlines the key objectives, emphasising the need for sustainable marine science, interdisciplinary collaboration, data sharing, and the promotion of greener, eco-responsible operations. The summary also presents clear calls to action, urging support for ongoing access to research vessels, greater integration of resources and infrastructure, and a commitment to excellent data continuity. Additionally, it advocates for greener, sustainable RV and underwater vehicle operations to mitigate environmental impacts.

Audience: Policy Makers

Dissemination points: Newsletters, all stakeholder meetings, EUROFLEETS+ Final Conference, etc.

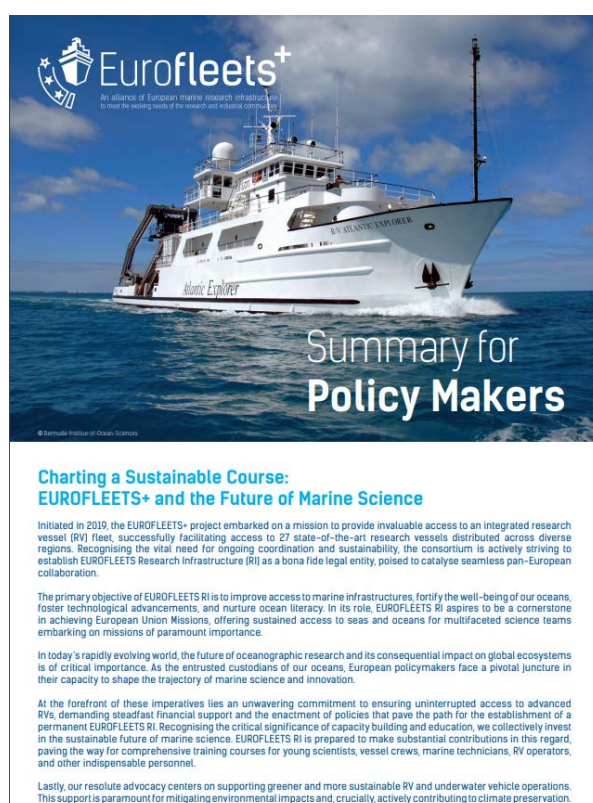


Figure 19 – Summary for Policy Makers

Other Print Materials

Description: Further materials were also planned for the duration of the project. These materials may include EUROFLEETS+ factsheets, and elements to contribute to the dissemination of the Educational activities hence contributing to Ocean literacy.

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, Open Days, conferences, etc



Figure 20 – EUROFLEETS+ dedicated Ocean Classroom Portal bookmarks

4.3 Promotional Materials

Giveaways

Description: As EUROFLEETS+ took part in several relevant events with exhibition areas, the project developed some products to reinforce the branding and raise interest in such events. Additionally EUROFLEETS+ provided materials for branding Educational activities and Funded cruises, this materials have been shipped when possible to all the locations and used by the participants.

Audience: General, all audiences, Training and funded cruises participants.

Dissemination points: All stakeholder meetings, Open Days, conferences, etc



Figure 21 – EUROFLEETS+ First set of promotional materials



Figure 22 – Participants of the Floating University on board of RV Oceania wearing EUROFLEETS+ branded t-shirts.

4.4 Videos

Videos are inherently engaging. They combine visual and auditory elements, making it easier to capture and maintain the viewer's attention. Complex information can be simplified and made more accessible through visuals and spoken explanations.

In an era where people consume content across various devices and platforms, videos are highly accessible. They can be easily shared on social media, embedded in websites, and viewed on smartphones, tablets, and computers. This versatility broadens the reach of the project's message.

Project Video

Description: The EUROFLEETS+ project video is a dynamic visual communication tool that encapsulates the essence and significance of the project. It distils, objectives, and outcomes into a

visually engaging and easily digestible format. The video includes interviews, animations, and partners' footage to convey the project's journey, achievements, and impact. The video played a pivotal role in promoting the project, fostering a deeper understanding of its purpose, and connecting with a broad and diverse audience. The project video is available at:

YouTube Channel: <https://www.youtube.com/watch?v=pFjTbjg4GQ&t=7s>

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, Open days, conferences, exhibitions, etc.

Promo Videos

Description: At CommOcean 2023, EUROFLEETS+ created two concise promotional videos to showcase the effectiveness of two science communication initiatives. The initial video was crafted to introduce the EUROFLEETS+ Classroom Portal and is accessible at: <https://www.youtube.com/watch?v=GcMccM59eRM>. The second video was designed to spotlight ship-to-shore activities and can be viewed here: <https://www.youtube.com/watch?v=HeNFPpXirbY>.

Audience: Ocean Science Communicators.

Dissemination points: CommOCEAN2023, Social Media

Trans-National Program Video

Description: The final EUROFLEETS+ Project video takes viewers on a captivating journey into the heart of Eurofleets+, showcasing the profound significance of its Transnational Access program. Through the lens of researchers who have experienced these transformative opportunities, the film dives into the profound impact it has on marine science and the scientific community as a whole. The Trans-National Access Program Video can be viewed here: <https://youtu.be/hQIEubAS4oo>

Audience: General, all audiences

Dissemination points: All stakeholder meetings, Open days, conferences, exhibitions, Social Media; Website

5. Conclusions

The EUROFLEETS+ project stands as an exemplary model of how effective communication and dissemination activities can enhance the impact and sustainability of research initiatives. This report has demonstrated that successful communication and dissemination strategies are not merely complementary elements but integral components of any project's overall success. EUROFLEETS+ has not only made significant contributions to ocean science but has also effectively conveyed its significance to a wide-ranging audience.

The journey of EUROFLEETS+ has been characterised by a commitment to fostering a broad understanding of sustainable marine science, interdisciplinary collaboration, data sharing, and eco-responsible operations. The communication and dissemination efforts have not only magnified the project's achievements but have also highlighted the importance of these concepts in addressing significant societal and environmental challenges.

Through a strategic blend of digital and traditional channels, EUROFLEETS+ has established a strong online presence. This includes an informative website, engaging newsletters, and an influential presence on social media. These channels have helped the project reach diverse audiences, connect with key stakeholders, and promote its accomplishments. By participating in relevant events and publishing a substantial volume of material, the project has made a lasting impact on the ocean science community and the broader public.

The impact of EUROFLEETS+ goes far beyond the research findings and tangible outcomes. It demonstrates how a well-thought-out and comprehensive communication strategy can not only convey research results but also inspire a sense of ownership, participation, and commitment from stakeholders.

In conclusion, the EUROFLEETS+ project showcases that effective communication and dissemination activities are the foundation of long-term impact, ensuring that the research, knowledge, and expertise generated by the project continue to shape a better future. As a lighthouse of best practices, EUROFLEETS+ not only advances the field of ocean science but also strengthens the argument for well-invested, well-executed, and comprehensive communication and dissemination strategies in scientific endeavours.