DISSEMINATION & EXPLOITATION PLAN

Project no.	776348
Project acronym:	CoastObs
Project title:	Commercial service platform for user-relevant coastal water monitoring services based on Earth Observation
Instrument:	H2020-EO-2017
Start date of project:	01.11.2017
Duration:	36 months
Deliverable title:	D7.1 Dissemination and Exploitation Plan

Due date of deliverable: Month 2

Organisation name of lead contractor for this deliverable: Geonardo – Partner #8

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Dissemination level		
PU	Public	
CO	Confidential, restricted under conditions set out in Model Grant Agreement	X
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

History			
Version	Date	Reason	Revised by
01	14/12/2017	Sent to coordinator and reviewer	-
02	18/12/2017	Returned by coordinator	Steef Peters, WI
03	18/12/2017	Returned by reviewer	Evangelos Spyrakos, USTIR
04	20/12/2017	Final version sent to coordinator	Mariana Mata Lara, GEO

Partnership

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Consiglio Nazionale Delle Ricerche (CNR)

Universite de Nantes (UN)

HZ University of Applied Sciences (HZ)

Universidad de Vigo (UVIGO)

Bio-Littoral (BL)

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Objective:

The CoastObs Dissemination and Exploitation Plan (DEP) describes the activities to be performed and the means and methods to be used in order to raise awareness on CoastObs 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 and exploitation activities are appropriately and effectively undertaken.

Rationale:

The DEP identifies the target audiences and key stakeholders of the project, defines the dissemination and exploitation objectives as well as the means and channels to be used, and details the types of events and conferences in which the project can be promoted. In addition, the plan describes the internal process set up to manage the knowledge outputs and to ensure the exploitation of CoastObs results. The DEP will thus serve as an action plan for the consortium, establishing individual responsibilities and a time-frame for implementation, and will further encourage partners to leverage their strong outreach capacity within their networks and beyond.

The Dissemination and Exploitation Plan contains a set of protocols to ensure that all relevant knowledge coming out of the project is carefully managed.

The protocols are set up to:

a) Maximize CoastObs project's visibility;
b) Present the results of the project to the different target audiences in the best way possible, ensuring information provision and audience engagement;
c) Convey the CoastObs results and success stories to scientific and professional publication outlets and ensure all outputs and resources produced in the CoastObs project are transferred to targeted users in a customised way;
d) Shape the marketing and business plan based on the service delivery experiences in order to build user-relevant services that allow CoastObs Project later on to expand the market of CoastObs and commercialize it;
e) Enhance the uptake of the services to be provided by CoastObs by developing training and consulting services for the target audiences;
f) Ensure CoastObs's foreground and Intellectual Property (IP) are properly managed.

CoastObs will develop and make use of the latest tools, resources and channels resulting in cost effectiveness and maximum impact.

The Dissemination and Exploitation Plan has been developed by Geonardo, however, all project partners are involved in dissemination and exploitation in order to foster awareness and transfer results for impact, especially in their own countries and in their own communities.

The Dissemination and Exploitation Plan will be a **living plan that will be regularly updated** throughout the project's lifetime, to actively address the needs of the project based on its interim results.

SECTION 1

PURPOSE, MOTIVES AND OBLIGATIONS

1. Introduction

This document has been produced with the objective of ensuring that the foreseen dissemination and exploitation activities in CoastObs are appropriately and effectively undertaken by the CoastObs consortium partners during the course of the project. Being effective dissemination and exploitation at the core of the CoastObs project through its primary objective of developing a user-relevant commercial service platform, the dissemination 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 EO-based services by matching user requirements.

To ensure effective dissemination, exploitation and user uptake of CoastObs EO-based services, a dedicated Work Package – WP7– within the CoastObs project will have the general aim of maximising project's visibility, presenting the results to the target audiences and further developing the business cases to ensure that at the end of the project there will be sustainable user-relevant services in place.

> ### Specific objectives:
> - Create a distinct visual identity for the project
> - Spread information on CoastObs objectives, activities and results to the relevant target audiences
> - Build the outlet interface for the obtainment of products and the commercial service delivery
> - Convey the CoastObs results and success stories to scientific and professional publication outlets
> - Shape the marketing and business plan based on the service delivery experiences
> - Expand the market of CoastObs and commercialize it
> - Provide training and consulting services for the target audiences

The project expects to achieve these objectives through the implementation of seven interconnected WPs.

WP7 - Dissemination and Exploitation runs in parallel with the other WPs over the project lifetime, and focuses on defining a comprehensive and consistent project dissemination and exploitation strategy, which will ensure maximum project visibility and the sustainability of its results beyond the lifetime of the project.

All project partners are involved in dissemination and exploitation in order to maximise the visibility of CoastObs and convey its findings and outputs to the relevant stakeholders relying on their strong outreach capacity, especially in their own countries and in their own communities. The following partners in CoastObs have specifically time allocated to dissemination and exploitation activities within WP7, according to the table below (in person months):

Table 1. Dissemination & exploitation – Effort per partner

CoastObs dissemination & exploitation – Effort per partner		
Partner #	Partner name	Person months in WP7
1	WI	14.5
2	USTIR	1
3	CNR	5
4	UN	2.5
5	HZ	1
6	UVIGO	4.5
7	BL	6
8	GEO	19

Many partners will also have communication and user engagement activities and sharing obligations within other work packages. Specifically, WP7 will be closely linked to WP6 which aim is to engage in a dialogue with specific user communities to raise awareness of and build trust in EO-based water quality data. For each of the identified user communities, this includes interacting with relevant stakeholders from the public and private sector in one-on-one conversations, visiting or organising workshops and meetings as well as presenting at professional conferences. The communication and training materials developed in WP7 will be used in WP6 activities and other dissemination activities from other WPs.

2. EC Rights and Obligations Related to Results

2.1 Ownership of Results

Results are owned by the beneficiary that generates them. "*Two or more beneficiaries own results jointly if they have jointly generated them and it is not possible to establish the respective contribution of each beneficiary, or separate them for the purpose of applying for, obtaining or maintaining their protection*" (see GA Article 27). The joint owners must agree (in writing) on the allocation and terms of exercise of their joint ownership ('joint ownership agreement'), to ensure compliance with their obligations under the Grant Agreement.

If valuable results are not protected, the Commission may, under certain circumstances, assume ownership of the results (for further details, please consult GA Article 26).

2.2 Protection of Results

Each beneficiary[1] has an obligation to protect its results and must adequately protect them — for an appropriate period and with appropriate territorial coverage — if the results can reasonably be expected to be commercially or industrially exploited, and any other possible, reasonable and justified circumstance. When deciding on protection, the beneficiary must consider its own legitimate interests and the legitimate interests (especially commercial) of the other beneficiaries.

"*If a beneficiary intends not to protect its results, to stop protecting them or not seek an extension of protection, the EU may under certain conditions (see Article 26.4) assume ownership to ensure their (continued) protection.*" (GA Article 27).

2.3 Exploitation of Results

Each beneficiary has an obligation to exploit its results. "*Each beneficiary must – up to four years after the period set out in [GA] Article 3 - take measures aiming to ensure 'exploitation' of its results by: (a) using them in further research activities; (b) developing,*

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[1] In the context of Horizon 2020 the term **beneficiary** (i.e. a "participant") is used to describe a legal entity which has signed the Grant Agreement and therefore is bound by its terms and conditions with regards to the European Union. *www.iprhelpdesk.eu/printpdf/2549*

creating or marketing a product or process; (c) creating and providing a service, or (d) using them in standardisation activities." For further details, please consult GA Article 28.

"*If a beneficiary breaches any of its obligations under this Article, the grant may be reduced in accordance with Article 43*".

2.4 Dissemination of results — Open access — Visibility of EU funding

Obligation to disseminate:

"*Unless it goes against their legitimate interests* **each beneficiary must – as soon as possible – 'disseminate' their results** *by disclosing them to the public*". However, no dissemination may take place before a decision is made regarding possible protection (see paragraph 2.2). Other participants may object if their legitimate interests in relation to their foreground or background could potentially suffer harm. The beneficiary that intends to disseminate must give the other beneficiaries advance notice (together with sufficient information on the dissemination) (CoastObs CA Article 8.4).

Open access:

For Horizon 2020, each beneficiary must ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results in funded projects is an obligation for all grants. (GA Article 29.2).

In particular, beneficiaries must:

a) 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; Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

b) Ensure open access to the deposited publication — via the repository —at the latest:

   i. on publication, if an electronic version is available for free via the publisher, or

   ii. within six months of publication in any other case.

c) Ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

For more information on open access, please consult the Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020

http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oapilot-guide_en.pdf

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2.5 Obligation and right to use the EU emblem

Any dissemination of results must display the EU emblem and include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776348".

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.

PROTOCOL - CoastObs Reporting on Dissemination and Exploitation

Partners should keep track of all their dissemination and exploitation activities, all of which should be reported by each partner at EC reporting stages. Partners are required to report (ongoing) any publication and dissemination activities on the Research Participant Portal.

Login to the Participant Portal >> Projects >> CoastObs >> Manage Project (MP)

The H2020 online manual provides brief descriptions on how to complete your tasks, guidance notes, templates, user manuals of the relevant tools and frequently asked questions. To access the manual, see:

http://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm

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SECTION 2

DISSEMINATION TOOLS AND MEANS

3. Dissemination

3. 1. Dissemination in H2020 projects

Dissemination of results is a contractual obligation for projects funded under the Horizon 2020 programme. Horizon 2020 beneficiaries, therefore, conduct various dissemination activities through different means including electronic tools such as project web sites, 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, as stated in the EU Grant Agreement. In many countries (including most Member States) and under the European Patent Convention, an invention is no longer patentable once it has been disclosed; therefore, it is important that care is exercised in contemplating publication of project results.

To implement dissemination and exploitation activities effectively, it is important to have a good understanding of the definitions of the respective terms and concepts within the context of Horizon 2020 projects. CoastObs partners are therefore encouraged to consult the following key documents and online sources for the definition of various terms and description of various procedures and processes as well as the respective roles and responsibilities of each party.

» CoastObs Grant Agreement including:
  o Annex 1 – Description of the Action (DoA), in particular description of WP7. Dissemination and Exploitation in Part A, and section 2.2 Measures to maximise impact in Part B; and
  o Terms and Conditions of the Grant Agreement, in particular subsection 3 (Rights and Obligations Related to Results).

» CoastObs Consortium Agreement, in particular section 8 (Results), section 9 (Access Rights), and section 10 (Non-disclosure of Information)

» European IPR Helpdesk's Fact Sheet "The Plan for the Exploitation and Dissemination of Results in Horizon 2020"
https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf

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3.2 CoastObs Target Groups

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

Table 2 shows the list of the most relevant target groups, how they will be approached and what type of message will be delivered.

Table 2 – CoastObs' target groups

TARGET GROUPS	
Target audience	What, How
All	Press; Website; Brochure; Web blog; Social networks; Conferences Communicating 'Popular' information
Scientific Officer, European Commission	Official reports and deliverables through the Participants Portal Communicating all major results and milestones
User communities	» Aquaculture and fisheries » Environmental monitoring and reporting » Marine engineering » Policy makers and management authorities » Other, not yet identified
Engaging with the general public and media	CoastObs website; Social media; Other media appearance with modified messages; Local media (using own language), Web campaign, blog; Success stories chronicles; Videos and Testimonials; Newsletter; Partners' channels

Moreover, an initial user group has been identified before the kick-off of the project, consisting of several organisations responsible for water quality management and reporting on different levels as well stakeholders affected by water quality issues, that have shown an interest on the services that CoastObs will offer. During the project the user group is expected to grow. The diversity of organisation types shows that there is wide interest in improved coastal water quality monitoring.

The initial user group include:

Table 3 – CoastObs key users

COASTOBS KEY USERS		
User	**Country**	**Entity type**
Rijkswaterstaat	NL	National water management authority
Provincie Groningen	NL	Regional authority
Producentenorganisatie van de Nederlandse Mosselcultuur	NL	Mussel industry association
M en M Padmos, WK Schot, Steketee, De Rooij, De Waal Padmos	NL	Mussel producers
Syndicat Mixte pour le Développement de l'Aquaculture et de la Pêche en Pays de la Loire	FR	Public regional support structure for Shellfish farming and Fisheries
Comité Régional des Pêches Maritimes et des Elevages Marins des Pays de la Loire	FR	Fisheries industry association
Comité Régional de la Conchyliculture	FR	Shellfish farmer industry association
Agence de l'Eau loire Bretagne	FR	Regional water management authority
Agenzia Regionale per la Prevenzione e Protezione Ambientale del Veneto	IT	Regional environmental authority
Autorità di bacino Distrettuale delle Alpi Orientali	IT	Regional water management authority
Cooperativa de Armadores de Pesca del Puerto de Vigo	ES	Fisheries industry association
Instituto Tecnolóxico para o Control do Medio Mariño de Galicia	ES	National monitoring authority

Close dissemination and communication with these users will be crucial as the different products and service types to be developed along the project will be flexibly assembled into services that match the users' information needs.

3.3. CoastObs Dissemination Plan

CoastObs's Dissemination Plan is to be consulted by all partners to develop their individual and collective activities efficiently and contribute to WP7 and to the global objective of the project.

In the development of this Dissemination Plan, attention has been paid to the expertise and strengths of the project partners. Each partner is integrated into a specific geographic and social 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 for particular tasks within WP7. Although a meeting exclusively dedicated to Dissemination activities is not foreseen, partners will report on their performed actions every six months, following a pre-established template (see Annex 5.2, Section 4).

Table 4. shows the distribution of work among consortium members regarding dissemination activities.

Table 4 – Distribution of tasks

Distribution of tasks			
Task	Partner in charge	Contributors	Description of task
7.1 Dissemination and exploitation plan and visual identity	GEO	WI, CNR, UN, UVIGO, BL	Establishment of a Dissemination Plan; creation of a distinctive, original visual identity for the project; creation of a website.
7.2. Dissemination materials	GEO	WI, CNR, UVIGO, BL	Design and production of the dissemination material for the different target audiences.
7.3 Joint dissemination activities	GEO	WI, CNR, UVIGO, BL	Active promotion of the project and dissemination of results to a wide range of audiences; presentation of project (poster/presentation) at relevant national, European and international events; publication of articles in professional journals, newsletter and media; active presence in social media platforms; establishment of close ties with other relevant EU/national projects; publication of

7.4 Web portal and sample data sets	WI	CNR, GEO	Setting up the portal that will present sample data sets produced in CoastObs and that will allow the users to view, analyse and download sample data to familiarise them with the type of data, their advantages and limitations.
7.5 Scientific conferences and publications	UN	WI, USTIR, CNR, HZ, UVIGO, BL, GEO	Dissemination of the results of the product innovation and demonstration cases to the scientific community via publications and presentations. At least 5 publications and 15 presentations/posters are expected.
7.6 Success stories	GEO	WI, CNR, HZ, UVIGO, BL	Collection of successful case studies where it was possible to demonstrate the applicability of the developed methods and tools.
7.7 Business and marketing plan	WI	UVIGO, BL, GEO	Creation of a marketing and business plan for the short term (0-5 years after project has finished).
7.8 Development of training and consulting services	WI	GEO, BL	Development of the material and experience in training users in the scientific backgrounds, information content and technological aspects of CoastObs products and services. Moreover, development of an e-training platform dedicated to building the capacities of the target users on CoastObs products and services, and to facilitate the users' uptake after the duration of the project.

The approach to the dissemination and exploitation in CoastObs takes its basis from WP7 and the draft dissemination and exploitation plan available in section 2.2 of the DoA of CoastObs. In addition, WP6 contains the user engagement and communication activities of the project being a component in which dissemination and exploitation are essential. The following section provides in more detail information on the tools and methodology for dissemination in CoastObs.

3.4 CoastObs Dissemination Actions

As an Innovation Action aiming to develop a user-relevant service platform for coastal water monitoring, the CoastObs project will lay special emphasis on effectively reaching its target group and engaging relevant stakeholders. The distinctive visual identity, which has been conceived, and the dissemination tools and actions foreseen to be deployed will facilitate effective dissemination and communication of the project's activities, results and achievements.

3.4.1 Visual Identity

A distinctive and original visual identity for CoastObs has been created in order to ensure a professional and harmonized approach in dissemination and communication activities by all partners. Consisting of custom-made logo, colour schemes, fonts and other patterns, CoastObs' visual identity has been used to create standard templates such as a Microsoft Word document, PowerPoint presentations, and it will be further used to create project brochures, leaflets, poster templates and other relevant dissemination material. The visual identity has also been used in the graphical and web design of the project's website.

Furthermore, a Visual Identity Guide was created as a key strategic document for the consortium members, who can find guidelines on how to communicate the project's goals, progress and results.

The rationale of this guide is given by the need of an immediate identification and understanding of the project on part of the wider public. Having a clear, distinctive and original graphic identity is in fact the first requirement to convey a familiar and consistent image of the project towards the audience. Partners are invited to accurately follow these guidelines whenever they are representing the project through various types of dissemination materials.

CoastObs' Visual Identity Guide (Annex 5.1) explains six main elements:

- » The Logotype
- » Sizes and Proportions
- » The Typography
- » The Colour Palette
- » Power Point template
- » Word document template

3.4.2 CoastObs Dissemination Materials

Following the visual identity of CoastObs, distinctive dissemination materials will be designed and produced along the project. These will be disseminated during project events such as the end-user workshops in WP6 as well as in any relevant local or international event attended by the partners. The material will also be available to download online and posted on social networks. The following material is planned to be produced:

» Brochures, leaflets, posters and roll-outs for events and workshops

» Business cards, stickers and any other gadget (e.g. satellite keyholder and/or USB, mousepad with CoastObs logo, calendar) that is deemed convenient for use in project events as well as in any relevant local or international event attended by the partners

» CoastObs Service Portfolio as repository for all information of all services provided by CoastObs

» A Policy Brief

» A promotional video explaining the platform and potential uses

» Promotional GIFs and animations for social media campaigns

» Periodic newsletters about the project and case studies exemplifying how CoastObs has been used

» Infographics explaining different aspects of the project for social media use

Examples of the material produced can be seen below:

Stickers for promoting the project

Promotional photos explaining concepts and services for social media use

Infographic explaining how CoastObs' services will be created. This has been used in social media channels, blogs and note releases in Facebook.

All the dissemination material will be created in English. However, in order to convey the message better to the local user groups, some of the material will be translated into Dutch, Spanish, French and Italian by the partners when considered relevant.

Partners are encouraged to contact the Coordinator for any further type of Dissemination Material that is needed. Geonardo will provide any new template, ad hoc for the occasion.

3.4.3 CoastObs Dissemination Channels

The following tools have already been identified for disseminating and communication activities in CoastObs:
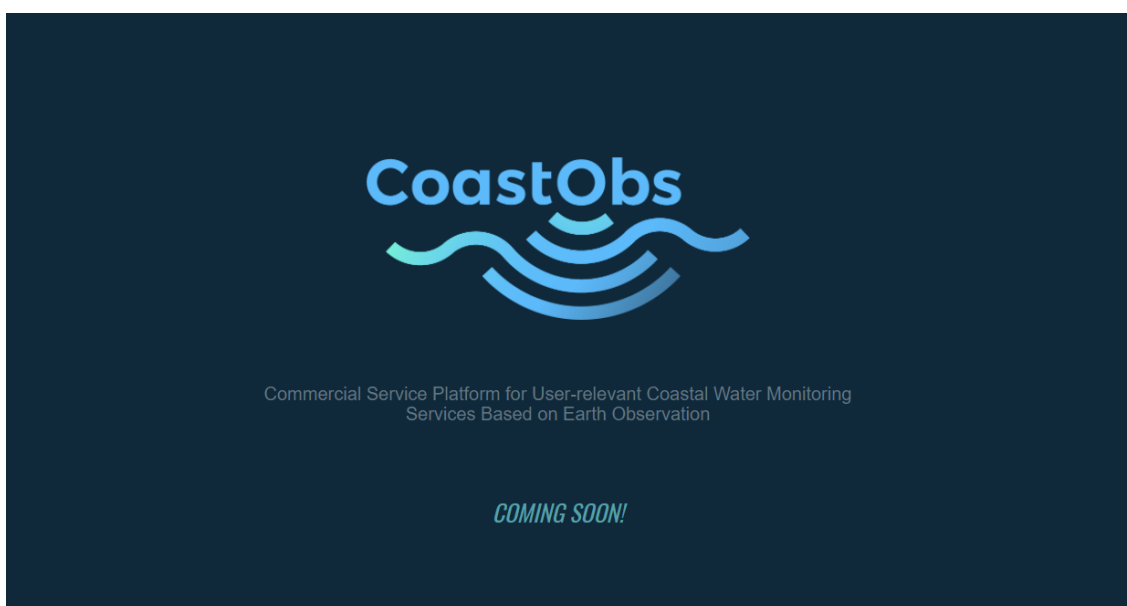
COASTOBS WEBSITE

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 is being developed and it will be launched in January 2018. 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 also in web campaigns as to have maximum sectoral and cross-sectoral impact. Focus will be given to the main contexts described previously in the work packages. The website will describe the project, its consortium, potential services to be created, it will offer news and develop a section on the success case studies once these are carried out. Access to the website and the continuously updated information will be ensured by Geonardo.

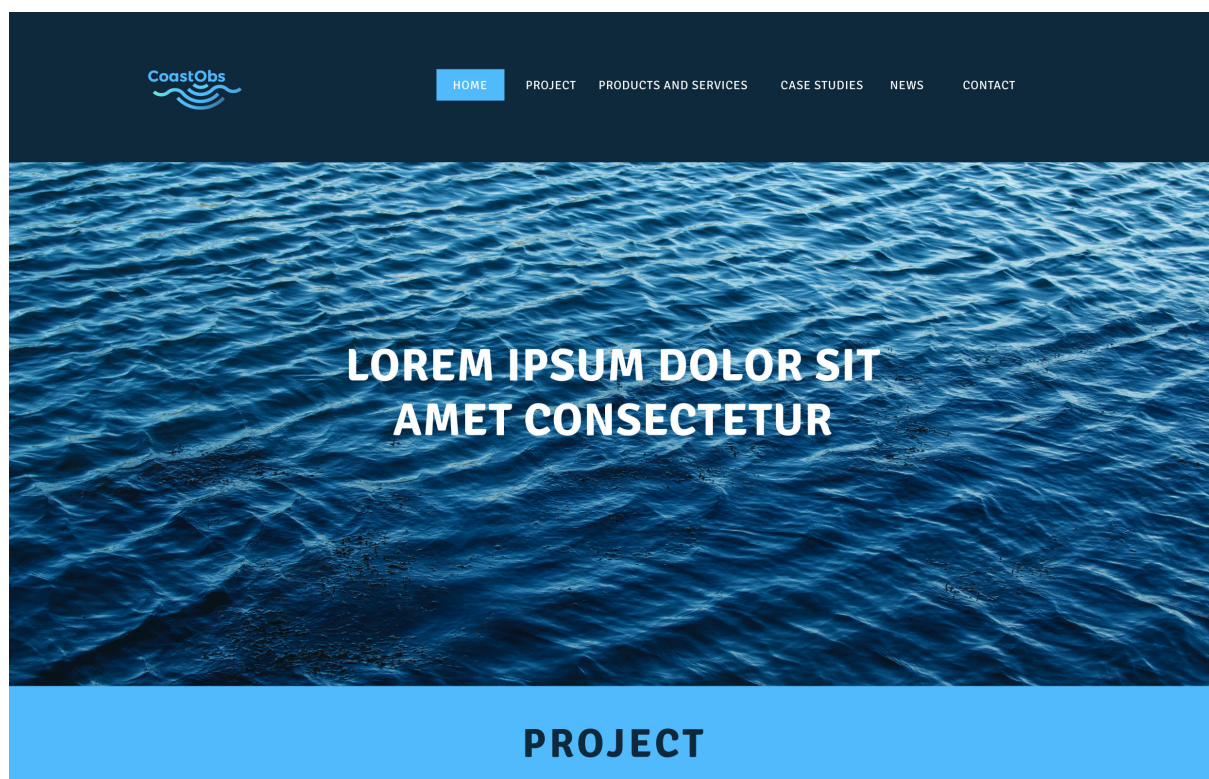CoastObs Website Address: coastobs.eu

As to date the website announces the soon to come development as follows:

Figure 1 — Screenshot of website before launching

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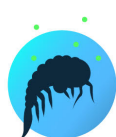
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The website will be officially launched one month after the submission of this deliverable (M3) and it will look as the following figures show. However, design changes might still be applied.

Figure 2—Website homepage

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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. Geonardo's website could be used as an example as shown in Figure 3.

Figure 3 – Dissemination of CoastObs in partners' websites

SOCIAL MEDIA

In order to reach the wider public, three different social media channels were identified at the beginning of the project to communicate the project activities and engage stakeholders: Twitter, Facebook, and LinkedIn. These sites are continuously fed with up-to-date information and relevant posts with the support of the partners. However, an Instagram account will be set on the second year of the project, once that more activities will be carried out and that the users' community will grow.

» ### CoastObs Facebook

<u>How to communicate</u>

Facebook is the most widely utilized social network in the world. Through the CoastObs Facebook page, information, events, pictures and links can be shared, and the public can react by "liking" the page, giving "likes" to single elements and writing directly to the Project account.

The typical user is a young adult, who wants to keep in touch with friends and relatives. Therefore, a conversational, informal communication style is to be preferred.

> **CoastObs Facebook Address:** www.facebook.com/CoastObs/

Figure 4 – Screenshot of CoastObs Facebook account
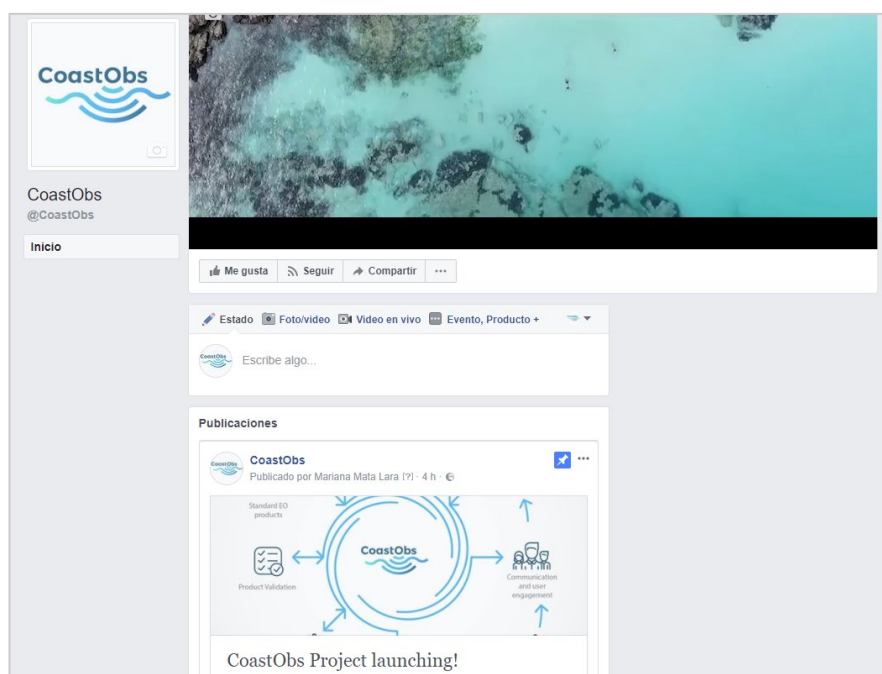
» CoastObs Twitter

How to communicate

Twitter is best described by its feature of allowing a limited amount of characters. Despite the platform changed from a 140-character "tweet", or message, to a 280-character, concise messages are preferred. Text-based posts are dominant, often including links to external websites. Given the short, clear nature of tweets, Twitter users are more likely to be connected on mobile devices than on PCs. Also, frequent and timely sharing is crucial: the average lifespan of a tweet is extremely short.

The most powerful tools on Twitter are the "hashtag" and the "mentions". By inserting # in front of a word (or group of words), it is possible to turn that word into a searchable link, thus showing all contents available at that moment on Twitter that include that specific word. By inserting @ in front of a word, it is possible to directly link the account relative to that word (typically individuals or organisations) and notify it has been mentioned.

CoastObs Twitter Address: twitter.com/CoastObsProject

Figure 5– Screenshot of CoastObs Twitter account

» CoastObs LinkedIn

How to communicate

LinkedIn is the social network for professionals who want to search for job positions and network with similar minded professionals. The target group here is predominantly older and well-educated. A more formal, business style of communication is therefore to be preferred.

In the CoastObs project account it is possible to share contents, links, pictures, to create connections and engage in discussions.

CoastObs LinkedIn Address: www.linkedin.com/in/coastobs

Figure 6– Screenshot of CoastObs LinkedIn account

» **CoastObs ResearchGate**

How to communicate

ResearchGate is a professional platform and network for scientists. By creating a profile for CoastObs, the research carried out along the project will be more visible by facilitating the publication of data, connecting with other scientists and getting statistics about the visibility of the publications. The profile will be open in January 2018.

3.4.4 CoastObs Joint Dissemination Activities

All partners will assume responsibility to maximise the visibility of CoastObs and convey its findings and outputs to the relevant stakeholders relying on their strong outreach capacity. They will be encouraged to present the project (poster, paper) at relevant national, European and international events and publish articles in professional journals, newsletter and media. Information on CoastObs will also be actively posted on various social media and thematic blogs. 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 following dissemination activities have been planned:

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Table 5 – Join Dissemination Activities

JOINT DISSEMINATION ACTIVITIES	
Type	**Action**
Newsletter and mass media	To publish articles in newsletters and mass media on the national and local levels (to be also done in national languages of project partners)
Events	Present the project at a minimum of 15 events organized at the European, international or national level;
Website updates	Regularly update the project website and the web sites of all partners with up-to-date project information
Social Media	Regular updates on social media – Twice a week on Facebook, every day on Twitter.
Establish ties with projects and initiatives	Establish close ties with other relevant EU/national projects and provide information at their events
Press release	Publish quarterly press releases
E-newsletter	Issue a biannual e-newsletter
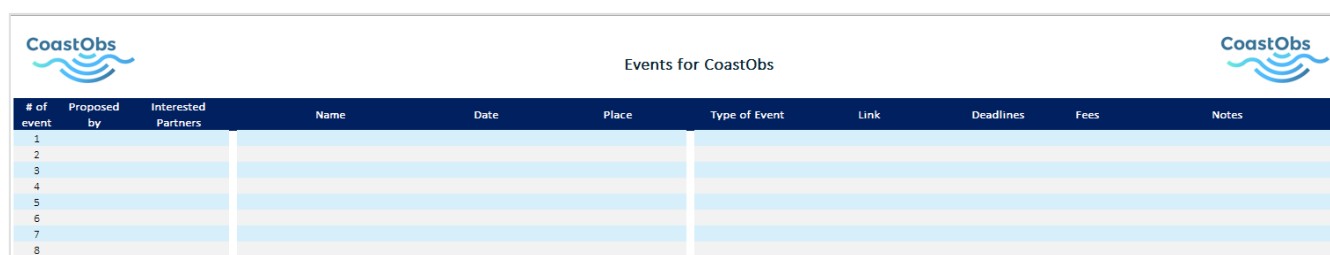
These targets are to be achieved by all partners to the best of their capacities, using their own networks, online and offline, national and international. The joint dissemination activities will be regularly documented by the responsible partners in the template provided in the Templates folder of CoastObs Dropbox, as shown in Figure 7.

Figure 7 – Screenshot of dissemination activities monitoring template

Author/prese nter	Others involved	Dissemination activity type	Title of event/activity (official title)	Date/period	Venue/place	Language(s)	Event/source name	Type of audience reached	Estimated number of people reached	Link/sources	Pictures	Countries addressed	Number of dissemination material distributed

Furthermore, the potential events where CoastObs can be presented can be recorder and collected in the database "Event for CoastObs" as shown in Figure 8, which can also be found in the Templates folder of CoastObs Dropbox.

Figure 8 – Screenshot of events monitoring template

3.4.5 Cooperation with other projects and initiatives

CoastObs will promote its activities and collect regular information and news regarding Earth Observation, coastal water monitoring, Sentinel 2 and 3 images, and potential products and services to be provided by CoastObs, by monitoring and collaborating with relevant online media blogs, news portals, publications and other media. CoastObs will also establish close ties with other relevant initiatives under EU-funded, international or national programmes helping to achieve higher awareness and impact on the target group. The partners will consider participating in each other's events and organising common events. To this aim, close linkages will be established on both centralized and decentralized project levels.

With regards to the centralized approach, CoastObs has already established ties with some of the relevant EU funded initiatives. These include FP7 and H2020 projects such as AQUA-USERS, EOMORES, DCS4COP and MONOCLE, which focus on different aspects of EO, such as EO data and satellite products, on datacube architectures and on in-situ sensor networks for integration with satellite observations. Furthermore, CoastObs will create a link with Danubius-PP, the Danube International Centre for Advanced Studies for River-Delta-Sea Systems (DANUBIUS) and get involved with WATER JPI and JPI OCEANS. Cooperation with such projects and initiatives can be initiated by any partner under the approval of the project coordinator with the purpose of informing the general project direction and methodologies.

Aim of collaborating with other projects

- Exchange of information
- Cross-referencing each other's websites
- Having bi-lateral meetings on strategy and dissemination
- Sharing information on stakeholders
- Organising joint public events
- Publishing joint articles

The decentralized level of cooperation is built upon a proactive approach of all partners in order to

facilitate dissemination and the project's visibility in the participating countries. For this purpose, each partner has already established links with relevant national bodies such as associations or umbrella organisations. These will be invited to support dissemination and communication of project activities of the respective partner in its country.

Furthermore, CoastObs will contribute, upon invitation by the EC, to common information and dissemination activities to increase synergies between, and the visibility of H2020 supported actions. Specifically, CoastObs has a whole task focused on interacting with CMEMS, the Copernicus Marine Core Service.

3.4.6 Global Action Plan

After all the information provided regarding the different components of dissemination and exploitation within CoastObs (objectives, information to disseminate, target groups, channels, tools and activities), this section provides a set of tasks for the implementation of communication activities, according to the compiled information. The Dissemination Plan (and especially the Global Action Plan) is to be updated by the partnership during the project implementation.

The Global Action Plan is a key element of WP7 – Dissemination and Exploitation, and aims to serve as the main guideline for the whole consortium and each partner to organise and implement dissemination and exploitation activities according to the objectives established and the resources available. It is crucial that all partners keep a close watch on both plans, implement the tasks foreseen and make a realistic update of the activities included there.

The Global Action Plan includes the main dissemination activities and events to be carried out during the project. Figure 9 provides the first version of the Global Action Plan, describing the contribution of each partner to the general dissemination activities of the project and the implementation of the activities and actions agreed. This Global Action Plan will be updated regularly by the partnership.

Table 6 – Global Action Plan

Action / Event;Publication;On-line action;Other	Responsible	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Website launch	GEO			■																																	
Website updates	All			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Social media accounts launch	GEO		■																																		
Social media updates	All	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Newsletter and mass media	All			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Events	All	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Ties with other projects/initiatives	All	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Press releases	GEO/All			■			■			■			■			■			■			■			■			■			■					■	
E-newsletter	GEO/All				■				■				■					■				■				■				■							■

3.5 Monitoring and evaluation

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

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 exploitation activities

» The quality of the dissemination and exploitation carried out

The following Monitoring and Evaluation tools will be set up:

1. Statistics on the usage, reach and engagement of the website and the social networks

Geonardo will be in charge of analysing trends, statistics, and the impact of each activity performed on the website and on social networks. This will allow partners to better understand the most appropriate timing, communication style and target audience of each message.

2. 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.

3. 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 (See Annex 5.2)

Monitoring procedures: reporting and feedback

To facilitate an accurate monitoring and assessment of the dissemination and exploitation 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:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776348

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» All partners should prepare their dissemination and exploitation activities accordingly to the action plan;

» All partners should report all dissemination and exploitation activities, at least every 6 months;

» All partners should register the activities in the dissemination and exploitation 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.

Based on the half yearly reporting documents received from the partners, Geonardo will provide recommendations for the future dissemination and exploitation activities and actions.

To facilitate the process of collecting information on dissemination activities, the CoastObs Dropbox folder contains all relevant and necessary templates to be used among partners.

> Partners will report the dissemination and communication activities **every six months**, as part of the project's overall reports.

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SECTION 3

EXPLOITATION

4. Exploitation

Exploitation of the results during and beyond the project duration has been considered as an important aspect in CoastObs given that the impact of CoastObs' actions can be maximised only with appropriate exploitation and if considered sustainable.

The interim results of the project such as the user-relevant services and products for coastal water monitoring, the material for the trainings and the e-learning platform, will support the evolution of the preliminary concept for exploitation in CoastObs. Accordingly, the initial exploitation plan presented below (Table 7) will be regularly monitored and revised.

Table 7 – CoastObs initial exploitation measures

COASTOBS EXPLOITATION MEASURES	
Measure	**Description**
Marketing	» Exposition and demonstration at national and international fairs in the field of water quality monitoring » Presentations about the technology and validation to support the credibility of the services » A minimum of three webinars for commercial purposes » Publish in popular media of the target group » Visit relevant meetings and conferences » Creation of communication material (e.g. demonstration products, interactive website, product validation sheets, sample maps, flyers) » Communicate the results to specific groups of potential users, such as aquaculture producer organisations (Federation of European Aquaculture Producers, Global Aquaculture Alliance), the International Council for the Exploration of the Sea, the European Regional Sea Conventions, but also related groups on LinkedIn. » Set up one-to-one meetings with potentially interested users.
Business development	» Roll out business development plan, including set-up strategy of regional presence in various countries. » Strategic partnership, focusing upon added value of potential partners » Development of validated financials forecast and required external investments » Set-up user communities acting as frontrunners for implementing the mind shift towards EO based monitoring and diagnosis. » Create "playing grounds" together with the user group, acting

as templates for other users: "what you see is what you get".
» With at least one user we would like to set up a digital window to show the results to the general public, in order to contribute to the public awareness.

Skills and educational training	For the proposed services a training program will be set-up targeting the groups working in the fields of aquaculture and fisheries, environmental reporting and marine spatial planning. The trainings' structure will consist of two main stages: The first stage will count with two initial train-the-trainers' sessions focused on defining among partners the most ad hoc materials to be used, and to make the training understandable and fit for purpose. The second stage will be focused on trainers training users under the following tentative structure: 1) Introduction to the project 2) Introduction to EO 3) Focus on the scientific background of specific products for the user category 4) Use of CoastObs services and system. 5) Discussions with users to extract relevant feedback and information about the product 6) Retrieve (ready-made) example products 7) Discussions or specific customisation to receive the products/services into the user system 8) Evaluation
E-training	CoastObs considers appropriate to carry out in total 4 face-to-face trainings with the locations still to be defined based on WP6 activities. For potential up-take of CoastObs after the duration of the project, a series of e-trainings will be set up with all the needed information content and technological aspects of CoastObs products and services following the structure of the face-to-face trainings and adapted for an e-platform.

SECTION 4

ANNEXES

5. Annexes

5. 1. Visual Identity Guidelines

5.2 Template for Partners on Dissemination Activities

Brand Guidelines

Partnership

Water Insight

UNIVERSITY *of* STIRLING

National Research Council of Italy

UNIVERSITÉ DE NANTES

HZ UNIVERSITY OF APPLIED SCIENCES

Universida_{de}Vigo

BIO-LITTORAL
Expertises et Conseils en Environnements Marin et Estuarien

GEONARDO®
STATE-OF-THE-ART AND BEYOND

Content

Overview

Overview

A clear visual identity is key to convey a strong, consistent and unique image of the CoastObs 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 CoastObs 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.

This manual is intended to provide the partners with guidelines for using the CoastObs visual identity system easily and 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 CoastObs project.
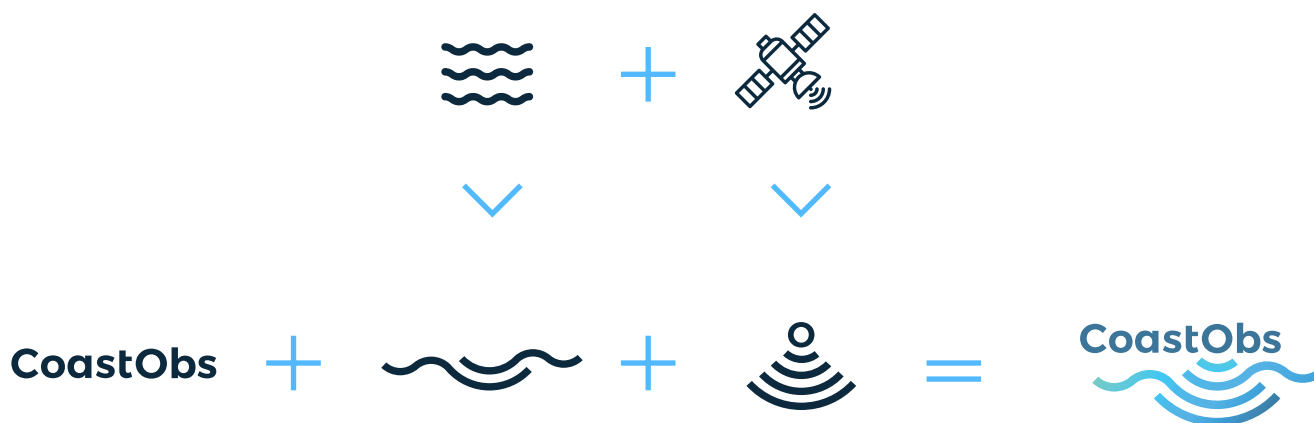
Logo

Description of the logo

The logo is the cornerstone of the visual identity. It is the signature of our partnership and of the CoastObs project as a whole. Since the project is focused on developing coastal water monitoring services based on Earth observation, the logo integrates the idea of a satellite observing and penetrating the sea, combining both waves from the Ocean and the satellite signal into one.
The radio waves play with the typography, integrating the name of the project to the idea of the satellite. The blue colours represent the water and air.
CoastObs logo must appear on all official communications and may not be modified in any way not suggested in this visual identity guideline.
Please also keep in mind that no other marks or symbols may be used or recreated to represent the CoastObs project or a part thereof.
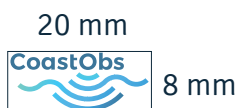
Logo

Monochrome logo

Minimum size
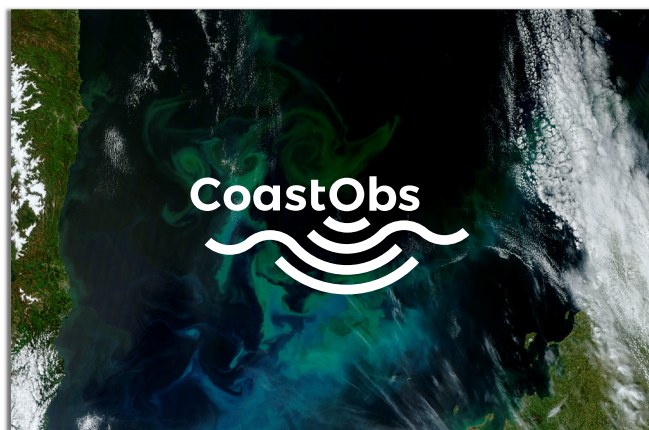
20 mm

8 mm

50 px

20 px

Logo

Logo usage on backgrounds

The logo on dark background

The logo on image

Logo

Protection of logo integrity

The logo should never be altered in any way.
Avoid all of the following when using the CoastObs logo:

Signika

·   *Use for headlines and titles*
·   *Downloadable from Google fonts.*

https://fonts.google.com/specimen/Signika

Calibri

·   *Use for body text*

Colour Palette

Primary colours

RGB colours are preferably used on digital media;
CMYK colours are to be used for print communications;
 # codes are indicated for web uses.

R	81	C	60	#51BAFD
G	186	M	13	
B	253	Y	0	
		K	0	

R	51	C	83	#336589
G	101	M	52	
B	137	Y	27	
		K	11	

R	13	C	99	#0D293B
G	41	M	75	
B	59	Y	49	
		K	57	

R	20	C	57	#14FFF4
G	255	M	0	
B	244	Y	20	
		K	0	

R	20	C	57	#14FFF4
G	255	M	0	
B	244	Y	20	20 % opacity
		K	0	

Additional gradient

The four primary colours are used as linear gradient in the logo,
and this gradient can be used for website and printed materials background.
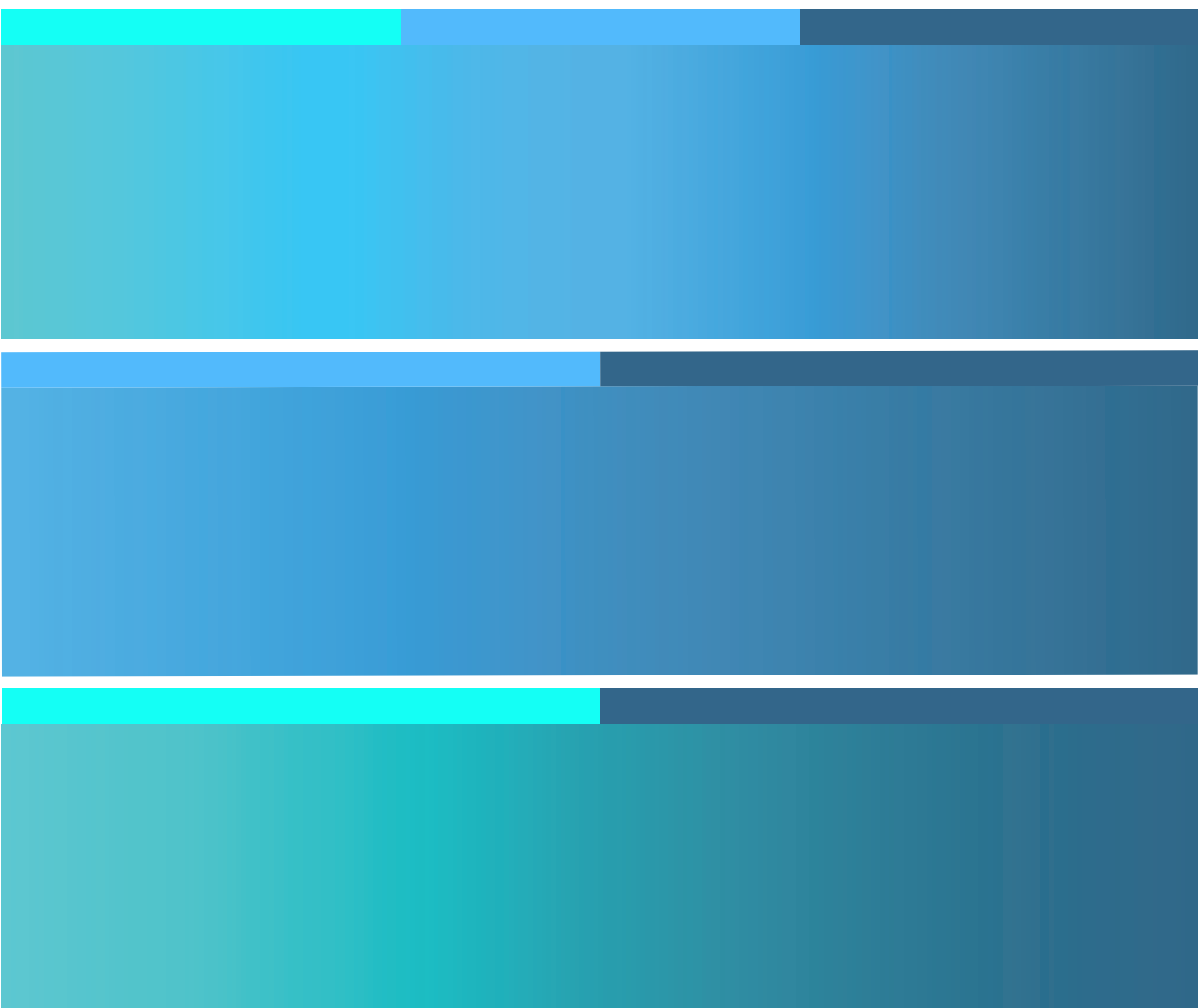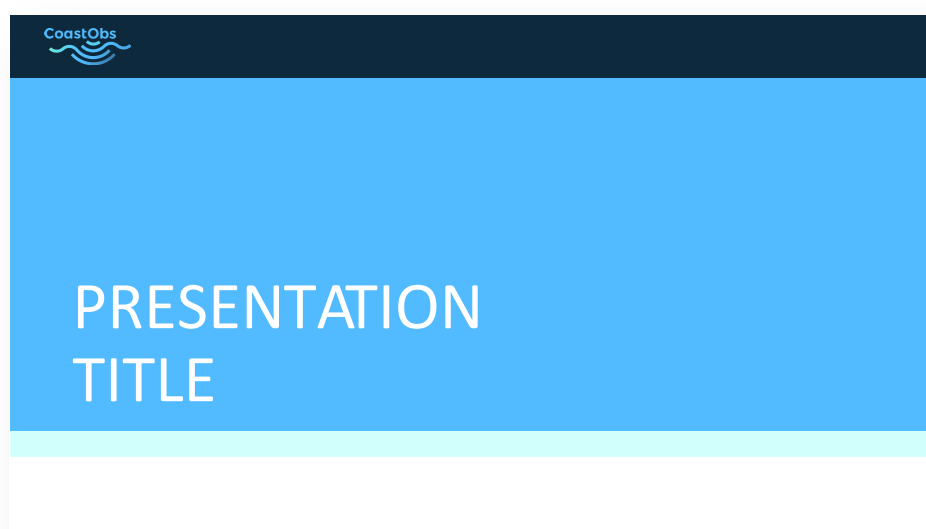
Power Point template

Please use the colour palette and font of the template.

Cover page

Chapter Divider

Plain pages

SLIDE TITLE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's unknown printer took a galley of type and scrambled it to make a type specimen book.

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. Itw as popularised in the Lorem has survived not only five centuries, but also the leap into electronic typesetting. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

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Lorem Ipsum
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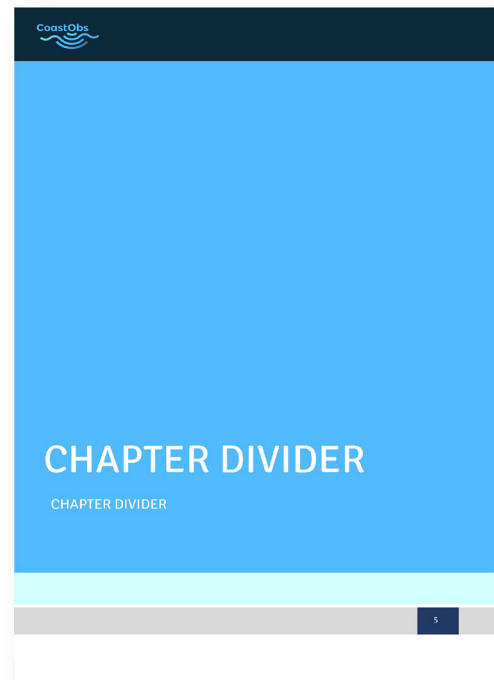
It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the Lorem has survived not only five centuries, but also the leap into
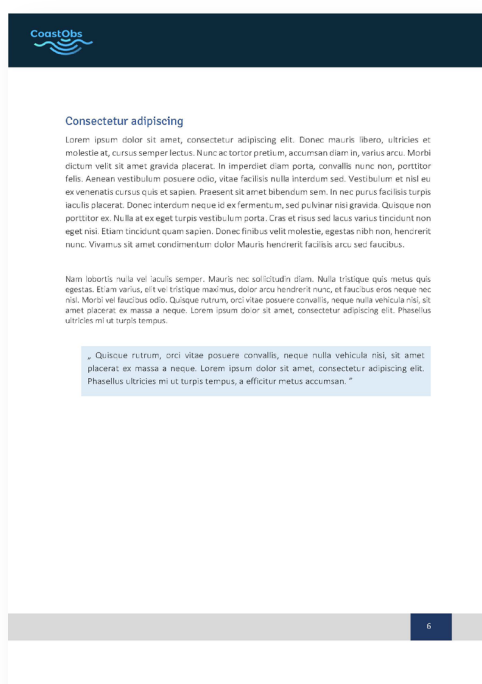
Word template

Cover page

Chapter Divider

Inside pages

Other Dissemination Material

Partners are encouraged to contact the Coordinator for any further type of Dissemination Material that is needed (e.g. brochures, leaflets and alike). Geonardo will provide any new template, ad hoc for the occasion.

Dissemination activities monitoring													
Author/presenter	Others involved	Dissemination activity type	Title of event/activity (official title)	Date/period	Venue/place	Language(s)	Event/source name	Type of audience reached	Estimated number of people reached	Link/sources	Pictures	Countries addressed	Number of dissemination material distributed