DELIVERABLE 7.2
Communication, Dissemination & Exploitation Plan
Report 1.0
Innovative modelling approaches for predicting Socio-environMentAl evolution in highly anthRopized coasTal

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Abstract

This document presents the first version of the Communication, Dissemination & Exploitation Plan, denominated in the grant agreement with the acronym “D7.2”. Such a document intends to outline and detail the strategies that the SMARTLAGOON consortium will put in place for the communication, dissemination, and exploitation of the several activities that will be employed during the project. Each strategy will be planned considering the specific target audience, and their interests and requirements, addressed in this project (as detailed in the Public Participation Plan). In fact, the planned strategies are of the utmost importance for the correct evolution of the project (communication/outreach activities) and as well as to make sure that the project results will be relevant for stakeholders and society (dissemination and exploitation actions).

Just to anticipate here an overview of the activities, the communication strategy has been planned to include: a project website where to find all public information and news about the project, social media campaigns, creation of blogs, launching specific hashtags; communications and press releases, communication during academic initiatives, open days, sciences cafes, local science fair and Researchers’ Night events. Public events, workshops and conferences will be key tools for effective dissemination and validation of the knowledge created in SMARTLAGOON and to reach out to a wider expert audience to build a consensus on the direction of the use of sustainability standards and EU policies. Considering the exploitation of the results, we plan to maintain the website, so as the data lake/repository, and the developed tools, for four years after the end of the project, allowing stakeholders, citizens, and researchers to continue to access the project results.

This plan can be considered as a checklist for the future and as a reference for monitoring and assessing the outreach of our strategy and the impact on the different target groups. Such an impact will be measured at different levels, such as socio-economic, environmental impact, citizenship and institutional, and will be detailed in the future “Communication, Dissemination and Exploitation Impact Reports” (D7.3).

The content of this document builds upon the input of the project partners. Several interviews and discussions in different project meetings with all partners have been carried out outlining the D7.2 objectives and stating the required information in a structured manner. The report has been edited by UNIBO and disseminated to the partners. The compiled answers have been integrated into a coherent plan, which will be updated throughout the project lifecycle. This report will be a living document, which will evolve as the project progresses in accord with the SMARTLAGOON project’s efforts in this area.
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1. Introduction

1.1. The SMARTLAGOON project

Coastal lagoons are ecosystems with great environmental and socioeconomic value. However, these natural systems are especially vulnerable to climatic and anthropogenic pressures, such as intensive agriculture and extensive urbanization as a consequence of the tourist development. Despite the vulnerability and complexity of these ecosystems, there has been limited development of novel techniques which can provide real-time monitoring, analysis, and management of these critical resources. Beyond being useful for policy-making procedures at multiple levels of granularity, these tools can increase local and citizen awareness of environmental impacts. The SMARTLAGOON project intends to develop a digital twin to build a systemic understanding of the socio-environmental inter-relationships affecting coastal lagoons and their ecosystem. It will digitally replicate the policy-making procedure of these complex socio-environmental systems by combining, analyzing, and interpreting data from different sources: including efficient in-situ IoT infrastructures with edge computing capabilities that reduce the overall system’s carbon footprint, remote sensing technologies, social media sensing, open-data repositories and data from human behavior, economics, and the social sciences, by making recourse to advanced AI, NLP, physically-based and citizen science models. As a case study, SMARTLAGOON focuses on the Europe’s largest saltwater coastal lagoon, i.e., Mar Menor (Murcia, Spain), which has suffered serious environmental degradation due to several socio/environmental reasons. We will jointly develop our tool with citizens, stakeholders, and policymakers of this area to address their needs and requirements, following an agile methodology to ensure practical and useful results for this particular scenario in the first instance and extend to other coastal lagoons in the second instance.

The importance of timely and effective communication, dissemination, and exploitation of the project activities and results is inherent to the success and the overall impact of SMARTLAGOON, even more if considering the several stakeholders (including policymakers and citizens) involved in the project. Dedicated communication, dissemination and exploitation activities are to be pursued throughout the entire life cycle of the SMARTLAGOON project to achieve the widest possible impact in Europe (and beyond). This deliverable represents and outlines the dissemination, communication, and exploitation strategies that will be implemented during the four years project duration.

1.2. Horizon2020 requirements

Communication, Dissemination and Exploitation is an integral part of the Horizon2020 projects that all partners must take part in. In particular, under Horizon 2020 the European commission requires beneficiaries to communicate and promote the project: the beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange. At the same time, beneficiaries should engage in dissemination and exploitation activities. As Horizon 2020
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is financed by EU citizens, it should benefit to the largest number and the fruits of the research reach society as a whole.

To design a strategic dissemination, communication, and exploitation plan, it is important to define the different activities and to use a common dictionary. In particular, we here report the EU definitions, recommendations and requests (as presented in Figure 1 and defined in the SMARTLAGOON Grant Agreement):

- **Communication**: Promote your action and results -> inform, promote, and communicate your activities and results. Audiences: citizens, the media, stakeholders. Legal obligation: Article 38.1 of the Grant Agreement.

- **Dissemination**: Make your result public -> Open Science, knowledge, and results (free of charge) for others to use. Audiences: not only scientists, but also policymakers, sectors of interests, civil society. Legal obligation: Article 29 of the Grant Agreement.

- **Exploitation**: Make contrate use of results -> commercial, societal, political purposes. Audiences: not only researchers but also those that can make good use of them such as authorities, industrial authorities, policymakers, sectors of interest, civil society. Legal obligation: article 28 of the Grant Agreement.

![Figure 1: EU communication, dissemination, exploitation definition and requirements](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf)

In the following, we will refer to these definitions and requirements in presenting the SMARTLAGOON communication, dissemination, and exploitation strategies.

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1 Source: https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf, access: 23/06/2021
Another important requirement regards the use of the EU emblem and of the grant agreement number, as defined in the art. 29.4 of the Grant Agreement that states:

- Unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:
  - display the EU emblem (https://ec.europa.eu/easme/en/section/communication-toolkit#inline-nav-1) 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 101017861”.

Moreover, in scientific publications, the following sentence should be included:

*This article/paper is supported by European Union’s Horizon 2020 research and innovation programme under grant agreement No 101017861, project SMARTLAGOON (Innovative modelling approaches for predicting socio-environmental evolution in highly anthropized coastal lagoons)*.

Finally, any dissemination of results must indicate that it reflects only the author’s view and that the Commission is not responsible for any use that may be made of the information it contains. In such a case, authors can include the following sentence:

“The contents of this publication/website/report, etc. are the sole responsibility of (name of the implementing partner) and do not necessarily reflect the opinion of the European Union” as defined in the “Publicity guidelines & logos” webpage: https://ec.europa.eu/inea/en/connecting-europe-facility/cef-energy/beneficiaries-info-point/publicity-guidelines-logos.

2. Objectives and Approach

SMARTLAGOON is an interdisciplinary project whose main objective is to bridge the gap between the distant disciplines of environmental modelling (EM), advanced sensor research (ASR), social sciences (SS) and Artificial Intelligence (AI) to achieve the development of a digital twin platform. In doing that, SMARTLAGOON proposes to engage several stakeholders through multiple participatory activities (such as workshops, expert seminars, citizen science activities) that will be organized to capture perspectives and knowledge, and actively involve them in an iterative process aimed at both understanding needs, as well as presenting results and co-developing results and products. In this context, it is clear the key aspect of the communication, dissemination and exploitation of the project outcomes through tailored activities and formats, targeting the key audiences (stakeholders, policymakers, NGOs), empowering existing networks to exchange knowledge, and facilitating the decision-making process. Moreover, the project aims to increase local and citizen awareness of environmental impacts through citizen sciences activities. Accordingly, citizen engagement, stakeholder dialogue and interactions are fundamental blocks on top of which developing the project. To this end, several participatory activities will be organized with stakeholders and citizens to capture
perspectives and knowledge and actively involve them in an iterative process aimed at both understanding needs, as well as presenting results and co-developing results and products.

The strategies described in this plan are of the utmost importance 1) for the correct evolution of the project (communication/outreach activities) and 2) to make sure that the project results will be relevant for stakeholders and society (dissemination and exploitation actions). In doing that, SMARTLAGOON will first provide a secure and efficient set of communication tools to engage the different partners and stakeholders. Second, SMARTLAGOON will include strategies to engage volunteers who will participate in the different Citizen Science (CS) activities. Third, the tools required to ensure the effectiveness of our actions will be deployed, in terms of engagement, communication, dissemination and exploitation, in order to maximize the impact of the project.

2.1. Communication Working Group and CoDNOC

A Communication Working Group (CWG), chaired by UNIBO as the WP7 Leader has been nominated to be responsible for the communication and dissemination of the project, and will identify the most exploitable results to ensure the sustainability of the outputs generated by SMARTLAGOON. The group includes at least one member for each partner and is led by the Communication, Dissemination, Networking and Outreach Coordinator (CoDNOC), appointed by the WP7 leader to ensure the adequate implementation of SMARTLAGOON’s communication and outreach activities. The CoDNOC has the important role to supervise the formulation of a communication and dissemination strategy, as well as the creation of a brand identity for the project including the SMARTLAGOON logo and templates for website, dissemination and training documents and presentations. This will ensure that all resources, including the website, flyers, posters, presentation slides and promotional banners have a professional and uniform look.

2.2. Target Audience and Description

The identification of target audiences is crucial in order to customise the communication, the dissemination, and results exploitation to every specific group. Each group of stakeholders have different interests, requirements, and expectations regarding the project. According to this strategy, different activities need to be carried out to reach the specific target group, using the more suitable communication media and message. Engaging the voluntary participation is relevant to:

1. increasing public awareness about the environmental issues under study,
2. collecting stakeholders’ concerns and needs,
3. collecting data exploiting citizen science tools and social sensing.

In particular, within the SMARTLAGOON project, a specific deliverable, called Public Participation Plan (PPP, D7.1), has been created to details all the addressed stakeholder groups, including how
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and when they should be engaged, what is the expected outcome of these activities, and how properly addressing GDPR rights (according to the “Data Management Plan”, D6.9).

To briefly summarize here, the target groups for the communication, dissemination, and exploitation activities include the scientific and private sectors, national, international, and local environmental managers, and public and private companies interested in environmental products and assessments (for more details, see D7.1 - Public Participation Plan). Accordingly, below a description of the main stakeholder groups and the specific communication/dissemination activities we plan to carry out.

(i) **General Audience**: A project website where to find all public information about the project (e.g., leaflets, posters, logos, and other general purpose dissemination material; the latest news; research results); social media campaigns: creation of groups on major social networks (e.g., Twitter, Facebook, LinkedIn); launching specific hashtags; communications and press releases to increase awareness about the project and its topics.

(ii) **Specific target groups**: workshops, seminars, and academic initiatives, exploiting media as key multipliers of information to inform and engage stakeholders including farmers, regulators, environmental NGO’s or local citizens’ initiatives, children and schools, and policymakers.

(iii) **Citizens scientist’s audience**: Specific events (as: one day in situ events with scientists, open days, sciences cafes, demonstrations during local science fair and Researchers’ Night events) and data collection campaigns (also exploiting gamification to motivate participants) will be organized to engage citizens scientists.

(iv) **Academia/Experts**: To reach this audience we will count on the professional networks of the partners, as well as on our membership in previously granted EU H2020 projects. We will also create links and joint events with other related projects to create a further network of experts. Moreover, we will reach academia and experts thanks to the publication of the project results in Open Access articles and international conferences.

(v) **Regional/local bodies**: Policymakers of all territories covered by the project as well as on the EU level will be targeted through a dedicated campaign to share the policy brief resulting from the stakeholders’ interviews, requirements collection, and data modeling.

(vi) **EU/National levels and International bodies**: Consortium partner organizations will be in direct contact with EU/national/regional/local as well as for International bodies’ of policy-makers, and will report to the Communication, Dissemination, Networking and Outreach Coordinator (CoDNOC) on the content and results for such communications, especially if they are related to project actions or activities.

### 2.3. Key Performance Indicators (KPIs)

In order to monitor and assess the communication, dissemination, and exploitation strategies, qualitative and quantitative indicators will be established to measure the outreach of our strategy and
the impact on the different target groups. Regarding the communication plan, such quantitative indicators (Key Performance Indicators, KPIs) are presented in Table 1. The qualitative indicators will reflect the quality of the interaction with the population, based on questionnaires online sent to the visitors of the website, questionnaires to the participants of communication events, feedback from the general public and specific target groups of the comprehensiveness of the communication support. It is important to notice that presented KPIs will then be monitored and evaluated during the future Dissemination, Communication, and Exploitation Impact Reports.

**Table 1: KPIs definition and contingency plans**

<table>
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<tr>
<th>Communication tool</th>
<th>KPIs</th>
<th>Contingency plan</th>
</tr>
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<tbody>
<tr>
<td>Journal open access publications (number)</td>
<td>15+</td>
<td>Analyze all scientific results for possibility of publication, assign lead authorship and deadline for submission, review process every year.</td>
</tr>
<tr>
<td>Scientific Conference presentations (number)</td>
<td>15+</td>
<td>Periodic review of project activities and planning i.e., attendance of at least 1 conference per year per partner.</td>
</tr>
<tr>
<td>Citizen science activities (number)</td>
<td>8+</td>
<td>Promotion through a press release and through media teams</td>
</tr>
<tr>
<td>Citizen science activities participants</td>
<td>2,000+</td>
<td>Partners promote activities further through established CS networks described above and organizations and NGOs they have contacts with</td>
</tr>
<tr>
<td>Social media accounts (followers/mentions/likes)</td>
<td>1,000+</td>
<td>Partners &quot;re-tweet&quot; content using personal and institutional accounts.</td>
</tr>
<tr>
<td>Policy presentations</td>
<td>4+</td>
<td>Actively register, attend and present at policy-dedicated events.</td>
</tr>
<tr>
<td>Media releases</td>
<td>16+</td>
<td>Seek support from institutions' dedicated media teams (e.g., media department).</td>
</tr>
<tr>
<td>End of project conference (number of participants)</td>
<td>100+</td>
<td>Increase dissemination activities to reach stakeholders</td>
</tr>
<tr>
<td>Number of newsletters</td>
<td>16+</td>
<td>Disseminated exploiting existing consortium networks</td>
</tr>
<tr>
<td>Website (visits)</td>
<td>3,000+</td>
<td>Partners promote the website through their personal social media accounts, through CS events and open event</td>
</tr>
<tr>
<td>Citizens’ feedback</td>
<td>500+</td>
<td>Scientists encourages citizens to give feedback during CS actives and public events, plus online questionnaire</td>
</tr>
</tbody>
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### 2.4. SMARTLAGOON Visual identity

One of the main goals of WP7 is to design and create the brand identity of SMARTLAGOON, in terms of:

(i) the logo and visual identity, including the color palette, font family and size;
(ii) the dissemination documents and materials, including a PPT presentation, roll-ups and posters.

Defining a brand identity is crucial to ensure that all resources, including the website, flyers, posters, presentation slides and promotional banners have a professional and uniform look, able to reflect the main goals of the initiative and offering to the audience/stakeholders a clear identification of the values and messages.

**Name**

SMARTLAGOON is the branding name of the project which means “Innovative modelling approaches for predicting Socio-environmental evolution in highly anthropized coastal Lagoons”.

**Logo and visual identity**

The first communication action developed after starting the project was to create a recognisable logo of SMARTLAGON reflecting its values and messages.

A few concepts were identified as the main ones representing SMARTLAGOON, such as: technologies, sensors, Internet of Things (IoT), data modelling, environmental preservation, nature, monitoring, connections and links (with citizens, stakeholders and the environment). Based on these concepts, two main logo ideas emerged, as presented in Figure 2 and Figure 3.
Figure 2: The SMARTLAGOON logo: version 1

Figure 3: The SMARTLAGOON logo: version 2

For both versions, the digital representation has been created, as presented in Figure 4.
To choose which logo best represented the idea behind the project, we asked all SMARTLAGOON consortium members to vote for their favorite option using an online questionnaire. Among those who participated in voting, the majority (9 out of 10) selected “Version 1”, preferring the logo concept of creating a connection between the digital and the physical world.

After selecting the logo, we created the different color versions and sizes (as presented in Figure 5), and we defined the color palette and all the related guidelines.
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Figure 5: The final SMARTLAGOON logo: horizontal version

<table>
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<th>WEB</th>
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<td>Cyan</td>
<td>Green</td>
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<tr>
<td>C: 50</td>
<td>C: 100</td>
<td>Cyan</td>
</tr>
<tr>
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<td>M: 0</td>
<td>#95c11e</td>
</tr>
<tr>
<td>Y: 100</td>
<td>Y: 0</td>
<td>#009ee3</td>
</tr>
<tr>
<td>K: 0</td>
<td>K: 0</td>
<td></td>
</tr>
</tbody>
</table>

Figure 6: The SMARTLAGOON color palette
Figure 7: The SMARTLAGOON logo: different colors

Figure 8: The SMARTLAGOON logo: vertical version

Figure 9: The SMARTLAGOON logo font
Figure 10: The SMARTLAGOON content font

Summing up, the SMARTLAGOON logo seeks to be a modern and versatile image that embodies the brand’s attributes, presenting both the digital and the environmental aspect of the project.

3. Communication and dissemination tools and actions

The specific aim of the communication activities is to effectively inform (and engage with) a wide range of stakeholders on the concepts, progress and results of the project. At the same time, it intends to attract the interest of potential partners and encourage scientists and students to integrate the research area.

Communication activities started at the outset of the project and will continue throughout its entire lifetime (detailed in WP7). The communication plan makes use of a selection of communication methods/tools, which will be implemented at specific strategic dates during the project duration. Different tools/methods will be selected based on the targeted audience and the purpose of the communication.

This report outlines and details the strategy for the different communication activities that will be employed during the project, based on the different target audiences addressed in this project. The communication strategy includes:

(i) a project website where to find all public information and news about the project, including a blog,
(ii) social media campaigns exploiting diverse social networks,
(iii) newsletters and mailing,
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(iv) communications and press releases,
(v) communication during academic initiatives, open days, sciences cafes, local science fair and Researchers’ Night events.

This plan will be constantly revised during the project duration by the WP7 communication leader (UNIBO) and it will be approved by the consortium. The employed activities will be reported in the future Communication, Dissemination and Exploitation Impact Reports.

Beyond the SMARTLAGOON itself, several communication strategies will be developed along with other projects funded under the same FET proactive programme Environmental Intelligence call, as detailed in the “Joint Collaboration Task Work Plan” (D7.4). In particular, several activities will be performed, such as:

(i) Joint conference and events,
(ii) Two summer schools,
(iii) Capacity sharing webinars and training sessions,
(iv) Joint publications,
(v) Creation of an annual Blueprint,
(vi) Creation of a specific hashtag #EnvironmentalIntelligence.

3.1. Website

To reach a wide number of users, we designed and implemented a website available from: https://www.smartlagoon.eu/. The website is hosted using a WordPress service and it will be maintained for the entire duration of the project, plus four years after the end, to exploit the obtained results and deliverables. Its design and maintenance are responsibility of UNIBO. First release at the end of month 6, i.e., 30th of June 2021.

UNIBO will also be in charge to update the website and regularly include news and scheduled events on the blog. Moreover, the Communication Group members are also required to keep informed UNIBO about the developments within the progress and advances of the different work programs (WP) and related tasks.

The structure of the website is as follows (as shown in Figure 11):

(i) Home
(ii) About
   a. What is SMARTLAGOON?
   b. Partners
(iii) EIC Pathfinder/FET Proactive projects (i.e., I-Seed, RAMONES, ReSET, WATCHPLANT)
(iv) Mission: Our mission and value statement
   a. What do we do and why?
   b. How do we do?
c. Why are we doing this for?

(v) Project
   a. Progress of any partner
   b. Project Stages

(vi) Blog
   a. Categories: Events (conferences, symposia, workshops, citizen science events), News (updates and reflections of the project partners), Publications (researchers, partner reports and related documents))

(vii) Contacts

(viii) Cookie and Privacy Policies (in footer)

Moreover, we will have an “Event Calendar” section to present the scheduled events, according to the timeline defined in the Public Participation Plan (PPP, D7.1). Such a calendar can be valuable both for the members of the SMARTLAGOON project and the involved stakeholders.

Figure 11: The SMARTLAGOON website structure

The website and all the content will be provided both in English and Spanish, to reach a broader community of interested people.

Some screenshots of the resulting web site are presented in Figure 12.
3.2. Social media channels

As previously commented, one of the main objectives of SMARTLAGOON is to involve relevant stakeholders and the broader public to participate in project activities to co-create customized digital content/guidelines/data visualizations that can be disseminated to the defined target audiences and have an impact on their sustainable behaviors. Social media platforms are a crucial tool to connect with people, create a strong community, and disseminate SMARTLAGOON results and messages.

In SMARTLAGOON, we focus our communication/dissemination strategy on four social media platforms, such as:

- Twitter,
- Facebook,
- LinkedIn,
- YouTube.

Such social media platforms and networks need to be fed with relevant news and information about the SMARTLAGOON project to create a SMARTLAGOON community and increase the project’s interest and results. We are planning to provide diverse social media channels with regular information about:
SMARTLAGOON activities, progress, obtained results, echoing the information shared using the website blog

- A series to present followers/users with a digital glossary of the technical terms and aspects of the SMARTLAGOON-project, why these are relevant and provide a shared dictionary.
- The SMARTLAGOON partners: information about the eight partners.
- The researchers involved in the project: details about the background and the personal expertise of the individuals involved in the project.

UNIBO, as the WP7 leader, is responsible of managing such social media platforms, together with the members of the Communication Group. In doing that, UNIBO will follow the Social media guide for EU funded R&I projects with recommendations, published by the Horizon2020 Programme (https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/social-guide_en.pdf).

To maximize the impact of the project on Social Media Channels, images, gifs, and video will be created and shared with all the partners to use.

In the following, details about each social media channel are provided.

**Twitter**

We created a Twitter account to reach several relevant stakeholders and associations interested in the SMARTLAGOON project.

The account is: @SMARTLAGOON.

Figure 13 presents the SMARTLAGOON twitter profile page.

![Figure 13: The SMARTLAGOON Twitter profile](Image)
Facebook
We created a Facebook Page to reach the public. The SMARTLAGOON Facebook page is available from: https://www.facebook.com/Smartlagoon-102880865222877. Figure 14 presents the SMARTLAGOON Facebook Page.

LinkedIn
We created a LinkedIn account to mostly reach stakeholders, researchers, and industry. The profile is reachable from: https://www.linkedin.com/company/smartlagoon/. Figure 15 presents the SMARTLAGOON LinkedIn page.
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Figure 15: The SMARTLAGOON LinkedIn account

YouTube
To share multimedia content and videos, we created a YouTube account and a channel. The channel is available here: https://www.youtube.com/channel/UCsRuuf1_alnxfbjlc_ZTbA.
3.3. Newsletter and Mailing list

We integrated a Newsletter service into the SMARTLAGOON website, to reach all the interested people with our communication and dissemination messages. The newsletter will be shared with all the stakeholders and subscribers interested in being aware of the achievements/news of SMARTLAGOON. Moreover, this dataset of contacts will be nourished by a registration form included on the website, existing contact lists of the partners and stakeholders, citizens, and the public who will participate in the SMARTLAGOON initiatives, events, conferences, workshops. We will also take advantages of the collaboration with the pathfinder FET proactive projects to share and disseminate the newsletter with them and their contacts.

News will be sourced from the project’s website, aiming of increasing its visits.

We opted for the Mailchimp service, and we created a template exploiting the SMARTLAGOON visual and brand identity and guidelines. In Figure 16, an example of such a template. Moreover, we also designed a banner for the mailing list, to immediately recall the SMARTLAGOON visual identity.

3.4. Communication materials

Several communication materials will be created during the project life to promote the project and its results. All the created materials will be designed accordingly with the visual and brand identity guidelines.
UNIBO will develop the communication materials, following the recommendations of the Communication Group. Each partner must inform with enough time in advance if they need a customized version of such materials for the participation in events, workshops, or other needs. When possible and needed, the content will be translated from English to the local language, to facilitate the public’s engagement.

The communication and dissemination materials include several A4 poster templates (as presented in Figure 17). Moreover, a roll-up has been designed to use in presence events and meetings.

All the content material will be tailored based on the specific target audience, background and age.

3.5. Events

Public events, workshops and conferences will be key tools for effective dissemination and validation of the knowledge created in SMARTLAGOON, to engage people in collaborative sessions and
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disseminate the SMARTLAGOON results, and to reach out to a wider expert audience to build a consensus on the direction of the use of sustainability standards and EU policies. The events will be held preferably at the premises of consortium partners, as well as online.

In particular, SMARTLAGOON will employ a strategy that include four different types of events:

(i) Citizen science activities.
(ii) Stakeholders’ workshops and interviews.
(iii) Public events.
(iv) Researchers, scientists, and experts’ meetings ad workshop.

Each typology will be explained in the following subsections.

**Citizen science activities**

SMARTLAGOON will carry out citizens science activities and events aiming at engaging citizens not only in collecting data (through Photrack’s DischargeApp or the website) and participating to the digital twin creation, but also to increase their awareness about the issues related to the Mar Menor area. It has been proved that the participation of citizens in data collection activities and co-design workshops, that are developed following a citizens science paradigm, can improve the engagement of the public and increase their awareness towards environmental issues.

During the project, we plan to carry out at least eight activities (four one day in situ events - following the success of the BioBlitz events and four remotely, through data collection campaigns), engaging different target audiences, such as children (engaging local schools), local NGOs and environmental associations (such as “Pacto por el Mar Menor”, that signed a letter of interest), tourists, fishermen, to mention few. Such activities are planned to be carried out in the Mar Menor area, nonetheless they can be organized and replicated in each area of interest to extrapolate conclusions and create a general framework for citizen science engagement. For example, UNIBO can organize an in-presence event as a co-located activity during the annual “Blue Night”, an event dedicated to the promotion of the waterworks' history of the city of Bologna.

To reach citizens, and open up and science policy processes to the public, we will exploit partners’ knowledge of local NGOs, environmental associations (such as “Pacto por el Mar Menor”), and social media campaigns targeting specific groups of interests, including newsletter and news. Gamification strategies would also be potentially employed to motivate users to participate in the citizen science actions.

In addition, during disseminations events, we will also organize participatory activities to engage the citizens in co-design data visualization interactive explorations that will be made available through the SMARTLAGOON website. These data visualizations are relevant to make sense to the collected data and the project results in a meaningful way, considering different target groups. In particular, through data visualization we can bring back to citizens the outcome of their CS activities, making tangible their effort and increasing the public's understanding of science.
Such citizen science activities will be carried out during all the four years project.

**Stakeholders’ workshops and interviews**

To identify stakeholder expectations, wishes and needs connected to the hydrological and water quality forecast portal to be developed in SMARTLAGOON, a set of interactions (interviews and questionnaires) will be implemented with relevant stakeholders at the Mar Menor area. This would identify an initial pathway for relevant developments of the forecasting portal and establish the roadmap for software co-development with stakeholders. However, this had to be changed to an online format, due to COVID19. Figure 18 presents the specific target groups that are already been involved by VIELCA Ingenieros in the SMARTLAGOON project, to collect the first requirements (for more details, see D7.1 - Public Participation Plan). These interactions were facilitated by Vielca Ingenieros, who also conducted an initial stakeholder mapping and who is preparing the Public Participation Plan (D7.1).

The interactions generally followed this procedure:

- Brief introduction to the project and the scope of the interaction by VIELCA, UPV and UCAM.
- Display of (or sending link to) introduction video produced by WaterITech, which sets the scene and showcase the value of water from different perspectives, key challenges relating to water, and a teaser for how a forecasting portal could potentially be useful to get insights and make decisions to overcome or mitigate these challenges.
- As a follow-up, stakeholders were sent a link to an anonymous online questionnaire, developed by all the SMARTLAGOON partners, which they were also encouraged to share with colleagues and affiliates.

The format of the event will be short and concrete and will respond to the needs of the participating audience to acknowledge the restricted time available to senior policymakers or stakeholders. Concise minutes of all the organized events will be drafted within 15 working days after the event.
Public events

In order to engage the public, SMARTLAGOON will perform several public events (at least 15, as indicated in Table 1). In particular, each partner will be in charge of disseminating the ongoing project findings during University Open Days, demonstrations during the EU Researchers’ Night events, local Science Fairs, Science cafes, in order to maximize the impact of the project, increasing people’s awareness about environmental sustainability (at least one event per year per academic partner).

Researchers, scientists, and expert meetings and workshop

To reach researchers, scientists, and experts, SMARTLAGOON will exploit open access journal publications, technical reports, newsletters, national and international conference publications. Moreover, special tracks and workshops organized as co-located events of well-known conferences will be organized to present the SMARTLAGOON progress and create a community of interest. At the same time, journal special issues will be proposed to collect related works.

Finally, a plenary conference will be organized, targeting between 50-100 participants. As a rule, it will involve a broad range of stakeholders, but may also be organized for stakeholders of a specific sector or of a specific type (any audiences that may use the results).
4. Dissemination strategy

A well-developed dissemination strategy that specifically identifies and addresses the needs of the consortium, stakeholder groups and other potential audiences is essential to increase the success and the overall impact of SMARTLAGOON. To disseminate the project results, SMARTLAGOON has defined an effective and tangible plan that addresses some main objectives, summarized as follows:

- Description of the role of each partner in specific dissemination activities, including a risk analysis identifying factors that may threaten the success of the project as well as mitigation actions.
- Identification of the stakeholder groups and potential audiences and their needs, in order to better target dissemination activities to different audience’s needs.
- Creation of the tools and platforms for the dissemination of all key results throughout the project lifetime and beyond.
- Involvement of the relevant stakeholders, citizens and the broader public to participate in project activities in order to co-create customized digital content/guidelines/data visualizations that can be disseminated to the defined target audiences and have an impact on their sustainable behaviors.
- Involvement of the relevant stakeholders in workshops, open days, science cafes to disseminate the projects ongoing results and insights.
- The definition of social network campaigns to disseminate the obtained results and project achievements.
- Ensuring dissemination activities cover both quantitative and qualitative outcomes which facilitate and support the expected impacts described in the project.
- Creation of a network with other ongoing initiatives to promote synergies that can increase the impact and the capabilities of the SMARTLAGOON project.
- Widely dissemination of the unique machine learning, modeling and data collection methodologies developed by SMARTLAGOON at the end of the project. This will be done both through peer review publications in open access journals and at international conferences widely attended by water managers and sustainability professionals.
- Targeting policymakers through dedicated workshops and publications of articles in specialized magazines.

The target groups for the dissemination activities include the scientific and private sectors, national, international and local environmental managers, and public and private companies interested in environmental products and assessments. Channels of dissemination will include open access journal publications, technical reports, newsletters, national and international conference publications of the different topics of interest. Moreover, results will also be disseminated exploiting the collaboration and the joint activities performed with the other four EIC Pathfinder/FET Proactive projects, that will join the forces to develop an Environmental Intelligence system (more details about the joint activities are available in the “Joint Collaboration Task Work Plan”, D7.4).
5. Exploitation strategy

As stated in the “Exploitation of results - Article 28 of the H2020 annotated model grant agreement”, each partner must — up to four years after the end of the project — take measures aiming to ensure exploitation of its results by:

1) using them in further research activities (outside the action),
2) developing, creating or marketing a product or process,
3) creating and providing a service or,
4) using them in standardisation activities.

Moreover, it is relevant to mention that FET Proactive is now part of the Enhanced European Innovation Council (EIC) Pilot (specifically the Pathfinder), the new home for deep-tech research and innovation in Horizon 2020, the EU funding programme for research and innovation. The European Innovation Council (EIC) is approaching the projects with a hands-on approach so to facilitate their transition to innovation, and it will also try to apply the hands-on approach both to exploration (research) and exploitation (market) activities.

Accordingly, with the SMARTLAGOON project, the main tools and actions that will remain beyond the project to enhance exploitation impacts are as follows:

1) SMARTLAGOON website maintenance: envisioned to be maintained for four years after the finalization of the project, featuring the project’s deliverables. Its maintenance will be the responsibility of UNIBO.
2) Gathering and dissemination of publications: further publications may be developed beyond the project, and these will ensure referencing the project in papers and deliverables.
3) Data repository maintenance: the data collected during the project will be available for 4 years after the finalization of the project. It will be linked to the project website and its maintenance will be the responsibility of UPV, leading also of the creation of the “Data Management Plan” (D6.9).
4) Solutions (software tools) by the project’s SMEs: a series of software tools will be developed, or enhanced, by the SMEs as part of the project. The SMEs will be able to further develop, mature and exploit these tools beyond the project’s lifetime.

With respect to the TRL’s, development and improvement of crowdsensing, real-time visualizations and forecasting tools are the most concrete deliverables. These will go through multiple TRL’s; some from an alpha version (TRL3) to a beta version (TRL5), whereas some are already operational (TRL8), e.g., the ASAP forecasting portal by WIT partner, but will be adjusted and tailored for the use in the Mar Menor (Spain) and Lake Erken (Sweden) cases. Several of the deliverables produced by the SMEs in the project are also scalable (e.g., the Discharge app, and the ASAP forecasting portal), meaning that the projects solutions may be exploited for other cases worldwide.
Finally, to facilitate the results exploitation, a specific strategy for the Innovation Management of the project will be set up and detailed in the Innovation Management Plan (D6.3) that will be used as guidelines for all the steps taken to ensure high standards of innovation with SMARTLAGOON both at technical and non-technical level.

6. Conclusions and next steps

This document sets the framework for the communication, dissemination, and exploitation of the SMARTLAGOON objectives, output, and results to the defined targeted audiences. Ensuring a consistent communication, dissemination, and exploitation plan to the stakeholders as well as among other users is of foremost importance.

The impacts of the SMARTLAGOON communication and dissemination activities will be monitored continuously, by means of a set of measurable KPIs, which have been indicated in the present document. The detailed activities and their implications will be described in the future “Communication, Dissemination and Exploitation Impact Reports” (M18, M36, M48) to demonstrate how effectively the project is achieving the key objectives, and to evaluate its success at reaching targets.
End of Deliverable 7.2

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