



Project acronym: **GROOM II**

Project title: **G**liders for **R**esearch, **O**cean **O**bservation & **M**anagement:
Infrastructure and **I**nnovation

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D.1.3

Dissemination and Exploitation Plan

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Deliverable abstract
<p>The deliverable intends to present the overall strategy dedicated to raising awareness, engaging stakeholders, promoting the project and its related results, achievements and knowledge generated of GROOM II project. A sound dissemination strategy will be put in place via different networks related to the project domains. It provides information about the planned and performed dissemination activities within project.</p> <p>The document is prepared at an early project stage (Month 6) and addresses the following issues:</p> <ul style="list-style-type: none"> • What are the objectives of the dissemination effort? • Who is particularly affected by GROOM II project? Who would be interested to know about the outcomes? • What is the most effective way to reach the stakeholders? • How to measure the efficiency of the Awareness raising and dissemination plan?

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List of Abbreviations

Argo	Scientific international programme for ocean observation using a fleet of robots
ASV	Autonomous Surface Vehicle
AUV	Autonomous Underwater Vehicle
EC	European Commission
EECP	European Cluster Collaboration Platform
EMBRC	European Marine Biological Resource Centre
EMODnet	European Marine Observation and Data Network
EMSO	European Multidisciplinary Seafloor and water column Observatory
EOOS	European Ocean Observing System
EuroArgo	European contribution to the Argo Programme
GERI	Glider European Research Infrastructure
GOOS	Global Ocean Observing System
IOC	Intergovernmental Oceanographic Commission
IMOS	Integrated Marine Observing System
IOOS	Integrated Ocean Observing System
JCOMM	Joint Technical Commission for Oceanography and Marine Meteorology
JERICO	Joint European Research Infrastructure of Coastal Observatories: Science, Service, Sustainability
MRI	Marine Research Institute
MS	Member States
OCG	Observations Coordination Group
R&D	Research & Development
SME	Small and Medium Enterprise
WP	Work Package

DISCLAIMER

The contents of this publication are the sole responsibility of ARMINES and PMM-TVT and do not necessarily reflect the opinion of the European Union.

1. Background and context

Underwater and surface drones, in particular gliders, have become essential vehicles to carry scientific payloads for most environmental observations from the surface down to 6000 m and for activities supporting the blue economy. Their major advantages are being mobile, steerable, persistent and usable in large numbers and at relatively low costs. However, the distributed infrastructure required to exploit these assets must be able to meet different demands from research and monitoring of the marine environment to public service missions and industry needs, requiring customised payloads and operations. The rapid evolution of such technologies (robotics, artificial intelligence, sensors, big data) requires that the R&D resources offered by this distributed infrastructure continuously adapt to users' demands.

The complex hardware and information technology characteristics of such a distributed European infrastructure, optimizing access to resources and R&D for gliders, were analysed during the GROOM-FP7 design study from the perspective of research and the Global and (future) European Ocean Observing System (GOOS & EOOS) needs. Since then, several “gliderports” have developed which has fostered a corresponding European industrial innovative sector.

GROOM II, building on its predecessor, will deliver the decision basis for an advanced Marine Research Institute (MRI) that promotes scientific excellence, fosters innovation, support the blue economy, builds industrial and public partnerships, and works towards helping achieve the common research and innovation mission for future Europe. The project will define the overall organization of an infrastructure dedicated to ocean research and innovation, and maritime services supporting Blue Growth: The Glider European Research Infrastructure (GERI).

This infrastructure will be a positive step against today's fragmented European landscape, aiding connections, and synergies for the completion of GOOS and EOOS.

2. Dissemination strategic approach

2.1. OBJECTIVES AND PHASES

2.1.1. Awareness raising and dissemination objectives

The overall objective of the awareness raising and dissemination activities is to ensure a systemic dissemination and promotion of the project's activities among all stakeholders. A better public awareness of oceanic stakes; GROOM II will carry out outreach activities targeted to different stakeholders (decision-makers, industries, general public) that will increase the general understanding of the importance the oceans have for the sake of mankind. Such outreach activities can be expected to have significant impacts because of the attractiveness of the glider technology (small and smart oceanic robots). Development of improved data and metadata access will make the GERI contribution to (targeted, as well as opportunistic) data collection and integration for specific ocean products (forecast maps, marine services) visible to the public and other stakeholders alike.

The specific objectives are:

- Undertaking actions that will pave the way to broad dissemination of the project activities/results;
- Setting up and maintaining a project website for public dissemination and information;
- Creating the good conditions to facilitate the interactions with the stakeholders and their involvement in GROOM II activities.

A strong effort will be invested towards clear and effective dissemination and exploitation activities in order to ensure that, during the course of the project and by the end of the project, the results have gained maximum awareness and momentum at the necessary national, European and international levels.

The dissemination and exploitation activities will involve all partners and all WPs. A particular focus is associated with each WP:

- WP1: general outreach and promotion of all WP results with funding bodies, policy agencies and other stakeholders;
- WP2: training and education, country/MRI/stakeholder engagement;
- WP3: organisational and financial models discussed with funding bodies and policy agencies;
- WP4: GERI services for bridging research and sustained ocean observing needs at global, international, European and MS levels promoted through EuroGOOS, the Marine Board and peer-reviewed communications to the scientific community;
- WP5: GERI services for research and industry, market analysis promoted to industry building community relationships;
- WP6: exploitation of technical and scientific results and peer-reviewed communications on outcomes.

2.2. TARGETED STAKEHOLDERS

The dissemination strategy is organised around several activities, spanning from research to business-oriented activities, up to social and societal presence. GROOM II envisions disseminating its results towards the following organisations:

- **Funding/Policy agencies** at national and European levels: organisation of, and participation in, workshops; establishing and maintaining channels of dialogue; supplying succinct reports, key messages and promotional materials; building from and following up the key milestone of the OceanObs 19 conference (WP1 and WP4).

- **Industry stakeholders:** formation of an Industry Advisory Group for Gliders (WP5) to provide a channel for the business community; building on past initiatives (H2020 GROOM/ BRIDGES projects) to develop market services and applications for gliders and possibly other AUVs/ASVs; organisation of national workshops for local industry stakeholders and relationship building; development of exploitation strategies for the infrastructure (WP5) based on innovative glider and other AUV/ASV technologies (WP6); development of a network with the glider supplier community (SMEs) as a supporting part of the overall GROOM II infrastructure.
- **Wider scientific community:** scientific papers; conference presentations; participation and promotion in scientific communities including JCOMM OCG OceanGliders, EOOS, IOC Ocean Best Practices System; interaction and collaboration with related national, European and international research projects and infrastructures (JERICO, EMSO, EuroArgo, EMBRC, EMODNet, Seadatanet, Blue Cloud) and overseas equivalents (US/IOOS, AU/IMOS, Ocean Glider Canada, etc.)
- **The general public:** Generating awareness and promotion through an interactive website, active social media presence and media activity (articles, interviews); create and distribute project materials, logos, posters; monitor public interest (analytics) for improvements to citizen communications; explore opportunities for citizen science.

Given that the consortium is purposefully built with experts active in European glider activities at all levels and for many years, GROOM II will capitalise on the opportunity to form a coordinated dissemination and exploitation approach to maximise the impacts of the project in line with other initiatives supported by other platform oriented marine infrastructures.

Target Group	Objective (s)	Key message(s)
Funding/Policy agencies	Endorsement of the GERI as an excellent tool to structure and boost European Maritime research.	The ambition of the GERI is to become world-class to better service research, ocean observation, and to favour innovation for new technologies, services and products for the maritime sectors, the Blue Economy and for the society in general.
Industry stakeholders	Financing Maritime Research by selling services to Industry and Defense stakeholders	Offers a cost-effective solution that is well equipped to satisfy the organization's needs
Scientific community	Encouraging new research, tap existing research to fulfill society needs of under sea ice and transition region between open ocean and coastal regions exploration	Structuring the European Maritime Research to create synergies, maximizing efficiency, and cutting on costs
General public	Raising awareness, visibility, and interest of Maritime Research	Enables the full exploration of oceans reuniting coastal and open ocean regions. Combining economic benefits of the ocean with preservation of the ecosystem using 'smart underwater robots.

Table 1 - Target groups

The communication message will be further tested and substantiated during the project, considering the state of knowledge and attitude about GROOM II with the various target-groups.

2.3. ACKNOWLEDGEMENT OF EU FUNDING

2.3.1. Communication and dissemination

The following must be included in all dissemination and communication activities:



This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 951842

2.3.2. Infrastructure, Equipment and Major Results

The following must be displayed on all infrastructure, equipment and major results funded by the grant:



This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 951842

2.3.3. Disclaimer

A disclaimer must be used whenever using the funding logo.

The contents of this publication are the sole responsibility of (name of the implementing partner) and do not necessarily reflect the opinion of the European Union.

2.3.4. How to display the acknowledgement of EU funding?

Type of communication	Placement of logo / guidelines for use
Website & Social media account	<ul style="list-style-type: none"> • Same place on every page; • Ideally as part of the website frame which appears on all sections; • Landing or intro page (social media).
Brochure, information leaflet, fact sheet, newsletter, poster	<ul style="list-style-type: none"> • Bottom right corner of publication; • Front or back cover; • On white background (unless placed on a large photo or illustration as on a poster).
Report & internal project publication	<ul style="list-style-type: none"> • Front cover
Power Point or other graphical presentation	<ul style="list-style-type: none"> • First or last slide of a presentation or in the right corner of each slide

Table 2 - Acknowledgement of EU funding

2.4. COMMUNICATION TOOLS

Different dissemination channels will be used to inform about GROOM II activities to potentially concerned stakeholders, policymakers, funding bodies, industrial and scientific communities and the general public. The table below presents the media that will be mainly used for that purpose:

Target Group\Tools	EC	Research	Industry	General public	Policy makers	Funding Bodies
Website	x	x	x	x	x	x
Deliverables [confidential]	x					
Deliverables [public]	x	x	x	x	x	x
Technical-scientific publications		x	x			
Dedicated workshop		x	x	x	x	x
Congresses		x	x			
Trade shows			x		x	x
Social Media		x	x	x		
Posters, Flyers		x	x	x	x	x
Printed and online press		x	x	x	x	

Table 3 - Media used per target group.

2.5. PROJECT BRANDING AND VISUAL MATERIAL

The GROOM II branding will be designed to maintain graphical coherence in all the publications/ tools produced within the project. It will contain all the basic rules on the use of the graphics which constitute the GROOM II graphic identity:

- The logo: its colours, its positioning, its proportions, its variations on white and coloured backgrounds etc.;
- The fonts used;
- The various colour palettes for different information materials;
- The templates for deliverables, project presentations, press releases etc. (Word; PowerPoint). They will be prepared and distributed to all partners for their project official deliverables, as well as for their presentations during public meetings, conferences and events. The same template will be used for internal coordination meetings;
- All the communication materials produced will use the European logo to acknowledge the support received under EU programmes. It will be used in accordance with the conditions laid down by the European Commission and the Horizon2020 programme;
- The project logo creation, templates will be subcontracted.



Figure 1 - GROOM II logo (vertical and horizontal)

2.5.1. Project Website

The website, set up at the beginning of the project, is the project's showcase for a broad audience to get information and updates. Based on the inputs from the Consortium and under the supervision of the partners in charge of the activities (ARMINES and PMM), the detailed content will be updated by throughout all the operational phases of the project.

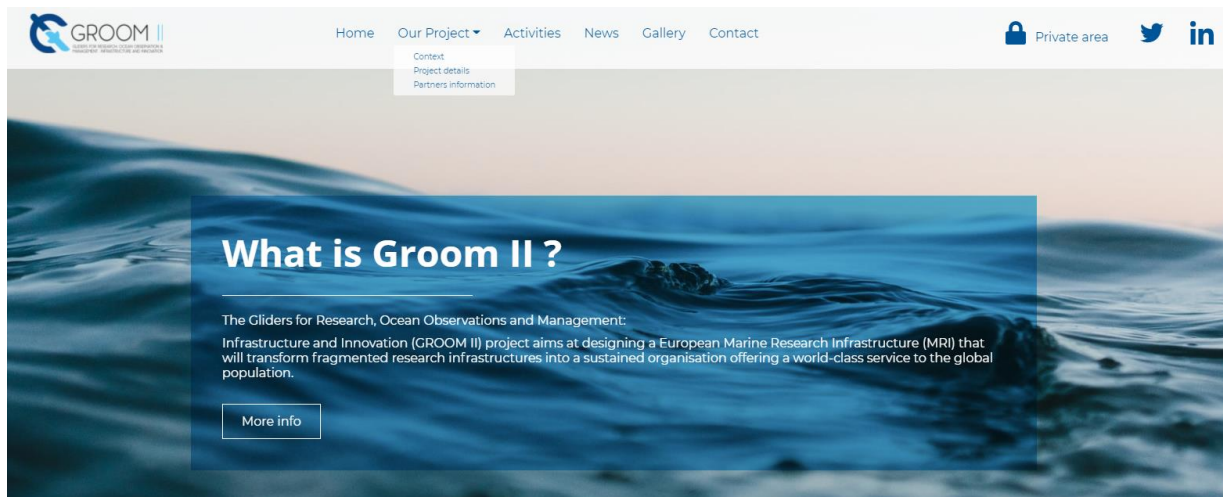


Figure 2 - GROOM II Website: Home page

The website will be made of 6 pages:

- Home;
- Our project;
- Activities;
- Contacts;
- News and events;
- Current activities.

It will include a section restricted to the project participants. On top of email and phone communication, this private area will be a day-to-day working platform where the consortium will be able to exchange and work on any scientific or technical document (deliverables, reports) that is needed for the project. A specific folder of the private area will be dedicated to the project management.

The project website is used to disseminate project news and results to possible end-users, stakeholders, and the public at large.



Figure 3 - GROOM II Website: Home page

Participants will have at their disposal contractual documents, templates for reports and deliverables and financial follow up of the project. The website will be based on the existing (frozen) GROOM-FP7 website with an updated layout.

2.5.2. Social media

Social media channels like LinkedIn, and Twitter will be launched to share catching messages for rapid dissemination purposes. They will also allow a virtual dialogue with the same channels of relevant stakeholders, including relevant projects/initiatives. The aim will be to drive traffic towards the website and promote activities.

Social media engineering channels for example “Interesting Engineering” (among others) will also be contacted. The goal is to reach a wider audience, benefiting from their large number of followers.

PMM will be in charge of the social media accounts of the project. Other partners will be welcome to send any content of interest.

There will be at least one publication per week. In order to increase the visibility of GROOM II and other Research infrastructures, PMM will use [the Communication Standards Toolkit](#) developed by RI-VIS project. This toolkit presents a harmonised communication strategy for European research infrastructures.

2.5.3. Flyers, posters, and roll-up

Flyers, posters, and a roll-up will be designed. These materials will contain overall information as a brief description of GROOM II, its objectives and partners. It will be distributed at events attended by the consortium partners and shared to the people met to increase its visibility and expand the network of contacts. These documents could be updated when needed for specific events and/or for different target groups.

The final number of hard copies will depend on the events at which it will be available. There will also be a possibility to download it from the website.

2.5.4. E-newsletter

6 bi-annual E-newsletters will be produced on M6, M12, M18, M24, M30, and M36. They will highlight key results and activities of the project. It will be distributed by email to the mailing list of stakeholders. All newsletters will be available in a dedicated section of the website.

2.5.5. Printed and Online press

Journal articles are a broad-based dissemination tool. The consortium partners will cement the impact of their dissemination activities by preparing and publishing articles to ensure that GROOM II has a long-lasting impact beyond the project duration.

2.5.6. Press releases

Information will be distributed in the form of press releases sent by e-mail to regional, national, European, and other international media.

2.5.7. Events and workshops

GROOM II project shall be represented to at least two events (as exhibitor). Consortium members shall participate to relevant events as much as possible.

A first non-exhaustive list of relevant events is presented below:

Event	Place / format	Date
EuroFleetsPlus 1 st international workshop	online	13 April 2021
9th EuroGOOS International Conference	online	3-5 May 2021
OSM – Ocean Sciences Meeting 2022	Honolulu, HI, USA	27 February 2022
European Geosciences Union (EGU) General Assembly	Vienna, Austria	3-8 April 2022
IEEE-AUV Symposium	unknow	unknown
Oceanology International	London, Excel	15-17 March 2022
OTC – Offshore Technology Conference 2021	hybrid	16-19 August 2021
Ocean Business 21	Southampton UK	12-14 October 2021
European Maritime Day 2021	Den Helder, Netherlands	20-21 May 2021
PLOCAN Gliders School	Spain	25-29 October 2021
SeaTech Week	Brest, France	26-30 September 2022
FINMARI annual research days	virtual	16 March 2021
Annual Baltic Sea Day	Hybrid	26 August 2021
Baltic Sea Science Congress	Århus, Denmark	18-22 October 2021
4thBaltic Earth Conference	Poland	30 May – 3 June 2022
ICRI 2022	Virtual from Ottawa, Canada	1-3 June 2021
UN Decade of Ocean Science	Berlin, Germany	1 June 2021
Science and Technology week	TBC	7-14 November 2021

Table 4 – Non-exhaustive list of relevant events

2.5.8. *Technical scientific publications*

10 to 15 articles shall be published within the project duration.

A first non-exhaustive list of relevant scientific journals is presented below:

- Ocean Best Practices;
- IEEE;
- PLOS ONE;
- Frontiers in Marine Science;
- Science Robotics;
- Nature Scientific Reports;
- Journal of Oceanic Engineering;
- Deep Sea Research;
- Ocean Science;
- Oceanography;
- ICES Journal of Marine Science;
- Journal of Marine Research;
- Annual Review of Marine Science;
- Baltic Environment Research;
- Ocean Technology.

A first non-exhaustive list of relevant topics for scientific publications is presented below:

- Design characteristic of the GERI, submission 2022, need collaboration with all;
- Best Practices for Operations, Maintenance and Fault Reporting in Glider missions - September 2022- all partners are invited to contribute;
- Position paper on the relevance of coordinated ocean research, Software architecture for open access to live oceanic data;
- Multinational glider operations for research and monitoring in sea areas that are divided to several economic zones/territorial waters (Baltic Sea, Black Sea, North Sea etc.), 2023, close co-operation with partners.

2.5.9. *Personal communication – Emails and phone*

One of the primary means of stakeholder outreach is done via e-mail to inform interested persons and/or organisations about events and activities. Email will be used to distribute the electronic newsletters and any other relevant information to all stakeholders to draw attention to GROOM II highlights. The telephone will also be used as it remains a quick and easy means of contacting stakeholders.

2.6. COMMUNICATION CHANNELS

The main channels for communication will be the networks of participating partners as they already gathered many potential actors involved and or potential users of the GERI.

FUNDING/POLICY AGENCIES

The main communication channel for Funding & Policy agencies will be official written and verbal communication. An extract of confidential deliverables may be sent to an agency to assess the work quality of the consortium.

GENERAL PUBLIC

The main communication channel for the public will be the social medias: Facebook, Twitter, Linked In, Instagram. The dissemination committee will regularly post news to maintain interest of the public.

INDUSTRY STAKEHOLDERS

The existing network of cluster organizations made of industrials will be particularly targeted. Clusters should be considered as regional ecosystems of related industries and competences featuring a broad array of inter-industry interdependencies. They are defined as groups of firms, related economic actors, and institutions that are located near each other and have reached a sufficient scale to develop specialised expertise, services, resources, suppliers, and skills. Clusters are referred to both as a concept and a real economic phenomenon, such as the Silicon Valley, the effects of which, such as employment concentration, can be measured.

A dedicated platform, the European Cluster Collaboration Platform – ECCP will be used to identify clusters targeting markets identified by the GERI as beneficiaries of the services and the technologies. A first analysis of the ECCP network allows the identification of 27 clusters that gathers potential users of the GERI. These clusters are strongly established in their territories for several years and hold an accurate knowledge of their ecosystems which will facilitate the involvement of industrial players in the project's activities:

Name	Country	Region	Sector(s)
Aberdeen Renewable Energy Group	United Kingdom	North Eastern Scotland	Renewable Marine energies
Basque Energy Cluster (Cluster de Energía)	Spain	País Vasco	Renewable Marine energies
BIG TC - Italian Technology Cluster	Italy	Campania	Renewable Marine energies
Black Sea Energy Cluster	Bulgaria	Североизточен (Severoiztochen)	Renewable Marine energies
Clúster Marítimo de Canarias	Spain	Canarias	Renewable Marine energies
Cluster Marítimo Naval Cádiz	Spain	Andalucía	Renewable Marine energies
Cluster Smart Cities de la Región de Murcia	Spain	Región de Murcia	Renewable Marine energies
De Blauwe Cluster vzw	Belgium	Prov. West-Vlaanderen	Renewable Marine energies
Energy Technology Consortium of Asturias (Consortio tecnológico de la energía de Asturias, AIE)	Spain	Principado de Asturias	Renewable Marine energies
EUVITA Cluster	Croatia	Hrvatska	Renewable Marine energies
Fórum Oceano - Associação da Economia do Mar (Association of Maritime Economy)	Portugal	Norte	Renewable Marine energies Environmental surveillance and monitoring

IBN Offshore Energy (OWI-Lab)	Belgium	Prov. Vlaams-Brabant	Renewable Marine energies
			Renewable Marine energies
MARCOD	Denmark	Nordjylland	Renewable Marine energies Oil & Gas Offshore mining Environmental surveillance and monitoring
Marine South East Ltd	United Kingdom	Hampshire and Isle of Wight	Renewable Marine energies Environmental surveillance and monitoring
Maritimes Cluster Norddeutschland e. V.	Germany	Hamburg	Renewable Marine energies
OffshoreVäst	Sweden	Västsverige	Renewable Marine energies Oil & Gas Offshore mining Environmental surveillance and monitoring
Pole Mer Bretagne Atlantique	France	Bretagne	Renewable Marine energies Oil & Gas Offshore mining Environmental surveillance and monitoring
Pôle Mer Méditerranée - Business & Innovation Sea Cluster	France	Provence-Alpes-Côte d'Azur	Renewable Marine energies Oil & Gas Offshore mining Environmental surveillance and monitoring
sEaNERGIA Baltic Cluster	Poland	Zachodniopomorskie	Renewable Marine energies
Swedish Maritime Technology Forum	Sweden	Västsverige	Renewable Marine energies
Team Humber Marine Alliance	United Kingdom	East Yorkshire and Northern Lincolnshire	Renewable Marine energies
TMA BlueTech (formerly The Maritime Alliance)	United States	Other	Renewable Marine energies

			Environmental surveillance and monitoring
Triple Steelix / Jernkontoret	Sweden	Norra Mellansverige	Renewable Marine energies
Cluster Marítimo Naval Cádiz	Spain	Andalucía	Oil & Gas Offshore mining
Geoscience Ireland	Ireland	Republic of Ireland	Oil & Gas Offshore mining
Maritime Technology Cluster FVG S.c.ar.l.	Italy	Friuli-Venezia Giulia	Oil & Gas Offshore mining
BALTIC SEA & SPACE CLUSTER	Poland	Pomorskie	Environmental surveillance and monitoring

Table 5 - Cluster organisations having a direct interest for GERI

3. Dissemination strategy implementation

3.1. GUIDING PRINCIPLES OF THE DISSEMINATION PLAN

The dissemination plan itself as well as the execution of the dissemination plan is guided by a set of principles that will be nourished throughout the project:

- Communication processes must be clear and known to all consortium partners;
- Communication and dissemination must be purposeful and timely;
- Dissemination and communication must be open, honest and frank;
- In general, relevant information must be available on an open basis;
- Communication is a two-way process. It is not just a matter of messages being passed down from the coordinator or WP leader to partners: upward and horizontal communications are equally important.

3.2. CONSORTIUM CONTRIBUTIONS

The task 1.3 is led by PMM-TVT. All the consortium members make significant contributions to its full and effective implementation. For each consortium member, a person in charge of communication is appointed. This person oversees all communications for his/her organisation.

Partner	Name	Email
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Table 6 – Communication responsible per partner

The following deliverables are associated to the dissemination and exploitation activities:

- D1.3 Dissemination and Exploitation Plan WP1 ARMINES Report Public (M6)
- D1.4 Dissemination and Outreach Report WP1 ARMINES Report Public (M18 and M36)

All partners will contribute to the publicising of GROOM II findings and the production of dissemination materials such as journal articles, press releases, e-newsletters, particularly within their own country and cluster ecosystems.

3.3. MONITORING AND EVALUATION

The dissemination and exploitation plan will be reviewed regularly and draw together the updated outcomes from all WPs and stakeholders' meetings. The dissemination and exploitation plan must ensure that relevant information is available and delivered to the appropriate stakeholders in a suitable and easily accessible format. This will help institutional, regional, national, and European stakeholders make decisions, set priorities, and choose strategies from an informed position.

3.3.1. Exploitation and Dissemination Committee composition

An Exploitation and Dissemination Committee will be responsible for establishing and implementing the exploitation and dissemination strategy, and to manage any intellectual property issue. For this purpose, the Committee will establish both exploitation and dissemination plans and submit them to the GA for approval proposing any amendments, as necessary.

The Committee will be established as the operative body of the tasks 1.3 and 1.4. The Committee will be chaired by the task 1.4 leader (Laurent Mortier, ARMINES) and a subset of the task participants.

The Exploitation and Dissemination Committee:

Partner	Name	Email
ARMINES	Laurent Mortier	laurent.mortier@ensta-paris.fr
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CSCS	Jerald Reodica	j.reodica@cyprus-subsea.com

Table 7 – Exploitation and Dissemination Committee members

In order to ensure the quality and high degree of effectiveness of the dissemination activities, progress will regularly be monitored to evaluate what has been accomplished and what is still to be done. This will allow PMM-TVT to check if the overall communication and dissemination strategy is adhered to or not. The Communication Plan may be re-oriented depending on the actions that have been undertaken and what is still missing. A sufficient flexibility is indeed required to allow activities to adapt to project developments. The potential problems or difficulties will be detected as early as possible to create effective adaptation measures.

To this end, remote meetings will be organized regularly. It will gather the WP leader PMM and the participating partners related to the task(s) that will be discussed.

GROOM II partners have to report every 3 months to PMM any Communication or Dissemination activities they have been doing on their own following a template provided by PMM (annex 1). Moreover, reporting activities will keep tracking Press Releases and Events, so partners should pay particular attention to these points:

- Press Release: Please inform PMM anytime something about GROOM II is published or anytime you have read a press article that concerns the project.
- Events: Please inform PMM and ARMINES anytime you participate in an event of interest for the project and let them know if you did something to represent GROOM II, please specify what has been done (i.e. speaker; flyers; roll-up) and provide your feedback, any interesting contacts, pictures, etc.

3.4. PERFORMANCE INDICATORS

The table below presents a non-exhaustive list of indicators that will be used to monitor and measure the communication and dissemination performance. These objectives are shared by the consortium members.

Indicators	Type (Quantitative / Qualitative)	Measure
Website	Quantitative	1
Analysis of the website impact (n° of visits)	Quantitative	3000
Evidence of debates and discussions in the social media	Qualitative	Frequency of activities and publications
Number of followers in the social media	Quantitative	200
Number of articles in the press (online/ paper)	Quantitative	10 to 15
Number of people asking for feedback or more information	Quantitative	Minimum 100
Presentations in conference	Quantitative	5 to 10
E-newsletter	Quantitative	3
Posters/ Flyers/ Roll-up	Quantitative	1 of each
Participation in dedicated workshops, trade shows, congresses	Quantitative	At least 10

Table 8 - Performance indicators

3.5. DISSEMINATION TIMETABLE

DISSEMINATION TIMETABLE																																							
WP1	Title	Timeline																																					
		2020			2021												2022												2023										
		M1 Sep	M2 Oct	M3 Nov	M4 Jan	M5 Feb	M6 Mar	M7 Apr	M8 May	M9 Jun	M10 Jul	M11 Aug	M12 Sep	M13 Oct	M14 Nov	M15 Dec	M16 Jan	M17 Feb	M18 Mar	M19 Apr	M20 May	M21 Jun	M22 Jul	M23 Aug	M24 Sep	M25 Oct	M26 Nov	M27 Dec	M28 Jan	M29 Feb	M30 Mar	M31 Apr	M32 May	M33 Jun	M34 Jul	M35 Aug	M36 Sep		
T1.3	Dissemination & Exploitation Plan						X																																
	Graphic identity of the project																																						
	Social media accounts							X																															
	Communication materials								X																														
	Website									X																													
	Newsletters												X								X													X					
	Posters, flyers and roll-up											X																											
	Power point presentation												X																										
T1.4	Dissemination & Outreach report																		X																			X	

Table 9 – Dissemination timetable

4. Annexes

4.1. COMMUNICATION ACTIVITIES FOLLOW UP

Date	Type of activities <i>e.g. Participation in Events/ Presentation in events/ Articles etc.</i>	Description of the activities performed / stakeholders impacted/ communication materials used	Quantitative information <i>e.g. Number of participants/ articles/ leaflets shared etc.</i>	Website if any
<i>December 1st 2020</i>	<i>Articles</i>	<i>Article published in the local newspaper XX</i>	<i>1</i>	<i>xxx</i>

Table 10 - Communication activities follow up.

Date	Type of communication <i>e.g. Email/ Phone/ Chat</i>	Topic(s) of discussion	Contact Person and organisation	Type of organisation E.g. SME, Policy maker, Researcher etc.
July 4 th , 2016	Email	GERI services	Mr. XXXX from XXX organisation	SME

Table 11 - Personal communication follow up.