ANERIS

Operational Sensing Life Technologies for Marine Ecosystems

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Deliverable D6.1 – Plan for Communication and Dissemination of Results (PCD)

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Preface

Communication and dissemination are crucial components of ANERIS to ensure the project's maximum impact and effective long-term knowledge exchange and uptake of project outcomes. The Plan for Communication and Dissemination of Results (PCD) aims to leverage partners' substantial outreach and influence, amplified locally through co-design arenas, to guide communication and establish baselines for evaluating and measuring outreach. The purpose of the PCD is to ensure clear objectives and interactions between target groups, key messages, and means of implementation.

The PCD defines strategic objectives and target groups, together with the key messages and ideas that ANERIS aims to communicate, as well as specific objectives and concrete implementation actions to achieve them.

The ANERIS PCD provides guidance on communication and dissemination efforts within the project framework and outlines how to convey clear, understandable, coordinated, and effective messages and ways to disseminate project outcomes to all interested parties within various stakeholder groups. This document also outlines ANERIS' Expected Outcomes and Wider Impacts, as well as the primary communication and dissemination tools for maximum engagement of key stakeholders and the larger community. These include the project website, press releases, newsletters, posters, brochures, social media, meetings and workshops, scientific publications, etc. The link between the different tools and target groups is explained, along with suggested indicators for active monitoring of effectiveness.

This is a living document that will continue to be modified throughout the project duration and adapted to any new developments or project needs as they arise, to ensure ANERIS' effective communication and dissemination efforts. Updates and changes will also be coordinated with D6.3 "Exploitation and Sustainability Plan" in order to reflect the close link between the two deliverables.

Summary

D6.1 Plan for Communication and Dissemination of Results (PCD) is being developed in M4 of the ANERIS duration (April 2023) and has an update scheduled for M24 (December 2025). This document presents a preliminary action plan for carrying out communication and dissemination (C&D) activities, including the frequency of their delivery. It outlines the project's various maturity stages and delineates specific actions to be undertaken based on the results developed throughout each phase. To measure the effectiveness of the communication and dissemination efforts, the PCD also provides preliminary Key Performance Indicators (KPIs).

List of Abbreviations

PCD	Plan for Communication and Dissemination of Results
C&D	Communication and Dissemination
EU	European Union
KPIs	Key Performance Indicators
RIO	Research Ideas and Outcomes
OBM	Operational Marine Biology

1. Introduction

The Plan for Communication and Dissemination of Results (PCD) in ANERIS aims to effectively communicate and disseminate the project's results to relevant organisations and experts, facilitating wide outreach and uptake of results. This PCD will enhance ANERIS' visibility and stimulate a socioeconomic transformation in favor of developing the next generation of marine-sensing instruments and infrastructure for systematic routine measurements and monitoring of oceanic and coastal life. Through diverse communication channels, the PCD targets the key actors involved in the processes of communication and dissemination, as well as the key messages that ANERIS intends to convey to its stakeholders.

1.1 What is "Communication"?

ANERIS' communication efforts encompass informing, promoting, and sharing the project's activities and achievements with a broad range of audiences. The purpose is to increase awareness of the project's objectives and mission, emphasizing general aspects such as the societal challenges that led to the proposal and the significance of the project's outcomes to the European scientific landscape. Since the communication targets a non-specialised audience, it is crucial to use plain language and avoid scientific jargon. The project website, promotional materials, social media and press releases are examples of communication tools that will be utilised throughout the entire project duration.

1.2 What is "Dissemination"?

The term "Dissemination" in ANERIS refers to the proactive promotion of the project's results to both the scientific community and interested parties that can benefit from them. The target audience for dissemination activities includes potential users of the research outputs, such as public authorities, industry stakeholders, policymakers, and civil society. The primary objective is to maximise the uptake of research outputs, which in turn contributes to the advancement of science in Europe. The dissemination activities will begin as soon as the project's key results are produced.

2. Who: Target groups

ANERIS's target groups are based on the defined stakeholder groups which have an interest or can benefit from the project developments or outputs on one hand, and the general public on the other. ANERIS brings together the technical expertise of imaging, microscopy and engineering, the biological expertise of genomics, taxonomy and conservation, and the social expertise on participatory science and co-design while the project outputs are relevant to academia, industry, governments and the public.

Therefore, the project's stakeholder groups include the following main categories: scientific community, industry and investors, policymakers and advisors, citizen scientists, and the general public.

2.1 Scientific Community

The technologies, tools and infrastructure which will be established over the course of the project will significantly improve the data collection, processing and analysis pipeline for marine biological research and will provide greater accuracy and automation of the process. This will reduce the time and labour-intensity of marine biological research, and opens up a multitude of potential research directions and possibilities for large research infrastructure improvements.

Furthermore, as a Horizon Europe project, ANERIS provides value in its ability to foster the exchange of knowledge and best practices between key research institutions, observatories and research infrastructure centers, leading to increased expertise and collaboration in the field of marine ecosystem monitoring and conservation.

Key messages: The scientific community is invited to participate in ANERIS activities, training, and technology demonstrations aimed at fostering adoption, as well as receive timely communication of technological developments, project outputs, and events.

2.2 Industry & Investors

As one of the primary stakeholders and users of ANERIS technologies, industry is an important stakeholder for dissemination and communication of preliminary and final findings. Demonstrating the capabilities and impact of the ANERIS technologies to them is an important step in establishing partnerships and ensuring continued utilisation of project outcomes in the future.

Commercialisation of some ANERIS technologies and their application in business is an important step for achieving the largest possible impact. Targeted dissemination and communication with potential investors, clients and partners is an important step in achieving this outcome.

Key messages: ANERIS will provide new market opportunities by allowing the requirement for life sensing technologies and methods; Guidance in the development of innovative technologies.

2.3 Policymakers & Advisors

To achieve the maximum benefit from Operational Marine Biology (OMB), support is needed from policymakers and governments. Expanding and implementing the OMB infrastructure into management plans and policies on a national and larger scale requires the understanding and engagement of policymakers in Europe and beyond.

Policymakers can benefit from ANERIS technologies by receiving cutting-edge tools for real-time monitoring of marine health, which can improve decision-making in marine monitoring, biodiversity protection and resource management. Implementation of these tools can make a substantive contribution to ongoing large-scale strategies and plans (e.g the EU Biodiversity Strategy for 2030, the European Green Deal, Sustainable Development Goal 14, etc.), and also to national-level policies and plans.

Addressing policymakers in ANERIS is done by policy briefs and other policy-specific materials which provide a tailored explanation of relevant information about the technologies, their interplay, cost, impact and possible implementations.

Key messages: Access to the governance and policy recommendations stemming from project outputs, invitations, as well as the opportunity to join the ANERIS technological network and implement OMB technologies.

2.4 Citizen Scientists & Citizen Science Networks

Citizen science aims to involve members of the public in the scientific process of the project. They do so by collecting or analysing data or by otherwise contributing to research. Citizen science can be conducted by individuals, schools, community groups, or other organisations. This is usually done through specialised apps and online platforms, such as the MINKA platform.

As members of the public, citizen scientists represent an important bridge between society and the scientific community. Attracting a large number of citizen scientists and involving them in projects related to biodiversity conservation not only benefits data collection and analysis, but also increases the overall engagement with the project mission.

Citizen scientists are involved through social media, in-person events and workshops, biomarathons, etc.

Key messages: The project aims to actively promote an innovative and inclusive approach to research, data collection, and technology development, as well as communicate the key project outcomes and their relevance for nature and society.

2.5 The general public

The general public is a valuable target group as their support and involvement can influence adoption of ANERIS technologies by other groups such as policymakers or industry (sections 2.2 & 2.3). The public is also important for achieving best project results through creating events where they can be involved directly as citizen scientists.

Therefore, engaging the public through campaigns, workshops, live events, social media or other outlets is done to achieve the best outcome.

Key messages: Understanding the relevance of key project outcomes for nature and society and getting involved in the project through various opportunities such as workshops, citizen science, technological demonstrations, and more.

3. What: Project Results, Outcomes and Wider Impacts

ANERIS places the project's Pathways to Impact at the forefront of its communication and dissemination strategy, recognising the crucial role of Key Exploitable Results and Expected Outcomes in achieving project goals. All communication and outreach efforts will therefore be centered on effectively communicating these results to the relevant target groups and stakeholders. In addition, ANERIS acknowledges the significance of the wider impact of project results (Expected Wider Impact) and commits to giving them due consideration in its communication and dissemination efforts. As such, all materials and findings produced by ANERIS will be shared extensively within the project's network, ensuring that they are widely accessible and utilised to maximise their impact.

Table 1. *ANERIS Expected Outcomes and Wider Impacts.*

Name	Level of influence
Enhanced scientific competitiveness of European research infrastructures	Expected Outcome
Foundations for the development of innovative companies	Expected Outcome
Increase of the technological level of industries through the co-development of advanced technologies for research infrastructures and creation of potential new markets	Expected Outcome
Integration of research infrastructures into local, regional and global innovation systems	Expected Outcome
Introduction of Operational Marine Biology (OMB) to	Expected Outcome

provide faster, higher quality, reliable and accessible marine and coastal life data using novel technology for relevant stakeholders	
Creation of co-design methodology for ANERIS services and tools that can be adapted to other projects and scenarios.	Expected Wider Impact
Enhanced global competitiveness and technological excellence of Europe in an extremely fast-moving environment through investments into the development of forward-looking technical instruments and tools for European RIs	Expected Wider Impact
Enhanced competitiveness of European industry through co-development with industrial actors of advanced RI technologies and technology transfer	Expected Wider Impact
Opening up of new areas of research and development of new industrial applications/products	Expected Wider Impact
Development of skills of RI staff aligned with the advancements of the RI technologies	Expected Wider Impact
Transdisciplinarity, cross-fertilisation and a wider sharing of knowledge and technologies between academia and industry	Expected Wider Impact
Wider use of AI in research and enhanced data-based research across Europe	Expected Wider Impact

4. How: Tools and channels

Engaging and informing the wider audience of ANERIS will be achieved through a combination of traditional (press releases, social media, etc) and innovative methods (podcasts, workshops) while also remaining flexible in terms of tools according to the specific project needs. This plan exclusively concentrates on external communication and outlines the tools and techniques that will be used. Within each section, the plan indicates how a particular tool is useful in the communication or dissemination of ANERIS results.

4.1 ANERIS website

The ANERIS website serves as a one-stop-shop for all project-derived results and thus acts as a hub for all pertinent information and materials, including the project's objectives, work plan, news updates, outcomes, project partners, co-design activities and technologies. Additionally, all visual and promotional resources are readily available for download through the website, making it an essential tool for communication and dissemination.

Pensoft Publishers, an ANERIS project partner and leader of WP6, designed and developed the website, ensuring that it adheres to all style and branding guidelines provided in the ANERIS Style Guide (see D6.2). The website's design aligns with the ANERIS logo, providing a cohesive and recognisable visual identity to external audiences. The ANERIS website's significance as a communication tool lies in its ability to present the project to a diverse audience using accessible language that conveys the project's central concepts and guiding principles. In essence, the website serves as ANERIS's "business card," allowing it to be shared with potential stakeholder groups and other interested parties.

Moreover, the ANERIS website, along with all online visual materials of the project have been designed with thought for inclusivity of vulnerable groups. Creating web designs that are user-friendly for people with disabilities is crucial in ensuring that everyone has equal access to information and services online. Web accessibility means designing websites that can be accessed and used by people with a diverse range of abilities, including those with visual, auditory, motor, and cognitive impairments.

4.2 Social Media

Twitter, LinkedIn and Instagram have been chosen as the primary social media channels of ANERIS, together with a YouTube channel where project-related videos are uploaded and later linked to the project website.

- Twitter - @ANERISproject
- LinkedIn - ANERIS Project
- Instagram - @aneris_project
- YouTube - to be developed as soon as the first project video is produced

The ANERIS social media channels are maintained and updated by the ANERIS communication team at Pensoft Publishers. This ensures consistent and streamlined communication of all outputs across social media platforms.

ANERIS partners are encouraged to help increase the project's social media footprint by promoting social media posts, news, videos and other academic and non-academic project outputs in their networks for maximum reach.

4.1.1. Why social media

Social media is a valuable communication tool for ANERIS as it provides an easy way for users to share content, open discussions, and raise awareness about scientific research topics. The use of social media allows ANERIS to reach and engage with a wide range of interested audiences, leveraging various platforms available. Utilising social media for science communication can help build trust among ANERIS audiences and increase the overall transparency of the project. By communicating ANERIS' ideas and results through social media, it can amplify its impact by incorporating widely used and easily accessible tools. As stated by Shahbaznezhad et al. (2021), "The emergence of social media platforms has dramatically

altered the role of customers from passive observers of content to active participants, who are now the co-producers and co-creators of content through their online interactions and behaviours". Thus, social media users become producers of knowledge by sharing, discussing, and engaging with ANERIS content.

4.1.2. Measuring social media impact

Below is a table displaying the various social media channels that ANERIS plans to utilise. The table outlines the advantages and expected outcomes of each platform. Since each channel has its own strengths and weaknesses, ANERIS has decided to focus on Twitter, LinkedIn, and Instagram as its primary social media channels. These channels target different audiences, and using them together will be beneficial to the project.

Table 2. *Comparison between the strengths and weaknesses of the ANERIS primary social media channels.*

Channel	Strengths and Weaknesses	Impact within ANERIS
Twitter	**Strengths:** Short, fast, easy communication; popular and with a large number of users, especially scientists; easy way to follow news and interact; easy to track impact via twitter analytics. **Weaknesses:** Limited amount of post characters; Uncertainty about the future of the platform due to user migration to e.g Mastodon	● Generate interest and share ongoing news and activities through posts/tweets; ● Personal messages
LinkedIn	**Strengths:** LinkedIn provides the ability to build professional networks and connect with like-minded individuals. It caters to a more professional audience and is easily searchable on search engines. Additionally, there are no limitations on the length of posts. By utilising LinkedIn analytics, one can track the impact of their posts. Moreover, LinkedIn offers a quick way to establish credibility. It is also a valuable tool for early career researchers to make connections. **Weaknesses**: Creating a reliable network takes a considerable amount of time. LinkedIn is known for the influx of spam messages and the platform can sometimes present an overwhelming amount of information, which can be seen as a disadvantage.	● Generate interest and share ongoing news and activities within a more professionally-oriented audience; ● Personal messages; ● A large number of users

Instagram	**Strengths**: This platform is particularly advantageous when connecting with younger individuals. It supports the sharing of images and videos and the use of hashtags, which are beneficial in targeting specific campaigns. The platform also allows the creation of polls, and information can be easily disseminated. **Weaknesses:** Not suitable for sharing links as the platform does not support external sharing for regular users.	- Engage with younger target groups; - Generate interest towards project-organised events and other project derived results; - Make announcements, such as vacancies; - Instagram analytics

4.3 Promotional materials

Within ANERIS, a set of promotional materials is developed with the purpose of increasing project visibility and recognisability. These promotional materials were developed based on the project's Visual Identity Guide, containing a set of recognisable fonts, styles and visual elements forming a consistent visual identity of ANERIS.

Promotional materials are distributed during conferences, consortium meetings and any other events attended by an ANERIS partner. All materials are also available on the project website.

ANERIS promotional materials include:

- Brochure
- Sticker
- Poster

This initial list can be further expanded according to the future needs of the project.

4.4 ANERIS Newsletter

ANERIS's project development will be documented and shared with relevant and interested audiences through a regular, biannual e-newsletter. ANERIS partners are responsible for consistently updating the communication team about events or activities they plan to attend or have organised.

The newsletter is created using Mailerlite software, and the subscription form complies with GDPR regulations. Additionally, the subscription form will feature a tick box with ANERIS's various target audiences, allowing for customised bulletins to be developed as needed.

The primary themes of the newsletter will include:

- ANERIS project updates
- ANERIS events
- Technological advancements in ANERIS tools
- General news regarding marine biodiversity and biodiversity monitoring

4.5 Press releases

Press releases will be published in the case of events or activities of ANERIS that are of interest to the media sector. A press release is a concise piece of information written in non-technical language and outlining the primary details valuable for journalists or other media professionals.

Press releases are written by the communication team in collaboration with project partners and are published on leading platforms EurekAlert! and AlphaGalileo.

4.6 Factsheets

Factsheets are easily digestible one-page documents that present a specific idea or finding to a broad audience. They feature visual elements such as graphs, images, infographics or others to enhance understanding.

In ANERIS, a project one-pager will be developed as an accessible introduction to the project's goals, methods and impact. Individual factsheets will also be created for the ANERIS technologies and case studies from month 24 onwards with a minimum of 10 factsheets planned in the DoA.

4.7 Practice abstracts

ANERIS aims to share its research findings with stakeholders through its dissemination toolset, including practice abstracts published on the European Innovation Partnership for Agricultural Productivity and Sustainability (EIP-AGRI) platform. These concise and practical knowledge outputs are designed to adapt scientific results to meet the needs of practitioners.

Practice abstracts will be developed for ANERIS case studies, and will target professionals, supplementing the factsheets which are aimed at a wider audience. A minimum of 3 practice abstracts will be published from month 24 onwards or once significant development on any of the ANERIS case studies is achieved.

4.8 Videos & Podcasts

ANERIS plans to create several brief videos and podcasts that serve as a unique means of communication and outreach, enabling researchers to connect with a broader audience on scientific topics. Additionally, these multimedia resources can enhance the educational experience and serve as a complementary tool to showcase the project's outcomes and their practical applications.

One introductory project video of the project will be created by month 12 for a wide audience and promotional activities. Additional videos can be created as needed, introducing the concept of Operational Marine Biology and the different ANERIS case studies and their impact.

Podcasts can be recorded for an accessible in-depth explanation of ANERIS technologies. They will allow members of the consortium to dive into the details and implications of individual

technologies, how they can benefit the oceans and society, and how they tie into the concept of OMB.

4.9 Scientific publications

Scientific publications are crucial for disseminating research findings, and in ANERIS, these publications will center on topics like the importance of marine-sensing instruments and infrastructure for systematic routine measurements and monitoring of oceanic and coastal life. These publications target the academic community and facilitate knowledge exchange and potential contributions.

Here are some of the journals that the project is going to target:

- Environmental Science & Policy Journal,
- Journal of Environmental Management,
- Science of the Total Environment,
- Frontiers in Environmental Science,
- Limnology and Oceanography: Methods

4.10 Open access collection in the Research Ideas and Outcomes (RIO) journal

To expand the audience for its scientific results and ensure they serve as a foundation for future research, ANERIS will initiate an open access project collection in the Research Ideas and Outcomes (RIO) Journal. The ANERIS RIO Collection will present a diverse array of scientific findings, encompassing not only conventional research publications but also non-traditional project outcomes such as a summary of the project's Grant Agreement, deliverables, and reports, thus covering the entire research cycle from the start to the end of the project's duration. This comprehensive project collection will also allow for ANERIS's results to be centralised and will guarantee their availability beyond the lifetime of the project.

ANERIS regards the RIO Journal as a great opportunity to increase the project's impact because of its well-established readership (with over 100,000 unique page views in 2020) and a steady annual growth rate of roughly 20,000, as well as over 60,000 publications with citations each year as of 2021. Furthermore, RIO monitors the number of unique and repeat visits to each RIO article, and this information is available to authors.

4.11 Collaboration with relevant initiatives and projects

Input in ANERIS does not solely stem from partners' direct involvement in diverse research projects or their own research, but also from extensive practical experience in implementation, governance, and multidisciplinary engagement. One type of input is the engagement with different relevant projects and initiatives, which ensures direct access to outcomes. In this way, ANERIS enhances its communication and dissemination impact by identifying opportunities for

joint dissemination of outcomes and/or lessons learned in the process of collaborating on novel products.

Table 3. *Relevant project and initiatives.*

Name	Relevance
Cos4Cloud H2020 project	ANERIS can use the example of the project's co-design activities and built on top of these.
TechOceanS H2020 project	Linking with Technologies for Ocean Sensing (WP2-4). SU is a consortium partner.
BiCIKL H2020 project	The project connects infrastructures to enable researchers to access services across the biodiversity data lifecycle. PENSOFT is the coordinator and LifeWatch and EMBRC are partners.
NEUBIAS Cost Action	A new Network of European BioImage Analysts to advance life science imaging.
ARSINOE H2020 project	Citizen observatory (MINKA) being developed in Athens Case Study. This project benefiting from synergies and knowledge transfer. CSIC is a consortium partner.
ENVRI FAIR H2020 project	The overarching goal of ENVRI-FAIR is to implement the FAIR principles in the ENVRI RIs community and connect it to the European Open Science Cloud (EOSC). It is relevant for WP5.
MINKE H2020 project	Metrology for Integrated marine maNagement and Knowledge-transfer nEtwork. This Infraia project, coordinated by CSIC, will establish the connection with Operational Oceanography and marine sensor technologies.
FutureMARES H2020 project	FutureMARES examines the relations between climate change, marine biodiversity and ecosystem services. Project partners could be particularly interested in the concept of Operational Marine Biology. Some of them will be invited to be part of the AB or participants in the co-design exercises.
ENRIITC H2020 project	ENRIITC is the European Network of Research Infrastructures and Industry for Collaboration. ENRIITC supports the establishment of strategic, cross-border partnerships between industry and research infrastructures. EMSO-ERIC is one of the RIs involved in the project, facilitating the connection between

	ENRIITC, ANERIS and Industrial partners. It is relevant for WP5 and WP6.
iMAGINE Horizon Europe project	Imaging data and services for aquatic science. (HORIZON-INFRA-2021-SERV-01-06). The project will provide large datasets of marine organisms' images that can be used to improve the AI services to be integrated in the ANERIS pipelines.

4.10 Events

4.10.1 Scientific events

In an effort to maximese its impact and disseminate its project results, ANERIS will participate in a number of scientific conferences, and other scientific events, which will ensure the organic dissemination of project findings and outputs.

Here are a number of the scientific events that ANERIS will target:

- Citizen Science conferences (ECSA, CSA, ACSA);
- Living Knowledge Conference;
- International Temperate Reef Symposium 2023;
- tSEB conference;
- Aquatic Sciences Meeting of ASLO;
- and others.

4.10.2 Workshops

ANERIS will both attend and organise various workshops both for the specialized and non-specialised audience with the purpose of raising awareness of the project, sharing results and technological developments, connecting with relevant stakeholders, bringing together stakeholders involved in the different case studies and sharing experience, disseminating the project results, and networking. When possible, events will be organised alongside another major event or jointly with sister projects.

An internal workshop on the exploitation of available genomic workflows in use by the participating ERICs and associated parties will be held as part of WP2.

Three virtual workshops are planned as part of WP3 in months 9, 21 and 47. The first will serve as an internal consortium training on AI technologies for image analysis, while the second will also invite external experts to learn about and provide feedback on the methods and technologies under development in WP3. The final planned workshop aims to disseminate the developed imaging tools within the biological imaging community.

Two workshops are also planned in WP4 which will foster cooperation between developers, data scientists and citizen scientists for the co-creation of ANERIS participatory technologies and tools with best possible user experience.

Finally, a minimum of 1 online and 5 on-site workshops are planned in WP6 as part of the community building, user engagement and citizen science promotion activities.

5. When: Timing and frequency of delivery

This document outlines a communication and dissemination plan for the ANERIS project, spanning from M1 to M48. In the initial stages of the project, efforts will focus on raising awareness about the project's goals and establishing an organic network. Target groups and stakeholders will be engaged with the aim of facilitating future collaborations and knowledge exchange.

The communication and dissemination activities of ANERIS are divided in three phases and are explained below:

M1-16 Attention & Interest   **M17-32** Unfolding   **M33-48** Action

Phase 1 - Attention & Interest: During this first phase, the project will focus on raising awareness, building an organic network and engaging with the target groups.

Phase 2 - Unfolding: Within the second stage of ANERIS, the communication and dissemination activities will be focused on presenting specific project results, while also evaluating the impact of the carried out C&D efforts by gathering and analysing the network's feedback.

Phase 3 - Action: The final phase of the communication and dissemination plan will also aim to facilitate the exploitation of the ANERIS results. Moreover, during this stage, the project will greatly focus on attending and organising various conferences and workshops, as well as co-design events. A final impact evaluation of the communication and dissemination efforts will also be carried out.

All phases will be done in close collaboration with the Innovation Management and Exploitation responsible in order to have the right alignment in the identification of target groups, results in order to maximise the exploitation opportunities and the impact of ANERIS.

Table 4. *Key performance indicators of the ANERIS communication and dissemination activities. *C - Communication, D - Dissemination*

Type	Tool	Target	Impact	KPI for a period of 24 months*			
C, D	Project website	All	The objective is to inform and involve interested parties by providing general information about the project and its primary outcomes. Additionally, easy access to important project publications and key findings.	News items: 20 Events in calendar: 20 Users: > 1 000 Geographical distribution > 10 countries			
C	Social media ● Twitter ● LinkedIn ● Instagram ● YouTube	All	Announcements about the project, social media campaigns.	**Twitter:** Followers - 200 Posts - 100 (incl retweets) Impressions > 5 000.	**LinkedIn:** Followers - 100 Posts - 50 (incl shared ones) Reach > 1 000	**Instagram:** Followers - 50 Posts - 30	**YouTube:** Followers - 50 Videos - 1 Views > 100
C, D	Promotional materials	All	The promotional materials, including brochure, poster, roll-up banner and sticker, will increase awareness about the existence of the project and the topics.	Downloads: 50 per item Printing depends on demand			
C, D	ANERIS digital newsletters	All	Information regarding the progress of the project, major events and activities, as well as the outcomes	4 for the indicated phase			

			achieved will be provided.	
D	Scientific publications	Acade mia	The project team will make sure the content is open access as well as understandable by the public and will publish them on the website, social media and on Open access platforms.	5 for the indicated phase
C	Press releases	All	Increase the awareness about important milestones and/or events.	minimum 2 for the indicated phase
D	Factsheets	Acade mia, govern ment, busines ses	Translate the sometimes difficult to understand and long information from public deliverables, scientific publications and concept used in the project, etc. in an easy-to-understand and concise manner.	N/A for the indicated duration
D	Practice abstracts	Acade mia, govern ment, busines ses	Target specific stakeholders and provide practical solutions, outcomes are presented in a transparent manner using their 'everyday language'.	N/A for the indicated duration
D	Events (organised and attended)	Govern ment, sectora l profess ionals, busines ses	Raise awareness of the project, share major results, connect with relevant stakeholders, bring together stakeholders involved in the different case studies	20 for the indicated phase

			and share experience, disseminate the project results, and network. When possible, events will be organised alongside another major event or jointly with sister projects.	
D	Videos	All	Communicate about the project in a visual manner in order to increase the awareness and interest in the project. All the videos will constitute a knowledge base and repository easy to transfer to the targeted stakeholders.	at least 1 for the indicated phase
D	Podcast	All	Maximise the outreach of the main project outcomes and deliverables making them easy to understand and digest.	N/A for this stage of the project

*When the project enters a new stage of the Implementation plan, the KPIs will be updated accordingly to better reflect the stage's nature. This is needed since each stage includes different types of actions and results that lead to different types of outreach measures. For more information about the project's stages, consult the Implementation plan below.

- **Project website and public library** - the ANERIS website shall be updated on a regular basis with all relevant news, including event, results, vacancies, publications and all other project-derived/related announcements.
- **Social media** - being one of the main communications tools, the ANERIS social media channels will be regularly updated with up-to-date posts about the project's results. Additionally, various and engaging campaigns will be showcased
- **Scientific publications** - the open access publications of research articles does not depend on the communication and dissemination team, however, whenever a new

publication is available it will be accordingly communicated and disseminated by announcing it on the project's website and social media. Additionally, each article will be uploaded on the public library section on the website, as well as on the project open access collection in the RIO journal. For the duration of the first 24 months of the ANERIS, 5 scientific publications are foreseen.

- **Events (organised and attended)** - each event (workshop, webinar, conference, capacity-building event, etc.) will be accordingly communicated with the ANERIS target groups by announcing it through the project's website and social media. Additionally, the interactive calendar on the ANERIS website will be regularly updated, in order to give an up-to-date overview of all the foreseen events where the ANERIS will be presented.
- **ANERIS digital newsletters** - the ANERIS newsletter is scheduled to be distributed on a bi-annual basis, thus for the indicated period of 24 months a total of 4 digital newsletters shall be distributed to the project's network. The content of the news bulletin will contain information about general overview of the passed period; recap of the events that took place during the previous 6 months; publication (if any); calls to action.
- **Press releases** - A minimum of two press releases will be issued, announcing important milestones of the project, such as the ANERIS kick-off and the launch of the project's open access collection in the Research Ideas and Outcomes (RIO) journal.
- **Videos** - until month 24 at least one video will be developed and uploaded on the project's YouTube channels, as well as on the website. The first project video will be focused on presenting ANERIS, its goals and mission, as well as the key members involved in the successful implementation of the project.
- **Factsheets** - the ANERIS factsheets will be focused on presenting the specific objectives and in-depth functionalities of the project's technologies. The development of the factsheets is foreseen for the Unfolding stage of the project.
- **Practice abstracts** - as the practice abstracts are foreseen to be developed from the Unfolding stage onwards until the end of the ANERIS duration, the specific topics of the practice abstracts shall be further discussed with the project's members.
- **Podcasts** - The project podcasts will be dedicated to showcasing the ANERIS technologies, which are designed to preserve ocean biodiversity and coastal ecosystems. The podcasts will provide a comprehensive overview of the technologies, including their functions and the impact they have on preserving these natural environments. Using plain language and engaging information, the podcasts will inform the project's audience about the importance of protecting the marine and coastal environment. The podcasts are foreseen to launch during the Unfolding phase of ANERIS.

6. Good practices

The ANERIS communication team, leveraging years of experience, has identified a set of best practices for conducting effective communication and dissemination activities. All project partners are advised to follow the following best practices:

Table 5. *Best practices and measures to achieve them.*

Good practice	How to achieve it?
All communication and dissemination activities should be well planned	Think about what is the message you want to send to the audience. Use plain language. Contact the C&D team for advice.
Consistency in language	Consider the audience you are targeting and avoid using highly technical language. Avoid using acronyms when mentioning something for the first time.
Support your data with metrics or facts to ensure credibility	For example, if you're conducting a workshop make sure to document the number of participants as well as rate their interest and contribution to the topics discussed on a scale from 1-5. You can consider asking the participants for immediate feedback based on the size of the event/activity.
Transparency	It is important to maintain openness and transparency regarding the progress of the project and any challenges faced throughout its duration. Consider sharing information about your own work in relation to the project.
Avoid communication overload	For instance, it is recommended that a single project partner is responsible for all ANERIS' social media communication and website content creation. This will ensure that information is disseminated consistently and prevent any double reporting.
Send clear messages about project related topics	Define the topics of interest for ANERIS clearly and only communicate and share news, events, and activities related to those themes. If there is a need to share information on a topic that is not directly related to ANERIS, ensure that the connection to the project is clearly defined.
Ensure inclusivity	Whenever there is a capacity-building activity and/or event that is being organised by the ANERIS partners, make sure there

7. Coordination

Communication and dissemination are vital components within ANERIS, the success of which is dependent on numerous cross-cutting activities. As WP6 is an overarching work package, its success highly relies on the activities carried out within the remaining five WPs in ANERIS. As a communication and dissemination leader, and in collaboration with the innovation management and exploitation responsible, Pensoft will be overseeing the seamless flow of information

between all partners and the coherent distribution of news, achievements and other ANERIS-derived results and outcomes to the project's target groups and the public in general. The communication and dissemination strategy will be strictly followed and shared with the consortium members as a reference point for all occurring communication activities. Moreover, the effectiveness of the PCD shall be monitored and evaluated in order to avoid discrepancies and to include improvements whenever needed. Despite this, it is the responsibility of every participant in ANERIS to take charge of communicating their individual tasks and topics to the project's target audience, utilising the expertise and areas of influence of their partners. Whenever questions arise, Pensoft will provide guidance by:

- Offering expert guidance on communication strategies, audience outreach, and stakeholder involvement;

- Providing customised communication materials of superior quality, such as promotional materials (brochure, poster, factsheet, etc.), videos, and online content, whenever needed;

- Enhancing the partners' communication efforts by utilising the project's and Pensoft's channels to reach a wider audience.

8. Conclusion

ANERIS places a strong emphasis on communication and dissemination of activities to promote awareness, enhance understanding, and encourage the uptake of its results. The project strives to facilitate the exchange of ideas that can have a positive impact on the adoption of the concept of Operational Marine Biology , which will allow the long-term routine measurements of ocean and coastal ecosystems and their quick interpretation and dissemination to all relevant stakeholders. The current D6.1 Plan for Communication and Dissemination of Results outlines the best practices and strategies for enhancing ANERIS' impact among key stakeholders in a timely and effective manner. By implementing these guidelines, ANERIS aims to ensure the widespread dissemination of its findings and the successful adoption of its recommendations.

References

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