sundanse

Sustainable Sediment solutions for
the Danube – Black Sea system

D5.1 SUNDANSE Dissemination and Communication – Version 1

27/09/2024

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20	PRO DANUBE MANAGEMENT GMBH	PDM	Austria

D5.1 SUNDANSE Communication and Dissemination
Version 1

Work package	WP5 - Dissemination, communication, exploitation, and FSTP Management
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Reviewers	Claudiu Dutu (AFDJ), Thorsten Hueffer (UNIVIE)
Abstract	Deliverable 5.1 presents the first version of the strategy for the communication and dissemination of the SUNDANSE project.
Keywords	Communication, Dissemination, Strategy

Document Revision History

Version	Date	Description of change	List of contributor(s)
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0.2.	08.11.2024.	Reviews	AFDJ, UNIVIE, UDJG
0.3	20.11.2024.	Reviewed version	F6S

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EXECUTIVE SUMMARY

SUNDANSE is a 48-month long initiative that brings together 20 innovation stakeholders and educational entities from 10 different European countries – Romania, France, Belgium, Israel, Serbia, Estonia, Ukraine, Austria, Bulgaria and Ireland, with a joint objective to develop an innovative sediment management framework for a sustainable Danube River-Black Sea system.

The communication, dissemination, and exploitation of SUNDANSE results are fundamental components in enabling the project's objective and creating a broader impact, even beyond the project's lifespan. To achieve this crucial goal, this document systematically describes and showcases the first version of the SUNDANSE plan for communication and dissemination activities, as well as the action plan for exploiting potential project results.

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ABBREVIATIONS

D5.1	Deliverable 5.1 - SUNDANSE Communication and Dissemination Version 1
CINEA	European Climate, Infrastructure and Environment Executive Agency
EU	European Union
PR	Press Release
QR	Quick Response (code)
KPIs	Key Performance Indicators
FAQ	Frequently Asked Questions
M	Month
GA	Grant Agreement
OA	Open Access
WP	Work Package

1   INTRODUCTION TO SUNDANSE

The Danube River has been incredibly important to people and wildlife for hundreds of years. However, human activities since the late 1800s have significantly changed how the river functions to better serve our needs. These changes include straightening its path, building dams for energy, extracting water, constructing nuclear power plants, farming along its banks, and making it easier for ships to navigate.

Unfortunately, these changes, combined with the effects of climate change, have disrupted the river's natural balance. This disruption has led to increased flood risks, changes in power generation, reduced navigability, and impacts on the diverse ecosystems along the Danube Basin.

SUNDANSE's mission is to develop a range of sustainable sediment solutions for the Danube River - Black Sea system. To do so, the SUNDANSE project will conduct a survey of the configuration and dynamics of the Danube River, with the central component being the research vessel REXDAN. This research vessel, owned by the project coordinator, UDJG, is the newest and most advanced research vessel in Europe, delivered in August 2023.

This will provide a complete picture of the main characteristics of the Danube River from Vienna to the Black Sea will be gained, which is an important step towards the creation of a Sediment Management Handbook. This specific Handbook is the main project objective, as it represents a guide with sustainable solutions that can be shared with other regions facing similar challenges. In this way, SUNDANSE acts as a mediator between the key stakeholders in European water and sediment management, with the aim of implementing a concrete action plan for a more sustainable future for the Danube River.

The deliverable D5.1, due in M6, named "SUNDANSE Communication and Exploitation - Version 1", aims to establish the basis of all the project's communication activities. It will provide project Partners with a clear understanding of the project's brand identity, delve into details about the project's target groups and key messages, and establish the most suitable tools and channels to promote project results and contribute to its dissemination and exploitation activities.

Therefore, the SUNDANSE public report D5.1 is structured as follows:

- Chapter 1 – INTRODUCTION TO SUNDANSE outlines the context of the SUNDANSE initiative, defines the problem, and introduces the reader to the project's mission and main objectives.

- Chapter 2 – COMMUNICATION PLAN outlines the main idea behind the communication strategy of the project, together with the branding strategy, which includes main communication and promotional materials.

- Chapter 3 – DISSEMINATION PLAN outlines dissemination objectives and proposed methods, together with target audiences and key messages for each specific group.

- Chapter 4 – TOOLS AND CHANNELS provides a detailed description of the main communication and dissemination tools and channels identified as best ones to promote project's activities and updates.

- Chapter 5 – MONITORING AND EVALUATION PLAN outlines the key communication and dissemination key performance indicators that will be monitored during the project's lifespan, together with the key Partner's responsibilities and impact evaluation.

- Chapter 5 – EXPLOITATION PLAN outlines the initial exploitation expectations, SUNDANSE potential key exploitable results, and the timeline for the evaluation process.

- Chapter 6 – FINAL REMARKS provides a systematic review of the content of this document.

1.1 Theoretical approach

As SUNDANSE is a project funded under Horizon Europe's Cluster 1, when crafting the Deliverable 5.1, we have taken into account the recommendations of the European Climate, Infrastructure and Environment Executive Agency (CINEA). Specifically, we followed the Communication Toolkit created by CINEA, which states that a Deliverable of this type should include, among others, a communication and dissemination plan, objectives, key messages, target audiences, communication channels and relevant indicators for monitoring and evaluation.

Moreover, with reference to the Making the Most of Your H2020 Project booklet, the Deliverable 5.1 SUNDANSE Communication and Dissemination Version 1 will focus on the recommendations presented in the Table 1, with the strategic goal to establish relevant communication and dissemination tools and channels, that will enable all Consortium Partners to target relevant audiences with appropriate communication and dissemination techniques and materials to promote SUNDANSE results, thus contributing to the exploitation plan and scalability of the project.

Therefore, to achieve the communication and dissemination objectives, while respecting the overall objective of SUNDANSE, we have been inspired by the recommendations made in the booklet Making the Most of Your H2020 Project booklet from the European IPR Helpdesk, as shown in the table below.

TABLE 1 : REFERENCE TO THE BOOKLET: MAKING THE MOST OF YOUR H2020 PROJECT

	COMMUNICATION	DISSEMINATION	EXPLOITATION
Definition	"Communication on projects is a strategically planned process that starts the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communication about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange." (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)	"The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium." (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)	"The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities." (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)
Objective	Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g., by addressing and providing possible solutions to fundamental societal challenges.	Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.	Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.
Focus	Inform about and promote the project and its results/success.	Describe and ensure results available for others to use - focus on results only!	Make concrete use of research results (not restricted to commercial use)
Target Audience	Multiple audiences beyond the project's own community including media and the broad public.	Audiences that may take an interest in the potential use of the results (e.g., scientific community, industrial partner, policymakers).	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.

2 BRANDING IDENTITY

Brand identity is a language that communicates the projects' philosophy and values, establishes the projects' voice, and creates an emotional and professional connection with key stakeholders. The brand identity establishes the basic tone of the project and becomes the springboard for the expression of the overall visual identity.

The SUNDANSE brand identity is intended to be professional, yet young and modern. We are aiming to convey innovation and dynamism while maintaining credibility and approachability. By striking the right balance, we are creating a SUNDANSE brand that resonates with stakeholders and stands out within the European innovation ecosystem and other similar initiatives.

Moreover, a strong branding identity optimizes on consistency and in that way, we establish recognition and trust, making a project more memorable. Each touchpoint, from website to social media to event participation, is an opportunity to reinforce the SUNDANSE identity and create a cohesive experience for stakeholders. As the project grows and develops, this strong foundation of professionalism will be invaluable, opening doors to new partnerships and opportunities.

2.1 Logotypes

The main idea behind the official SUNDANSE logotype follows the central component of the SUNDANSE implementation activities, the research vessel - REXDAN, which was also presented in the Grant Agreement.

FIGURE 1: UDJG RESEARCH VESSEL REXDAN, SCREENSHOT FROM GRANT AGREEMENT

In this context, the visual outline of a REXDAN vessel floating on the Danube River has become the main symbol in the SUNDANSE logo. Moreover, as part of the sediment analysis is carried out in the laboratories of the REXDAN vessel, orange dots below the vessels symbolically represent sediment measurements. The official logo also includes the project acronym and the project slogan on the text side: Sustainable Sediment solutions for the Danube - Black Sea system.
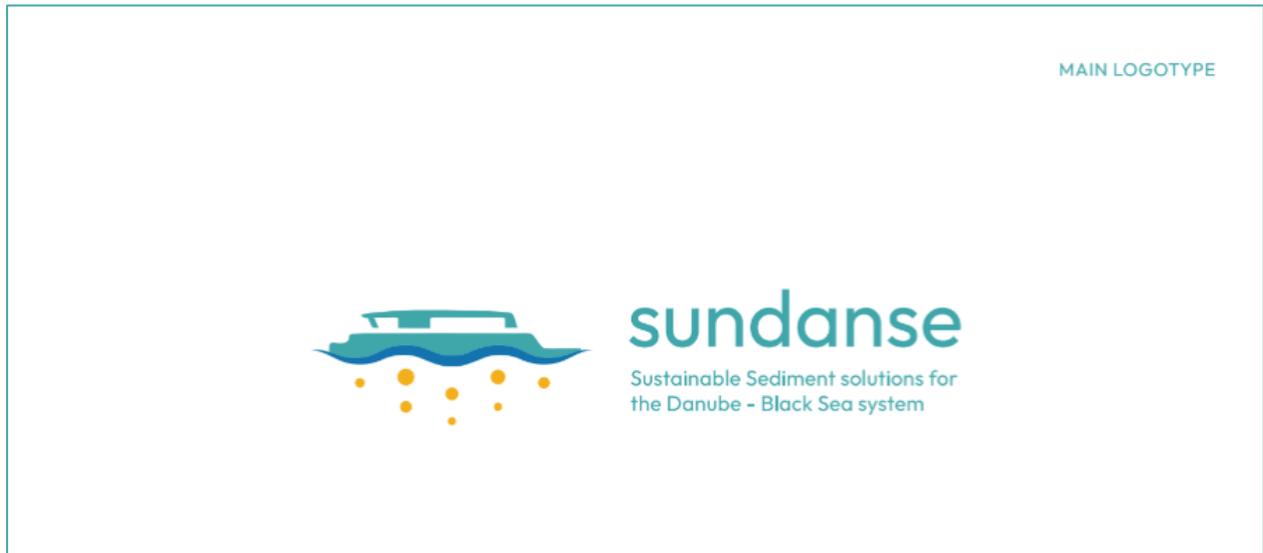
FIGURE 2: OFFICIAL LOGOTYPE

In the purpose of creating the complete visual identity for the SUNDANSE project, in addition to the official logotype, we have developed different versions of the logo: vertical logotype without the slogan, black and white logotypes, inverted logotype, and symbol logotype.

All versions were presented to Consortium Partners and shared in the main project's repository.
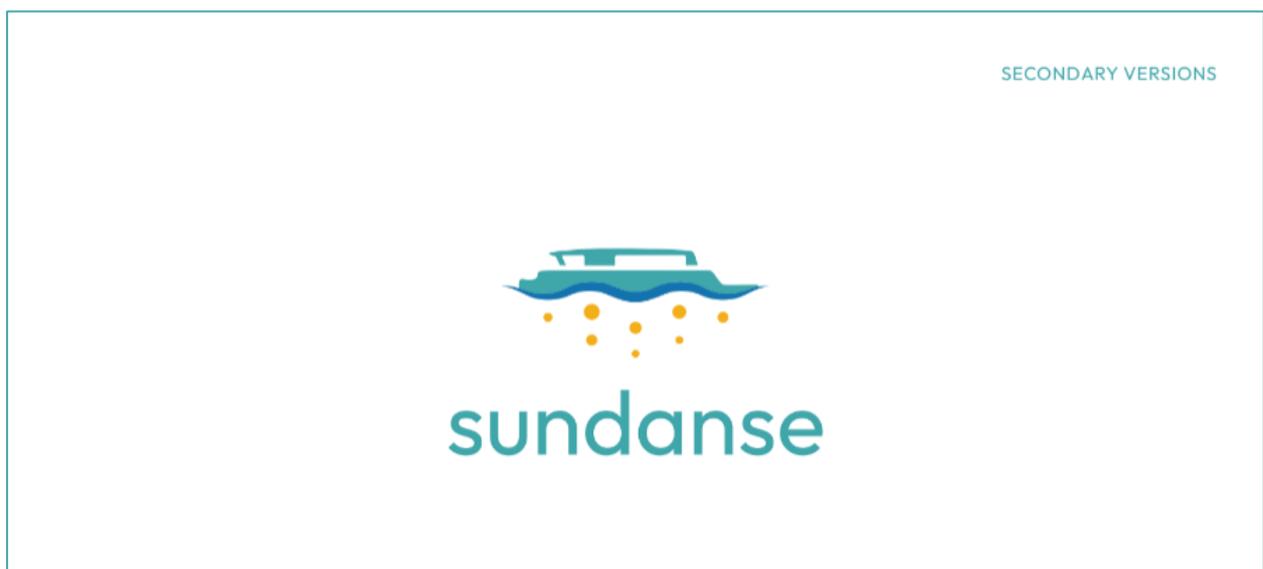
FIGURE 3: VERTICAL LOGOTYPE WITHOUT TAGLINE
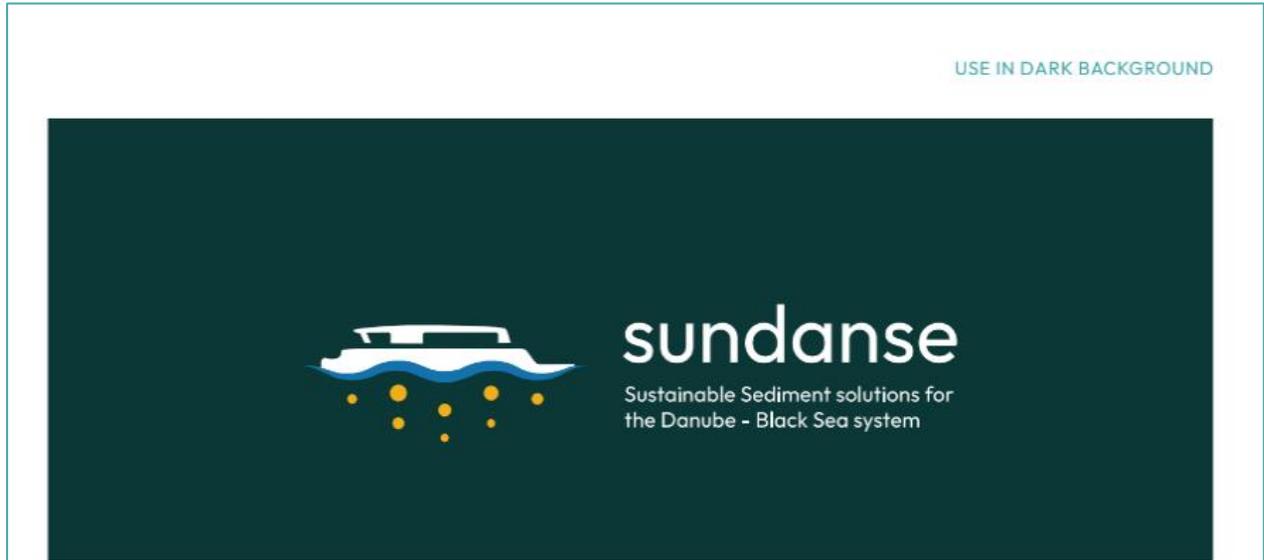
FIGURE 4: INVERTED LOGOTYPE WITH TAGLINE
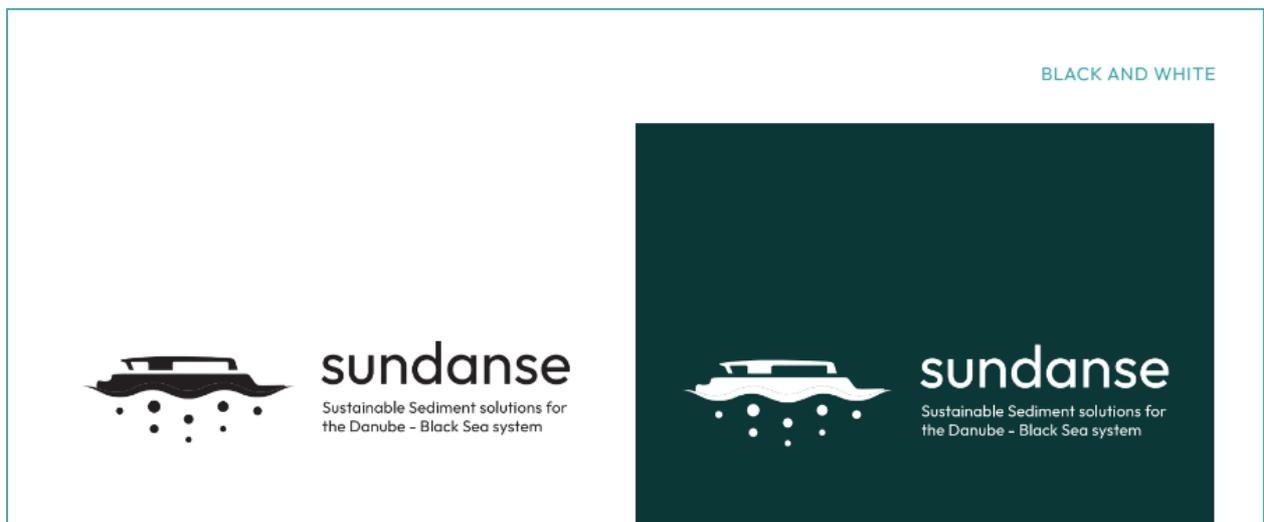
FIGURE 5: BLACK AND WHITE LOGOTYPES WITH TAGLINE
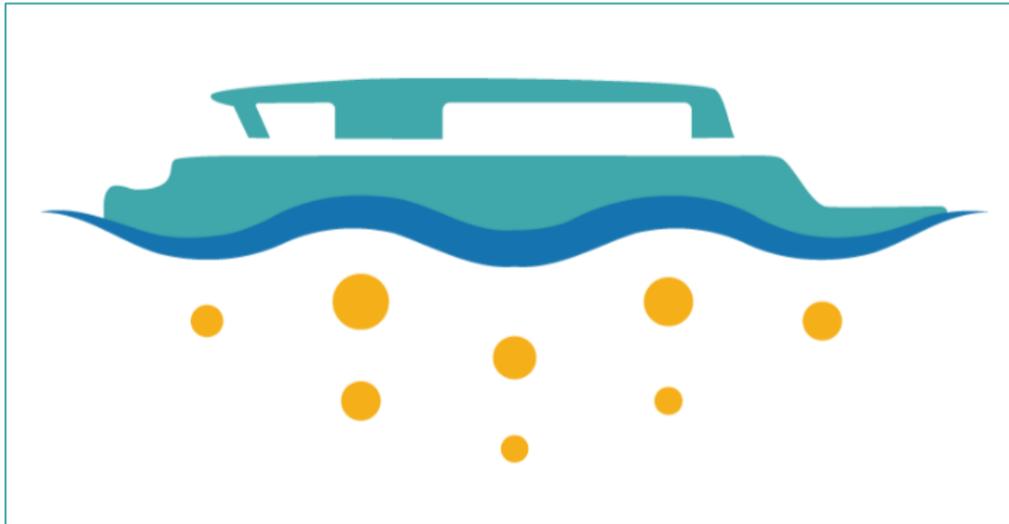
FIGURE 6: SYMBOL LOGOTYPE

2.2 Colour Palette

SUNDANSE visual identity has 4 primary brand colours, which are carefully selected with an aim to enhance projects' storyline and efficiently communicate with key stakeholders:

- GREEN (#45A7AA) represents sustainable innovation, nature.
- ORANGE (#F3AF1C) represents sedimentation.
- BLACK (#0B3837) represents professionalism, seriousness.
- BLUE (#1A73AE) represents the water, river.
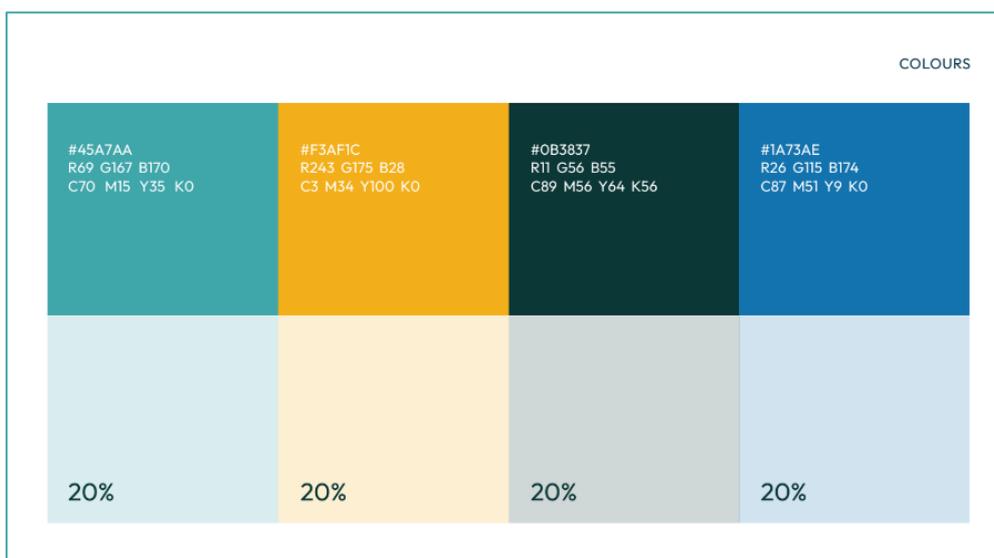
FIGURE 7: COLOUR PALETTE

This colour palette is a thoughtful blend of hues that evoke specific emotions and concepts:

- Nature-focused: The prominent use of green and blue immediately connects the viewer to elements of sustainability and nature – the earth and water. The use of these colours in specific soothing tones suggest growth, harmony, and tranquillity.

- Balanced contrast: The inclusion of orange and black adds a striking contrast to the palette. Orange can represent creativity and energy, while black grounds the palette with a sense of sophistication and gravity.

- Conceptual depth: The colours chosen go beyond aesthetics - they have conceptual significance. Green is associated with sustainable innovation, blue with water/river, orange with sedimentation, and black with professionalism. This depth makes the colour scheme more engaging and memorable.

Overall, this palette presents SUNDANSE as a project focused on eco-friendly solutions related to water or the environment. The natural colours create an approachable feel, while the black adds the necessary seriousness and professionalism.

2.3   Typography

The typography of the SUNDANSE project was selected to deliver the messaging in a clear and effective manner:

- Font Outfit is a geometric sans-serif typeface that is modern, clean, and highly versatile. It has a professional yet approachable feel, making it suitable for a wide range of branding applications.

- Font Ariel is a san-serif font which resembles modern handwriting, while being very practical for use across diverse operating systems.

Figure 8: TYPOGRAPHY

2.4 Brand Guidelines

Since M1, a detailed elaboration of the project's visual identity has been developed and made available in a document called the SUNDANSE Brand Guidelines. The document has been presented to all Consortium Partners and shared in the main project's repository. This document presents the main branding elements, such as different versions of logotypes, colour palette, typography, and best practice recommendations for effective communication of the SUNDANSE brand.
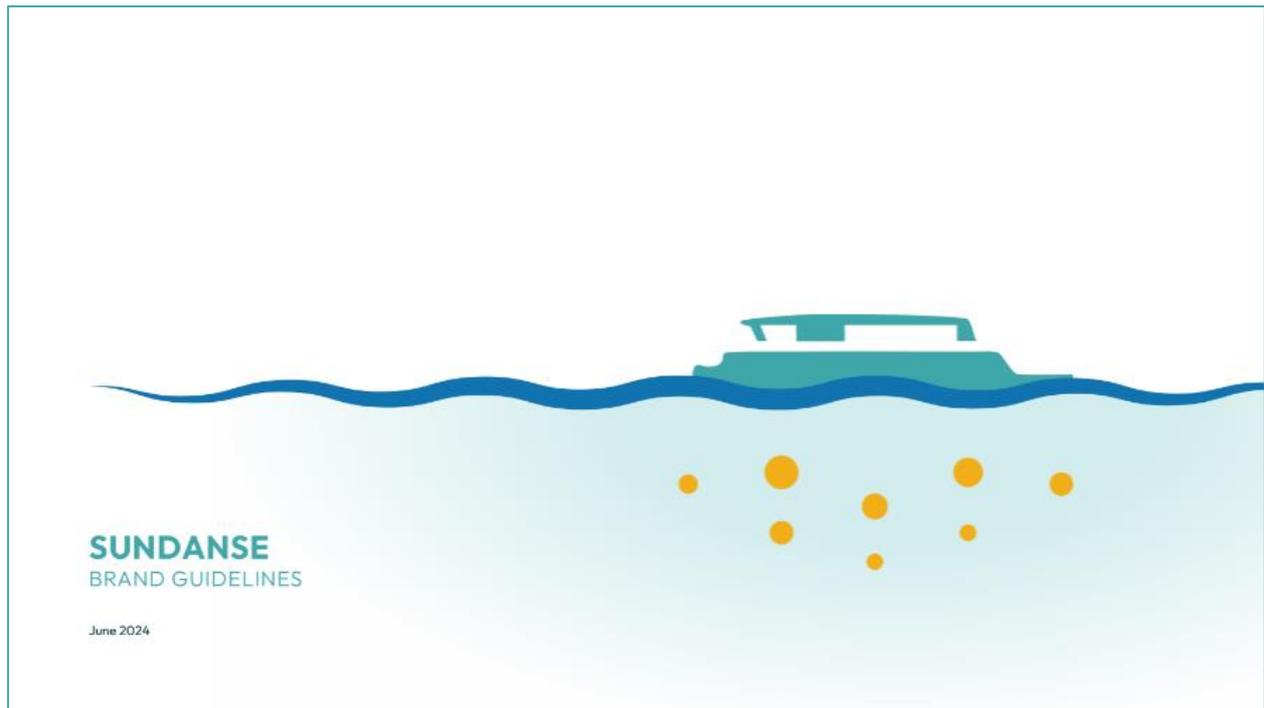
Figure 9: BRAND GUIDELINES
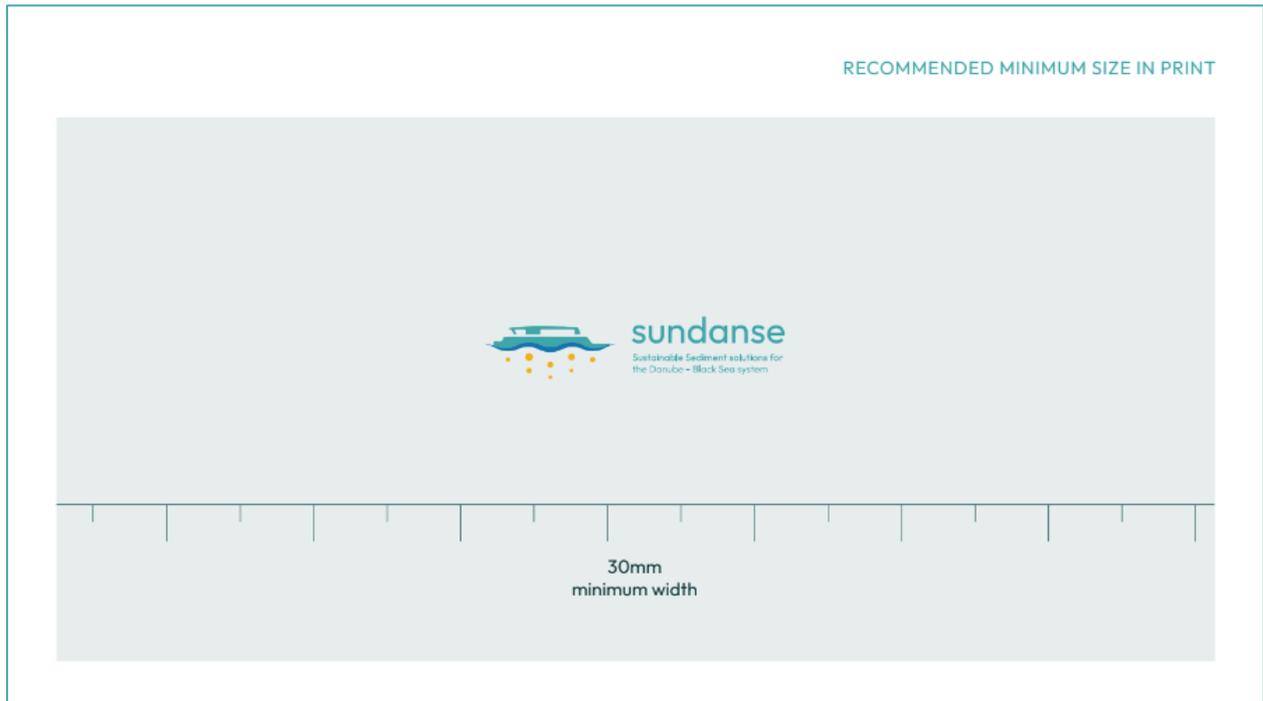
Figure 10: BRAND GUIDELINES – PRINT RECOMMENDATIONS
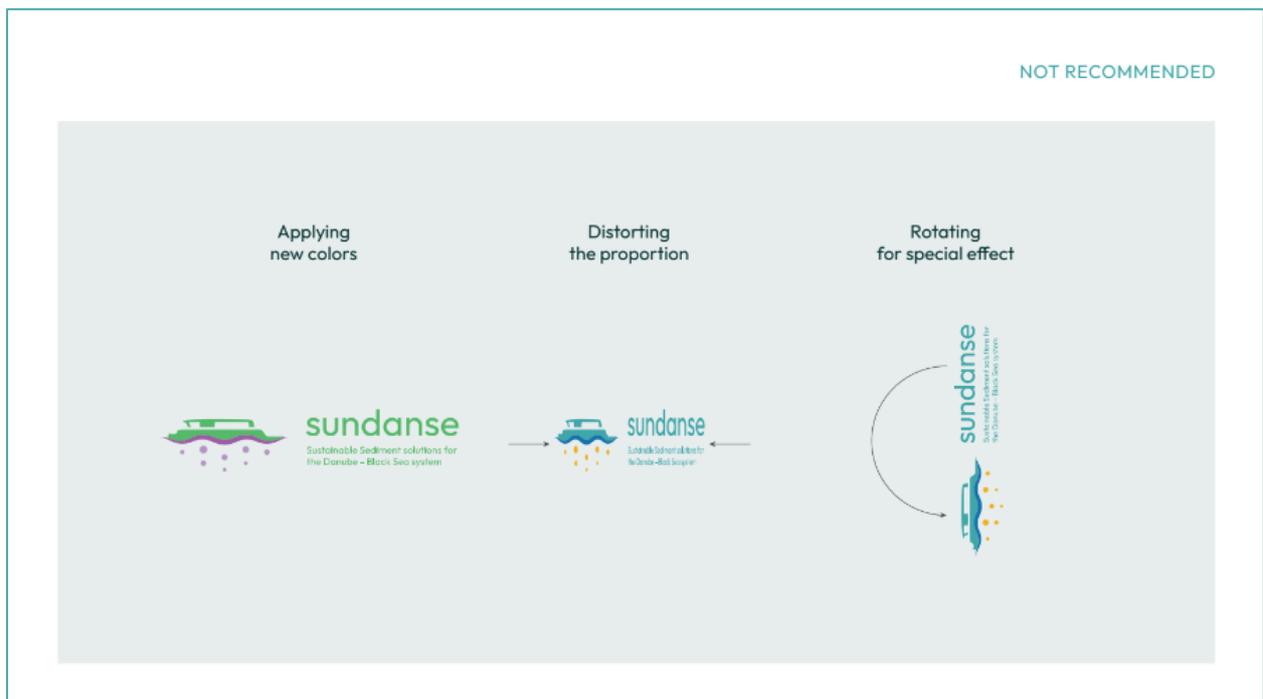
Figure 11: BRAND GUIDELINES – EXAMPLES OF AN INAPPROPRIATE LOGO USAGE

2.5   EU Disclaimer

According to the previously mentioned Communication Toolkit by CINEA, all beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communications to acknowledge the support received from EU programmes.

Therefore, all SUNDANSE communication materials and dissemination of SUNDANSE results should demonstrate the visibility of EU funding, by displaying the EU emblem and/or including the following text:
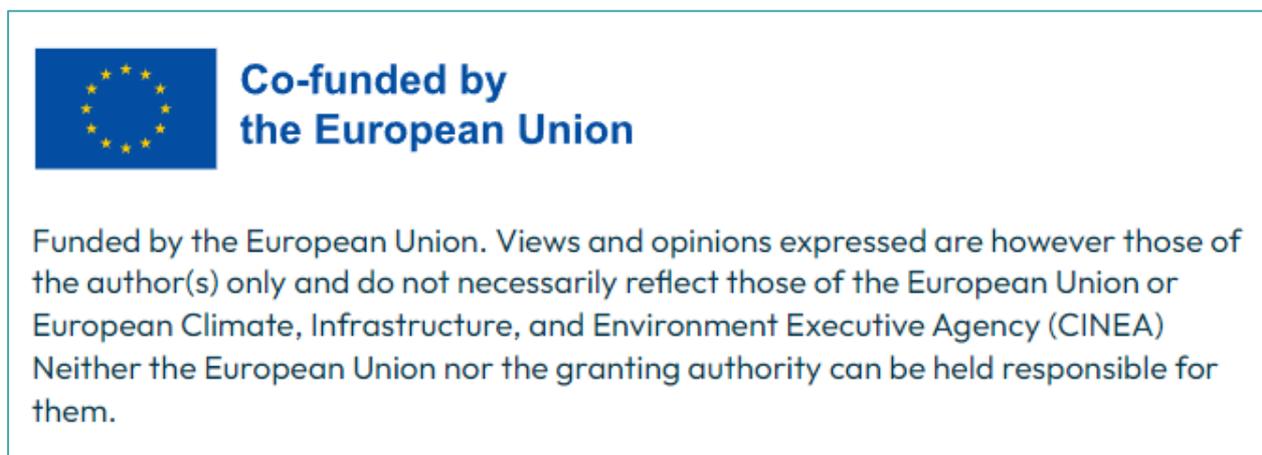
Figure 12: EU DISCLAIMER

3   COMMUNICATION AND DISSEMINATION PLAN

The SUNDANSE communication plan focuses on strategic, proactive outreach. Our goal is to forge meaningful links with key players in innovation ecosystems, mostly interested in sustainable sediment management. To achieve this, we will share experiences, lessons learned, and ultimately the key results of the SUNDANSE project.

To achieve this goal, we will leverage best practices from the specific field of marketing known as Inbound marketing. This approach will ensure that our communications reach stakeholders who will truly benefit from the project's outcomes and implement them in their own work. Inbound marketing puts the value of SUNDANSE mission, objectives and results in front of stakeholders at the very moment they're looking what we have to offer and encourages them to join the community. Unlike Outbound marketing, which often focuses on the quantity of outputs, Inbound marketing measures impact and prioritises the needs of our key stakeholders.

The strategy, as applied to SUNDANSE, involves careful planning, content creation, and distribution through the most relevant channels, following the implementation of the 3 main communication objectives:

- Building initial awareness: We will introduce the SUNDANSE concept, objectives, and expected results to the European innovation ecosystem.

- Refining target awareness: We will keep stakeholders informed about SUNDANSE opportunities, benefits, and share the first tangible and intangible results.

- Strategic implementation: We will maximise awareness of SUNDANSE's impact and showcase more advanced project results.

However, to successfully implement inbound marketing, a strong, identifiable SUNDANSE brand that organically resonates with stakeholders is crucial. For that reason, we have detailed the vision behind the SUNDANSE brand story in the chapter 2.

On the other side, the SUNDANSE dissemination approach focuses on a unique strategy to share project results with target audiences. The primary focus of dissemination will be on the main project outcomes, milestones, and activities carried out during the project period. The SUNDANSE Consortium Partners are well-connected to prominent regional, national, and European networks, which will enhance the dissemination of the project and the reach of the SUNDANSE story.

From the very beginning, SUNDANSE will engage with as many audiences as possible, using different channels to ensure the effectiveness of its communication strategy. Following this reasoning, some results will be shared with specific groups (e.g. researchers) while others will be targeting the general public, as well.

The overarching objectives of the dissemination strategy are to:

- Facilitate effective sharing of results by all Consortium Partners with external communities to promote knowledge transfer and exchange of experiences for continuous learning.

- Inform policymakers and regional authorities about the potential of SUNDANSE by demonstrating the real benefits of adopting project activities to improve the status of the Danube River - Black Sea system.

- Demonstrate impact through inspiring news.

- Create synergies with similar initiatives and key stakeholders, enabling broader cooperation with external partners and strengthening networking efforts.

However, to develop an effective and proactive dissemination plan for the SUNDANSE project, we must first identify our target audience. For this reason, the next section of the deliverable explores the rationale behind the analysis of SUNDANSE's key stakeholders.

3.1 Target Audience

Understanding the mission and objectives of the SUNDANSE project led to the identification of the following five target groups, with specific rationale and potential link (impact or benefit) to future SUNDANSE activities:

- Industrial ecosystem (water or energy management)

  - Companies, especially decision makers involved in water management and energy production have an interest in the health of the Danube River. Changes in the river's dynamics can impact their operations, and they have the capacity to implement changes based on the research findings. The SUNDANSE project will provide crucial data to help optimise water management and energy production strategies in a way that balances business needs with environmental sustainability.

  - Industry collaboration can provide valuable insights from an operational perspective, enhancing the practical applicability of the SUNDANSE research. On the other hand, by supporting this research, companies demonstrate their commitment to responsible, forward-thinking practices that ensure the long-term health of the Danube River. It is a potential win-win situation.

- Scientific community (researchers, innovators)

  - Researchers and innovators who are particularly interested in the specific topic of SUNDANSE are essential for the development of new solutions based on the results of SUNDANSE findings. Their expertise could potentially drive the success of the project.

- The project's findings could lead to breakthroughs in our understanding of river dynamics and the impact of human activities and climate change. Collaboration with researchers could foster innovation and knowledge exchange that would benefit the entire social ecosystem.

- Environmental organisations

  - Environmental groups focus on conservation and sustainability, in line with the project's objectives. They can mobilise support and help to disseminate findings to a wider audience.

  - SUNDANSE aims to restore the natural balance of the Danube River, supporting biodiversity and ecosystem health. Environmental organisations could play a key role in raising awareness and promoting actions that support the long-term sustainability of the river.

- Policy makers (regulatory institutions)

  - Regional authorities, especially those located in one of the project use cases countries (Serbia, Romania, Bulgaria), can directly influence how the Danube River is managed and regulated.

  - SUNDANSE will provide critical data and recommendations to inform evidence-based policies for the Danube River. By supporting this research, policy-makers can ensure that they have the best available science to make informed decisions about the future of the Danube River and enable them to meet their environmental and climate goals.

- General public (local communities)

  - Local communities depend on the Danube River for their livelihoods, recreation, and well-being. Involving the public builds support and encourages individual actions that benefit the river.

  - SUNDANSE aims to ensure that the Danube River remains a vibrant, sustainable resource for future generations. By learning about the project and its goals, the public can make informed choices and take action to support the health of the river.

To start raising awareness of the SUNDANSE project, the F6S team has created an internal Stakeholder Database, which will be shared in the project repository, and has asked the Consortium Partners to populate it on a regular basis, while complying with all the necessary GDPR regulations. The Stakeholder Database will be a collaborative and dynamic tool to maximise the outreach to the identified target audiences throughout the life of the project.

3.2   Key Messages

Different groups have different needs and interests, and it is important to understand how we communicate. By understanding SUNDANSE's target audiences, we can develop project updates in a way that truly speaks to our key stakeholders, increasing the likelihood of meaningful engagement.

With tailored messages delivered through specific channels to each group, we can ensure that our updates resonate and inspire the action needed to support the long-term sustainability of the Danube River:

- Industrial ecosystem (water or energy management)

  - Do you want to be at the forefront of water management and energy production? The SUNDANSE project is your chance to access cutting-edge research that will shape the future of sustainable practices along the Danube River. Join us in building a resilient, environmentally friendly future!

- Scientific community (researchers, innovators)

  - Calling all river researchers and innovators! Be part of a groundbreaking study that will transform our understanding of the Danube River. With a state-of-the-art research vessel and a team of experts, SUNDANSE is the project to be involved in. Let's advance knowledge together!

- Environmental organisations

- The Danube River needs our help! Human activities and climate change are disrupting its natural balance. Join the SUNDANSE project in our mission to restore the Danube's health and support its incredible biodiversity. Together, we can make a difference!

- Policy makers (regulators)

  - Evidence-based policy start with sound science. The SUNDANSE project will provide the critical data you need to make informed decisions about the future of the Danube River. Support our research and become a leader in sustainable river management. The Danube is counting on us!

- General public (local communities)

  - Do you love the Danube River? So do we! The SUNDANSE project is dedicated to ensuring that the Danube remains a vibrant, healthy resource for generations to come. Find out how you can support our mission and keep the Danube thriving!

3.3 Tools and Channels supporting Communication and Dissemination plan

The objective of the communication and dissemination plan outlined above is to conceptualise SUNDANSE's values and provide a consistent visual narrative through various on-site and/or digital communication and dissemination tools.

In line with this objective and striving to implement a robust communication and dissemination strategy, we have identified a number of communication and dissemination tools and channels aimed at raising awareness and interest among SUNDANSE's key stakeholders.

3.3.1 Project templates

The SUNDANSE project templates have been developed since M1 and will be updated during the life of the projects, taking into account suggestions from the Consortium Partners. The set of official SUNDANSE project templates includes General Word Template, Deliverable Word Template and PowerPoint Template.

All templates visually presented in the following sections are shared with all Consortium Partners in the common repository and will be constantly updated if needed to reflect the growth of the project.
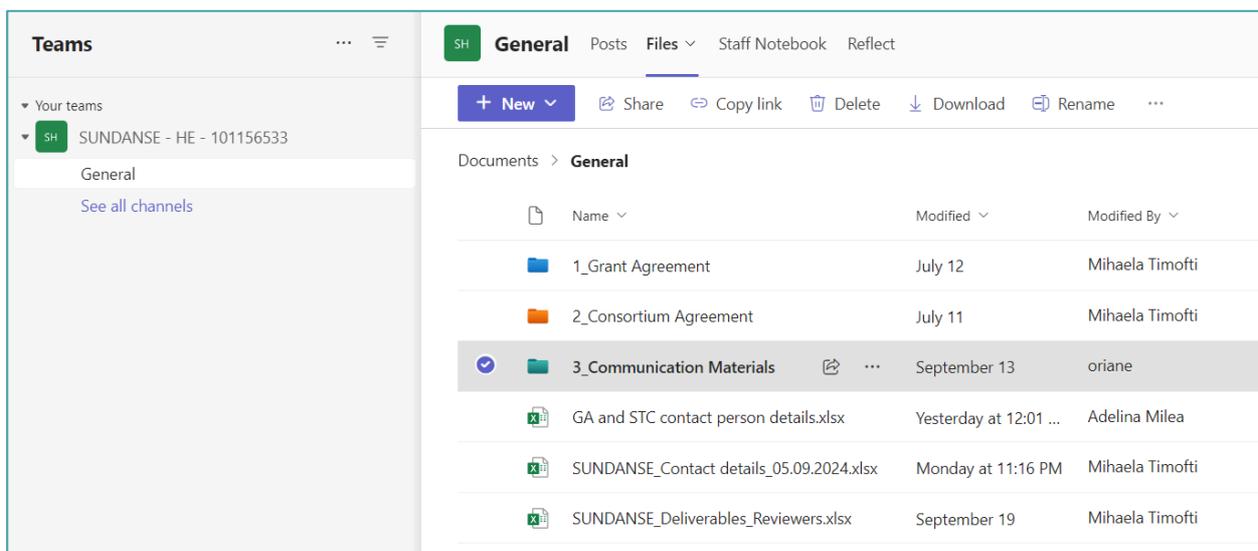
Figure 13: COMMUNICATION MATERIALS AVAILABLE IN THE SUNDANSE REPOSITORY

3.3.1.1 General Word template

The first project template created in M1 was the General Word template, developed in the Microsoft Word template, for both online and offline purposes. This template serves as the official document for internal project implementation and management purposes, such as the production of the meeting minutes or attendance lists. The document follows the official branding guidelines of the project and is available in two versions of page orientation - vertical and horizontal.
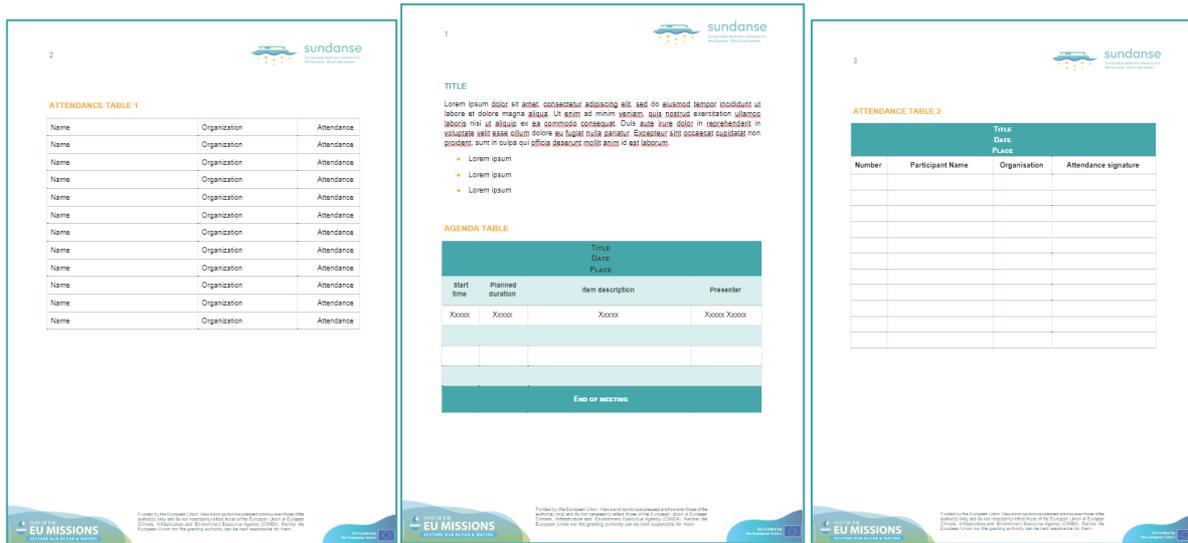
Figure 14: GENERAL WORD TEMPLATE – VERTICAL ORIENTATION

Figure 15: GENERAL WORD TEMPLATE – HORIZONTAL ORIENTATION

3.3.1.2 Deliverable Word template

A Deliverable template was created at the start of the project in both Microsoft Word and Google Docs, following the project's visual identity and branding guidelines.

With this in mind, the cover page of the template prominently displays the project branding, along with the name and date of the deliverable. The next two pages contain key information about all the Consortium Partners, as well as key information about the project itself and the revision history. The third page contains a disclaimer stating that the European Commission is not responsible for how the information is used, and a copyright notice protecting the originality of the content of the SUNDANSE project. The deliverable summary on the fourth page provides clear overview of the contents. The fifth page contains the Table of Contents, while pages six, seven and eight contain the list of abbreviations, figures and tables used in D5.1. References and appendices are listed on the last pages.
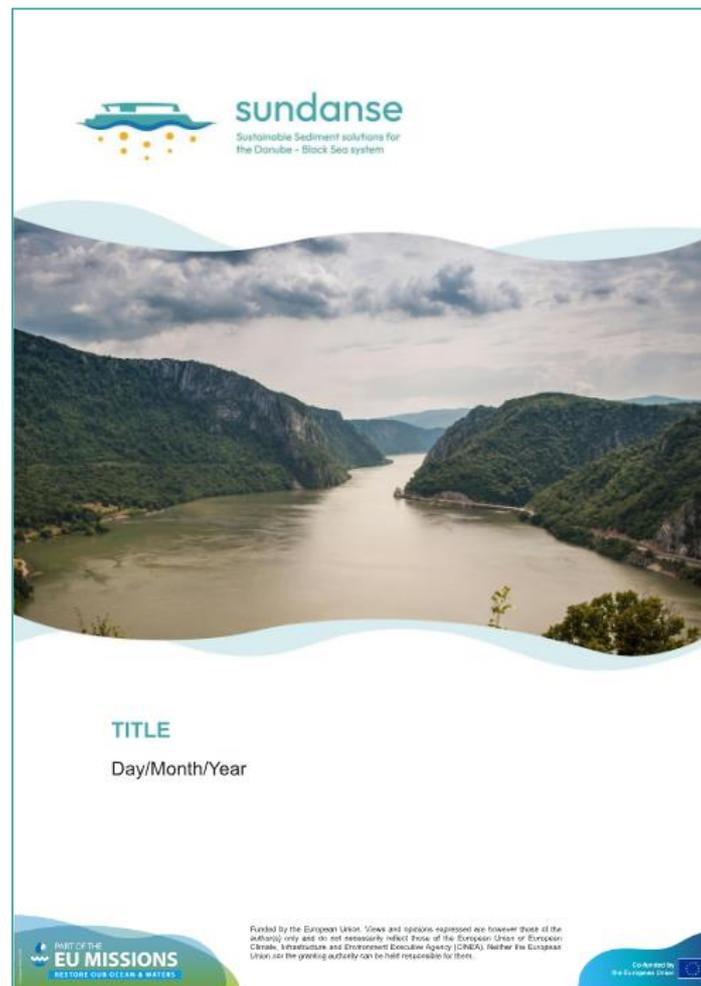
Figure 16: DELIVERABLE WORD TEMPLATE – COVER PAGE

3.3.1.3 PowerPoint template

The use of a SUNDANSE PowerPoint template ensures that all internal presentations, as well as presentations aimed for external audiences created by any of the Consortium Partners, consistently reflect the project's image in updates, workshops, and public outreach.

Figure 17: POWERPOINT TEMPLATE – ALL PAGES

3.3.2 Promotional materials

SUNDANSE promotional materials and templates have been developed to promote the project externally, mainly to the identified key stakeholders. The aim of these materials and templates is to build a SUNDANSE brand, raise awareness and effectively promote the project activities, while following the official visual identity guidelines. All materials are available in the digital format, while some of the materials are also

available for printing purposes. However, as SUNDANSE respects sustainability aspects, these materials will only be printed when needed. The set of SUNDANSE promotional materials includes social media templates, virtual background templates, pitch deck template, PR template, QR code image, A5 flyer, A0 and scientific poster, roll-up and sticker.

Promotional materials are welcome to be used by all Consortium Partners and are available in the shared project repository, in the Communication Materials folder, along with the previously presented templates. As the project develops, the communication team will update the currently available templates and add new ones, taking into account the needs and requirements of the Consortium.

Note: As the SUNDANSE project is part of the EU Mission "Restore our Ocean & Waters", it also respects the official branding guidelines of this initiative.

3.3.2.1 Social Media templates

The communications team has developed a range of visual templates to support the various activities of the project. These include templates that can be used for webinar dissemination, open calls, speaker promotion, or event participation. Our goal is to keep our audiences engaged and informed of the project's progress and objectives. As the project grows and develops, we will continue to expand and update our social media templates.
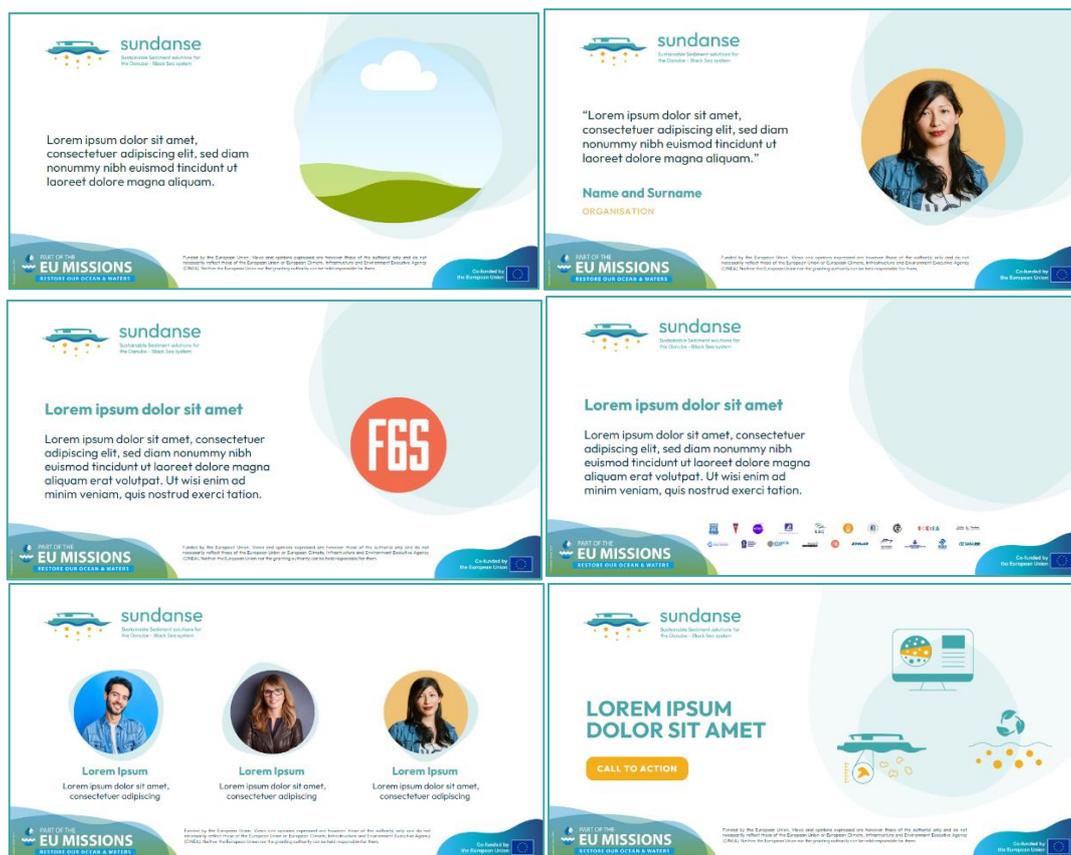
Figure 18: SOCIAL MEDIA TEMPLATES

3.3.2.2 Virtual Background templates

We have developed two versions of virtual backgrounds that showcase the SUNDANSE project's brand identity. This enhances the visibility and professionalism of the project during online presentations and meetings. By consistently incorporating our branding into the virtual backdrop, we strengthen the recognition and image of our project. The branded background strongly anchors our identity and, makes our project easily identifiable and memorable in the virtual space.

Figure 19: VIRTUAL BACKGROUND TEMPLATES

3.3.2.3 Pitch Deck template

The first version of the Pitch Deck template, a generic editable PowerPoint presentation of the project, has been created with a goal of providing a consistent overview of the project timeline, project goals and expected outcomes. The presentation is available in both project typographies, Outfit and Ariel, and it can be downloaded from the shared project repository and edited by each Consortium Partner to suit their specific needs.
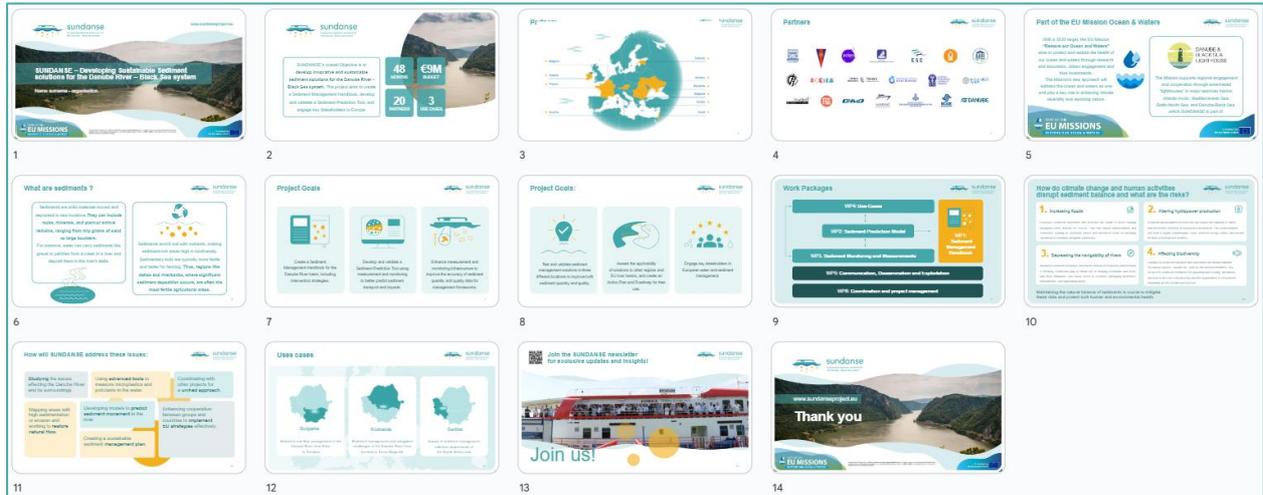
Figure 20: PITCH DECK TEMPLATE – FIRST VERSION

The first version is created for the general public, while the communication team plans to create at least two more versions, focused on other SUNDANSE key stakeholders, such as environmental organisations and policymakers.

3.3.2.4 Press Release template

A PR template has been developed to ensure consistency in sharing impactful news about the SUNDANSE project, whether for major announcements or updates, this template will maintain a cohesive image across all media outlets, both internally and externally.

Figure 21: PR TEMPLATE

3.3.2.5 QR code visual

A specific QR code image leading directly to the www.sundanseproject.eu has been developed to enable all Consortium Partners to effectively promote the main communication and dissemination channel of the project - the SUNDANSE website.

Figure 22: QR CODE VISUAL

The QR code visual is shared in the project repository. As this visual is in .png format with transparent background, it can be easily placed in any document or PowerPoint presentation created by the Consortium Partners. It can also be downloaded and used directly on Consortium Partner's mobile devices, if required, making future project outreach more convenient for all partners when attending networking events.

3.3.2.6 A5 flyer

We have produced an A5 size flyer that can also be used for digital dissemination, for example, as an email attachment. However, the main purpose of the flyer is to be printed and easily carried by all Consortium Partners to various networking events. The flyer is two pages long and explains the essence of the SUNDANSE project with a call to action to visit the SUNDANSE website and social media channels. It is recommended to be printed as a one-page document with front and back printing. Like all communication materials the flyer is available in the shared project repository.

Figure 23: A5 FLYER

3.3.2.7 Scientific poster

The scientific poster has been developed in M4 as an editable PowerPoint template available to all Consortium Partners via the project repository. Following the official SUNDANSE brand, the template allows partners with scientific expertise to easily adapt the content.

The purpose of the poster is to clearly and concisely communicate the project's research objectives, methods, and key findings to an academic audience. By presenting the poster at scientific conferences and similar events, we can share our work, stimulate discussion, and establish the project's presence within the relevant scientific community.
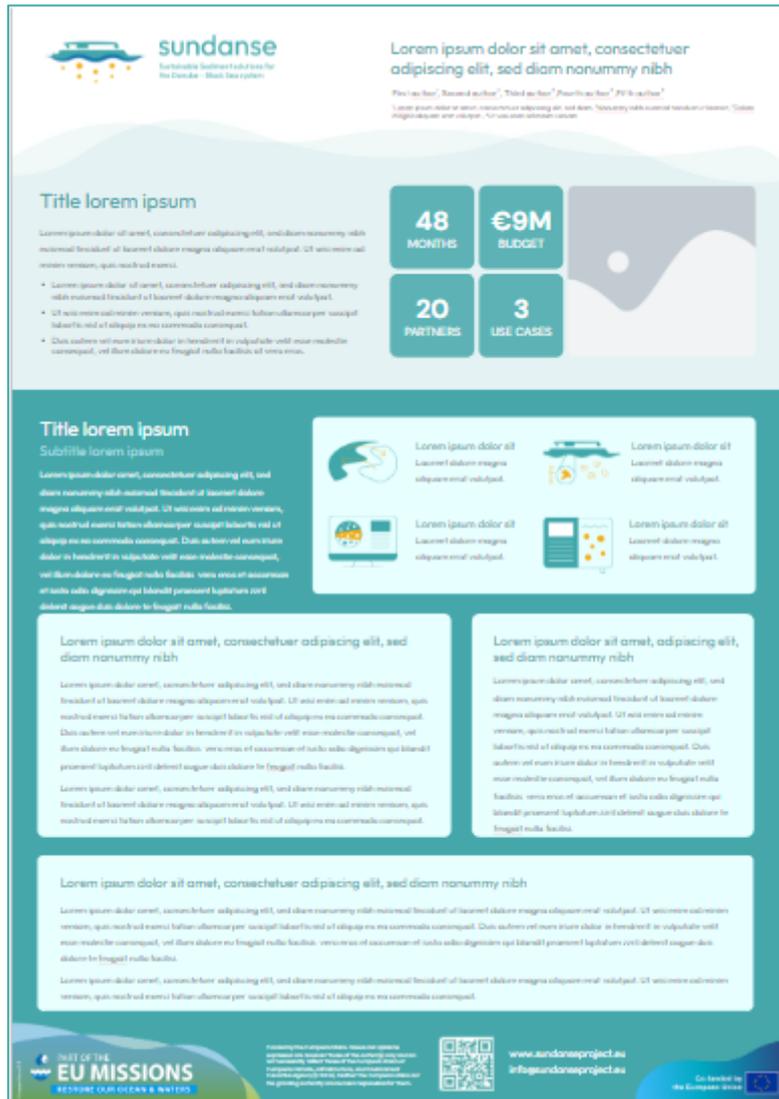
Figure 24: SCIENTIFIC POSTER

3.3.2.8 A0 poster

Similar to previous designs, an A0-size poster has been created to visually capture the essence of the SUNDANSE project. The larger format allows for striking graphics and clear, concise text. This poster is also available to all Consortium Partners.

The purpose of the A0 poster is to attract attention and effectively communicate the project's objectives, key outcomes, and impact to a wider audience at conferences, public events, and exhibition areas. By prominently displaying the project's visual identity, the A0 poster is a powerful tool for raising awareness and generating interest.

Figure 25: A0 POSTER

3.3.2.9 Roll-up

A roll-up banner has also been created to promote the SUNDANSE project in a compact, portable format. Easy to set up and take down, the roll-up banner is ideal for conferences, workshops, and other events where a professional, eye-catching display is required. The banner clearly displays the project's logo, name,

and tagline, along with a brief, compelling summary of the project's purpose and goals. The roll-up banner also includes the QR code visual linking to the SUNDANSE website.

This banner is available to all Consortium Partners in the project repository and is intended to serve as a constant visual reminder of the project's presence, helping to establish its brand and attract participants for further discussion and information.

Figure 26: ROLL-UP

3.3.2.10 Sticker

We have designed a sticker with the project's visual identity and a QR code linking to the project's website. These stickers are a fun and engaging way to promote the project and encourage people to find out more. By displaying them in relevant locations, we can increase reach and drive traffic to the website.
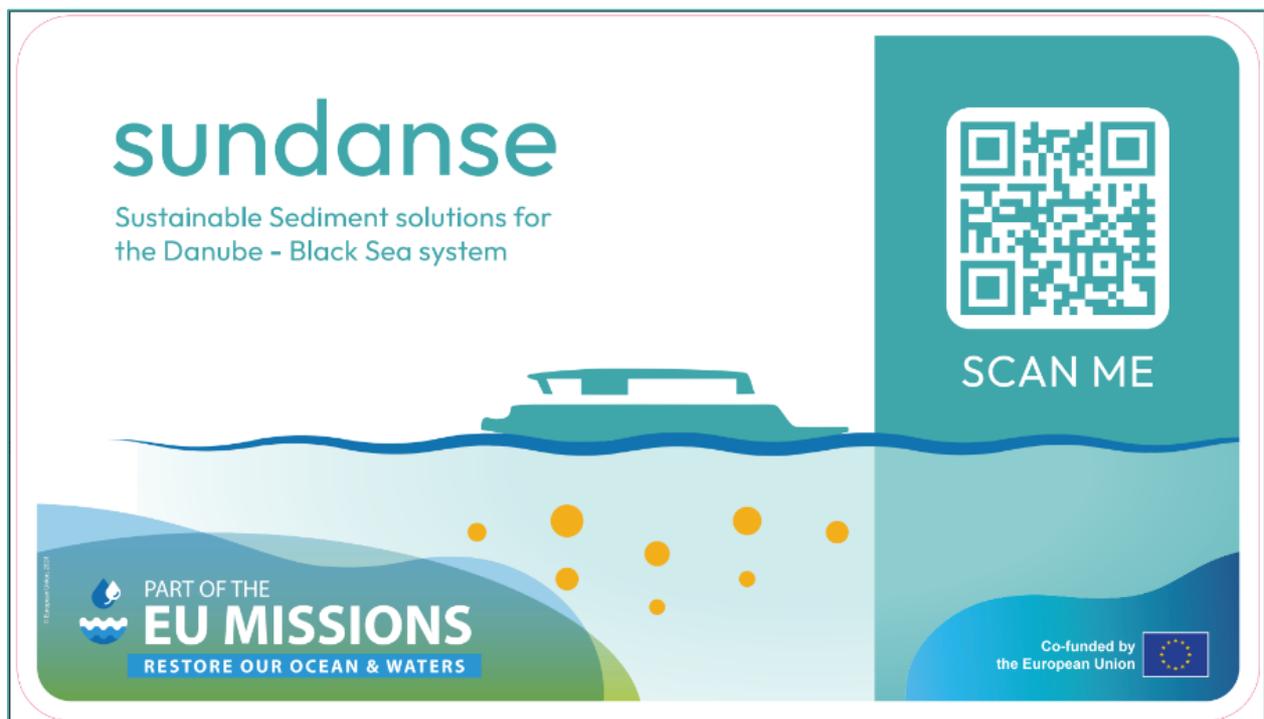
Figure 27: STICKER

3.3.3   Open Call communication kit

A customised Open Call Communication Kit will be created for the first Open Call launch. This kit will include social media images and captions, email templates, print materials, and key dates to streamline the promotion of the Open Call. The comprehensive kit will be shared in the project repository with all Consortium Partners prior to the launch, enabling them to effectively disseminate information about the SUNDANSE project and the Open Call.

3.3.4   Helpdesk email

SUNDANSE will facilitate a corporate contact point for all stakeholders to manage general enquiries, collaboration requests, bug tracking, feature requests and open call related issues. In the near future, we will establish a specific contact point for the Open Call launch, as well as a FAQ section on the website for common problem-solving.

The official SUNDANSE Helpdesk contact point is info@sundanseproject.eu which is currently available via email, social media and Contact page on the website.

3.3.5 Website

The SUNDANSE website (www.sundanseproject.eu) was developed in M4, following the official branding guidelines of the project. The website is designed to be a simple, clear, professional and effective tool for communicating key project information to the main target audience. The website consists of the following pages and sections:

- **Home page** presents a basic overview of the project with main objectives, specific section dedicated to the EU's "Restore our Ocean and Waters by 2030" Mission and the Danube & Black Sea Lighthouse, followed by the key insight section, call to action towards the SUNDANSE newsletter and EU funding acknowledgment in the footer.

- **About page** includes three different subpages and elaborates on the main project information as well as on the Consortium Partners and the Mission:
  - About - The Project
  - About - The Partners
  - About - Mission Ocean and Waters

- **Uses cases page** introduces the audience with the main information about the three different SUNDANSE implementation sites: Romania, Bulgaria and Serbia.

- **Resources page** in this stage of the project contains information about the official SUNDANSE branding. Within this page, the target audience will have a chance to download SUNDANSE promotional materials, as well as logotypes and brand guidelines.

- **Insight page** is imagined including all relevant project updates, such as event participation, press release articles, non-scientific publications, interviews, information about open call opportunities and similar.

- **Newsletter page** has a dual role. On the one hand, it serves as a tool for collecting newsletter subscriptions, and on the other hand, it serves as an archive of all newsletters that will be produced during the project lifespan.

- **Contact page** represents the possibility for all interested parties to contact us and leave any comment they feel is relevant.

Additional website details:

- Although there is a dedicated Newsletter page, each website page includes a call to subscribe to the SUNDANSE newsletter.

- In both Menu and Footer sections, clickable social media icons are displayed.

- Website has installed accessibility features.

- The content of the website will be displayed using the different tools and channels of the project.

- The SUNDANSE website statistics will be regularly monitored by the communication team.

- Due to the agility of the project, the above sections may be subject to changes or additions.

3.3.6 Social Media

The SUNDANSE social media communication has a professional, yet friendly tone of voice to stimulate interest and engagement among key stakeholders. With the aim of raising awareness of the project's mission, visibility of the community-building activities and generating traffic to other communication channels, such as the website, SUNDANSE has been present on the following social networks since M2:

- LinkedIn (@sundanse) with 124 followers at this date.
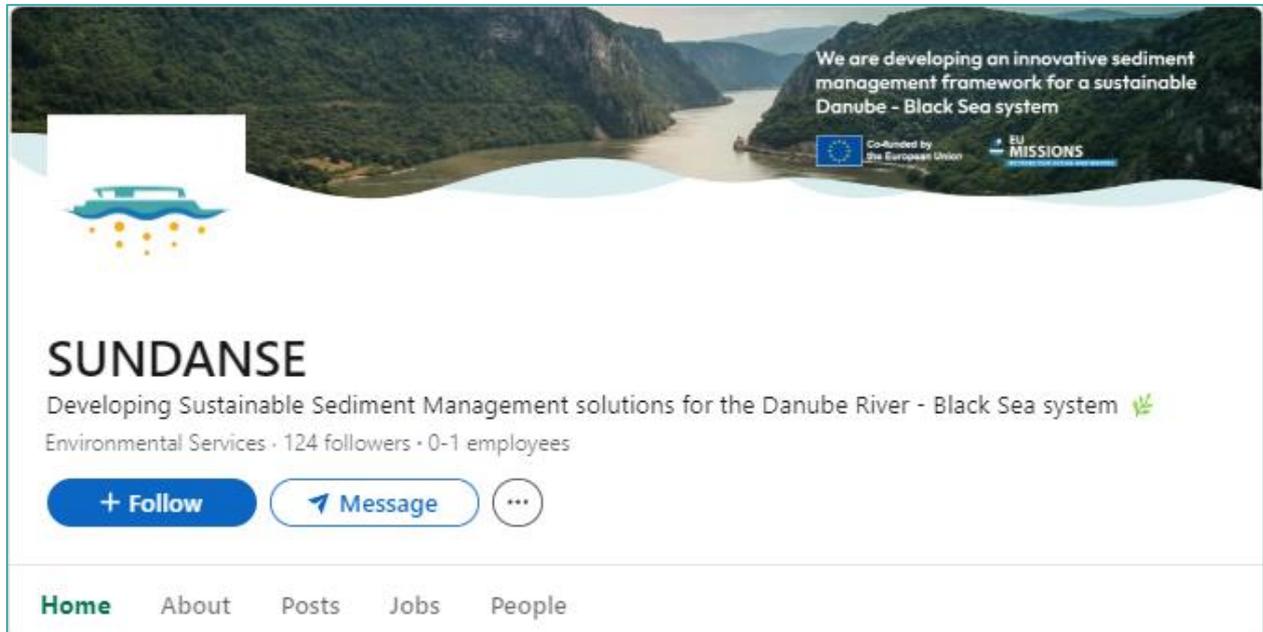
Figure 28: LINKEDIN PAGE

- Facebook (@sundanseproject) with 5 followers at this date.
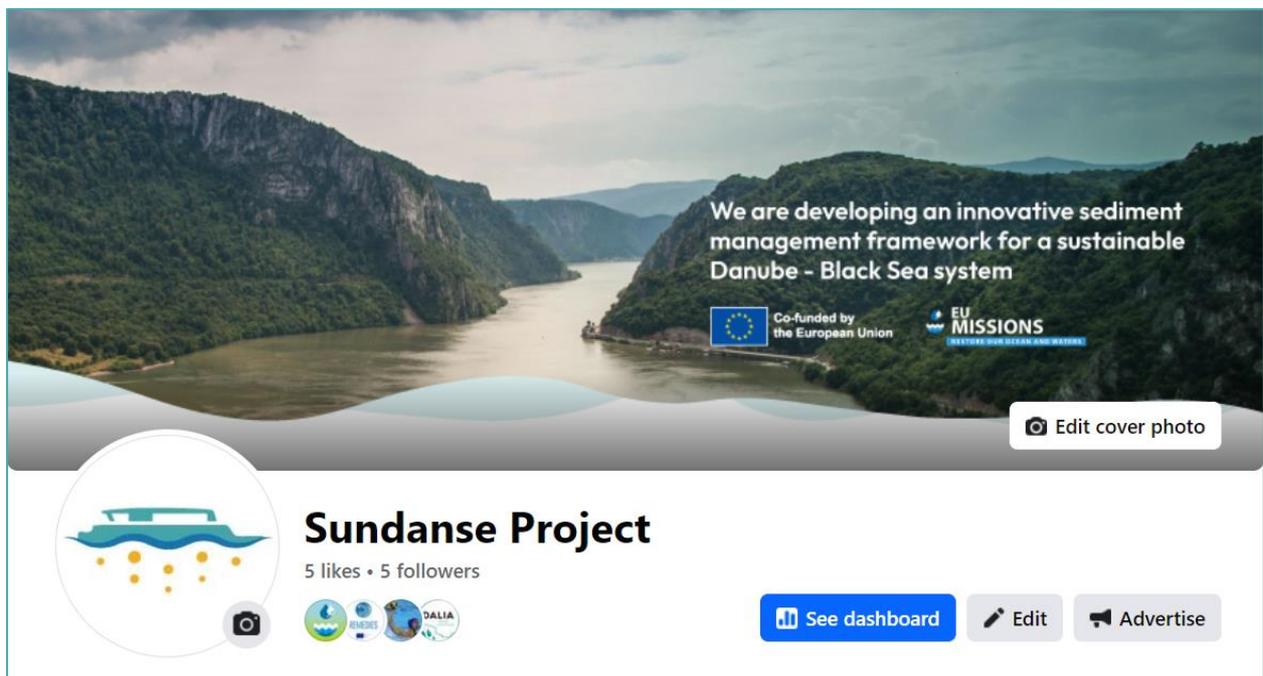
Figure 29: FACEBOOK PAGE

This shows that on 27th of September 2024, the total number of SUNDANSE social media total followers is 129. To increase this number over the project's lifetime, we are strongly encouraging all Consortium members to participate in sharing, commenting and responding to the SUNDANSE social media content.

3.3.6.1 Content strategy

SUNDANSE's content strategy is user-centric and focuses on several different types of content – post, repost, gif, carousel and video. Each of these types can have one or more specific objectives:

- Inform: Publications aimed at providing up-to-date information about the project.

- Educate: Focus on sharing helpful and educational information related to the project.

- Engage: Asking relevant questions and seeking answers.

- Activate: Sharing content with a clear call to action.

In M1, we developed a monthly content calendar to identify key dates and authentic opportunities to share diverse content following various social media campaigns, which is updated based on the results of social media analytics.

September, 2024								
Post #	Type	Goal	Date	Campaign	Caption	LinkedIn	Facebook	Note
1	Post	Inform	3	Introduction - Helpdesk email				
2	Post	Action	5	Introduction - Newsletter subscription				
3	Post	Inform	11	PR				
4	Post	Engage	13	Mission				
5	Post	Engage	16	Objectives				
6	Post	Engage	18	Objectives				
7	Post	Engage	20	Objectives				
8	Post	Engage	23	Objectives				
9	Post	Engage	25	Objectives				
10	Post	Engage	27	Objectives				

October, 2024								
Post #	Type	Goal	Date	Campaign	Caption	LinkedIn	Facebook	Note
1	Post	Inform	1	Meet the Team				
2	Post	Inform	2	Meet the Team				
3	Post	Inform	3	Meet the Team				
4	Post	Inform	4	Meet the Team				
5	Post	Inform	7	Meet the Team				
6	Post	Inform	8	Meet the Team				
7	Post	Inform	9	Meet the Team				
8	Post	Inform	10	Meet the Team				
9	Post	Inform	14	Meet the Team				
10	Post	Inform	15	Meet the Team				
11	Post	Inform	16	Meet the Team				
12	Post	Inform	17	Meet the Team				
13	Post	Inform	21	Meet the Team				
14	Post	Inform	22	Meet the Team				
15	Post	Inform	23	Meet the Team				
16	Post	Inform	24	Meet the Team				
17	Post	Inform	28	Meet the Team				
18	Post	Inform	29	Meet the Team				
19	Post	Inform	30	Meet the Team				
20	Post	Inform	31	Meet the Team				

Figure 30: SOCIAL MEDIA CONTENT CALENDAR

As part of the SUNDANSE communication and dissemination plan, several campaigns have already been planned and ready to be implemented in the first months of the project to raise awareness, increase traffic and engage with stakeholders while others will be implemented as the projects progresses:

- Kick-Off campaign,

- Informative campaign,

- Awareness campaign,

- PR campaign,

- Newsletter campaign,

- Partner's introduction campaign,

- Website campaign.

TABLE 2 : SOCIAL MEDIA CAMPAIGNS – TENTATIVE PLAN

CAMPAIGN	CONTENT EXAMPLE	M	GOAL
Kick-Off	https://www.linkedin.com/feed/update/urn:li:activity:7213830618722242561	2	Inform
Informative	https://www.linkedin.com/feed/update/urn:li:activity:7236717630265397248	2	Inform
Awareness	https://www.linkedin.com/feed/update/urn:li:activity:7240296514588217344	3-6	Inform, Engage
Newsletter	https://www.linkedin.com/feed/update/urn:li:activity:7237385656161693696	Ongoing	Activate
PR	https://www.linkedin.com/feed/update/urn:li:activity:7239543229178675201	4	Inform
Partners Introduction	Meet the #SUNDANSE team! 🚢 Today, we are remotely travelling to meet the SUNDANSE Project Coordinator - UDJG in Galați, Romania. 👐 "Dunarea de Jos" University of Galați (UDJG), the leading higher education institution in Southeast Romania, operates under a charter aligned with national laws and European education principles. Recognized by its academic community, UDJG hosts over 22,000 students across 4 Doctoral Schools and 14 faculties offering 81 Bachelor's and 52 Master's programs. UDJG advances research by enhancing resources, promoting competition participation, diversifying research centres, and fostering international scientific cooperation.	6	Engage, Inform
Website	What better way to start this Monday than announcing that the SUNDANSE website is ready! 👐 Take a quick look and let us know what you think in the comments 👇 https://sundanseproject.eu/ P.S. What is your #HappyMonday news?	7	Inform, Engage, Activate

Note: Due to the agility of the project and social media trends, the plan may be subject to change.

When formatting the content for publishing on social media, the length of the content is variable, depending on the social network and the goal we are trying to achieve. All posts should ideally be accompanied by an image, or an interactive media content.

3.3.7 Multimedia

Over the course of the project, the communication team aims to develop various types of multimedia content to promote SUNDANSE's key activities, which will be primarily available on the project's official YouTube channel, but will also be disseminated through other channels, such as social media or the project website. The SUNDANSE YouTube channel has already been created and has 12 subscribers as of September 26, 2024.
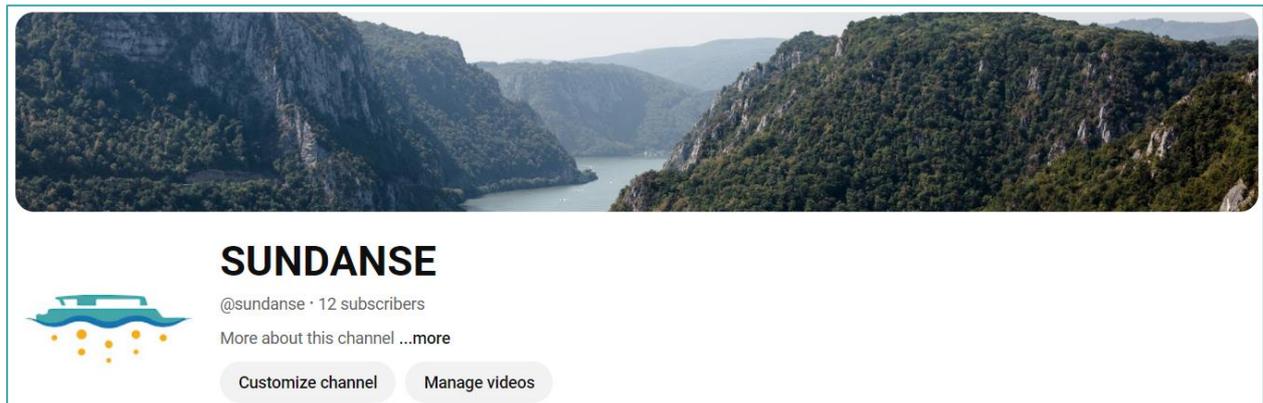
Figure 31: YOUTUBE CHANNEL

The set of SUNDANSE multimedia materials will include videos, short educational clips, interviews, project trainings, public webinars and similar.

To simplify the content creation process for all Consortium Partners, the communication team will develop multimedia guidelines, a document containing useful tips and tricks and advice on how to create effective and interactive content creation.

3.3.8   Newsletter

A minimum of 6 project newsletters will be developed using the MailChimp tool, a GDPR compliant tool, and distributed via email lists providing an overview of the main project activities and outcomes. To promote the SUNDANSE newsletter the official subscription form of the project has been developed at M2.
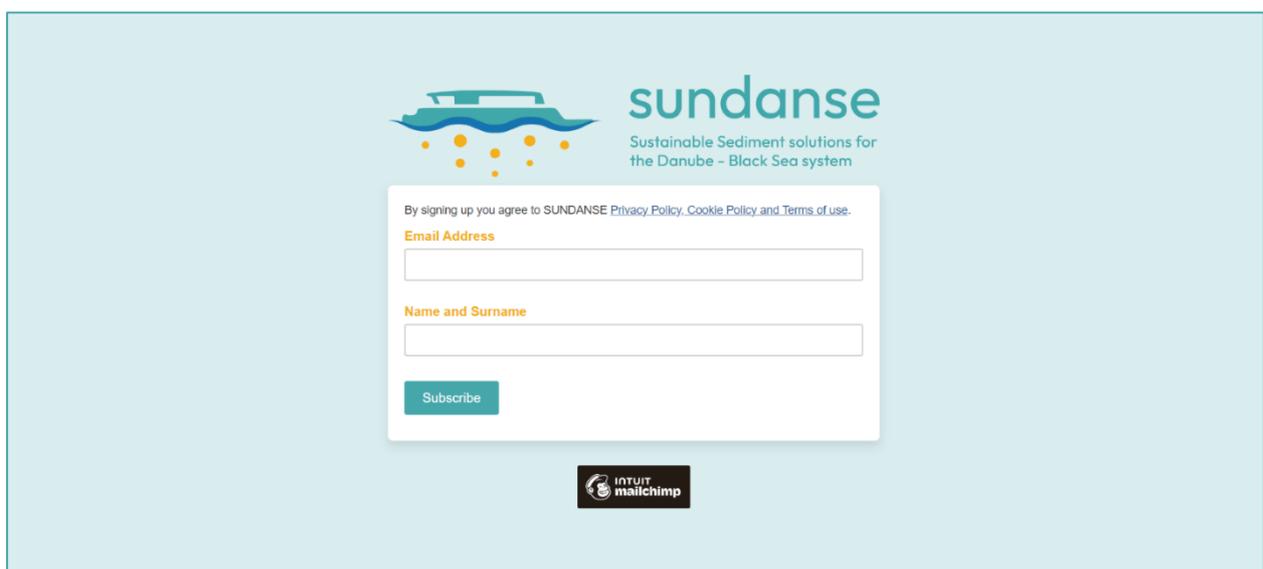
Figure 32: NEWSLETTER SUBSCRIPTION FORM

The first newsletter will be sent out in the first year of the project, with the aim of raising awareness of the project and promoting the SUNDANSE website. The structure of all newsletters will be developed according to the current activities of the project and may include the following information:

- Newsletter banner,

- Newsletter title,

- Project highlights,

- Project updates,

- Event promotion,

- Partners updates,

- News from the ecosystem,

- Diverse social media calls to actions.

Note: Due to the agility of the project, the list above may be subject to change.

All Consortium Partners will be invited to contribute regularly to the newsletter with image and text content related to their work package activities. To increase the impact of the ENTREPRENEDU newsletter strategy, we will create a newsletter blurb – a summarised newsletter to be shared with Partner's institutional newsletters. To monitor the progress of newsletter publications, all Consortium Partners should contribute to the Reporting Communication Dashboard, Newsletter Calendar tab.

NEWSLETTER | Collaborative efforts in creating wider SUNDANSE reach				
SUNDANSE Newsletter Subscription Form				
Partner/External	Date	Number of Subcribers at the Date	Link to the Newsletter Campaign mentioning SUNDANSE	Any evidence of SUNDANSE being featured
Danube & Black Sea Lighthouse newsletter	30.07.2024.	308	Na	https://www.linkedin.com/feed/update/urn:li:activity:7225173712612847617

Figure 33: NEWSLETTER CALENDAR

3.3.9   Danube Lighthouse joint newsletter

SUNDANSE is part of the Danube & Black Sea Lighthouse, within the EU's "Restore our Ocean and Waters by 2030" Mission. The Danube & Black Sea Lighthouse consists of five projects: EcoDaLLi, DANUBE4all, DALIA, DaWetRest, Restore4Life and now SUNDANSE.

To efficiently share updates, events, and Mission Ocean news, these Horizon Europe projects have collaborated on a joint newsletter: The Danube Lighthouse Newsletter. The quarterly newsletter can be subscribed to from any of the project websites, including SUNDANSE.

Figure 34: SUNDANSE HOMEPAGE – DANUBE LIGHTHOUSE NEWSLETTER SUBSCRIPTION

Up to this date, SUNDANSE project has already been featured in one Danube Lighthouse newsletter (#4, summer edition), launched on 30.07.2024.

3.3.10 Press releases

Press releases will be produced throughout the project, with an aim to highlight and furtherly promote key activities and will be sent out to all Consortium Partners for dissemination via their established media networks. Each press release will be uploaded to the website, under the Insights page, category News and will also be disseminated through social media and newsletters. During Open Call, the dissemination of the SUNDANSE press releases will be more focused on the areas targeted by the Open Call.

To date, the SUNDANSE communication team has created one PR article in M2 to promote the launch of the project, named: "Launch of SUNDANSE: A Horizon Europe Initiative for Sustainable Sediment Solutions in the Danube River - Black Sea System". The article has already been uploaded to the project website and promoted on social media and sent to all Consortium Partners.

Figure 35: PRESS RELEASE, JULY 2024

In addition to this one, we are presenting the list of the tentative PR campaigns and their topics:

- SUNDANSE: Implementation Sites

- SUNDANSE: Open Call 1

- SUNDANSE: Open Call 2

- SUNDANSE: Sediment Management Handbook

- SUNDANSE: Impact and Results

Note: Due to the agility of the project, the above list represents a provisional calendar of content that will be updated in the future according to the project's current activities and milestones achieved.

It is important to emphasise that the SUNDANSE Consortium Partners are all well-established institutions with access to local and/or national media networks and are expected to participate collectively in the dissemination of the project's overall objectives, milestones, and key results.

To further enhance the collaboration between the Consortium Partners, a media database has been developed by the communication team in M2 and shared in the project repository, under the Reporting Partners Dashboard, as a 'live' document which will be updated throughout the duration of the project, by following the GDPR guidelines. More specifically, all Consortium Partners should only upload information that is publicly available.

MEDIA | Contact list of media entities/journalists in the EU known to Partners and insightful for SUNDANSE network							
Name of the Media entity/Journalist	Region	Country	Contact email	Example of Work (website, articles...)			

Figure 36: MEDIA DATABASE

3.3.11 Peer-Reviewed publications

In terms of peer-reviewed publishing, the SUNDANSE project aims to publish 20 PR scientific articles in journals and conference papers, which will be produced as a joint effort by the Consortium Partners with a scientific background.

To support this collaborative effort, the SUNDANSE communication team will create an official [Zenodo account](#), shared with the Consortium Partners, in which all major project outputs will be published with open access. As Zenodo is a safe, trusted, citable tool with usage statistics possibilities, the goal is to create a scalable impact, beyond the project lifespan. All open access publications will be made available on the SUNDANSE website, under the Resources page.

Reporting on the status of the peer-reviewed publications, will be monitored through the Reporting Communication Dashboard.

PEER-REVIEWED PUBLICATIONS	Scientific items in Journals and Scientific Papers in Conferences										
				Please, choose from the list!					Please, choose from the list!		
Partner	Title	Summary (Short description for Social Media)	Date	Type	Status	Link	DOI	Open Access	Available on Zenodo	Available on Website	Comments

Figure 37: PEER-REVIEWED PUBLICATIONS DATABASE

3.3.12 Non-scientific publications

To further disseminate SUNDANSE's mission, objectives, strategies and results, all Consortium Partners will participate in production of at least 20 non-scientific publications, with an aim of informing SUNDANSE's key stakeholders about the problem we are addressing and the solutions we are developing and implementing. This approach will be a great opportunity to engage a community interested in the topic and to establish credibility in the field.

All partners are welcome to translate the developed non-scientific publications/blog articles into their local language (if applicable) and disseminate them through institutional channels for wider outreach.

To support the process of written content creation, the communication team will develop a specific guideline, called Blog Guidelines. This document will describe in detail the best practices for writing short, educational articles.

3.3.13 Public deliverables

Only public deliverables produced by the SUNDANSE Consortium will be uploaded to the SUNDANSE website, page Resources, for the purpose of sharing knowledge, good practices and project results, as well as to the official [Zenodo account](#) of the project which is yet to be created. On the other hand, the private deliverables will be summarised, only on the website.

The list of (public) deliverables to be published will be taken from the SUNDANSE Grant Agreement, Description of the Action (Part A) - List of Deliverables, page 20.

3.3.14 Networking events

Networking events are important as they are places to establish presence, build relationships, and engage key stakeholders. For these reasons, we have created an internal event management document in M2, with the idea of including a list of events attended and proposed, which has been shared with all Consortium Partners. The objective of this document is to collect information on events of interest with details such as

dates, the reason for attendance and the proof of attendance. This dashboard will be a 'live' tool that will be regularly updated.

Figure 38: EVENTS CALENDAR

To ensure effective networking and dissemination, the communication team will produce an Event guide, a document elaborating the step-by-step guidelines and event management tips with the aim of creating an easy-to-implement system for promoting and disseminating participation in events to be attended. The document will be shared with all Consortium Partners in the official project repository.

3.3.15 Synergies with Horizon projects

To increase the impact of SUNDANSE, we will explore synergies with other relevant projects dealing with the protection and restoration of oceans and waters within the EU's "Restore our Ocean and Waters by 2030" Mission.

So far, we have identified several potential synergies between SUNDANSE and the Horizon Mission Projects specific to the earlier mentioned Mission:

- EcoDaLLi,
- DANUBE4all,
- DALIA,
- DaWetRest, and
- Restore4Life.

In addition to these projects, iNNO SED project represents a potential synergy-initiative, as SUNDANSE is part of iNNO SED Advisory Board.

Moreover, F6S team in collaboration with the BlueMissionAA hub as a host, has organised a collaborative online webinar on Pathways to funding in Blue Economy, featuring seven projects with funding opportunities, including SUNDANSE. The recording of the webinar is already available on the YouTube channel of the BlueMissionAA, and promoted on the SUNDANSE social media accounts.

We envision synergies by using different project's channels and tools in a mutually beneficial way. Potentially, we could create joint webinars, workshops, social media campaigns and similar activities.

3.3.16 Partners' Institutional channels

The SUNDANSE project is represented by a Consortium of 20 Partners from 10 European countries: Romania, France, Belgium, Israel, Serbia, Estonia, Ukraine, Austria, Bulgaria and Ireland.

Each Consortium Partner is contractually obliged and kindly invited by the communication team to contribute to the dissemination activities of the project, using their own well-established institutional

networks and communication channels, such as websites, social accounts (Facebook, LinkedIn), newsletters, and media networks.

The Partner's contribution to the communication and dissemination activities will be tracked and monitored in the Reporting Communication Dashboard, available in the common project repository.

4   MONITORING AND EVALUATION PLAN

The management and monitoring of the dissemination and communication plan is led by F6S, WP5 leader, although all Consortium Partners are participating in the implementation activities. It is important to emphasise that the contribution of all Partners is welcomed and appreciated.

The SUNDANSE action plan is outlined according to the timeline of key communication and dissemination activities and results to be communicated. The timeline includes the information which are relevant to communicate throughout the project lifespan.

Here is an example of the most important actions for the early implementation of the project, which are already in the progress:

- Communication and Dissemination activities [M1-48],
- Development of Project Templates and Promotional Materials [M1-M4],
- Social media, Newsletter, Website, PR [M2-M48],
- Stakeholders and Media Database [M2-M48].

All Consortium Partners will be informed about the proposed activities and regularly updated on the achieved results achieved through the monthly WP5 meetings organised by the F6S team. In these meetings, all Consortium Partners are welcome to show initiative and proactively participate in communication and, in later stages, dissemination and exploitation activities.

4.1   Key performance indicators and targets

With reference to the Grant Agreement, we have presented in the table below the potentially most impactful communication and dissemination Key Performance Indicators (KPIs):

TABLE 3 : EXAMPLE OF KPIS

Tools and Channels	Additional context from GA	KPIs
Email campaigns and Newsletters	/	6
Website	Unique visitors by the end of the project	3000
Open Call Platform	Potential regions interested to replicate SUNDANSE use cases	>100
	Submission from 2 Open Calls	>30
Social media	Number of followers	1200
	Number of posts	500
Press Releases	/	NA*
Multimedia	Production of project videos, clips, public webinars, trainings	NA*
Synergies	With EU Associations and Associated regions	>3
	Application to Accelerator Programmes	>5
Publications	Peer-Reviewed scientific items and publications in Journals and Conferences	20
	Non Peer-Reviewed publications	20
	Downloads from OA Research Platforms	>1000
Events	Open Call Webinars	2
	Participation to Public events/Webinars	12
	Participation to Conferences/Fairs	4
	Workshop co-organisation with participants present	80 participants

*NA (Non-Applicable) means that these KPIs are not identified by Grant Agreement. However, as Work Package 5 leader with an experience in managing communication and dissemination within EU-funded projects, F6S has added measurable KPIs to these tools and channels. For example, we aim to write at least 6 press release articles. With an effort of all Consortium members, we aim to produce at least 10 diverse multimedia content, by the end of the project duration.

To measure the key indicators above, the following evaluation tools will be used:

- Matomo to track and report the project website traffic.
- Social Media metrics to track the engagement on SUNDANSE's social networks.
- MailChimp metrics to track the newsletter reach.
- Reporting Communication Dashboard as an internal "live" document to track all previously mentioned communication and dissemination activities, with contribution of all Consortium Partners included.

4.2   Partners' roles and responsibilities

The following division of roles and responsibilities has been defined for the implementation of the communication and dissemination activities presented in this document:

- Branding, templates and materials development by F6S,
- Website design and development by F6S,
- Social media and multimedia management by F6S with contribution from Consortium Partners with WP-related insights,
- Newsletter management by F6S with input from Consortium Partners with WP-related insights,
- PR development led by F6S with encouragement to Consortium Partners for dissemination,
- Peer-Reviewed publications development by specific Consortium Partners with contribution of F6S for dissemination,
- Development of non-peer-reviewed publications by all Consortium Partners,
- Event participation by all Consortium Partners.

The main guideline of the SUNDANSE monitoring and evaluation plan are outlined below to enhance the effectiveness of its implementation:

- Communication and dissemination activities are led by F6S, with a strong and continuous contribution from all Consortium Partners.
- Consortium Partners are responsible for contributing to the creation of content related to their Work Package activities and for disseminating it through their institutional communication and dissemination channels.
- All Consortium Partners play a crucial role in communicating and disseminating SUNDANSE related activities at a local, national, and European level. It is therefore important that they are aware of the timing of the key results to be communicated, as well as of the set of communication tools made available in the official shared cloud.
- All Consortium Partners should contribute to the Partner Dashboard - an internal means of communication and reporting tool that includes all relevant communication and dissemination activities (e.g., media base, stakeholder base, newsletter schedule, social media schedule...).
- All Consortium Partners should participate in the monthly Work Package 5 meetings, where they will be timely updated on ongoing communication, dissemination and exploitation activities.
- All Consortium Partners are welcome to contact F6S at any time with any questions or concerns related to WP5.

4.3   Impact evaluation

The planned communication, dissemination and exploitation activities aim at achieving an overall positive impact on the Danube River-Black Sea system. To be more specific and in line with the Horizon Europe guidelines, SUNDANSE adopts the Key Impact Pathways framework, which categorises the potential impact of the project as follows:

- Scientific impact: To ensure maximum visibility of the project and its outcomes, the Consortium Partners is committed to an open access policy, ensuring that SUNDANSE discoveries and innovations are made publicly available as widely and as early as possible.

- Societal impact: SUNDANSE's proactive communication and dissemination plan aims to reach and engage not only industry and research communities, but also the wider community and the general public. The promotion of gender equality in sediment management will ensure increased awareness and female interest in employment sectors such as engineering, construction and environmental services.

- Techno-economic impact: With the SUNDANSE Sediment Management Handbook, interested stakeholders could overcome existing barriers and become able to develop proposed concepts, while operating on a sustainable manner.

For any EU initiative, creating a lasting impact beyond the project is paramount. SUNDANSE is fully committed to achieving this goal.

5   EXPLOITATION PLAN

The SUNDANSE project aims to maximise the visibility and impact of its results through a strategic exploitation plan. This plan outlines key directions to ensure effective communication, engagement, and outreach, in line with the project's objectives and Key Performance Indicators (KPIs). The SUNDANSE exploitation plan provides a comprehensive framework for maximising the impact and visibility of project's results. By setting clear objectives, defining roles, implementing continuous monitoring, identifying key stakeholders, and organising educational activities, we will ensure that the benefits of the project are effectively communicated and disseminated. This strategic approach will not only increase the visibility of the project, but also foster a collaborative environment that supports ongoing engagement and knowledge sharing.

5.1   Establishing clear and measurable goals

To effectively exploit the results of the SUNDANSE project, we will define clear, measurable objectives that are aligned with the project goals and corresponding KPIs. A tracking table or dashboard will be developed to monitor the following:

- Visibility: Metrics will include the number of publications, media coverage, and online mentions of the project.

- Engagement: This will include tracking attendance at workshops, conferences, and stakeholder meetings.

- Outreach activities: KPIs will also include the reach and effectiveness of outreach initiatives, such as newsletters and social media campaigns.

Regular updates to this tracking system will provide insight into progress and areas for improvement.

5.2   Defining roles and responsibilities

To increase the visibility of the project, we will clearly define the roles and responsibilities of each consortium partner based on their unique networks and expertise. A flow chart will be developed to illustrate these responsibilities and ensure alignment with the overall objectives of SUNDANSE. Key responsibilities may include:

- F6S: Leading communication efforts and managing social media channels.
- UDJG: Organising conferences and workshops, facilitating knowledge exchange.
- NECU: Producing project-related videos and educational materials.

By clarifying these roles, we can ensure that all partners contribute effectively to the visibility and outreach of the project.

5.3   Continuous monitoring and review mechanism

A robust continuous monitoring and review mechanism will be implemented to ensure that the exploitation plan remains dynamic and responsive to changing project needs and external factors. This will include:

- Regular review meetings: Scheduled meetings between partners will assess progress against KPIs, allowing for timely adjustments and recommendations.
- Feedback Loops: Partners will provide ongoing feedback to refine strategies and optimise outreach efforts.

This iterative approach will enable us to adapt to new challenges and opportunities throughout the project lifecycle.

5.4   Identifying key stakeholders

Each partner will be tasked with identifying key stakeholders relevant to the project's objectives. This will facilitate the creation of a schedule of outreach events and ensure that activities are in line with the goal of enhancing and promoting project results. Stakeholder identification will include:

- Mapping of stakeholder networks: Each partner will compile a list of stakeholders, including government agencies, research institutions, and community organisations.
- Engagement strategy: A tailored engagement strategy will be developed for each key stakeholder to maximise participation and collaboration.

5.5   Hosting workshops and educational activities

To further increase the visibility of project outcomes, we will organise workshops and involve guest researchers during measurement cruises on the REXDAN vessel along the Danube River. These activities will focus on:

- Specific measurements: Conducting measurements at three use case sites, facilitating hands-on learning and data collection.
- Educational workshops: Organising workshops to promote knowledge sharing and collaboration between stakeholders and researchers.

These initiatives will serve to raise the profile of the project while providing valuable insights into sediment management practices.

6   FINAL REMARKS

This document presents the first version of the SUNDANSE communication and dissemination plan, providing an initial outline of the potential exploitation activities with the objective of synchronising the efforts of the Consortium Partners to ensure that the intended project objectives are met during the project period and beyond. The intended strategy developed by F6S was therefore tailored to contribute to the achievement of the overall project objective, reach the defined target audiences and ensure that the key messages of the project were disseminated.

To achieve this, the SUNDANSE project's communication, dissemination and exploitation team has developed an effective strategy, materials and tools to be used by all Consortium Partners across project activities, while the planned activities and results are meant to be disseminated throughout the duration of the project. Although we are still in the early stages of the project, strategies to ensure the sustainable post-project use of project's assets beyond the project have also been carefully considered as a part of the exploitation plan.

Of course, as a living document that responds to new developments and opportunities, updates and modifications to the communication, dissemination and exploitation plan can be made with the approval of the Consortium Partners during the project implementation process and will be carefully monitored throughout the project duration with continues internal reporting involving all Consortium Partners. On the one hand, this will ensure the identification of potential problems and thus correction or modification of tasks and, if necessary, the creation of new one. On the other hand, this would ensure that all identified key performance indicators, in particular those identified as most important for the achievement of the main project objectives, are met.

In this context, Deliverable 5.1 SUNDANSE Communication and Dissemination Version 1 is intended to serve as a strategic springboard for the Deliverable 5.2 SUNDANSE Communication and Dissemination Final Version, which will provide a more comprehensive evaluation methodology of the Deliverable 7.1, the first version of the overall communication and dissemination strategy.