



ProCleanLakes

Dissemination and Communication Plan

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Version	Date	Author(s)
V1	12.02.2025	CINTECH, ALTFACOR & All

List of Abbreviations and Acronyms

Acronym	Meaning
MoM	Minutes for Meeting
KPI	Key Performance Indicator
NGO	Non-governmental organization
SME	Small and medium-sized enterprises
DS	Demonstration Site
RS	Replication Site
ENL	European Natural Lakes
NbS	Nature-based Solutions
R&D	Research & Development

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Executive Summary

This deliverable outlines the initial approach for the Dissemination and Communication Plan. It covers the dissemination strategy, target audience, project branding, communication materials, and the media channels to be utilised. The objective of [Task 7.1: Dissemination and Communication](#) is to establish the foundation for a dissemination and communication framework designed to enhance the project's visibility, foster synergies, engage stakeholders, and promote the project's demonstration activities.

The deliverable presents the goals, key messages, and key performance indicators for the dissemination and communication plan. It also outlines the media channels to be leveraged, the communication materials to be produced, and the dissemination opportunities to be pursued. Additionally, it defines the roles and activities of the consortium partners. This report serves as a reference document for all partners and the tasks under Task 7.1. It will be further updated and expanded by M18 (D7.3. Dissemination and Communication Plan- 1st update) and every (9) nine months until the end of the project.

1 Introduction

This deliverable represents the initial Dissemination and Communication Plan, outlining strategic steps that will be implemented throughout the project lifecycle. The plan will be further developed and refined in subsequent reports (D7.3, D7.4, D7.5 and D7.6). The framework of this strategy provides a comprehensive overview of the content types, key messages, and the communication means for delivering these messages.

1.1 Task 7.1

This deliverable refers to the work performed under [Task 7.1: Dissemination and Communication](#). Task 7.1 aims to develop a comprehensive strategy focused on: a) ensuring high visibility for the project's outcomes and results, and b) maximizing its overall impact. This strategy serves as the means to reach key target groups and actively engage them through media channels, communication actions, and various activities.

The Task 7.1 is led by CINTECH with the contribution of all partners throughout the project's duration. The ProCleanLakes consortium partners are involved in the activities of Task 7.1 from the start of the project, actively participating in raising awareness and disseminating knowledge about the project through individual and collaborative communication actions, as well as leveraging their existing media channels.

1.2 Objectives of the Work Reported in this Deliverable

The activities reported in this plan will contribute to the project's impact and engage relevant stakeholders. The primary goal is to continuously disseminate the knowledge generated by the project and effectively communicate the project's work and activities.

1.3 Outline of the Deliverable

This document is structured around 5 (five) key topics:

a) Dissemination Strategy and Objectives – This section outlines the methodology, the Key Performance Indicators (KPIs) for tracking progress, as well as the roles and responsibilities of the project partners, and the identified target groups.

b) Dissemination and Communication Plan – This section details the key messages, dissemination objectives, and the intended purposes of each dissemination and communication activity.

c) Dissemination Tools and Communication Channels – This section describes the tools and channels to be used for project's dissemination and communication activities.

d) *Tracking and Monitoring of Dissemination and Communication Activities* – This section outlines the reporting tool for tracking and evaluating the effectiveness of dissemination and communication efforts.

e) *Individual Communication and Dissemination plan*

This section describes the initial Communication and Dissemination plan of each project partner during the project lifetime. The individual plan will be updated and redefined on future reports as project matures and partners further specify and plan their individual dissemination activities.

2 Objectives

Task 7.1: **Dissemination and Communication** encompasses all activities related to the development and establishment of the project's identity and branding, the planning of dissemination and communication efforts, the creation and distribution of ProCleanLakes materials, and the coordination with synergy projects, the later in line with WP6. The figure below illustrates the key components of the activities undertaken in Task 7.1.



Figure 1: Task 7.1 Key Activities

The objective of **Deliverable 7.2: Dissemination and Communication Plan** is to schedule targeted activities that are strategically designed to address the dissemination and communication objectives outlined in sections 3.2 and 3.3 below.

D7.2 Dissemination and Communication Plan

Specifically, **dissemination** aims to transfer the knowledge and results generated through the project's implementation to relevant stakeholders, focusing on the outcomes that can be leveraged for their benefit. **Communication**, on the other hand, pertains to promoting the project, its activities, and its results, with the goal of demonstrating the impact and benefits.

This report outlines all the dissemination and communication activities designed to ensure and maximize the **project's impact by effectively reaching and engaging the target groups**. Three phases have been identified and planned for the dissemination and communication activities:

- Phase I: Raise Awareness (M1-M18)
- Phase II: Targeted Messages (M19-M35)
- Phase III: Impact Maximization (M36-M48)

The figure below outlines the three dissemination phases corresponding to the project's contractual duration, along with the general objectives associated with each phase.

	M1-M18	M19-M35	M36-M48
	Awareness raising	Targeted messages	Impact maximization
Objectives	- To raise awareness of the initiation of the project, its objectives, vision and consortium	<ul style="list-style-type: none">- Present early results of the project- Create links with relevant Mission activities and European initiatives and projects related to ENL.- Focused presence on communication channels- Feedback from external stakeholders and citizens	<ul style="list-style-type: none">- Present final results- Based on the outcomes and lessons learnt, transmit recommendations to key stakeholders and motivate general public to contribute to restoration and protection of ENL
Actions	<ul style="list-style-type: none">- Build up communication channels- Develop basic materials (brochure, factsheets, roll-up)- Transmit general messages about the project- Open approach on communication & dissemination opportunities	<ul style="list-style-type: none">- Sustaining frequent communication on the established channels- Update materials (factsheets)- Organize round tables and workshops with communities /stakeholders- Citizen science package (hackathon, round tables, citizen science app, e-learning modules)- Focused approach on communication & dissemination opportunities	<ul style="list-style-type: none">- Present & demonstrate final results on communication channels- Organize public final event for stakeholders- Pan European online training
Focus audience	All	<ul style="list-style-type: none">- Business & Industry- Research & development- Interested public /citizens- Nature protection and policy	<ul style="list-style-type: none">- European Commission- Local authorities- Policy makers end users of ENL Action Plan

Figure 2: Dissemination phases

2.1 Methodology

ProCleanLakes project puts together a unique consortium with 18 partners, including 12 academic and research institutions, 1 public authority, 1 NGO and 4 SMEs from 11 countries.

D7.2 Dissemination and Communication Plan

The methodology adopted for our communication campaign is the **GLOCAL** approach. **GLOCAL** refers to the strategy of leveraging local resources and assets to achieve more effective communication and dissemination on a global scale.

For each communication activity, partners should utilize local connections (e.g., websites, social media platforms, media contacts, local events and conferences). These local or regional communication efforts will then be promoted globally through the media channels of the ProCleanLakes project.



Figure 3: GLOCAL approach scheme

This methodology is regarded as more effective and manageable for reaching relevant audiences, in contrast to attempting communication solely from a global perspective, particularly in this project that foresees the engagement with local and regional communities and stakeholders.

2.2 Key Performance indicators

ProCleanLakes has established specific targets to maximize the effectiveness of its dissemination and communication strategy. These targets are outlined in the tables below and will be used to monitor progress toward their achievement.

Table 1: List of Dissemination KPIs (Metrics)

What is measured	Target group	Description	KPIs (Metrics)
D1. Organization of Project Events & Workshops			
a. Round tables for citizens and other stakeholders at	General public, private and public industry, nature	Discussions and interviews on the needs and opinions of the involved	3 (1 per DS) 10 participants at each demonstration lake

D7.2 Dissemination and Communication Plan

Demonstration Sites	protection and policy	stakeholders on the restoration and protection of ENL solutions (WP2)	2 interviews per round table
b. Workshops of Communities of Practice in DS	All	On-site visit of the implemented NbS, demonstration of remote sensing, training on NbS, demonstration of the App for citizen science (WP2)	3 (1 per DS) >30 participants at each demonstration site >3 representatives of synergistic EU initiatives and projects >50 users of citizen science app
c. Round tables for citizens and other stakeholders at Replication Sites	General public, private and public industry, nature protection and policy	Discussions and interviews on the needs and opinions of the involved stakeholders on the restoration and protection of ENL solutions	3 (1 per RS) 10 participants at each demonstration lake 2 interviews per round table
d. Workshops at replication sites	All	1 on-site and 1 online workshop per RS on the developed NbS, its effects, and the upcoming ENL Action Plan, demonstration of remote sensing, training on NbS, demonstration of the App for citizen science (WP2)	6 (2 per RS, online and on-site) > 30 participants at each on-site workshop > 30 participants at each on-line workshop
e. Final conference for stakeholders	End users of the ENL Action Plan (relevant local-, national- and EU authorities and policy makers)	Conference organized at the coordinator's premises in Vienna on the whole scope of the project.	> 5 local authorities and policy makers > 5 national authorities and policy makers > 5 European authorities and policy makers

D7.2 Dissemination and Communication Plan

D2. Conferences participation			
R&D conferences	Research & development	Oral and/or poster contributions at national and international conferences, e.g., EUROPARC conference, European Conference on Biodiversity Conservation, European Ecological Federation (EEF) Congress	> 8
D3. Scientific Publications			
Scientific publications	Research & development	Publications in international peer-reviewed scientific journals to inform scientific communities. All publications and data will be publicly accessible. (e.g., Water, Environmental Research, Science of the Total Environment, etc.)	> 9
D4. Business Coaching and Training			
a. Virtual business coaching	Private business & industry	A Virtual Business Incubator & Accelerator will be created and used for virtual business	15 coaching cases at each DS

D7.2 Dissemination and Communication Plan

		coaching by WP3 experts.	
b. Business innovation training	Private business & industry	Workshop on green innovation strategies for business owners and entrepreneurs in DS and RS. One successful entrepreneur from each DS will be invited to present his*her experience to maximize impact (WP3)	> 90 participants (from DS and RS and other interested stakeholders)
c. Pan European on- line training	Nature protection & policy, public business & industry, research & development	Presentation of the ENL Action Plan in a form of interactive on- line training	>500 participants
D5. Citizen Science activities			
a. Hackathons for citizens	General public	hackathons involving environmental quizzes	>100 participants
b. ProCleanLakes Knowledge Hub	All	A unified web-based platform providing stakeholders an interactive access to all data collected and generated during the project including digital solutions (see WP5)	>50 visits per month
c. e-learning modules	General public, Lake managers, Authorities	E-learning courses adapted for each target group for knowledge transfer on the	1 learning module for each of the following target groups

D7.2 Dissemination and Communication Plan

		NbS and ENL Action Plan. To be used during- and after the project end	The modules will target 3 different groups: (a) general public and school children; (b) university students and experts; (c) lake managers and authorities.
D6. Collaboration & Synergies with projects			
Synergies with other-projects and initiatives	Mission Ocean and Waters Collaborative, synergy projects under the same call or relevant topics.	Establish liaison the most relevant initiatives and projects to share data, experience, knowledge, co-develop new knowledge and co-organise events with similar topics	> 10 links

Table 2: List of Communication KPIs (Metrics)

What is measured	Target group	Description	KPI (Metrics)
C1. Website visitors	General public, private and public business & industry, nature protection & policy	Project website and a pack of social media (LinkedIn, YouTube, Instagram) established to inform on the project progress	>50 visits per month
C2. Social Media			3 social media channels (LinkedIn, YouTube, Instagram)

2.3 Roles and Responsibilities

The primary activities and strategic direction for the dissemination and communication activities will be led by CINTECH as the leader of Task 7.1:

D7.2 Dissemination and Communication Plan

Dissemination and Communication. However, all partners are engaged from the beginning and will actively contribute to dissemination activities throughout the entire project lifecycle. Specifically, their roles will include:

- Promoting the project through all available communication materials, tools, and media channels
- Providing input for the development of the project's dissemination materials
- Reporting on dissemination activities

In more detail, the responsibilities of each partner, based on their expertise and roles within T7.1, will be as follows:

Project Coordinator (BOKU), will support the communication and dissemination activities by:

- Coordinating the project's communication with the European Commission
- Ensuring active involvement of all partners in communication and dissemination activities
- Managing formal communication with synergy projects, as well as other European Commission entities and associations
- Disseminating the project's results through scientific journals, conferences, etc.
- Communicating project outcomes along with the appropriate key messages
- Providing input, feedback, and quality review for communication materials and website content
- Enhancing social media engagement by contributing content
- Managing formal communication with target groups
- Promoting targeted events for partner participation

Dissemination and Communication Leader (CINTECH) will support the activities by:

- Managing of dissemination and communication activities
- Providing dissemination materials to support communication and outreach activities
- Encouraging the active participation of all partners in dissemination and communication initiatives
- Supporting formal communication with synergy projects, as well as other European Commission entities and associations
- Communicating project outcomes with the appropriate key messages
- Promoting targeted events for partner participation
- Enhancing social media engagement by preparing content based on input from the project partners
- Managing the ProCleanLakes website and social media channels

Academic and Research Institutions (BOKU, PMF, BC CAS, AUA, NKUA, UNIVE, UDJG, UiT, INCDDD, ICRA, PSB, KWB) will support activities by:

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- Disseminating the project's results through scientific journals, conferences, and other relevant platforms
- Sharing the project's methodology and findings within the context of the organization's activities
- Participating in workshops and international conferences to engage with academic institutions, enterprises, researchers, and other stakeholders
- Disseminating the project's methodology and findings through their networks in the sectors of nature protection, natural lakes restoration and biodiversity.
- Contributing input for the development of dissemination materials
- Organizing diverse activities within their respective communities to promote the project

Public authority, NGO (NPVJ, HSPN)

- Disseminating the project's methodology and findings through their connections in sector of nature protection and restoration.
- Communicating ProCleanLakes findings during the demonstration applications via their media channels
- Contributing input for the development of dissemination materials related to the demonstration activities
- Contributing to relevant events

SMEs (AF, ANRI, Statskog) will support activities by:

- Disseminating the project's outcomes through their networks and organizations
- Promoting the transfer of knowledge from research to business sector
- Contributing input for the development of dissemination materials
- Promoting the project outcomes of the project to the relevant stakeholders

2.4 Target audience

The ProCleanLakes project is designed to provide benefits to a wide range of stakeholders, both those directly interested in the project and those impacted by its outcomes. An initial stakeholder mapping was conducted during the project's proposal phase. The Consortium is committed to implementing a focused and effective strategy for dissemination and communication, beginning in the early stages of the project. All partners are dedicated to engaging the relevant stakeholders to maximize the impact of these activities. The following table shows the initial grouping of identified stakeholders. This list will be further refined and updated in Deliverable D7.3: Dissemination and Communication Plan- 1st update.

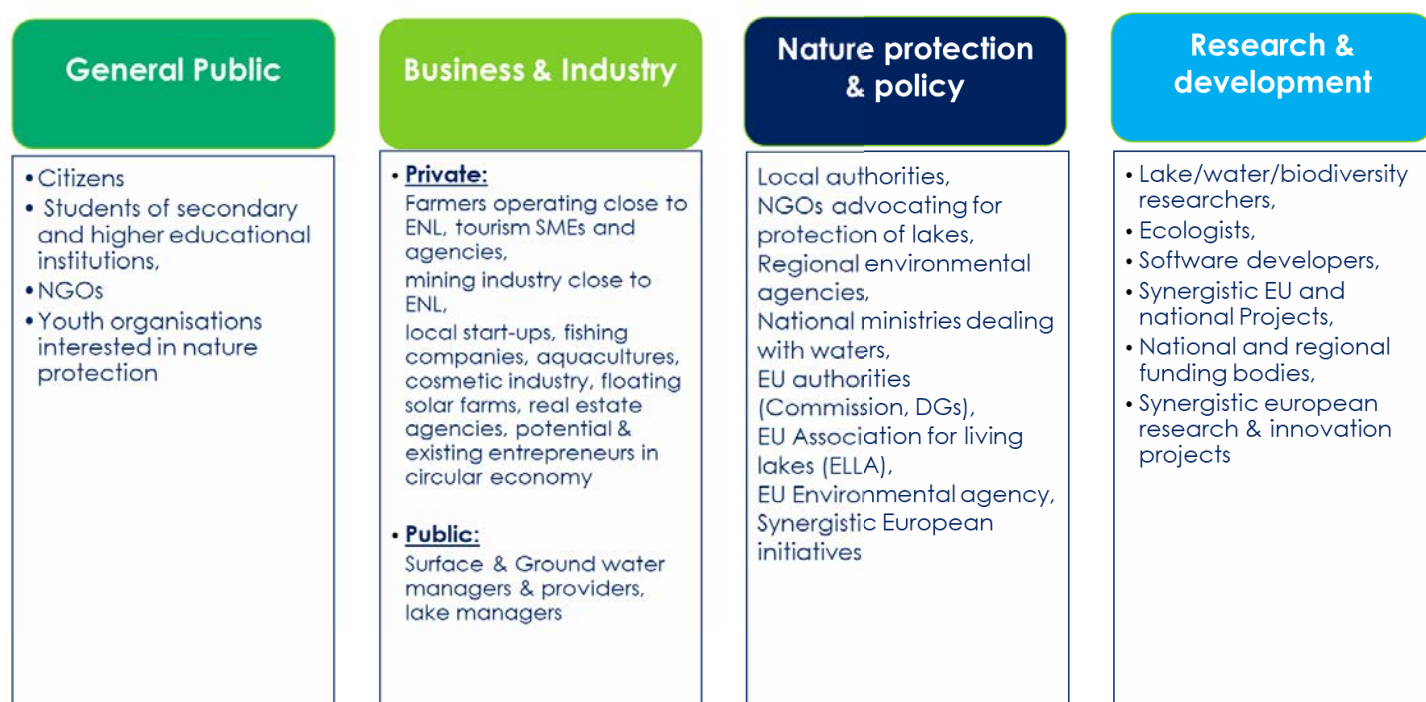


Figure 4: Target Audience Grouping

During the first months of the ProCleanLakes project, efforts are underway to establish contacts with stakeholders from all identified target groups.

The following activities are planned for the stakeholder engagement:

- Participation in mission and nature protection events to present and disseminate the project, as well as to foster potential partnerships through workshops and citizen engagement activities
- Publication of press releases and articles in specialised journals and magazines
- Organisation of targeted workshops and public relations events, inviting European, national, and international communities
- Maintenance of an engaging, up-to-date website featuring stories and videos
- Promotion of project outcomes to relevant target groups throughout the project's lifetime, contributing to related clustering activities

3 Dissemination and Communication Strategy

3.1 Key Messages of the project

Key messages should be concise, straightforward, and easy to understand and remember. They play a crucial role in driving the dissemination efforts and capturing the attention of the target groups. As such, key messages must be specific, achievable, and relevant to the particular audience they are intended for.

D7.2 Dissemination and Communication Plan

The ProCleanLakes Consortium has developed 5 key messages, which will be further refined and expanded in the upcoming period. The key messages developed to date are as follows:

- Emerging approaches for the protection and restoration of natural lakes
- Enhance the ecological and chemical status of European Natural Lakes, including biodiversity, through the use of innovative integrative Nature-based Solutions
- Implement new 4.0 Digital solutions to support ecosystem monitoring, restoration, protection, and the transfer of knowledge to other regions.
- Promote business activities grounded in the circular economy concept, facilitating the shift from a Blue to a Green Economy.
- Increase awareness, empower communities, build capacities, and collaboratively develop solutions with citizens and stakeholders to address challenges related to the restoration and protection of ENL.

3.2 Dissemination plan

The goal of the project's dissemination strategy is to promote the produced results to targeted audiences so that they can build upon the knowledge generated by ProCleanLakes, advancing the scientific, the generated business and policy outcomes, as well as the ENL Action Plan. The dissemination planning and actions are performed within T7.1 and are managed by the WP7 Leader (CINTECH), with the support and contribution of all consortium members and in particular the academic and research partners, which will undertake specific dissemination activities, within their respective communities with great attention paid to complementarity and multi-dimensionality of actions.

The **Dissemination Plan** aims to achieve the following objectives:

DO-1: Generate scientific interest in the project.

DO-2: Increase public awareness of the project and its innovative solutions

DO-3: Maximize the impact of the project and its outcomes for target groups through the development of suitable key messages.

DO-4: Disseminate the acquired knowledge and technologies beyond the consortium partners.

DO-5: Monitor and establish liaisons with other projects and EU co-programmed activities to create synergies and collaboration, enhancing the project's impact on both industry and the research community.

DO-6: Attract potential users and clients, encourage acceptance of the project's results, supporting the project's exploitation strategy.

The following table maps each dissemination action to its target audience and purpose.

D7.2 Dissemination and Communication Plan

Table 3: Mapping of Dissemination Activities to Purpose, Expected Output and Impact

Dissemination Action	Purpose	Expected Outcome	Expected Impact
Round tables for citizens and other stakeholders at Demonstration Sites and Replication Sites	<ul style="list-style-type: none"> - Disseminate ProCleanLakes approach and generated knowledge towards the protection and restoration of ENLs - Raise awareness of the necessity to keep ENL healthy for general public and all relevant stakeholders - Raise awareness on the ProCleanLakes solutions for restoration & protection of ENL - Inform on the feasibility and necessity of the transferability and scalability of the developed solutions 	<ul style="list-style-type: none"> - Needs and opinions of involved stakeholders for restoration and protection of ENL identified - 	<ul style="list-style-type: none"> - Stakeholders fully involved in the co-creation process of development of NbS
Workshops for Communities of Practice at Demonstration Sites	<ul style="list-style-type: none"> - Disseminate ProCleanLakes approach and generated knowledge towards the protection and restoration of ENLs - Raise awareness of the necessity to keep ENL healthy for general public and all relevant stakeholders - Raise awareness on the ProCleanLakes solutions for restoration & protection of ENL - Inform on the feasibility and necessity of the transferability and scalability of the developed solutions 	<ul style="list-style-type: none"> - Communities of practice informed on the new NbS and on the necessity of restoration and protection of ENL. - Citizens engagement enhanced. - Links to synergistic EU initiatives and projects initiated 	<ul style="list-style-type: none"> - Knowledge on the upcoming ENL Action Plan transferred. Synergies among relevant EU initiatives and projects established.
Workshops on Replication Sites	<ul style="list-style-type: none"> - Disseminate ProCleanLakes approach and generated knowledge towards the protection and restoration of ENLs - Raise awareness of the necessity to keep ENL healthy for general public 	<ul style="list-style-type: none"> - Stakeholders informed on the new NbS and on the necessity of restoration and protection of ENL. Citizens engagement enhanced. 	<ul style="list-style-type: none"> - Transferability and scalability of the solutions enabled.

D7.2 Dissemination and Communication Plan

	<ul style="list-style-type: none"> and all relevant stakeholders - Raise awareness on the ProCleanLakes solutions for restoration & protection of ENL - Inform on the feasibility and necessity of the transferability and scalability of the developed solutions 		
Business coaching and training	<ul style="list-style-type: none"> - Promote key features of the proposed technologies and solutions - Diffuse generated knowledge and exploitable project results to more entities associated with the protection and restoration of ENLs 	<ul style="list-style-type: none"> - Local business owners and nascent entrepreneurs are informed on specific business opportunities resulting from restored and protected lakes in their region - Local business owners and nascent entrepreneurs are informed on green innovation strategies (combining ecological, technological and economic aspects) 	<ul style="list-style-type: none"> - Increased economical sustainability of the demonstration- and replication lake catchment areas
Citizen science engagement actions and events (inc. hackathons, citizen science app, e-learning modules)	<ul style="list-style-type: none"> - Inform about the effect of the project's results in natural lakes. - Create awareness on facts regarding the societal benefits - Raise awareness of the necessity to keep ENL healthy for general public and all relevant stakeholders 	<ul style="list-style-type: none"> - Raising awareness on the current status of ENL and the necessity to restore & protect them 	<ul style="list-style-type: none"> - General public are motivated to contribute to restoration & protection of ENL
Final conference for stakeholders & Pan European on-line training	<ul style="list-style-type: none"> - Engage scientific community and policy makers in the ProCleanLakes results - Disseminate knowledge on the ways how to protect ENLs - Disseminate and engage external stakeholders to the 	<ul style="list-style-type: none"> - End users of the ENL Action Plan informed on the solutions - Raising awareness of the ENL Action Plan and its benefits for each target group 	<ul style="list-style-type: none"> - Increased uptake of the ENL Action Plan

D7.2 Dissemination and Communication Plan

	action plan for restoration and protection of ENLs - Promote the potential exploitation		
Scientific publications and conference contributions	- Disseminate the main concept and project targets, and later the knowledge gained during the project. - Exchange knowledge on the ways how to protect ENLs - Create network with policy makers	- Scientific community informed on the monitoring activities, designed NbS and business models and strategies	- Raising awareness on the generated data and capacity building for continuing research and development in the field - Increasing network, linking with synergistic EU initiatives and projects

3.3 Communication plan

ProCleanLakes delivers a comprehensive communication plan with a focus on media channels, aimed at raising awareness among both the scientific community and the general public. The plan emphasizes bidirectional information exchange, including the exchanging of views and knowledge. The communication activities are carried out under T7.1 and are managed by the WP7 Leader (CINTECH), who is responsible for the project's website and social media channels (LinkedIn, Instagram, YouTube), in collaboration with the project coordinator (PC) and WP leaders for the creation of detailed technical content. The communication strategy takes an integrated approach, combining a mix of traditional and innovative communication channels, as outlined in Section 6. These [communication actions](#) are closely aligned with dissemination activities, which define the target audiences for each communication activity.

CO-1: Raise awareness of the project among various stakeholders.

CO-2: Provide a clear understanding of the project's concept, objectives, and results by developing tailored key messages and preparing communication materials.

CO-3: Build a community of stakeholders, collecting feedback to inform the project's activities.

CO-4: Lay the ground for the exploitation of the project's results.

CO-5: Support the targeted dissemination of the project's results.

CO-6: Promote the adoption of the project's results within business and industry

The following table maps each communication action to its target audience and purpose.

D7.2 Dissemination and Communication Plan

Table 4: Mapping of Communication Activities to Purpose, Expected Output and Impact

Communication action	Purpose	Expected output	Expected Impact
Online presence (Website)	<ul style="list-style-type: none">- Promote the project's public image and serve as a main online access point for the different target groups.- Serve as an information source, highlighting project objectives, activities, outcomes and relevant updates, Serve as internal project repository.	<ul style="list-style-type: none">- Inform- Raise awareness- Engage- Establish liaisons	<ul style="list-style-type: none">- Increased awareness of the lakes status- Increased awareness on the project's work and results
Social Media	Establish a two-way access between the project partners and the scientific and public audience.		
Public press releases	Promote the project concept and the related business concept, linked to new applications in society and business.		
Promotional material for dissemination (inc. videos, brochures, newsletters)	<ul style="list-style-type: none">- Promote the project concept, progress and results. Support the display in conferences and events		

4 Dissemination Tools

The project's dissemination and communication activities will take diverse forms and utilize various media channels. These activities will follow clear, non-technical language to ensure accessibility. Although the key message will remain the same for all audiences, the language will be adjusted to address the specific needs of each group.

This section outlines the tools that will be utilized to communicate the project's key messages. A broad range of communication channels has been selected to ensure effective engagement with each target audience.

4.1 Visual Identity

The creation of the project's visual identity commenced at the beginning of the project. The first key activity involved the design and development of the branding elements, along with all related materials to establish a cohesive and professional

image for the project. These activities are being carried out as part of Task 7.1: Dissemination and Communication.

4.1.1 Logo and branding

In the early stages of the project, the logo underwent a process of refinement and revision. The ProCleanLakes logo is consisted of an image symbol and the acronym of the project. The image symbol integrates a water drop and a growing seed, reflecting the two elements of nature, water and earth. ProCleanLakes acronym is a thoughtful reflection of the project's essence "Protection and restoration of natural lakes". The figures below show the logo concept and logo construction.



INTEGRATION OF WATER DROP AND GROWING SEED

The ProCleanLakes logo incorporated a symbol that merges a water drop representing the water of lakes and a growing seed representing the healthy nature.

This creative fusion not only established the project's identity but also signifies project's focus on the restoration and the protection of nature.



Figure 5: Concept of ProCleanLakes Logo

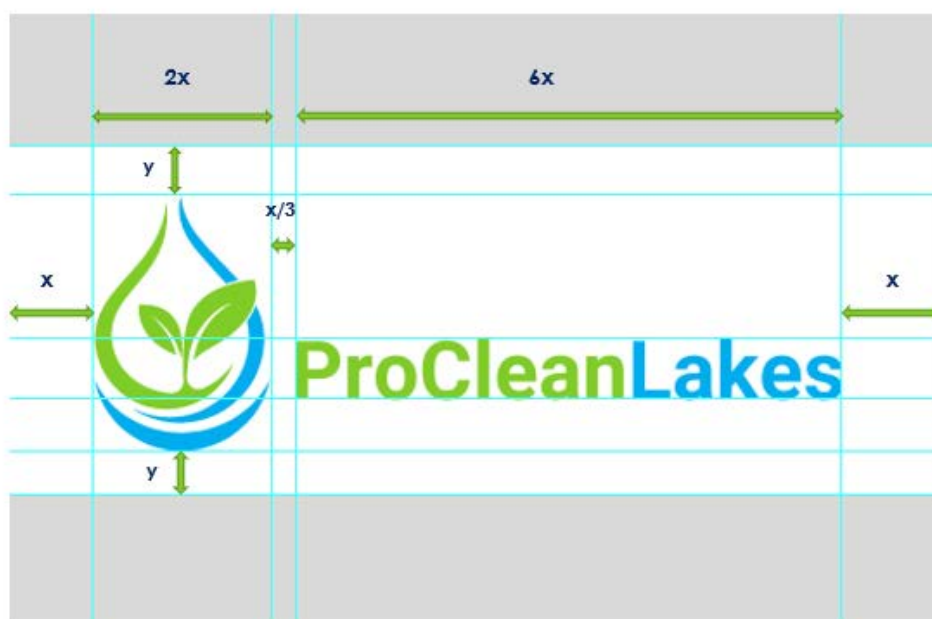


Figure 6: Construction of ProCleanLakes

A carefully chosen color palette plays a key role in reinforcing the project's recognition. The shades of blue and green are selected to represent the blue water and the green nature. The dynamic pairing of these vivid and bright colors conveys both purpose and health, ensuring the project stands out. Beyond their visual appeal, the selected colors enhance the project's overall impact and visibility, making it memorable and engaging for its target audience.

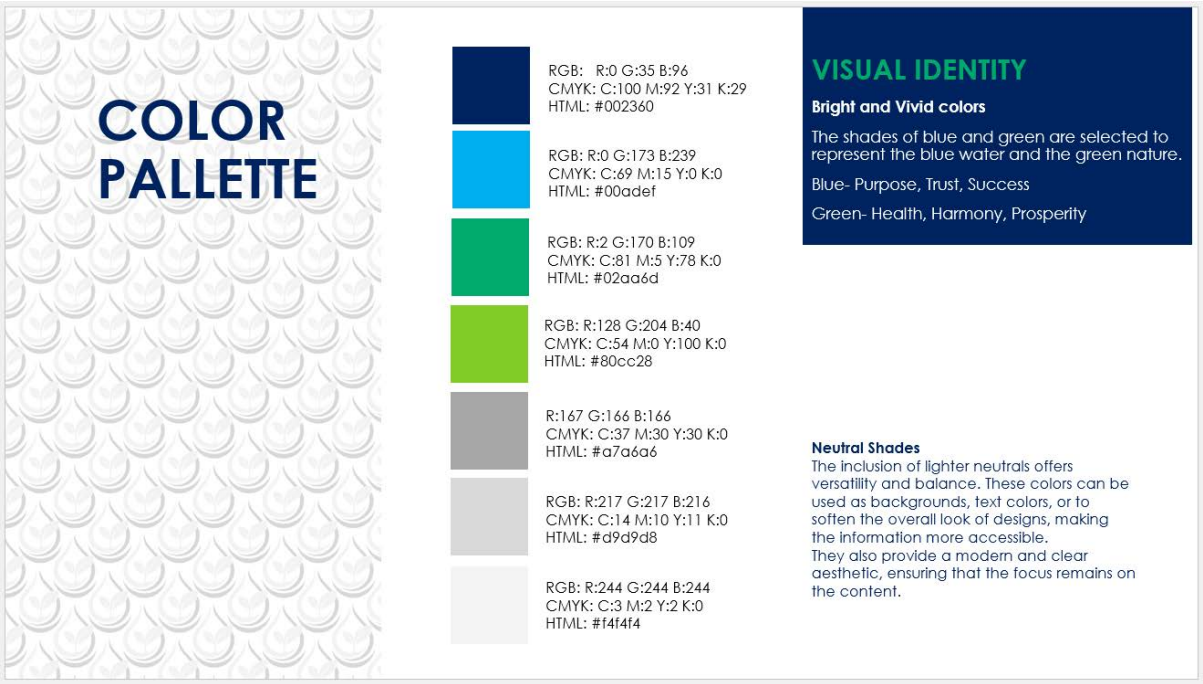


Figure 7: ProCleanLakes Brand Color Palette

The inclusion of neutrals shades offers versatility and balance. These colors can be used as backgrounds, text colors, or to soften the overall look of designs, making the information more accessible. They also provide a modern and clear aesthetic, ensuring that the focus remains on the content.

ProCleanLakes brand employs "Century Gothic" as its primary typeface embodying a pure and geometric aesthetic. Century Gothic is a digital sans-serif typeface in the geometric style known for its reasonably pure geometric design closely based on the archetype shapes of circle and square. It is considered ideal for both digital and print media and thus selected for the project branding.

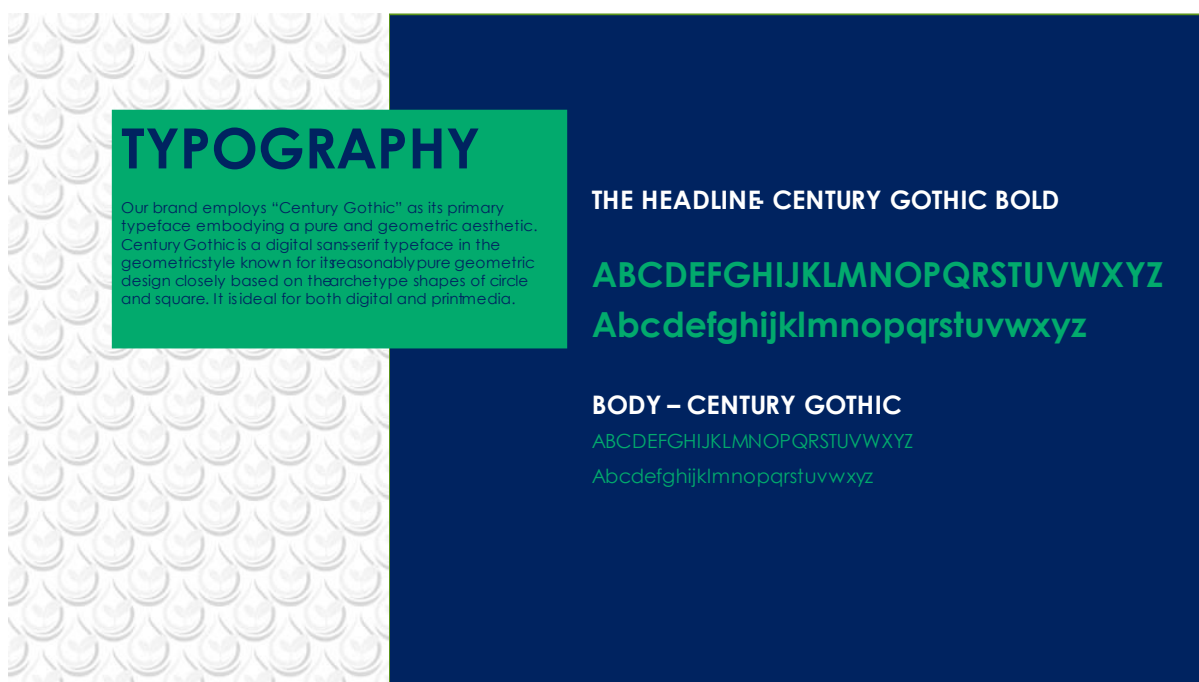


Figure 8: Selected Typogragy for ProCleanLakes Branding

The logo, brand color palette and typography will be used in all promotional material. A brand book was produced as a reference guide to be used by Consortium partners for gaining a deeper comprehension of the project. The guidelines outlined in this brand book were essential in shaping the design of the project's templates, flyers and website and will form the basis for all future project materials.



BRAND GUIDELINE

PROTECTION AND RESTORATION OF NATURAL LAKES

ProCleanLakes puts together a unique consortium with 18 partners, including 12 academic and research institutions, 1 public authority, 1 NGO and 4 SMEs from 11 countries. The project will design and demonstrate in 3 demonstration sites and 3 monitoring sites the feasibility of integrated nature-based emerging approaches for joint protection and restoration of European Natural Lakes (ENL) and their biodiversity, considering scenarios which imply the presence of various pressures that affect the aquatic ecosystems' status.

SIMPLICITY INTENSITY FLOW

Figure 10: Frontpage of the ProCleanLakes Brand book

4.1.2 Social Media Icons

ProCleanLakes 1:1 square shape icon is useful for ensuring compatibility and optimal display across a range of digital and physical mediums, enhancing brand recognition and maintaining visual consistency.



Social Media Profile Picture | App Icon | Favicon | Branding Materials | QR Codes | Business Card | Letterhead | Merchandise

Figure 11: Social Media Square Shape Icon variations

4.1.3 Project Templates

ProCleanLakes templates (Figure 12) for presentation, deliverables, agendas and Minutes of Meetings (MoMs) have been created so as to be used by consortium partners not only internally but also in their promotional activities, maintaining a consistent project identity. These templates include all necessary metadata (e.g. EU emblem, funding acknowledgment, the project partners, EC disclaimers with respective number of Grant Agreement and the acronym of the project). Consortium partners can access these templates through the ProCleanLakes, providing them with a centralized resource to maintain consistency in project documentation and promotional materials.

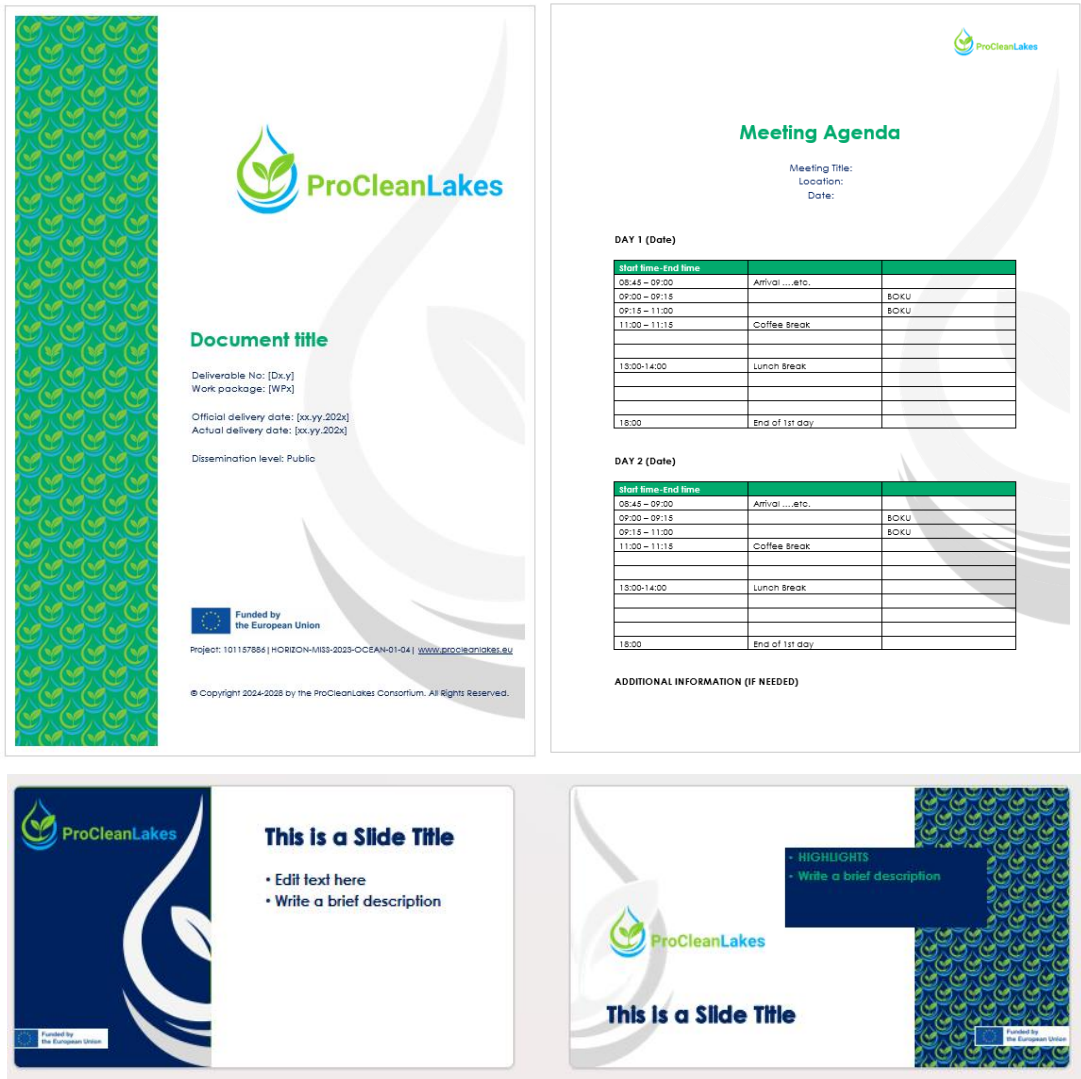


Figure 12: ProCleanLakes templates

4.1.4 Project website

The ProCleanLakes website is the reference point when it comes to the online presence of the project and has been officially published in the early stage of the project(M4). The domain name of the website is the following: <https://procleanlakes.eu/>

The project website is an invaluable tool for the effective promotion of the project, its activities and outcomes along with the stakeholder engagement. The scope of the website is to present the outcomes and activities and operate as hub for the stakeholders for useful information and material. All material available in the website will be freely downloadable in a user-friendly interface both for desktop and mobile applications.

The ProCleanLakes website aims at achieving the following goals:

D7.2 Dissemination and Communication Plan

- Identify ProCleanLakes concept, objectives, consortium partners, work structure and expected results
- Inform and update about Demonstration Sites Activities
- Disseminate News and Events taken place with ProCleanLakes framework
- Disseminate about project outcomes (public deliverables, publications and relevant articles)
- Promote dissemination material, newsletters and synergetic activities.

In order to understand our audience behaviour, tracking visitors allows us to analyse how visitors interact with the project website, i.e which pages they visit, how long they stay, and where they click. Keeping such measures help us evaluate the Impact of our Communication Campaigns.

The project website is focused on achieving **KPI C1. Website visitors** (Table 2), which is to reach more than 50 visits per month. Currently, this metric has been exceeded. It is worth mentioning that in January, when the Open Call was published, the number of visitors reached 623. Below are some graphs displaying the website traffic from the launch of the website in September 2024.



Figure 13: Number of visitors (users) per month and in total



Figure 14: Demographic statistics: Users by Country and City

The project website will be continuously updated and will evolve in parallel with the progress of the project, thereby supporting its activities. A notable update since the website's launch is the creation of a dedicated page for the ProCleanLakes Call for Associated Regions. This page contains comprehensive information related to the Call, including objectives, timeline, submission guidelines, eligibility criteria, Open Call documents, webinar materials, and communication materials.

The ProCleanLakes Call page can be accessed at the following link: <https://procleanlakes.eu/procleanlakes-open-call/>.

The figure below illustrates the ProCleanLakes Call page:



D7.2 Dissemination and Communication Plan

A detailed report on the ProCleanLakes website structure is included in D7.1 Project website and social media package (due M5). Further updates will be reported periodically.

4.2 Promotional Material

ProCleanLakes information and promotional materials will be utilized for dissemination and communication activities throughout the project. The content will be tailored to the target audience, using either technical or non-technical language as appropriate. These materials will be used throughout the duration of the project, with updated versions created to align with the evolving needs of the dissemination phase and specific activities.

4.2.1 Banner

A large-format banner is designed to provide a general overview of the project, with the aim of capturing initial interest and attention. This banner is produced as a printed version for use at events. It is ready for deployment by M06.



Figure 16: ProCleanLakes Roll-up banner

4.2.2 Flyers/Brochures

A set of flyers/brochures (technical and non-technical) will be designed for display and distribution at meetings, events, and conferences, both in print and digital formats. These materials will be designed to emphasize the project's objectives and activities, making them appropriate for various events and meetings. Each brochure will prominently display the project title, logo, social media links, Consortium partners' logos, and an EU funding acknowledgment, in full compliance with EC dissemination guidelines and requirements.

A one-fold flyer providing the general overview of the project, identical to the project banner, is ready for use by M06. A 3-fold version will be designed by M18, outlining the project's objectives, its ambition, and Demonstration Sites. Key contributions for the technical content of the flyers are BOKU and WP leaders. All Communication material will be accessible via the project website under the Resources page (<https://procleanlakes.eu/download-material/>)

5 Dissemination & Communication channels

5.1 Online and Electronic Communication channels

5.1.1 Project Deliverables

The table below lists the public deliverables of the project. The ProCleanLakes Consortium will share a large proportion of its deliverables with the public pursuing an open, transparent, and publicly accessible workflow.

WP No	Deliverable No Title	Responsible Partner	Due Date
WP1	D1.5 RS tools for the evaluation of water quality, hydro morphology changes and catchment properties	KWB	M24
	D1.6 Map of existing solution for remediation and protection of ENL	ANRI	M6
	D1.7 Detailed Guidelines on the use of the designed NbS supported by satellite data	ANRI	M26
WP2	D2.1. Report on stakeholders' engagement	UIT	M22
	D2.2 Technical Report on the implementation and demonstration of NbS at the DS	UDJG	M32

D7.2 Dissemination and Communication Plan

	D2.3 Updated Guidelines for the use of designed NbS for the DS	ANRI	M42
WP3	D3.1 Market analysis including Database of business-related stakeholders	PSB	M8
	D3.5 ENL Ecosystem services	HSPN	M30
	D3.6 Workshop in sharing Good-practices in Business	PSB	M37
	D3.7 ENL Action Plan	HSPN	M46
WP4	D4.1 Report on selection criteria for replication sites and suitable regions with stressors and pressures	AUA	M6
	D4.2 Report on selected replication sites (FSTP outcome)	BOKU	M22
	D4.3 Report on 3 on-site and 3 online Workshops and 3 round tables	AUA	M40
	D4.4 One roadmap per each replication site	HSPN	M45
	D4.5 FSTP call	BOKU	M4
WP5	D5.1 Knowledge hub v1.0 (prototype) published	Altfactor SRL	M16
	D5.2 Regular update and development of Knowledge hub based on data generated in WP1, WP2 and WP4	Altfactor SRL	M45
	D5.3 Virtual Incubator published - first version	Altfactor SRL	M12
	D5.4 Virtual Incubator published - update version	Altfactor SRL	M24

D7.2 Dissemination and Communication Plan

	D5.5 Virtual Incubator published - final version	Altfactor SRL	M32
	D5.6 Citizen Science mobile application v1.0 ready to be used	Altfactor SRL	M24
	D5.7 Final version of e-learning modules	Altfactor SRL	M46
	D5.8 Regular update and development of Knowledge hub based on data generated in WP1, WP2 and WP4	Altfactor SRL	M29
WP6	D6.6 Data management plan-first version	BOKU	M6
	D6.7 Data management plan-1st updated version	BOKU	M12
	D6.8 Data management plan--2nd update	BOKU	M18
	D6.9 Data management plan--3rd update	BOKU	M24
	D6.10 Data management plan - 4th version	BOKU	M30
	D6.11 Data management plan - 5th version	BOKU	M36
	D6.12 Data management plan-final update	BOKU	M45
	D6.13 Database on synergies with European Initiatives	BOKU	M12
WP7	D7.1 Project website and social media package	CINTECH	M5
	D7.2 Dissemination and Communication Plan	CINTECH	M9

D7.2 Dissemination and Communication Plan

	D7.3 Dissemination and Communication Plan- 1st update	CINTECH	M18
	D7.4 Dissemination and Communication Plan-2nd update	CINTECH	M27
	D7.5 Dissemination and Communication Plan-3rd update	CINTECH	M36
	D7.6 Dissemination and Communication Plan-final	CINTECH	M45
	D7.7 Exploitation Plan	CINTECH	M36
	D7.8 Database of end users and stakeholders' engagement	CINTECH	M18
	D7.9 Report on citizen engagement	CINTECH	M46
	D7.10 Communities of Practice for the 3 DS involved in co-creation	CINTECH	M20
	D7.11 Report on events for stakeholders	CINTECH	M47

Action plan

Projects' public deliverables will be available on the project's website under the Resources page and will be accessed here: <https://procleanlakes.eu/download-material/>.

5.1.2 Project Publications

The ProCleanLakes Consortium is dedicated to contributing to the scientific community by sharing the knowledge and expertise gained throughout the project. All academic and research partners will be involved in the preparation and publication of articles in scientific journals, peer-reviewed conferences proceedings to disseminate initially the main concept and project targets and later the knowledge gained during the project.

D7.2 Dissemination and Communication Plan

The table below shows some indicative journals and conferences that partners have identified. This list will be updated and adopted the following months.

Table 5: Indicative journals and conferences

Indicative journals	Indicative conferences
International Journal of Entrepreneurial Behavior & Research	Symposium for European Freshwater Sciences https://www.sefs14.com/
Journal of Innovation & Knowledge	Citizen Science 4 Water https://www.un-ihe.org/topic/cs4water-conference-2025
International Journal of Information Management	Lahti Lakes https://lahtilakes.fi/
Water Research X	International Conference on e-Health and Bioengineering EHB
Ocean Science	International Symposium Present Environment and Sustainable Development PESD
	IEEE International Conference on Emerging Technologies and Factory Automation ETFA https://etfa2025.ieee-ies.org/
	International Conference "Agriculture for Life, Life for Agriculture" https://agricultureforlife.usamv.ro/
	International Conference of Mikrobiokosmos https://microbiologysociety.org/
	International Congress on Applied Ichthyology, Oceanography, and Aquatic Environment (HydroMediT)
	International Multidisciplinary Scientific GeoConference Surveying, Geology and Mining, Ecology and Management – SGEM
	The 32 nd International Symposium "Deltas and Wetlands" 2025 https://ddni.ro/wps/deltaswetlands-2025/

	<p>The 11th World Conference on Ecological Restoration (SER2025)</p> <p>https://ser2025.org/</p> <p>There is also European edition happening every 2 years</p> <p>https://ser-europe.org/conferences-workshops/</p>
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Scientific publications will be pursued under Gold open access and, when it is not possible, under Green one. Open Research Europe publishing platform will be favoured regarding open access publications. As Open Access Repository, ProCleanLakes Community will use Zenodo, the OpenAIRE repository hosted by CERN. The community for ProCleanLakes in Zenodo has been created and is under the following link: <https://zenodo.org/communities/procleanlakes>. To maximize the reach of ProCleanLakes results, final outcomes will be published on the Horizon Result Platform after the project's completion, in line with Horizon Europe Guidelines.

ProCleanLakes aims to publish more than 9 (nine) scientific publications and papers, addressing the Dissemination KPI D3. Scientific publications (Table 1Table 1).

5.2 Non-electronic Communication channels

5.2.1 Presentations at Conferences, Workshops and Webinars

A key channel for disseminating and communicating the project is through active participation in targeted conferences and workshops, which helps raise awareness and, as the project progresses, facilitates the promotion and interaction around its outcomes and results. The primary goals of the ProCleanLakes Consortium include: a) attending high-impact events, b) engaging with the most relevant audiences at these events, c) participating in and/or co-organizing joint webinars with synergy projects, and d) hosting own workshops and events to engage scientific and local communities, as well as stakeholders with the project's testing's and results.

Action plan

ProCleanLakes will contribute in more than 8 (eight) R&D conferences. Additionally, the project will organize more than 17 workshops and events, including 3 (three) roundtables in Demonstration Sites and 3 (three) in Replication Sites, 3 (three) Communities of practice workshops in the Demonstration sites, 6 (six) workshops in the replication sites, business coaching and training sessions, citizen science actions (i.e hackathons and environmental quizzes), 1 Final Event and 1 Pan-European online training. ProCleanLakes will collaborate with synergy projects to co-organize joint webinars focusing on shared research areas, addressing the Dissemination KPI D6. Collaboration & Synergies with projects (Table 1).

D7.2 Dissemination and Communication Plan

ProCleanLakes project is committed to fulfil multiple events to engage targeted audience and maximize impact for the protection and restoration of European natural Lakes. **The project's own events** are grouped in the following figure. The exact timeline of these activities is in working process and will be updated in the future deliverables on Dissemination and Communication plan (D7.3, D7.4, D7,5 and D7.6).

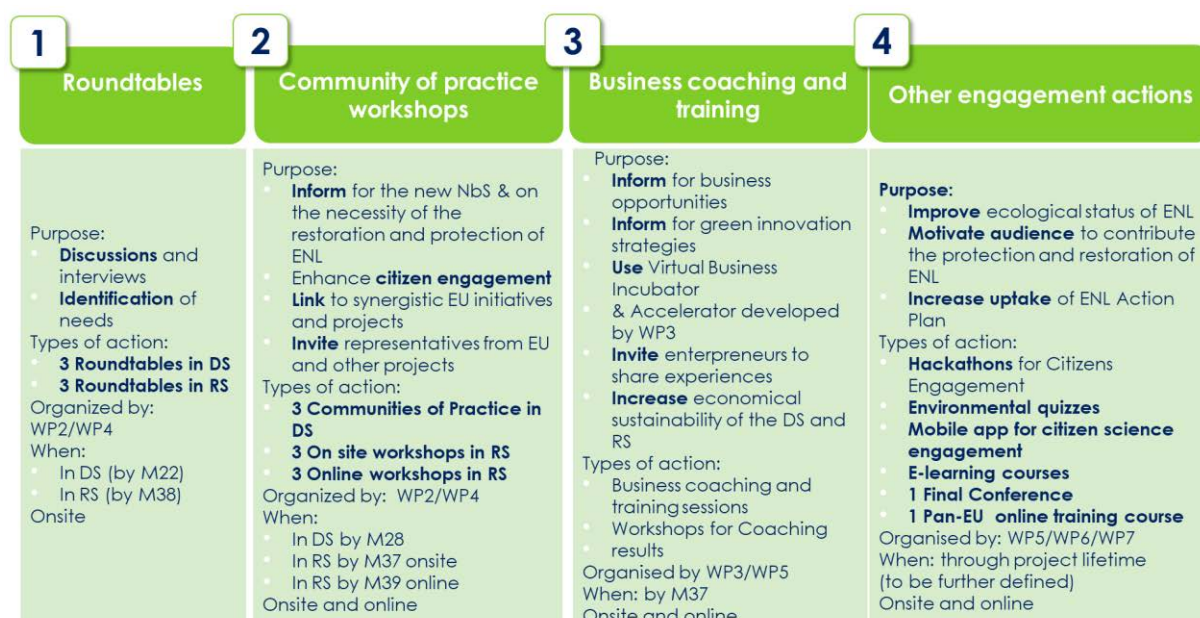


Figure 17: Project's events for impact maximization

Action so far

Alexandru Capatina from UDJG partner, participated on the 5th of December 2024 at the "Environmental Education in VR" workshop organized by OpenHub Galati (https://www.linkedin.com/company/openhub-galati/?trk=public_post-text&originalSubdomain=ro). The event focused on exploring ways to integrate virtual reality (VR) technology into environmental education. During the workshop, Alexandru Capatina presented the synergies between the ReGreenVR and ProCleanLakes projects. He highlighted how VR can be utilized to educate the public on the impact of pollution on aquatic ecosystems and to showcase innovative methods for local communities to actively contribute to the preservation of water resources.

ProCleanLakes organized a public **Open Call Webinar** on the 30th of January 2025 as information day for the ProCleanLakes Call for Associated regions that was launched on the 1st of January 2025 which will close on the 31st of March 2025.

The Webinar attracted 27 registrants and 27 attendants. A fruitful discussion with Q&A questions followed the presentation of the Project Coordinator Anca-Iulia Stoica (BOKU) on the Open Call objectives and processes.

The Open Call webinar was disseminated through ProCleanLakes media accounts. The Consortium partners, as well as the synergy projects FERRO, EUROLakes and

D7.2 Dissemination and Communication Plan

FutureLakes and the Mission Ocean and Waters Collaborative are supporting the dissemination of the Open Call and relative actions.

The webinar materials, including presentations and the Q&A document, are available on the ProCleanLakes Call page, which can be accessed here: <https://procleanlakes.eu/procleanlakes-open-call/>.

The project Coordinator, Anca-Iulia Stoica (BOKU), in the frame of the Open Call dissemination actions was invited to the [Sploro Cascade Funding Webinars – Session#18 Water Innovation & Marine Solutions](#) on the 21st of February 2025, organised by Sploro and presented the ProCleanLakes Call of Associated countries. This session was focused on innovative solutions that address water-related challenges and on the opportunity to scale impactful projects in the field of marine conservation, chemical pollution prevention, and sustainable aquaculture.

Action plan

ProCleanLakes project represented by the Project Coordinator, Anca-Iulia Stoica (BOKU), Project Manager, Lada Fialova (BOKU) and Dissemination & Communication Leader, Maria Papadimitriou (CINTECH) will participate in the [3rd Annual Forum and related events of Mission Restore Our Ocean and Waters](#) will take place on the 3rd-7th of March 2025 in Brussels, Belgium.

ProCleanLakes foresees to contributing the Mission objectives and connect with projects funded under the Mission Ocean and Waters and other EU projects with similar topics.

5.2.2 Collaboration & Synergies with projects

ProCleanLakes is seeking active relations with other Horizon-projects under similar topic as well as with other project under the EU Mission Restore Our Ocean and Waters. ProCleanLakes has started communication and regular meetings with the synergy projects FERRO, EUROLakes and FutureLakes. The Coordination and Communication Teams of ProCleanLakes and the abovementioned projects has set the basis for common dissemination activities.

These synergies will allow knowledge exchange and common dissemination opportunities, such as joint invitations to events, organization of joint webinars, **publication of articles or newsletters, references to each other's websites**, dissemination support in social media accounts etc.

ProCleanLakes support Mission Ocean and Waters Collaborative and participates in the regular meetings, exchanging views and insights. ProCleanLakes through this cooperations aims to take advantage of the already established Mission community to disseminate its activities to an already established and large audience.

ProCleanLakes pursues to participate in Mission Ocean and Waters events to exchange with other projects knowledge and best practices. The collaboration with synergy and the Mission project is part of WP6 and supported under T7.1.

Action so far

For the first phase, ProCleanLakes has established liaison with the three (3) synergies projects (FERRO, EUROLakes and FutureLakes) and the Mission Ocean and Waters collaborative. ProCleanLakes is using a newly-established joint sharepoint with synergy projects to exchange public communication materials and dissemination opportunities. ProCleanLakes participates in regular meetings with synergy projects and are setting the basis for the organisation of joint webinar and other dissemination actions.

ProCleanLakes will continue to participate in Mission Ocean and Waters Collaborative and its regular meetings. Mission Collaborative already supports ProCleanLakes Open Call initiative by disseminating it through its media channels. We foresee that this participation will pave the way for further engagement with EU projects and EU initiatives.

Action plan

For the next period, ProCleanLakes will continue exploring joint dissemination and communication opportunities with the already identified synergies and with new ones and will build a concrete agenda for joint actions to be reported in the next deliverables D7.3. The collaboration with synergy and the Mission project is part of WP6 and supported under T7.1.

BOKU and CINTECH will represent ProCleanLakes in the 3rd Annual Forum and related events of Mission Restore Our Ocean and Waters will take place from the 3rd to 7th of March 2025 in Brussels, Belgium. With this and future participations in the Annual Forum of Mission Restore Our Ocean and Waters, ProCleanLakes foresees to increase the visibility of the project and thus the impact of its future outcomes.

5.3 Interactive Communication and New Media

5.3.1 Social Media

The social media presence of the project aims at improving and boosting the communication outreach due to their potential to reach larger ranges of target groups even the ones that are not familiar with the technical infrastructure of the project. Through the social media accounts the communication outreach is performed in an easier and more direct way, and the connection with synergy projects is further promoted.

The selected social media channels are LinkedIn, Instagram and YouTube.

LinkedIn: [procleanlakes-project](https://www.linkedin.com/company/procleanlakes-project)

Instagram: [procleanlakes](https://www.instagram.com/procleanlakes)

YouTube: <https://www.youtube.com/@ProCleanLakes>

D7.2 Dissemination and Communication Plan

The following keywords and tags can be used for tagging online information and social posts depending on the specific channels:

Keywords: natural lakes, ProCleanLakes, HorizonEU, EUmissions, Mission Ocean

Hashtags: #HorizonEU #EUmissions #MissionOcean #NaturalLakes #WaterRestoration #WaterProtection #MissionLakes

Action so far

The project established by M1 the three abovementioned social media channels, reaching **KPI C2. Social Media** (Table 2).

Below are enlisted the key metrics of the social media activity by M1.

- 3 social media channels
- 164 followers (130 LinkedIn + 34 Instagram)
- 27 posts (17 LinkedIn +10 Instagram)
- 5,890 impressions+ 283 reactions

It is important to highlight that social media plays a key role in the dissemination of the ProCleanLakes Call for Associated Regions with regular posts.

Additionally, a special initiative was carried out to honor the female workforce of the ProCleanLakes project in celebration of the International Day of Women and Girls in Science on the 11th of February 2025. A collage featuring the women involved in the project was created and shared on social media, emphasizing that women constitute over 60% of the ProCleanLakes team, driving innovation and leadership.



Figure 18: ProCleanLakes post Celebrating Women in Science

Action plan

The three social media accounts will be kept up-to-date with the newest information and materials available by the project. Our focus points for LinkedIn and Instagram are to: a) be frequently updated, b) publish relevant posts, c) connect with synergy projects, hubs and influencers to boost reach, d) be aligned with the information and news published on the project website and, e) post live from events where ProCleanLakes is present. You Tube channel will be used as a hub for all videos produced for the project with the aim to increase the reach of the videos through YouTubes “neutral” users.

5.3.2 Project Video

A set of videos will be orchestrated, describing the ProCleanLakes objectives and scope, ProCleanLakes demonstration deployments and results. These project videos will be made available through the project's online channels, including the website, Instagram, LinkedIn, and YouTube.

D7.2 Dissemination and Communication Plan

Action plan

An introductory video is scheduled to be produced and released by month 12, outlining the concept and objectives of the ProCleanLakes project, as well as introducing the project consortium's workforce.

5.3.3 E-Newsletters

A series of electronic newsletters will be developed to promote the activities, progress, and results of the ProCleanLakes project. These newsletters will be distributed to subscribers of the ProCleanLakes **website, shared via the project's social media accounts**, and consortium partners will be encouraged to disseminate them through their own communication channels and networks.

Newsletters are an excellent way to maintain ongoing communication with stakeholders, partners, and interested parties.

The inclusion of ProCleanLakes in the newsletters of other associations and organizations is an effective dissemination and communication strategy. The project will actively seek such opportunities and leverage them for broader outreach.

Action plan

Newsletters will be issued throughout the duration of the project every 6 (six) months with the first one to be released following the first sampling campaign on M06. Additional newsletters may be produced on an ad-hoc basis to communicate significant news and developments. Contributions for the development of these newsletters will be all Consortium partners, who will provide input on both the project concept and the outcomes achieved.

Action so far

The first Newsletter introducing the first activities, including the sampling campaign of the project was published on M6 and is available through the project website under Resources subpage (<https://procleanlakes.eu/download-material/>).

[View this email in your browser](#)



ProCleanLakes pre-monitoring and sampling campaign

As part of the assessment of the ecological status and the pressures and stressors affecting each of the six ProCleanLakes demonstration (Brates Trichonis, Langvatnetv lakes) and monitoring (Vransko, Medard, Zaghen lakes) sites, a pre-monitoring and sampling campaign took place at each lake between September and November 2024. The campaigns started at Langvatnet Lake in the first week of September to avoid the extremely low temperatures of the Norwegian autumn and winter and completed at Zaghen in Romania in the first week of November.



[Read more](#)

Figure 19: ProCleanLakes Newsletter #1 (Preview)

5.3.4 Press Releases

Classic media channels will be utilized to engage the general public, business stakeholders, policymakers, researchers and students. The ProCleanLakes Consortium

D7.2 Dissemination and Communication Plan

plans to reach out to the media primarily through press releases, which will be issued at each major project milestone or in conjunction with significant activities. The first press release was issued in M02, announcing the launch of the project. The consortium will also seek public media appearances at the national level to promote the core concept of the project, highlighting its potential applications in society and industry, as well as the related business opportunities.

Action plan

The first press release was issued in M02, announcing the launch of the project. More than (4) four press releases will be issued throughout the duration of the project. Contributions for the development of these press releases will be all Consortium partners, who will provide input on both the project concept and the outcomes achieved.

Action so far

By M08, two Press Releases have been published and circulated through project's media channels and through partners' channels. [Press Release I](#) was dedicated to the launch of the project introducing ProCleanLakes to the audience and [Press Release II](#) was dedicated to the launch of ProCleanLakes Call for Associated Regions.

The project's Press Releases are available on the project website under Resources subpage (<https://procleanlakes.eu/download-material/>).



Figure 20: ProCleanLakes Press Releases I and II

The dissemination and communication tracker (Figure 19) is available to all partners in the ProCleanLakes sharepoint.



All partners are responsible for regularly updating the tracker. Partners are encouraged to report their activities timely, ideally immediately upon completion of each action. Regular reminders will be provided upon current basis, as well as through project reporting channels.

7 Individual Communication and Dissemination Planning

Partner	Communication and Dissemination planning
BOKU	BOKU, as the Project Coordinator and Manager, is committed to maximizing the impact and visibility of ProCleanLakes. BOKU's dissemination plan focuses on reaching diverse stakeholders, fostering collaboration, and ensuring the broad uptake of project outcomes.

D7.2 Dissemination and Communication Plan

	<p>BOKU will employ a multi-faceted approach that leverages both traditional and digital channels to disseminate project findings, innovations, and best practices.</p> <p>Through targeted workshops, conferences, and events, BOKU will engage with academic researchers, policymakers and end-users to share the project results and encourage knowledge exchange. Furthermore, BOKU will share the project news and posts through its media channels. i.e BOKU published an article on the kick-off meeting in BOKU Magazine on September 2024 (https://www.yumpu.com/de/document/view/68808794/boku-magazin-3-2024-web) and ProCleanLakes is enlisted in the BOKU's projects on citizen science (https://boku.ac.at/en/citizen-science/projekte)</p> <p>BOKU is in close collaboration with synergy projects, namely FERRO, EUROLakes and FutureLakes) and participate in regular meetings to exchange best practices and explore joint dissemination opportunities. Moreover, BOKU represents ProCleanLakes in Mission Ocean and Waters Collaborative meetings and actions, supporting the Mission's objectives and activities.</p>
PMF	<p>PMF will contribute to the communication and dissemination activities and actions. PMF will disseminate the results on lake parameters (sediment and water) obtained after sampling and analysis through its media channels. PMF's website is used as a central hub for information for all types of stakeholders.</p> <p>For a deeper collaboration and engagement with environmental agencies, local authorities, policy makers and researchers, PMF will organise physical meetings and workshops and participate in regional events and conferences.</p> <p>Moreover, PMF will share the project news and posts through its media channels.</p>
BC CAS	<p>BC CAS, T1.1. <i>Identification and monitoring of chemical pollutants within the MS and DS leader</i>, will disseminate through its media channels and with articles on scientific journals the fish community composition, abundance, biomass and its effect on trophic state of the demonstration lakes.</p> <p>BC CAS is supporting the dissemination and communication activities of the project from the outset, by providing input for the communication material and sharing news and posts through its media, i.e, ProCleanLakes article on the launch of the project was published on the official BC CAS webpage https://www.bc.cas.cz/en/news/news-detail/7358-procleanlakes/ on August 2024.</p>
AUA	<p>AUA is engaged in the dissemination of project updates through social media channels and is committed to stay actively involved in the project's progress and activities by ensuring that the latest developments are effectively communicated to a wider audience (incl. citizens and other stakeholders and scientific Community) through participation in events and publication of public deliverables.</p>

D7.2 Dissemination and Communication Plan

	By the end of the project, the aim is to achieve key performance indicators (KPIs) such as: workshops for stakeholders at each replication sites (on-site and on-line), roundtables with citizens and other stakeholders at replication sites.
NKUA	<p>NKUA is committed to promote project's phases and progress in collaboration with its communication department using organisation's website and social media channels. Updates on project's work, lessons learnt, and demo results will be communicated through all means available to a wider range of external stakeholders and local communities.</p> <p>NKUA's contribution in the project dissemination and communication includes participation in regional events, and face-to-face meetings with local authorities and local communities and industry companies, i.e NKUA's invitation by local authorities to deliver a lecture on the ProCleanLakes project in the framework of a summer festival organized by a local company "RiverViewProject" in the area of Trichonis Lake.</p>
UNIVE	<p>UNIVE will contribute to raising public and stakeholder awareness by disseminating results from PFAS and microplastics analysis and raising awareness of these ubiquitous pollutants. The aim is to engage a wide range of audiences, including water providers, aquaculture industries, scientists, and fishing companies.</p> <p>Furthermore, UNIVE will disseminate project's results in educational settings, conferences, and workshops, contributing to the training of scientists and experts in environmental analysis methods.</p> <p>UNIVE will support the dissemination and communication activities of the project by providing input for the communication material and sharing news and posts through its media channels.</p> <p>ICRA-CERCA will use the following means and tools to engage targeted audience:</p> <p>Website: Central hub for information (all stakeholders).</p> <p>Social Media: Public awareness and engagement (public, researchers, activists).</p> <p>Newsletter: Regular, targeted updates (partners, funders, policymakers).</p> <p>Regional Events and Conferences: In-person engagement (policymakers, researchers).</p> <p>Face-to-Face Meetings/Workshops: Deeper collaboration (environmental agencies, local authorities).</p> <p>Webinars/Online Workshops: Remote dissemination (international audience).</p>
UDJG	UDJG, as WP2 leader and one of the largest universities in Romania with 14 faculties, will be involved in the project dissemination and communication by informing department's faculty, researchers and students about the ProCleanLakes project, its developments and benefits.

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	<p>By the end of the project, the aim is to achieve key performance indicators (KPIs) such as: workshops for communities of practices, roundtables with citizens and other stakeholders at demonstration sites, publications of articles in scientific journals.</p> <p>UDJC will promote project's progress and outcomes through organisation's website and social media channels and will provide input for the creation of the project's communication material and newsletters.</p>
UiT	<p>UiT as leader of T2.1. <i>Stakeholders' involvement is engaged from the beginning in the dissemination and communication activities of the project, by providing input for the preparation of the project's communication materials.</i></p> <p><i>UiT will use its media channels and network to disseminate project's objectives and key outcomes to a variety of stakeholders.</i></p> <p><i>UiT will contribute to raise awareness on the necessities of the environmental protection and restoration and engage identified stakeholders through workshops of communities of practice, video presentations, practical living labs, and on-site visits while implementing NbS)</i></p>
INCDDD	<p>INCDDD will promote project's phases and progress using organisation's website and social media channels. Updates on project's work, lessons learnt, and demo results will be communicated through all means available to a wider range of external stakeholders and local communities.</p> <p>INCDDD will contribute to the dissemination and communication activities of the project by providing input for communication material and articles, informing contacts to subscribe to the newsletter, sharing social media posts.</p>
AF	<p>Altfactor SRL is committed to actively participate in dissemination and communication activities.</p> <p>By the end of the project, the aim is to achieve key performance indicators (KPIs) such as: >50 visitors of the Web-based ProCleanLakes Knowledge Hub per month and >50 users of citizen science app, attending industry-specific conferences such as Annual scientific Symposium "Deltas and Wetlands" Tulcea, DDNI / May-June 2025, and presenting project outcomes at thematic events. AF's focus will be on leveraging diverse channels, including social media and direct stakeholder engagement, to ensure impactful outreach.</p> <p>AF will also maintain regular updates on project developments, emphasizing collaboration, innovation, and the practical impact of its contributions to the scientific and professional communities.</p>
ICRA-CERCA	<p>ICRA-CERCA will contribute to raising public and stakeholder awareness by disseminating the results of micropollutant analysis and the water pollution challenges in the lakes studied with the aim to engage local communities, stakeholders, and policymakers.</p>

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	<p>ICRA-CERCA will explore educational and capacity-building opportunities by sharing project outcomes in educational settings, conferences, or workshops, and by contributing to the training of professionals and scientists in cutting-edge environmental analysis techniques.</p> <p>ICRA-CERCA will leverage social media platforms to share regular updates, engaging content, and relevant resources, fostering direct communication with a diverse audience.</p> <p>ICRA-CERCA will use the following means and tools to engage targeted audience:</p> <p>Website: Central hub for information (all stakeholders).</p> <p>Social Media: Public awareness and engagement (public, researchers, Newsletter: Regular, targeted updates (partners, funders, policymakers)</p> <p>Regional Events and Conferences: In-person engagement (policymakers)</p> <p>Face-to-Face Meetings/Workshops: Deeper collaboration (environmental local authorities).</p> <p>Policy Briefs/Reports: Structured, formal communications (policymakers)</p> <p>Webinars/Online Workshops: Remote dissemination (international audience)</p> <p>Local Media/Press: Broader public engagement (public, local communities)</p>
PSB	<p>PSB, as WP3 leader, will contribute to the maximization of project's impact and visibility.</p> <p>By the end of the project, the aim is to achieve key performance indicators (KPIs) such as: business innovation coaching and training sessions, workshop for coaching results and publications in scientific journals.</p> <p>PSB with the cooperation of its communication department will use organisation's website and social media channels to disseminate and promote project's activities and outcomes.</p>
ANRI	<p>ANRI is committed to be actively involved in the project's progress and activities by ensuring that project's progress and results are effectively communicated to a wider audience (incl. citizens, educational and scientific community).</p> <p>ANRI will leverage social media platforms to share regular updates, engaging content, and relevant resources, fostering direct communication with a diverse audience.</p>
HSPN	<p>HSPN will use the following means and tools to engage targeted audience:</p> <p>Social media</p> <p>Website</p> <p>Regional/national/international events</p> <p>Email communication</p>

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	<p>HSPN will contribute to the dissemination and communication activities of the project by providing input for communication material, informing contacts to subscribe to the newsletter, sharing social media posts.</p>
KWB	<p>KWB will contribute to raising public and stakeholder awareness by disseminating project's progress and results to a wide audience, incl. citizens, scientific community, policy makers (EU, national or local).</p> <p>KWB will use the following means and tools to engage targeted audience:</p> <ul style="list-style-type: none"> Social Media (LinkedIn) Conferences Workshops at Demonstration and/or Monitoring Sites KWB Website and Newsletter Scientific Publications <p>HSPN will contribute to the dissemination and communication activities of the project by providing input for communication material and newsletters.</p>
NPVJ	<p>NPVJ will disseminate the Results on lake parameters (sediment and water) obtained after sampling and analysis, as well as updates on project activities, events, outcomes and public deliverables through all available means.</p> <p>NPVJ aims to engage a wide range of audience through events, meetings, social media, website and newsletters.</p> <p>ANRI will use its social media platforms to share regular updates, engaging content, and relevant resources, for a direct communication with audience.</p>
CINTECH	<p>CINTECH, as the Communication, Dissemination and Exploitation leader will contribute to project's dissemination and communication activities with the aim to maximise project's impact and visibility.</p> <p>CINTECH will be actively engaged in Mission Ocean and Waters Collaborative by attending regular meetings and exploring joint dissemination opportunities.</p> <p>Furthermore, CINTECH will support BOKU in the collaboration with synergy projects, namely FERRO, EUROLakes and FutureLakes) by participating in regular meetings, exchanging best practices and exploring joint dissemination opportunities (joint webinars, joint meeting, joint participations in events)</p> <p>CINTECH will monitor communication and dissemination opportunities to participate (such as the Annual Forum and related events of Mission Restore Our Ocean and Waters) but also propose and guide the partners through attending conferences and events.</p> <p>Moreover, CINTECH will use social media platforms to share regular updates, engaging content, and relevant resources,</p>

STATSKOG	<p>STATSKOG will contribute to the dissemination and communication activities of ProCleanLakes in a variety of ways.</p> <p>These activities include:</p> <ul style="list-style-type: none"> • Promote general information about the project • Contact information to relevant partners and researchers in the project • Contact information for local stakeholders and local informants on relevant subjects • Help distribute information from another partners/the project locally • Inform about projects and activities around lake Langvatnet that might have an impact on the results of the project. <p>STATSKOG identifies the following stakeholder groups that you would target through Face-to-face meetings, email communication and direct SMS/phone communication:</p> <ul style="list-style-type: none"> • Local population around lake Langvatnet and in Fauske municipality, mining company, local industry, power production company, local policy makers • Local population around lake Langvatnet and in Fauske municipality, mining company, local industry, power production company, local policy makers • Partners and researchers in the project • Local population around lake Langvatnet and in Fauske municipality, mining company, local industry, power production company, local policy makers • Partners and researchers in the project <p>STATSKOG will contribute to the dissemination and communication activities of the project with several ways, and is committed to help reaching the relevant authorities and policy makers.</p>
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8 Next action points and conclusions.

This deliverable provides a concise overview of the ProCleanLakes [communication and dissemination strategy](#). It includes a summary of the activities that have been carried out, and an outline of so far planned activities.

In the upcoming period, the digital presence of ProCleanLakes will be strengthened through the [project website and newsletters](#). Moreover, the project's communication materials will be enriched (flyers, brochures, videos).

Partners will organise and participate to workshops and events in order to disseminate ProCleanLakes project and engage the identified targeted audience.

ProCleanLakes will participate in the [3rd Annual Forum and related events of Mission Restore Our Ocean and Waters](#) that will take place on 3-7 March 2025 in

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Brussels, Belgium. ProCleanLakes will deliver a lecture on the *Mission Ocean and Waters projects meeting* on the 3rd of March and will participate in the *Waves of Collaboration – Matchmaking for the Mission to Restore Ocean and Waters by 2030*. ProCleanLakes will join the 3rd Annual Forum, an event that will give an insight on the focus of the Mission in the years to come and the necessary steps for the scaling, replication and deployment of innovative solutions developed by the Mission.

All communication, dissemination and synergy activities will be continuously monitored and evaluated throughout the project lifetime. This deliverable will be updated on future deliverable [D7.3 Dissemination and Communication Plan- 1st update \(M18\)](#), reporting the dissemination and communication that will have been realized during the first reporting period.