Interreg Atlantic Area

Co-funded by the European Union

Smart4Sea

Dissemination and Communication Plan

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1. INTRODUCTION

The objective of this document is to define the dissemination and communication strategy & actions of the Smart4Sea project as well as anticipate actions for the exploitation of results during and after the project.

This document therefore defines:

- Communication and Dissemination (C&D) plan, including tools and actions expected by all partners.
- Methodology for monitoring C&D activities to ensure objectives and KPI.

It will be published and shared with partners at the start of the project. There is no specific timeframe for updating the document. However, it can be updated in the middle of the project to include new developments and progress on the project. If necessary, the project objectives will also be updated. Valorial will need to work together on the design and updating of the document. All partners will be expected to contribute to communication and dissemination activities to achieve the objectives defined in the project.

1.1. Project background & long-term vision

The overall objective of the Smart4Sea project is to develop an innovative environmental traceability system designed to increase transparency and consumer confidence in the Atlantic Area seafood sector. This initiative is a direct response to the major challenges facing the sector, including seafood fraud, ecological damage, marine debris accumulation and inefficient use of resources. By integrating advanced digital tools, circular economy strategies and collaborative efforts, Smart4Sea aims to sustainably improve transparency throughout the seafood supply chain.

The Smart4Sea project follows on from the Neptunus project, which aimed to promote sustainable development in the seafood sector in the European Atlantic area. This project proposed key actions for the efficient use of resources based on the life cycle concept, involving producers, policy makers and consumers in the decision-making process.

The context of the project is marked by systemic problems in the seafood sector, which is nevertheless a cornerstone of the local economy and culture of the Atlantic Area. Challenges include overfishing of marine resources, environmental degradation, marine litter and inefficient use of resources. Furthermore, the lack of transparency and harmonised traceability systems creates mistrust among consumers and encourages fraud. Although consumers seek guarantees regarding the environmental, legal and ethical responsibility of their food, most companies are unable to trace their products beyond basic food safety information.

To overcome these obstacles, Smart4Sea adopts an innovative multidisciplinary approach integrating digital, environmental, social and consumer-centric dimensions. The project combines the use of blockchain technology and the Internet of Things (IoT) with real-time data collection and shared data management. This method ensures transparent and accurate information on key environmental indicators, such as carbon footprint, waste management and marine plastic waste production, throughout the value chain. The result of this innovation is a clear digital environmental platform that enables consumers to make more informed purchasing choices and builds confidence in sustainable seafood products.

Smart4Sea's long-term vision is to establish a robust framework for the sustainability of the sector, ensuring its viability for future generations. The project is not limited to the Atlantic Area; it is establishing a scalable and replicable model that can be adapted to other regions, thus contributing to global efforts to transition to a circular and resource-efficient economy. It is expected that the tools developed and validated, as well as the transnational cooperation framework, will continue to be used after the end of the project. Furthermore, Smart4Sea is fully aligned with the United Nations Sustainable Development Goals (SDGs), in particular SDG 12 (Responsible Consumption and Production) by promoting the circular economy, and SDG 14 (Life Below Water) by strengthening marine conservation efforts.

1.2. Partnership territorial spread

To meet these objectives, the Smart4Sea project brings together 10 partners, representing 5 European countries, will be involved in the project:

Project partner	Position	Country
Universidad de Cantabria	Coordinator WP1 leader	Spain
Asociación Nacional de Fabricantes de Conservas de Pescados y Mariscos - Centro Técnico Nacional de Conservación de Productos de la Pesca (ANFACO-CYTMA)		
Cooperativa de Armadores de Pesca del Puerto de Vigo (ARVI INNOVAPESCA)		
Universidade de Aveiro (UAveiro)		Portugal
Instituto Português do Mar e da Atmosfera (IPMA)	WP2 leader	
Universidade do Porto (Faculdade de Farmácia)		
Bitcliq Technologies S.A.		
Valorial (Valorial Europe)	WP4 leader	France
University of Galway (NUIG)	WP3 leader	Ireland

University College Dublin (UCD)		

Table 1 - Partners and their role in the Smart4Sea project

1.3. Communication and Dissemination Work Package

Valorial, as leader of Work Package 4 "From research to plate: connecting science with sustainable seafood", coordinates and monitors these activities, which include 4 tasks:

- Activity 1 (October 2025 – March 2028): "Scientific communication and knowledge dissemination"
  Valorial lead, all partners involved
- Activity 2 (October 2025 – March 2028): "Technical outreach and industry awareness"
  Valorial lead, all partners involved
- Activity 3 (October 2025 – March 2028): "Public awareness and consumer engagement"
  Valorial lead, all partners involved
- Activity 4 (October 2025 – March 2028): "Regulatory impact and policy alignment"
  Valorial lead, all partners involved

All the partners have a crucial role to play in the project's communication on their territories, within and beyond their structures.

As Work Package leader, Valorial monitors the KPI, and measures impacts of the different communications actions – Excel sheets have been made available for partners to compile data. Actions related to reporting are developed in section "6.3 Follow-up tools for reporting".

This document is a support for the communication and dissemination actions of the Smart4Sea project. It is intended to be updated regularly by Valorial (leader of the task). The project partners will be informed of the updates of the DCP.

2. DISSEMINATION AND COMMUNICATION PLAN

The Communication and Dissemination Plan's objective is to address communication and dissemination actions and tools, according to the different targets of the project. Communication and dissemination actions are essential in a project life, to inform, promote and communicate about the activities and results of the project.

In this section, we discuss the different dissemination and communication actions of the project. Although some actions and target audiences may be the same, it is important to distinguish between dissemination and communication.

- **Dissemination** aims to communicate the results of the different Work Packages, i.e., the results of the project. It aims to maximise the impact of the results, so the people targeted must be likely to be interested in these results.
- **Communication** is more global and concerns the whole project. Communication activities are intended for a wider audience, as they are less focused in one area. Anyone coming across a project communication material should be able to understand the project, so simple vocabulary should be used (unlike dissemination, where more technical vocabulary may be used).

Results of the project that are considered public will be circulated, in the most understandable way possible.

The common communication and dissemination strategy aims for all partners to agree on the same communication and dissemination strategy, so that all key messages, good practices, and results of the project can be shared using the communication channels and tools detailed in the next sections. It is not intended to be a static document, as it may need to be adapted to each partner (its targets and its way of communicating), as well as to the needs of the project as it progresses.

2.1. Target groups & benefits

For Smart4Sea project to have the best possible impact and for all objectives to be achieved, it is essential to define a target audience, to which messages will be addressed.

Understanding clearly and distinctly who our audience is (who they are, where they are, what their needs and characteristics are...) is an essential part of the communication and dissemination plan. These elements will enable us to draw up **typical portraits of our audience**, to which we can address the best possible messages.

We have identified 7 main targets for this project:

- **Local public authority:** Smart4Sea equips local public authorities with innovative tools to promote sustainable practices within the seafood sector. By enhancing traceability and transparency, authorities can better monitor and regulate local fisheries and processing activities, ensuring compliance with environmental standards. The project also facilitates the integration of environmental data into local policies, helping authorities align their strategies with EU objectives on sustainability and circular economy. This ensures a balanced approach to preserving marine ecosystems while supporting local economic activities dependent on seafood production.

- **Regional public authority:** Regional public authorities will benefit from the Smart4Sea's transnational approach, which fosters collaboration and knowledge exchange across the Atlantic Area. The project provides actionable insights and scalable solutions for implementing regional strategies aimed at reducing the environmental footprint of the seafood supply chain. Regional policymakers can leverage the project's data and methodologies to address marine litter, promote sustainable seafood practices, and enhance regional competitiveness in the global seafood market.
- **National public authority:** For national public authorities, Smart4Sea offers a framework to strengthen compliance with EU directives on sustainability, fisheries, and marine protection. The project's environmental traceability system provides robust data to support evidence-based policymaking, enabling authorities to identify gaps and design effective interventions. By promoting a circular economy in the seafood sector, Smart4Sea aligns with national priorities for resource efficiency and climate action, contributing to long-term environmental and economic benefits.
- **Interest groups including NGOs:** Smart4Sea provides interest groups and NGOs with powerful tools to advocate for sustainable seafood practices and consumer awareness. The project's transparent environmental data and digital labelling system enhance their ability to monitor and address issues such as marine litter, overfishing, and supply chain fraud. NGOs can use the project's outputs to educate stakeholders, influence policy, and foster greater collaboration between industries, governments, and the public in achieving shared sustainability goals.
- **Enterprise, except SME:** Large enterprises involved in the seafood sector gain significant advantages from Smart4Sea's traceability and sustainability framework. By adopting innovative technologies such as blockchain and IoT, these companies can enhance supply chain transparency, reduce environmental risks, and build consumer trust. The project supports enterprises in meeting regulatory requirements and market demands for sustainable products, positioning them as leaders in environmental responsibility and innovation within the fish and seafood industry.
- **SME:** Smart4Sea offers SMEs in the seafood sector affordable and user-friendly solutions to improve traceability and environmental performance. The project's digital tools simplify compliance with sustainability standards and enable small businesses to compete in markets increasingly driven by eco-conscious consumers. By fostering collaboration within the supply chain and providing access to shared data, Smart4Sea empowers SMEs to innovate and contribute to a more sustainable fish and seafood sector, enhancing their market competitiveness.
- **General public:** Smart4Sea empowers the general public by providing clear and accessible information about the sustainability of seafood products through its digital labelling system. Consumers can make informed decisions that align with their environmental values, fostering trust in the seafood supply chain. By promoting awareness of sustainable seafood practices, the project encourages public engagement in protecting marine ecosystems and supporting the transition to a circular economy. This creates a positive feedback loop, where consumers demand drives further sustainability efforts across the sector.

To target those audiences, each partner will have to identify the stakeholders most likely to be interested in the Smart4Sea project and develop its communication channels on a regional and

national scale, in addition to the overall communication of the project which will be carried out by the project.

Messages will be adapted according to the targets mentioned above as:

- When addressing them, we may not have the same objective, impact expected on the project activity.
- Wording of existing materials has to be adapted to make it attractive and understandable

2.2. Communication goal

With regard to WP1, the communication objectives are to promote and raise awareness among fishermen and producers of the need to use environmental traceability systems for responsible harvesting and production of seafood products through the use of digital and environmental tools. To this end, our target audience will be fishermen, skippers, seafood companies, researchers and academics, and interest groups.

The objectives of WP2 are to communicate the environmental aspects of seafood production and supply chains to consumers and other target audiences in a simple and engaging way, empowering them to make informed decisions based on scientific knowledge. To this end, we will target consumers, the general public, processing industries and producers.

WP3 will focus on informing and raising awareness throughout society about the main challenges related to environmental, nutritional and socio-economic aspects of the seafood sector in the Atlantic area. Our target audiences are therefore fisheries, the fish and seafood industry, policy makers, consumers, academics and researchers, and the general public.

WP4 concerns the overall communication of the project. Communication activities are therefore detailed in this Work Package: dissemination of results within the scientific and academic community, publications in peer-reviewed journals, participation in international conferences, organisation of specialised workshops, development of technical manuals and good practice guides, production of policy briefs and position papers, etc. All of the target audiences mentioned above will be the source of WP4 communications.

3. VISUAL IDENTITY

As part of the Communication Plan, it is essential to design and develop a specific brand that will organize and structure the entire communication process, in compliance with the criteria and requirements established by Interreg Atlantic Area.

One of the basic concepts of the brand corresponds to the logo, understood as the minimal and ultimate representation of Smart4Sea. Therefore, it must have the capacity to transmit the project's values.

The design of a logo is a central element of the communication strategy and crucial for achieving the desired results. The claim accompanies the logo, reinforcing and explicating the brand's value proposition. The logo must meet the following characteristics:

- Identifiable: it must be unique, different from other existing proposals and uniquely represent the Smart4Sea project
- Scalable: easily adaptable to the main applications for which it will be used
- Memorable: the public must be able to remember the brand/logo as soon as they see it, associating it with the Smart4Sea project
- Representative: it must contain the essence of the project's values, thus enabling them to be represented.

To involve the project partners in communication and ensure they felt comfortable with how the project would be presented, Valorial, as communication leader, asked all partners present at the project kick-off meeting to vote. The partners had a choice between three logo proposals and three visual style proposals (colours).

The votes were close between the logos and colours, but in the end, the logo featuring two fish was chosen, along with a colour palette consisting of blue, green and shades of grey.



Figure 1 - Smart4Sea logo

The double fish: sector symbolism

The two intertwined fish silhouettes directly represent the seafood sector, the main target of the Smart4Sea project. This visual representation immediately establishes the link with:

- The seafood supply chain: from catch to consumption
- The three types of pilot fisheries studied in the project (large-scale fishing, sardine fishing and squid fishing in the Falkland Islands)
- The four Atlantic countries in the consortium (Spain, Portugal, France, Ireland) united by their common maritime tradition

The double fish design also symbolises:

- Two-way traceability: information flowing from upstream to downstream in the chain
- Collaboration between stakeholders: fishermen, processors, distributors and consumers
- The desired balance between economic performance and environmental sustainability

Digital connectivity: connection points (nodes)
The small grey circles visible on the logo (particularly around the fish's 'eyes' and at the ends) are not simply decorative elements: they represent the nodes of an interconnected digital network. These connection points perfectly illustrate the symbolism of blockchain and IoT.

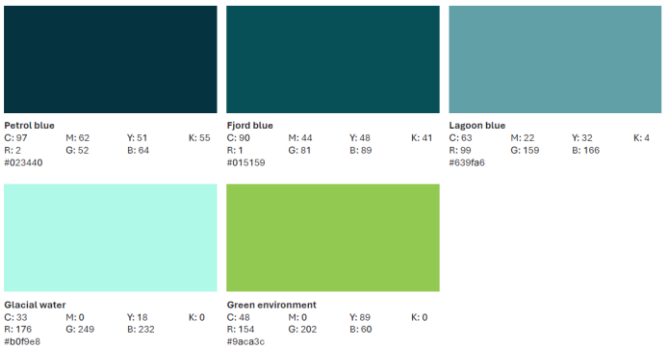
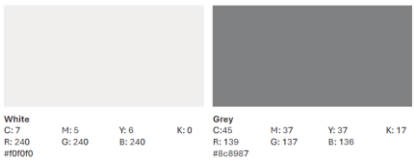


Figure 2 - Smart4Sea main colours

In colour psychology, blue is associated with rigour, security and consistency. It is not aggressive, but reassuring. It is a 'cool' colour, linked to water and the sky. Our brain automatically associates it with calm, depth and reflection. Blue is also perceived as the colour of logic, clarity and expression. This colour creates an atmosphere conducive to dialogue and the exchange of ideas.

Green evokes nature. It is the most prevalent colour in living things: plants, forests, biodiversity. Our brains automatically associate it with the natural cycle, balance and sustainability. Psychologically, green also symbolises development, progress and vitality.



In addition, grey and white are used as secondary colours. More neutral, they are mainly used to create contrast, structure content and highlight strong colours. They facilitate readability and visually balance the overall identity without distracting attention from the main colours.

Figure 3 - Smart4Sea secondary colours

3.1. EU communication requirements and use of data

According to the programme visibility rules it is **compulsory** to use the Atlantic Area logo in every media and communication material produced by the project.

The EU emblem forms an integral part of the Atlantic Area logo. Other logos, such as project logos or institutional logos, when placed on the same page or surface as the Atlantic Area logo **shall not be higher or wider than the EU emblem**.

The Interreg Atlantic Area logo must always be displayed on all communication supports and placed in a visible position.

4. TOOLS, CHANNELS & PLATFORMS

To promote the project and get the right messages across to the right targets, we have defined several communication channels that we will exploit. We have chosen to group them into two categories: online communication tools, and offline communication tools.

Success of communication, exploitation and dissemination will rely on investment of partners in sharing content to feed DCP tools such as articles on events, accomplished deliverables & task.

4.1. Online communication tools

4.1.1. Templates

Templates for support materials are produced to ensure homogenous communication between partners.

These include editable version of:

- Presentation of the project in PowerPoint
- Deliverable template
- Word template
- PowerPoint template
- Banner for various events

Valorial will be responsible for creating and sharing with the partners the various versions of the above-mentioned communication media. Partners are free to create their own communication media, as long as they comply with the project's graphic charter.

4.1.2. Website

Websites are showcases that can have a broad outreach and be used as repository of documents/reports, as well promotion of activities. At their level, partners must promote the Smart4Sea project on their websites. The partners involved in the Smart4Sea project must at least mention the Smart4Sea project on their website. Partners are strongly encouraged to have a page dedicated to the project on their website.

Smart4Sea website

A website has been created to showcase the Smart4Sea project. It has been designed in coherence with all the other communication actions of the project and in compliance with the GDPR regulation currently in force.

Several tabs have been developed to allow different target groups to easily find the information they are looking for on the website and designed to be easily and regularly updated, according to the project news. English has been chosen as the language of the website as the project is a European scale, and English is the reference language used by all project partners as well as the project's official language.

As WP leader, Valorial is responsible for maintaining the website. The project coordinator will provide the text content for the website's showcase pages. To achieve regular updates, partners

are asked to communicate about events they organise, or participate that are related to Smart4Sea.

They are asked to share the information 7 days in advance to Valorial, so that it can be added to the the agenda section, write a summary article about the event. This article must be accompanied by at least one photo, a title and textual content (minimum 200 words). Although access to the website back office will be limited, Valorial (as Work Package leader) and the University of Cantabria (as coordinator).

4.1.3. Social Media

Social networks have become essential tools for project communication and dissemination of results allowing:

- To embark stakeholders by sharing about the project, its deliverables, results, and activities.
- To reach a large audience. Regardless of the typology of the target groups mentioned above, all target groups have a presence on social networks today.
- To have a direct interaction with the different audiences

The targets of the Smart4Sea project are varied and of several different age categories. We have decided to focus on LinkedIn in order to reach as many people as possible.

LinkedIn

We have chosen to focus on the LinkedIn social network. LinkedIn seems to be the most suitable for this project allowing to reach a large and relevant target.

Indeed, LinkedIn has an estimated 222 million users in Europe. This network should enable us to reach the several targets of the project. As well as being a professional network, we can post several types of content on LinkedIn: photos, videos, PDF documents, polls...

A page for the Smart4Sea project has been created where followers can register, find news about the project and reshare them.

Project partners will not need to create content; they can re-use and adapt the content provided and uploaded on the Smart4Sea project page. However, all partners are welcome to create content (as long as it respects the project's graphic charter). Partners can (and are encouraged to) post in their national languages, to give more visibility and impact to the project on a national scale.

4.1.4. Newsletters & direct mailings

A total of 5 newsletters are planned throughout the project (1 newsletter every 6 months). In order for the partners to be able to relay the campaign, Valorial must:

- Forward the e-mail to the project partners so that they can relay the message,
- Provide the link to the email campaign so that it can be added to the project website,
- Provide a PDF document that can be shared and imported onto the project website.

The partners will then be responsible for distributing the newsletters to their networks using one of the above methods. To comply with the RGPD, partners will not share their mailing lists with each other.

Direct e-mail contacts with targeted audiences are an additional communication and dissemination tool. They are the responsibility of the partners, who will communicate from their own professional mailboxes.

4.1.5. Others online communication tools

A number of events will take place online throughout the life of the project. These events are oriented to promote Smart4Sea project results and will be organised to foster the transfer of project outputs to the various people targeted by the project.

If webinars are organised, at the end of the event the organisers will have to provide a summary of the event (in the form of an article), with photos or videos. The article must be accompanied by at least one photo, a title and textual content (minimum 200 words). If the webinar is recorded, the partner responsible for organising it must provide a link to Valorial, which will import it onto a video storage platform (YouTube for example).

/!\ Each time project partners must gather and save on a designated area for KPI proof of participation, example by means of photos / videos, agenda

4.2. Offline communication tools

4.2.1. Printed materials

The communication materials have been elaborated by Valorial with a final approval by the project coordinator. They will be prepared in English and made available to partners to print (within their available budgets):

- A roll-up
- An A4 Leaflet
- An A3 poster

Commenté [LJ1]: A4?

If the dimensions of the roll-up do not suit the partners, Valorial is at their disposal to modify the dimensions of these supports so that they suit the partners best.

The partners are responsible for the printing of the different materials. They may as well:

- Create additional communication materials (at their own expense). However, they must share them for approval to Valorial (a minimum of 5 working days needed for validation)
- Adapt material to their own language (at their own expense). Valorial will work with the partners to ease the process (a minimum of 5 working days needed for support)

4.2.2. Participation to events

Partners are expected to promote the project at relevant events, at regional and national levels, at least through a banner or leaflet distribution and ideally through an oral presentation or booth (at the own expense of the partner).

The events in which the partners can intervene and represent Smart4Sea are:

- Events organised by their own organisation (open to members and/or the general public)
- Events in which their organisation participates (open to the public)

As well as taking part in events, the partners may be asked to disseminate the results of the project at various presentations, both in their regions and at European level.

If partners are required to meet key stakeholders in the development of the project, they should, if possible, present the project to them and disseminate the latest results in a presentation.

4.3. Promotion on partners channels

All partners are required to communicate on the Smart4Sea project via their own usual communication channels: website, social networks, newsletters and events to relay activities and communication produced within the Smart4Sea project (articles, promotion material of project events at least) as regularly and quickly as possible by the partners.

Also, as soon as they participate in an event within the framework of the Smart4Sea project, partners must inform Valorial. By this mean Valorial will be able to communicate on project channels.

5. SYNERGIES WITH OTHER EUROPEAN PROJECTS

To disseminate the results of the Smart4Sea project as widely as possible, we will create synergies with other European projects:

- BIORECER: Biological Resources Certifications Schemes
- CisWEFE-NEX: Circular Systemic Water-Energy-Food-Ecosystems (WEFE) Nexus CCRI Demonstrator for Regions facing Severe Water Stress
- Fate and transport of microplastics in marine environments – A physical and numerical modelling study
- FISHEUTRUST: European integration of new technologies and social-economic solutions for increasing consumer trust and engagement in seafood products
- IMPRESS: Innovative approaches for marine and freshwater based ingredients to develop sustainable foods and value chains
- NEPTUNUS: Water-Energy-Seafood Nexus: Eco-innovation and Circular Economy Strategies in the Atlantic Area (EAPA_576/2018)
- SEA2SEE: Innovative blockchain traceability technology and stakeholders' engagement strategy for boosting sustainable seafood visibility, social acceptance and consumption in Europe
- SEAFOODTRACE: Intelligent Traceability Platform enabling full transparency in the Seafood supply chain
- TRUSTEAT: Building a trusty future food system by using blockchain

6. MONITORING METHODOLOGY

The main objective of the monitoring methodology is to ensure that all communications made within the project are of high quality and aligned with the previously presented communication strategy.

6.1. Internal communication

Various internal meetings are organised as part of the project to ensure good communication and the transfer of information between the various project members:

- Monthly meetings: WP leaders and University of Cantabria will meet to track progress, address challenges, and review deliverables.
- Quarterly PSC meetings to discuss strategic issues, evaluate milestones, and ensure alignment with the overall project goals
- Biannual meetings with all partners and associated partners to present and discuss project advancements and future work. These meetings will be face-to-face and hosted by each partner throughout the project.

This internal organization remain flexible and adaptable.

6.2. Key Performance Indicators

To ensure the visibility of the project and to maximise its impact, we have several Key Performance Indicators to achieve.

All partners will work together to achieve all the Key Performance Indicators listed below.

- Valorial has developed monitoring tools to track the project's Key Performance Indicators and will oversee regularly following up all the partners to make sure that the different objectives are achieved.
- Each partner will then be responsible for filling in the table with the Key Performance Indicators for their organisation and together with saving proof linked to it (if relevant)

Key Performance Indicators are presented in the table below:

Support	KPI
Website	3 000 unique visitors
Social Media	500 followers on LinkedIn
Newsletters	5 (bi-annual newsletter)
Videos	3 videos
Press release	2 press release

Events	Participation in international and regional conferences (as participant): 2 per partner per year Participation in international and regional conferences (as speaker): at least 2 per partner Joint event : at least 1 per country
Webinars	At least 8 per country (+3 common in English)

Table 2 - Communication KPI

6.2.1. Website

To ensure that the website's KPI are being met, tracking using Google Analytics will be set up and implemented. Google Analytics is a free website and application analytics service used by more than 10 million websites, or more than 80% of the global market.

Valorial, in collaboration with the web agency developing the website, will be responsible for setting up this monitoring.

University of Cantabria has been responsible for drafting the initial 'showcase' content of the website presenting the project (objectives, context and structure), while Valorial, as WP leader, is in charge of the website maintenance and communication-related updates. If the partners wish to make changes, they will have to talk about it during the monthly meetings, and the partners will have to give their agreement to modify the contents. WP leader will use tools to measure the KPIs. Google Analytics is about to be set up on the website so we can follow the progress achieved. For this we will contact the web developer and provide him with a Google account that he can link to the webpage.

6.2.2. Social Media

Valorial, as Work Package leader, should regularly remind all partners to invite their networks to follow the project page. This reminder can, for example, be done in the monthly meetings, which gather all the project partners.

Valorial will oversee follow-up of statistics of the LinkedIn page for Smart4Sea. Each partner will have to fill in the table for the actions they have carried out. Valorial are responsible of adding up individual filled information on the main KPI follow-up table for the Smart4Sea page.

6.2.3. Newsletters

A newsletter must be produced every six months during the project. Valorial will be responsible for supervising this newsletter. All partners will be asked to contribute to this newsletter.

It will be distributed either via a specialised tool (MailChimp or Sendinblue) or via LinkedIn.

Distribution within the network can be done directly via the partners. To this end, if a professional tool has been used, Valorial will provide partners with the link to the email campaign, a PDF and the campaign email.

6.2.4. *Videos*

During the project, videos will be produced. They may be made by project partners or by professionals. These videos must comply with the graphic charter developed as part of the project.

6.2.5. *Press release*

During the project, 2 press releases should be written and disseminated by the project partners.

As part of GDPR, we may not share the details of our press contact within the partnership. Therefore, partners have agreed to certify after each press release dissemination activity a precise number of press contacts that have received the press releases (we are talking here about the number of contacts, which may be different from the number of structures).

6.2.6. *Events*

Smart4Sea foresees 84 events in which the partnership will participate. As Work Package leader, Valorial will keep the overview of all the events organised and the events the partners have participated.

To strengthen regional outreach, increase local stakeholder engagement and raise the profile of the project, events may also be organised jointly between partners in the same country. These events may be held at regional or national level and organised in national languages.

If necessary, partners from the same country may join forces to organise the same event. If (for example) partners from the University of Cantabria and ANFACO participate in the same event as speakers, this counts as two participations (the count is based on the partner, not the event).

6.2.7. *Furthers indicators*

This document presents only part of the key performance indicators. If further statistical data is to be produced, this will be the role of Valorial, as the Work Package leader.

6.3. Follow-up tools for reporting

To fit the needs of the project and gather the KPIs in the same place, Valorial has developed an excel document that will be shared with the participants.



Figure 4 - Table for the KPI

The different tabs of the spreadsheet are available in the SharePoint project.

To ensure that the KPIs are properly monitored throughout the duration of the project, the partners will have to fill in their table and record the KPIs every month. Every month, Valorial will send an

email to the partners so that they can fill in the Excel tab that has their name on it in the spreadsheet dedicated to the KPIs.

A total of 14 Excel tabs are available. Each partner will have its own, and one Excel tab will be for the Smart4Sea project. This Excel tab will be filled by Valorial. **Each partner must fill in the relevant tab.**

7. CONCLUSION

The above DCP presents a tangible and solid communication strategy for the Smart4Sea project. The above objectives are achievable. However, the project partners will have to work together and hand in hand to achieve the objectives.

The Work Package leader will have to remind the partners regularly that they have targets to achieve, to ensure that all targets are met by the end of the project. Each partner is responsible for its own communications and must ensure that it communicates in a timely manner in order to give maximum visibility to the project.

This document was written at the start of the project. It may be amended based on feedback from project partners. In addition, the 'operation' section may be detailed more precisely in the future.

While exploitation is already mentioned in the document, it could potentially be further developed in a future update of the plan, once project results start to materialise. This will help better frame the longer-term legacy and uptake of SMART4SEA outcomes.

In such a European project, **all communication actions are important**.

This DCP is intended to serve as a reference and may be subject to modification. It will be adapted according to the needs of the project.