DELIVERABLE 5.2

INITIAL PLAN FOR DISSEMINATION AND EXPLOITATION INCLUDING COMMUNICATION ACTIVITIES

Work Package 5
Overall communication and dissemination

30-04-2023

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Author(s)	van der Heijden, L.H.; Blauw, A.
Editor	van der Heijden, L.H.; Blauw, A.
Approved by	Blauw, A.
Project Officer	Blanca Saez-Lacava/Christel Millet
Abstract	Communication and dissemination are a core part of the NAPSEA project to ensure that project activities, resources and results are communicated to the relevant stakeholders in a clear, consistent, and effective manner. To outline the aim and strategy of the NAPSEA project, the Plan for Dissemination and Exploitation Including Communication Activities (D5.2) will identify the key objectives for communicating and disseminating the NAPSEA project and the means through which stakeholders will be targeted and engaged to maximise opportunities for the exploitation of project results at national and European level. This document will serve as a reference for project partners when conducting NAPSEA communication and dissemination activities. D5.2 will be finalized at the end of the project (Final Plan for Dissemination and Exploitation Including Communication Activities; D5.7).
Keywords	Communication; Dissemination; Plan; Stakeholders

Contents

1. ACRONYMES

CWSS	Common Wadden Sea Secretariat
DAM	Deutsche Allianz Meeresforschung
DG	Directorates-General
DG Agri	Directorates-General for Agriculture and Rural Development
DG ENV	Directorates-General for Environment
EC	European Commission
EEA	European Environmental Agency
EU	European Union
HE	Horizon Europe
WP	Work package
WUR	Wageningen University Research
WWKM	Working group water quality modelling at Deltares

2. EXECUTIVE SUMMARY

Communication and dissemination are a core part of the NAPSEA project to ensure that project activities, resources and results are communicated to the relevant stakeholders in a clear, consistent, and effective manner. NAPSEA is a coordinate support action (CSA) project which means supporting policy and involving policymakers is even more relevant. To outline the aim and strategy of the NAPSEA project, the Plan for Dissemination and Exploitation Including Communication Activities (D5.2) will identify the key objectives for communicating and disseminating the NAPSEA project and the means through which stakeholders will be targeted and engaged to maximise opportunities for the exploitation of project results at national and European level.

This document will serve as a reference for project partners when conducting NAPSEA communication and dissemination activities. D5.2 will be a working document that is eventually converted to a final plan at the end of the project (Final Plan for Dissemination and Exploitation Including Communication Activities; D5.7).

3. INTRODUCTION

The effective communication and dissemination of NAPSEA activities, resources, and project outcomes are crucial to achieving the project's objectives and engaging relevant stakeholders. This deliverable outlines the methodology of the NAPSEA Plan for Dissemination and Exploitation Including Communication Activities, which includes an initial review of key stakeholders, as well as the channels, tools, and messaging necessary to reach them.

One of the main challenges of the project is to communicate with stakeholders effectively, both to inform them about project aims, activities, and achievements, and to receive feedback and validation on proposed approaches and outcomes. Throughout the project's duration, the team will engage stakeholders in dialogue to achieve policy changes and promote the implementation of zero-pollution policies on national and European scales, ultimately accelerating Europe's progress towards "Towards Zero Pollution for Air, Water and Soil" and the goals set out in the EU Action Plan. The overarching vision of the Zero Pollution Action Plan is to reduce pollution levels to a point where they are no longer harmful to health and natural ecosystems by 2050.

3.1 Objectives

The primary objective of WP5, which is focused on Communication and Dissemination, is to communicate the significance of the NAPSEA project, receive and evaluate feedback from stakeholders and ensure that its results are effectively disseminated to all relevant stakeholders. The Plan for Dissemination and Exploitation Including Communication Activities (D5.2) outlines the strategy for delivering project activities, engaging stakeholders in developing project findings, and ensuring that the outcomes are utilized. This requires strategies for both internal and external communication to achieve the project's objectives.

The plan provides a clear overview on how all communication channels, activities, and tools work together to address and engage the relevant stakeholder groups. The communication with stakeholders themselves is part of WP2, WP3 and WP4 (see Figure 1).
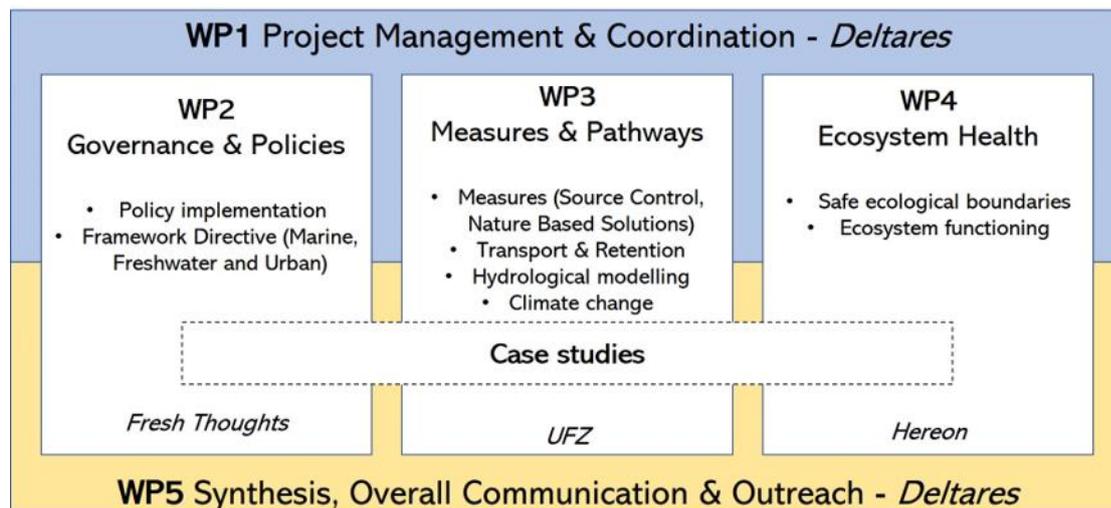

Figure 1. Work package structure of NAPSEA.

While the contents of this deliverable are explicitly focused on WP5, the plan necessitates the complete cooperation and active involvement of the coordinator, work package leaders, and all project partners.

WP5 has specific objectives that serve as the foundation for the communication strategy, which include:

- Providing an online platform and communication tools to effectively engage key stakeholders and disseminate project outcomes based on the strategic communication plan with the goal of influencing policy, research, and practice.

- Communicating the project's main activities, work, and findings using appropriate channels and tools, including policy briefs.

- Supporting project partners in communicating and disseminating their work and ensuring consistency across various local communication and dissemination activities by identifying, engaging, and

influencing targeted stakeholder groups such as policy makers, SMEs, education and research institutions, and the public at EU, national, and local levels.

- Creating preliminary awareness of the project and coordinating a set of dissemination actions by the consortium to promote Europe-wide dissemination. Stakeholders, policy makers, and the energy community will be informed of the significant contribution the project can make in achieving "Towards Zero Pollution for Air, Water and Soil" and other HE goals.

- Developing a range of tools and techniques to carry out diverse and innovative activities and to co-create compelling events and workshops that align with the project's scope and challenges.

- Enhancing the potential for dissemination and exploitation by coordinating EU-level relations and supporting national-level efforts through project partners.

4. METHODOLOGY AND PROCEDURES

4.1 Methodology

Deltares is the leader of WP5 Communication and Dissemination and will coordinate the implementation of these activities. Deltares leads all tasks in WP5 (Table 1) and is responsible for producing communication material such as press releases, general project presentations, website content, and similar communication materials.

The tasks of Deltares within WP5 are:

- Manage the project website – integrating all relevant elements from all work packages and serving as the public platform for all stakeholders to learn about the added-value of NAPSEA.
- Develop communication materials and a communications kit homogenising the materials being deployed – ensuring NAPSEA is communicated in a consistent and coherent manner and in different languages.
- Organize and manage advisory board meetings to receive feedback on NAPSEA approaches and outcomes.
- Identify external events where NAPSEA would bring added value, as well as supporting international training workshops and conferences.

The deliverables (Table 1) and milestones (Table 2) of the project ensure that progress and objectives of WP5 are being met in a timely and efficient manner.

Table 1. NAPSEA deliverables in work package 5 (Communication and Dissemination). DEC = dissemination, exploitation and communication activity; DMP = Data Management Plan; R = Report

Deliverable nr.	Deliverable name	Sort	Deliverable date
D5.1	Website	DEC	31 Jan 2023
D5.2	Initial plan for dissemination and exploitation including communication activities	R	31 Mar 2023
D5.3	Initial Data Management Plan	DMP	31 Mar 2023
D5.4	Final Data Management Plan	DMP	30 Sep 2025
D5.5	Mid-term policy brief	R	31 Mar 2024
D5.6	Policy brief	R	30 Sep 2025
D5.7	Final plan for dissemination and exploitation including communication activities	R	30 Sep 2025
D5.8	Joint Policy brief with sister projects	R	30 Sep 2025
D5.9	Cluster activities with sister projects report	R	30 Sep 2025
D5.10	Mid-term cluster activities with sister projects report	R	31 Mar 2024

Table 2. NAPSEA milestones in work package 5 (Communication and Dissemination).

Milestone nr.	Milestone name	Milestone date
M18	Website online	31 Jan 2023
M4	Final dissemination meeting	30 Sep 2025

While led by Deltares, all partners are involved in the activities of WP5 and responsible for the successful dissemination of NAPSEA.

The working language of this project is English. For purposes of consistency, we recommend adherence to British English spelling conventions where possible. To avoid unnecessary editorial work at later stages, we recommend reading/scanning the guidelines in the EC-DG Translation English Language Style Guide. Partners are welcomed and encouraged to promote the project in their respective languages, bearing this in mind.

The Plan for Dissemination and Exploitation Including Communication Activities represents the guide for partners towards the related activities and outlines the appropriate channels and materials.

4.2 Procedures for communication

Any promotion/communication material of NAPSEA is to include the following emblem and disclaimer according to Article 17 of the Grant Agreement:

NAPSEA partners will each appoint a core communication contact person who will be responsible for addressing queries related to communications and ensuring effective communication within the project. The contact person will also review, validate, and approve communication materials produced within the framework of NAPSEA, and ensure internal validation by their respective organizations.

The monthly progress meetings will provide an opportunity to align communication efforts and identify where additional support is needed to maintain up-to-date information and coherence in messaging.

The activities in WP5 will contribute to the sustainability and transferability of NAPSEA's results through:

1. The development of a communication and dissemination strategy,
2. Stakeholder analysis and mapping (located in WP2),
3. Logo and visual identity creation,
4. Key messaging and communication tools,
5. Website management,
6. Policy briefs for policymakers and experts, and
7. Dissemination at high-level conferences and events while networking with similar projects and international initiatives.

4.3 Procedures for dissemination

Article 17.1 of the Grant Agreement outlines the procedures for Dissemination (see textbox below). According to Article 17 of the Grant Agreement, each partner of the NAPSEA project is obliged to disseminate the results that it has ownership of, as quickly as possible after generation. Dissemination activities will remain compatible with the protection of intellectual property rights, confidentiality obligations and the legitimate interests of the owners of the results.

> **Article 17.1 Communication — Dissemination — Promoting the action**
>
> *Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.*
>
> *Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.*

Concerning dissemination of results, Article 17 also specifies that any dissemination of results (in any form, including electronic) must display the following disclaimer:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."

5. COMMUNICATION AND DISSEMINATION REPORTING

5.1 Stakeholders

In the 'Plan for Dissemination and Exploitation Including Communication Activities' a stakeholder analysis will be executed to ensure that the project's goals and outcomes engage all target audiences and are disseminated effectively. Through the stakeholder analysis, the project can assess how effectively it is disseminating its findings and recommendations, and determine what additional efforts are required to reach specific stakeholders

or audiences. Here a draft of this stakeholder analysis is given, however, since this is a working document adjustment can be made during the course of the project.

Table 3. Overview of deliverables/milestones including stakeholders. DEC = dissemination, exploitation and communication activity.

Deliverable /milestone nr.	Deliverable name	Sort	Deliverable date
D2.4	Stakeholder workshop: Methodology	Report	31-05-2025
M6	Stakeholder Workshop with policy makers relevant for the Wadden Sea	Meeting	31-07-2025
M12	Stakeholder Workshop presenting measure efficiency	Meeting	31-07-2025
D2.5	Stakeholder workshop: Policy Makers	DEC	31-07-2025
M7	Recommendations for general policy harmonization presented in a webinar	Webinar	31-07-2025
M4	Final dissemination meeting	Meeting	30-09-2025

5.1.1. Stakeholder analysis

The stakeholder analysis helps identify the project's key communication outlets, tools, dissemination activities, and messaging that will enable effective communication with the respective stakeholders. To guarantee that NAPSEA's communication and dissemination activities are effective, it is crucial to consider the level of influence held by stakeholders and concentrate efforts on engaging those who are most likely to assist NAPSEA in achieving its objectives.

A stakeholder onion diagram presents the stakeholder per layer of influence, going from advising (most inner layer) to informing (most outer layer) (Figure 2). The full description of stakeholders is given in Table 4.
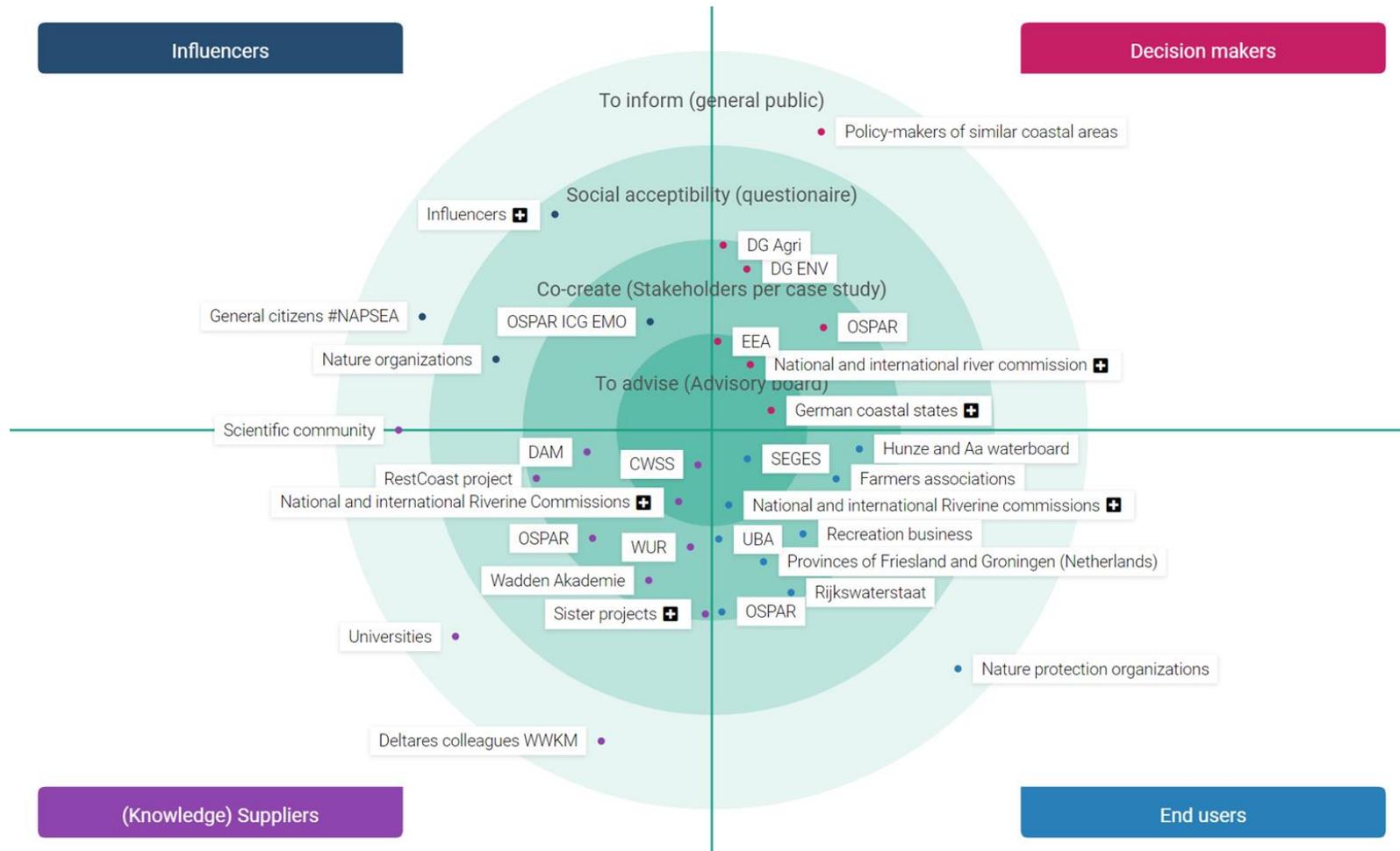
Figure 2. A stakeholder diagram presents the four layers for all potential stakeholders involved in the NAPSEA project. Stakeholders are also divided into four categories: 1. Influencers, 2. Decision Makers, 3. Knowledge Suppliers, and 4. End Users. See Appendix A for a complete overview.
CWSS = Common Wadden Sea Secretariat; DAM = Deutsche Allianz Meeresforschung; WUR = Wageningen University Research; EEA = European Environmental Agency; SEGES = Danish private, independent, non-profit research and development organization; DG Agri = Directorate-General for Agriculture and Rural Development; DG ENV = Directorate-General for Environment; OSPAR = Oslo and Paris Conventions; WWKM = Working group of water quality modelling at Deltares.

Table 4. Overview and description of stakeholders per 'onion layer' and category (see Figure 2).

		Roles of stakeholders			
		To Advise (Advisory board)	Co-create (stakeholders per case study)	Social acceptability (questionnaire)	To inform (general public)
Category	Influencers		OSPAR ICG EMO: Ongoing work on modelling nutrient input ceilings in OSPAR ICG EMO	Influencers (e.g., Gerard Remkes): organizes others to exert their influence on the NAPSEA project or policy outcome.	General citizens #NAPSEA: an important stakeholder group who can provide feedback and opinions on the project or policy.
				Nature organizations: an important stakeholder group who can advocate for the protection of the environment and provide input on the project or policy.	Scientific community: an important stakeholder group who can provide feedback on and fact-check the project or policy.
	Decision makers	Schleswig-Holstein, Niedersachsen and Hamburg: German coastal states that can make decisions on regional policy.	OSPAR: an intergovernmental organization that can make decisions on environmental policy.		Policymakers of similar coastal areas: important decision-makers who can provide feedback and influence the direction of the project.
		National and international Elbe commission and Rhine commission: commissions that can make decisions on water management policy.	DG ENV and DG Agri: European Union directorates that can make decisions on environmental and agricultural policy.		
		EEA: an EU agency that provides environmental information and advice.			
	(Knowledge) suppliers	CWSS: an intergovernmental organization that can provide expert knowledge and advice.	Wadden Akademie: a scientific organization that can provide expert knowledge and advice.		Deltares colleagues WWKM: a subgroup of a Dutch research organization that can provide expert knowledge and advice.
		National and International Riverine Commissions: River basin management plans and existing nutrient management strategies.	Sister projects (NORDBALT-ECOSAFE NEW-HARMONICA): projects that can provide knowledge and resources related to the project or policy.		Universities: educational institutions that can provide expert knowledge and advice on the project or policy.
			Deutsche Allianz Meeresforschung: a German research organization that can provide expert		

		knowledge and advice on the project or policy.		
		RestCoast project: a project that can provide knowledge and resources.		
		OSPAR: Nutrient input data from RID database and findings of the OSPAR QSR.		
		WUR: a Dutch research organization that can provide expert knowledge and advice.		
End users	SEGES: a Danish agriculture and food organization that can provide expert knowledge and advice but also might be affected by the project or policy.	Hunze and Aa waterboard: a Dutch water management organization that can be affected by the project or policy.		Nature protection organizations: an important stakeholder group who can advocate for the protection of the environment and provide input.
	National and/or international Riverine Commissions: To take on board the specific findings of the project from the case studies and to incorporate into WFD River Basin Management Plans	OSPAR To take on board the findings of the project in implementing the OSPAR eutrophication strategy.		
		UBA & Rijkswaterstaat To consider the project outcomes for policy advice and ensure incorporation into relevant legislation (WFD, MSFD, ND) and into OSPAR processes		
		Provinces of Friesland and Groningen (Netherlands): regional government bodies that can be affected by the project or policy.		
		Recreation business: a stakeholder group that can be affected by the project or policy.		
		Farmers associations: a stakeholder group that can be affected by the project or policy.		

Note: some of our stakeholders are policy makers, since we are supporting them in policy making. Individual farmers with a stake in nutrient reduction policies are not considered as a stakeholder to involve in the project.

5.2 External communication

External communication refers to the dissemination of the NAPSEA project to stakeholders who are not part of the project consortium. To ensure maximum outreach to external stakeholders, specific communication tools will

be developed. These external communication tools and channels will include the NAPSEA website as well as newsletters that will link back to the project website, ultimately driving users to this primary resource.

5.2.1. Logo

The project's visual identity serves to set NAPSEA apart from other zero pollution projects while ensuring that it is memorable. The identity consists of a logo and slogan, with the logo serving as the project's visual ambassador reflected in all communication materials.

The NAPSEA icon features a blue "S" with a green beginning representing the sources (rivers) and a rounded end representing the receiver (the sea or estuary).

The slogan or tagline is an actionable statement that represents the project's goal:

"Nitrogen and Phosphorus: from Source to Sea."

5.2.2. Website

The project website is the main communication and dissemination platform to allow stakeholders, policymakers, and media access to the project development and results launched and developed. It will also host all the public dissemination deliverables, promote relevant content (news, editorials, videos, infographics, events, etc.) for the key stakeholder groups, engaging them in the content and objectives of the project. The website will also serve as a content generation tool where partners are welcome to contribute content and provide feedback on its development to help increase the visibility of the project and maximise its impact.

The key aims of the website are to:

- Serve as primary reference point for NAPSEA: Explain the project's aims, provide the latest news updates, provide documents for download, and view social media activity related to the project.
- To act as a resource hub for research on issues relevant to NAPSEA: To provide important updates on policy/research developments that have an impact or are of interest to the project's focus. Delivered in milestone 18, the NAPSEA website is hosted at www.napsea.eu and contains the following menu and features that are subject to change/adaptation as the project progresses and upon suggestion by the coordinator and partners, and Deltares:

    1. HOMEPAGE
        - Project logo / image
        - Main goal of NAPSEA
        - Latest News and Highlights
        - Calendar
        - Sliding menu to highlight specific deliverables, reports, tools, or events.

    2. ABOUT
        - What is NAPSEA?
        - Key facts
        - Sister projects
        - What is the Source-to-Sea approach?

    3. PARTNERS
        - Outline of partners: description and link to website of institute

    4. CASE STUDIES
        - Map of location of case studies
        - Description of case studies

    5. WORKPACKAGES

- Description of work packages

6. NEWS/PUBLICATIONS
   - Latest news/publications
   - Calendar with events/deadlines

7. CONTACT
   - Contact form.

The website is GDPR-compliant, and all visitors can read the privacy policy. The website was presented in January 2023 and is continuously updated throughout the project duration and is monitored via Google Analytics.

5.2.3. Events, conferences, and capacity building

To establish, strengthen, and expand networks, it is essential to meet people.

External events, organized by parties outside the consortium are ideal platforms for disseminating the results of the NAPSEA project. The communication lead will work towards coordinating the involvement of the consortium in relevant EU forums and workshops.

The stakeholder workshops organized within WP2 and WP3 (Table 3) are vital for exploiting the outcomes of NAPSEA, and the developed materials will serve as resources for the targeted stakeholders. All NAPSEA partners are involved in ensuring that stakeholders are effectively engaged.

Lastly, the NAPSEA final dissemination meeting will be a one-day international event aimed at presenting the project outcomes, lessons learned, and policy recommendations to all main stakeholders. The event will be a hybrid meeting with physical attendance as well as a live stream, allowing remote attendance and interaction. Potentially this final dissemination event will be a jointed-event together with the two sister project (NEW-HARMONICA and NORDBALT-ECOSAFE).

5.3 Common dissemination and collaboration with related EU-projects and initiatives

To expand the reach of the project, it is crucial to foster collaboration and jointly promote EU-funded projects. The NAPSEA consortium acknowledges the significance of previous relevant projects such as OSPAR and INTEREG and aims to leverage their outcomes. Additionally, partnering with sister projects, such as NORDBALT-ECOSAFE (https://projects.au.dk/nordbalt-ecosafe) and NEW-HARMONICA (https://newharmonica.eu/), will provide further opportunities to disseminate NAPSEA's results. Planned efforts are:

- a jointed document describing the definition of mitigating measures
- a link on each project website with linkages to other projects
- joint webinars

Also, a joint session is planned to be held at the Land Use and Water Quality (LuWQ) conference in the Netherlands.

5.4 Internal Communication

Regular communication with the (communication) WP-lead is essential to better understand how Deltares can reinforce and add value to the needs of the respective partner. This can involve providing graphic support to develop visuals that may accompany a presentation or, in a more advanced way, data visualization of technical information or rendering complex information into infographics or other communications.

Acquiring information from partners about their respective internal and external events is also important for internal communication, in order to communicate properly around their priorities (reoccurring inventory is part of the agenda of monthly progress meetings). This includes contacting events to include the project on a panel at a conference when the theme is relevant and related to advancing the goals of the project.

6. REFERENCES

Communicating EU Research & Innovation: A guide for project participants. European Commission, 2012.

English Style Guide: A handbook for authors and translators in the European Commission. European Commission, 2016.

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