



Project number:	101157477
Project name:	Sustainable Energy Applications for Green and Low-impact Operation of small-scale fishing boats in the Baltic and North Sea basins (SEAGLOW)
Topic:	HORIZON-MISS-2023-OCEAN-01-05
Type of action:	HORIZON
Starting date of action:	1 May 2024
Project duration:	48 months
Project end date:	30.04.2028
Deliverable number:	D5.2
Deliverable title:	Regional Awareness Campaigns (Local Awareness Campaigns)
Document version:	Ver1
WP number:	WP5
Lead beneficiary:	9 - FSKPO
Main author(s):	Marc Eskelund + 01- MES
Internal reviewers:	Project partners from WP5
Nature of deliverable:	R
Dissemination level:	PU
Delivery date from Annex 1:	31-10-2025
Actual delivery date:	31-10-2025

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 CINEA. Neither the European Union nor the granting authority can be held responsible for them.

1. Introduction to Local Awareness Campaigns

Purpose and Rationale

The purpose of the Local Awareness Campaigns (LAC) under Task 5.5 is to raise awareness among local communities, stakeholders, and interest groups about the environmental and economic benefits of the SEAGLOW project. Raising local awareness on the maritime solutions of the project and the potential of the hybrid engines is an important part if a realization of the transition is to happen. These campaigns are designed to strengthen the link between the technological innovation from the project and the practical use in fisheries and coastal communities, highlighting how SEAGLOW technologies can contribute to greener operations, energy efficiency, and long-term sustainability of the sector.

Through a series of locally adapted activities, events, and demonstration opportunities, the local awareness campaigns will create visibility around the SEAGLOW project and promote direct engagement from fishers, locals, maritime industry actors, and regional authorities.

Implementing Partners and Coordination

Each pilot partner is responsible for conducting at least two local awareness campaigns during the project period, with a minimum engagement target of 100 participants per pilot region.

FSKPO (Danish Small-Scale Fishermen's Producer Organization) holds the coordinating role for Task 5.5. This includes ensuring a harmonized framework across countries, supporting local partners with guidance on potential communication content (together with LIFE) and stakeholder engagement, and ensuring consistency with the overall dissemination and communication strategy of SEAGLOW defined in task 5 and 6.

Local implementation will be carried out by the pilot partners in Denmark, Norway, Sweden, and Estonia, with the goal of reaching and engaging local maritime networks, fishers' associations, and where relevant, regional authorities and technical partners.

2. Framework and Practical Arrangements for Local Awareness Campaigns

The Local Awareness Campaigns (LACs) will be implemented as structured, high-visibility activities designed to reach and engage the main stakeholders in coastal and maritime communities. Each campaign will attempt to follow a coordinated framework but can be locally adapted to reflect the culture, fishing practices, and maritime traditions of each pilot region.

Overall Format

Each LAC will center around at least two public engagement events, typically aligned with existing maritime festivals, fishery trade fairs, or local harbor celebrations. This approach ensures that the campaigns reach the relevant audiences efficiently and benefit from the established infrastructure, communication channels, and attendance these events already attract.

The potential activities should include:

- Demonstrations of SEAGLOW pilot vessels and technology (where possible in real operation)
- Presentations and dialogues about environmental and economic benefits of SEAGLOW innovations

- Exhibitions with posters, banners, and technical leaflets, in both English and local language
- Potential of workshops and/or Q&A sessions with local fishers, installers, and maritime businesses
- Potential stakeholder panels with representatives from local authorities and industry
- Targeted media outreach coordinated before and after the event through local newspapers, radio, and social media – with guidance of LIFE.

Practical Arrangements

To ensure coherence and professional implementation, the following arrangements and minimum requirements will apply to all LACs:

Aspect	Specification
Venue and Timing	Preferably at or near a harbor, port, or maritime exhibition venue, preferably during established public maritime or fisheries events.
Visibility and Infrastructure	Setup of branded SEAGLOW tent or stand with banners, roll-ups, demonstration screens, and printed materials.
Materials	Locally adapted materials including brochures in local language, visual displays, posters, and one central SEAGLOW information sheet for uniformity.
Demonstration Vessel	Use of pilot vessels when feasible. The Swedish <i>Valentina</i> may serve as a demonstration unit in multiple locations; the Estonian <i>PMA-605</i> will be used locally.
Local Coordination	Each pilot partner will liaise with event organisers and local authorities to secure permits, space, and communication channels.
Audience and Outreach	Minimum 100 attendees per campaign, including fishers, maritime professionals, policymakers, and local residents.
Documentation	Attendance lists, photos, short summary report, and local media links to be collected for project reporting.

Communication materials will be shared in advance via LIFE and FSKPO, ensuring visual and thematic consistency across countries. Additionally, local press kits can include a short project summary, quotes from local stakeholders, and contact details for follow-up interviews. Each pilot project has 1.000€ budget from WP6 to purchase local ads, prints, leaflets, roll-ups, banners etc.

3. Proposed Local Campaign Locations and Context

Denmark

Hanstholm Harbour Festival - “Fisken på Disken”

Returning each September, “Fisken på Disken” is one of the most authentic maritime celebrations in Denmark, held at the heart of Hanstholm Harbor – one of the country’s largest and most active fishing ports. The event focuses on the everyday life of the fishing community, fresh seafood, and sustainable maritime practices. For SEAGLOW, this festival provides an ideal opportunity to demonstrate its innovative low-emission solutions directly to the professional fishers who will benefit from them. The event could feature a dedicated SEAGLOW area with demonstration activities, interactive presentations, and dialogue sessions organised by Hanstholm Fiskeriforening (Local Lead) with support from NDEU and Hanstholm Harbour representatives. The local pilot vessel Ester will naturally be present and act as a pillar of the campaign.

Thyborøn Harbor Festival

This annual festival is one of Denmark’s largest coastal events, celebrating local fishing traditions and maritime life. It gathers thousands of visitors, including professional fishers, local residents, and maritime suppliers. Thyborøn is home to an active coastal fishing fleet and a strong maritime identity, making it an ideal venue to present SEAGLOW’s Danish pilot activities and engage directly with end users of the technology. The Danish pilot vessel Ester could be transported and used as local demonstration. Activities should include a local tent exhibition, technology demonstration, and presentations in collaboration with other local fishers’ associations and harbor authorities.

DanFish International 2027 (Aalborg)

As one of Europe’s leading fisheries exhibitions, DanFish provides direct access to the professional fishing industry, suppliers, and policymakers. It offers an excellent platform for communicating SEAGLOW’s technical achievements and sustainability impacts to a broader North Sea audience. Participation will focus on professional dissemination, networking with other innovation projects, and targeted media exposure. Seaglow was present in 2025 and the return makes sense as the project is more matured and results of the trials can be presented.

Norway

Nor-Fishing 2026 (Trondheim)

Nor-Fishing is Norway’s premier international fisheries exhibition and a central meeting point for the maritime and fisheries sectors in the North Atlantic region. It is highly relevant for promoting SEAGLOW technologies to vessel owners, shipyards, and policymakers. A stand or joint session in collaboration with local partners will highlight the Norwegian pilot case and SEAGLOW’s contribution to sustainable vessel operation.

Bergen and Stavanger Harbour Festivals

These coastal festivals attract both public and professional audiences. Bergen has a rich maritime heritage and hosts numerous marine research institutions and industry actors, while Stavanger combines offshore and traditional fishing industries. Local events here will provide opportunities to engage a wide range of stakeholders—from traditional fishers to maritime students—and raise awareness about SEAGLOW’s practical benefits in decarbonising coastal fleets.

Sweden

Göteborg Harbour Festival

Göteborg Harbour Festival is one of Sweden's largest maritime events, gathering thousands of visitors, seafarers, and industry professionals to celebrate the city's long-standing relationship with the sea. As Sweden's principal fishing and shipping hub, Göteborg offers excellent conditions for showcasing SEAGLOW's maritime innovations and demonstrating how the project's technologies can support a more sustainable and energy-efficient fishing sector.

Activities will include SEAGLOW-branded exhibition stands, demonstrations of the *Valentina* vessel (if available), and dedicated information sessions for fishers, maritime students, and local stakeholders. The event will be organised by the Swedish partner in collaboration with local harbour authorities and regional maritime networks, with communication support from LIFE and FSKPO.

Swedish Crayfish Festival ("Kräftskiva")

Held every August to mark the beginning of the crayfishing season, Sweden's Kräftskiva tradition combines strong cultural roots with themes of local seafood and sustainable water use. Several coastal towns and fishing communities organise public versions of the celebration, particularly along the west coast. For SEAGLOW, participation in a public Crayfish Festival (potentially in Smögen or Fiskebäckskil) provides a unique opportunity to meet both professional and recreational fishers in an informal and festive setting. It allows the project to communicate environmental messages related to sustainable fishing and energy efficiency, while engaging a broad local audience. The local Swedish partner will identify the most suitable event and ensure that SEAGLOW's participation highlights the project's practical benefits for small-scale fisheries and local coastal economies.

National Professional Fishermen's Conference 2026

This national conference brings together fishers, policymakers, and researchers from across Sweden. The event offers a strategic opportunity to showcase results, discuss barriers to technology uptake, and demonstrate *Valentina*'s operational data as part of SEAGLOW's broader objectives.

Estonia

Open Fishing Ports Day, Võiste Port (April–May 2026)

This national event is a long-standing tradition where ports across Estonia open their doors to the public. Võiste Port, hosting the Estonian pilot vessel *PMA-605*, will participate and integrate SEAGLOW into its public programme. The event attracts both local families and professional fishers, making it an ideal venue for combining technical demonstration with public outreach. Demonstrations will focus on the vessel's new technologies, energy performance, and environmental benefits, supported by visual materials and short talks from project representatives.

If no other opportunity arise, the LAC can be repeated in Voiste again in 2027.

4. Action Plan and Implementation Timeline

To systemize the LACs, each pilot partner can follow a coordinated Action Plan as drafted in this report and structured around six implementation phases. FSKPO will monitor progress and support consistency across all partners.

Phase 1: Planning and Coordination (M18-M21)

- Finalisation of event selection and local contacts
- Definition of key messages, objectives, and audiences per country
- Production of communication materials and shared design templates
- Development of practical checklists (logistics, documentation, communication flow)

Phase 2: Pre-Event Preparation (M21-M24)

- Booking of event venues or coordination with existing organisers
- Confirmation of vessel availability (e.g. *Valentina* tour schedule)
- Local promotion through community channels and social media
- Press announcements coordinated by LIFE, FSKPO and partners

Phase 3: Implementation of First Campaign Round (Spring-Autumn 2026)

- Execution of first LACs in Denmark, Norway, Sweden, and Estonia
- On-site demonstrations, local stakeholder dialogues, and data collection
- Visual documentation and media coverage reporting

Phase 4: Follow-Up and Adjustment (Late 2026 - Early 2027)

- Compilation of participant feedback and media metrics
- Review meeting among partners to assess lessons learned and refine approach
- Update of materials or strategy for second campaign round

Phase 5: Second Campaign Round (2027)

- Execution of remaining LACs (e.g. DanFish 2027, second national events)

Phase 6: Final reporting (2027)

- Broader dissemination of results from pilot operations
- Final documentation and submission of campaign deliverables to the project coordinator

	Year 2			Year 3				Year 4			
	M18	M21	M24	M27	M30	M33	M36	M39	M42	M45	M48
Phase 1 - Planning and Coordination	D5.2										
Phase 2 - Pre-Event Preparation											
Phase 3 - First Campaign Round											
Phase 4 - Follow-Up and Adjustment											
Phase 5 - Second Campaign Round											
Phase 6 - Final reporting											

Monitoring and Evaluation

Each LAC will be documented and evaluated using the following indicators:

- Quantitative: Number of participants, press mentions, social media reach
- Qualitative: Stakeholder feedback on clarity, relevance, and perceived benefits
- Follow-up: Evidence of local interest, requests for additional information, or collaboration opportunities

FSKPO will compile the results in a consolidated summary report for the project by the very end of the project period.

5. Expected Impact

Through the regional awareness campaigns, SEAGLOW aims to:

- Increase local understanding of maritime decarbonisation solutions by demonstrating the hybrid rebuilding of existing fishing vessels
- Dialogue between technology developers and potential future users, i.e. fishers, maritime professionals
- Inspire sustainable technologies beyond the pilot sites
- Promote positive regional visibility for SEAGLOW and its partners

The Local Awareness Campaigns under SEAGLOW will be the backbone of the project's stakeholder engagement at local and regional level. Through a potential combination of harbor-based demonstrations, public outreach, and professional exhibitions, the campaigns will ensure that SEAGLOW technologies are not only visible but also understood and presented to those who will ultimately benefit from them by demonstrating the technology literally at the dockside.