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SEAGLOW
Empowering the energy transition

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:	D6.5
Deliverable title:	PDEC update I
Document version:	Ver1
WP number:	WP6
Lead beneficiary:	P8-LIFE
Main author(s):	Claudia Orlandini – P8 LIFE
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Nature of deliverable:	R
Dissemination level:	PU
Actual delivery date:	29/10/2025

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SEAGLOW

Empowering the energy transition

Sustainable Energy Applications for Green and Low-impact Operation of small-scale fishing boats in the Baltic and North Sea basins (SEAGLOW)

Deliverable D6.5

Plan for Dissemination, Exploitation and Communication (PDEC)

UPDATE 1

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Project details

Acronym	SEAGLOW		
Title	Sustainable Energy Applications for Green and Low-impact Operation of small-scale fishing boats in the Baltic and North Sea basins (SEAGLOW)		
Grant Agreement	Project: 101157477 — SEAGLOW — HORIZON-MISS-2023-OCEAN-01		
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	3	Teknologisk Institut (DTI)	DK
	4	Fraunhofer Gesellschaft zur forderung der angewandten Forschung (FCML)	DE
	5	Research Institutes of Sweden (RISE)	SE
	6	Fundación AZTI – AZTI Fundazioa (AZTI)	ES
	7	Food & Bio Cluster Denmark (FBCD)	DK
	8	Low Impact Fishers of Europe (LIFE)	BE
	9	Danish Small-Scale Fishermen's Producer Organisation (FSKPO)	DK
	10	Bona Fide ApS (BF)	DK
	11	Hanstholm Fiskeriforening (HFF) DK	DK

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Revision History

Version		Date	Reviewer	Modifications
1.0	PDEC	July 2024	WP6 leader	First draft sent to communication contacts in WP6 partner organisations to review
1.1	PDEC	September 2024	WP6 partners	Draft reviewed and approved by WP6 partners, sent to all other partners for approval
1.1	PDEC	October 2024	All partners	Approved
2.0	PDEC Update I	September 2024	WP6 leader	First draft sent to communication contacts in WP6 partner organisations to review

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2.1	PDEC Update I	September 2024	WP6 partners	Reviewed
2.2	PDEC Update I	October 2024	WP6 partners and leader	Approved

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Executive Summary

This document presents the updated Plan for Dissemination, Exploitation and Communication (PDEC) for the SEAGLOW project. It builds on the first version plan submitted in October 2024 and reports on progress made until October 2025, providing an overview of the overall results achieved against the Key Performance Indicators (KPIs) since the start of the project, as well as lessons learned and information on the next activities.

In the initial phase, SEAGLOW established its visual identity, developed communication channels, and initiated engagement with key stakeholders. Dissemination activities concentrated on introducing the project and raising awareness among scientific, industrial, policy and public audiences, thereby laying the foundation for wider visibility and impact. Over the following year, these efforts were consolidated and expanded. Key achievements included consistent use of digital channels, participation in relevant events, and creating synergies with like-minded projects. These actions strengthened the project's profile, enhanced stakeholder engagement, and informed the refinement of strategies.

Building on this experience, the approach for the next reporting period will be on consolidating SEAGLOW's presence, extending outreach, and supporting the exploitation of emerging results. Progress will be monitored against agreed Key Performance Indicators (KPIs) to ensure effective delivery and continuous improvement.

In line with Horizon Europe definitions, SEAGLOW distinguishes between communication (visibility and awareness-raising for broad audiences) and dissemination (targeted sharing of knowledge and outputs with those able to use them). Both dimensions are covered in this update, with progress tracked against the relevant KPIs. The exploitation of project results (ensuring results are taken up in practice by industry, policymakers or other end-users) is addressed separately in this report, through the identification of key exploitable results and routes for their uptake.Work Package 6 continues to lead dissemination, exploitation and communication, with contributions from all partners. The PDEC remains a living document and will be revised at scheduled intervals to reflect project progress and external developments. A final consolidated report will be delivered in Month 48.

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1. Communication management and WP6 coordination

1.1 Coordination meetings

Communication and dissemination activities under Work Package 6 have been actively coordinated throughout the reporting period. Regular internal meetings were held with WP6 partners to ensure alignment of tasks, review progress on deliverables and plan forthcoming activities. In addition, there has been constant contact and exchange via e-mail and dedicated channels.

All SEAGLOW partners are contributing to dissemination and communication activities, and coordination with other work packages was ensured during regular consortium meetings, held either online or in person. Furthermore, WP6 organised voluntary meetings open to all communications staff across the consortium, regardless of their formal role in WP6, providing an additional opportunity for exchange and joint planning on communication matters.

Between October 2024 and October 2025, WP6 partners met on a regular basis, typically every six to eight weeks, to review communication outputs, coordinate social media and website activities, and prepare materials for major events and publications. Key topics included the launch and multilingual expansion of the project website, production of video materials and interviews, preparation of blog posts and attendance at events.

Through this structured and inclusive approach, WP6 has ensured that SEAGLOW's communication and dissemination activities are coherent, responsive, and well integrated across the consortium. Coordination remains under the leadership of P8 LIFE, with active contributions from all partners.

Table 1. WP6 Coordination Meetings

Date	**Meeting type**
04/06/2024	WP6 partners – Coordination meeting n°1
03/09/2024	WP6 partners – Coordination meeting n°2
14/10/2024	WP6 extended group (all consortium communications staff) – Coordination meeting n°1
02/12/2024	WP6 partners – Coordination meeting n°3

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Date	Meeting type
28/01/2025	WP6 partners – Coordination meeting n°4
24/02/2025	WP6 extended group (all consortium communications staff) – Coordination meeting n°2
22/04/2025	WP6 partners – Coordination meeting n°5
10/06/2025	WP6 partners – Coordination meeting n°6
28/08/2025	WP6 partners – Coordination meeting n°8
06/10/2025	WP6 extended group (all consortium communications staff) – Coordination meeting n°3

1.2 Tools for consortium partners

To strengthen coordination and facilitate effective delivery of activities, a set of practical tools has been developed under WP6 and made available to all consortium partners via Teams. These include standardised promotional materials to ensure a coherent project identity, a checklist to assist communications staff in planning and promoting activities, and a central database to record and monitor communication actions. In addition, a consortium-wide database of communications contacts has been established, including the social media accounts of partner organisations and tagging authorisations, to support coordinated outreach. A stock of project photos has been created, accompanied by guidance on credits, to ensure proper use across platforms. A living document has also been set up to keep track of meetings attended by WP6, including the most relevant agenda items, while a database of target groups and related contacts has been compiled to multiply outreach opportunities. Collectively, these tools have enhanced consistency, improved traceability, and enabled partners to contribute more effectively to the project's communication, dissemination and exploitation objectives.

Table 2. WP6 Tools for consortium partners

Tool	Purpose
Standardised promotional materials (e.g. logo, Power Point, visual identity guidelines, leaflet etc.)	Ensure coherent project identity across all communication outputs

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Tool	Purpose
Communications staff checklist	Provide guidance and ideas to support partners in planning and promoting activities
Central database of communication actions	Record and monitor communication and dissemination activities
Consortium-wide social media contacts database	Collect partners' accounts and tagging preferences to coordinate outreach
Photo stock with credit guidance	Provide a shared repository of visual material for consistent, credited use
Living document on meetings attended by WP6	Track external meetings and relevant agenda items for follow-up
Database of target groups and related contacts	Support outreach and engagement with priority audiences

2. Target groups and messages

SEAGLOW has continued to target the audiences identified in the first Plan for Communication and Dissemination, namely fishing organisations and their supporting bodies, the science and research community, energy and technology providers, shipyards and outfitters, EU and governmental policymakers and authorities, investors, and the media. These groups are directly involved in, or contribute to, the decarbonisation and greening of the maritime sector, making their engagement essential for the uptake and impact of project results. SEAGLOW has reached these audiences by presenting the project in a variety of settings and through diverse channels. The consortium has benefitted from its multi-disciplinary composition, with each partner leveraging its own specialised networks that span grassroots stakeholders, industry, academia and policy-making. This broad reach has enabled the project to secure visibility across its key audiences and to promote engagement at multiple levels.

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3. Task 6.2 - Tools and channels

Task 6.2 encompasses the development and implementation of SEAGLOW's main tools and channels for visibility and stakeholder engagement. These include the project's visual identity and promotional materials, the website, social media accounts, press coverage, scientific publications and participation in events. Together, these instruments form the backbone of the project's outreach strategy, ensuring that SEAGLOW is visible to its key audiences and that knowledge generated within the consortium is effectively shared.

In line with Horizon Europe practice, these activities serve multiple purposes: raising awareness and ensuring transparency (communication), sharing results with specialised communities (dissemination), and laying the ground for future uptake of results (exploitation). The section below provides an overview of what has been achieved, current progress, and planned next steps.

3.1 Promotional Material

Promotional material was developed in the initial phase of the project, including the project's logo and related visual identity guidelines, a leaflet, a PowerPoint presentation, two roll-ups and a deliverable template. During the reporting period, several updates were made to ensure that the materials remain aligned with project progress and dissemination needs.

The corporate PowerPoint presentation was updated to incorporate recent developments and to provide partners with a tool for external presentations. The project leaflet was revised and reprinted in February 2025 and in May 2025, to support distribution at major events in Brussels as well as at regional level (e.g. the European Ocean Days and the Gothenburg boat show). Partners have also made use of the shared material available on Teams; for example, the vector of the roll-up banner was reprinted locally for use at the consortium meeting in Gothenburg. Together, these updates and adaptations have ensured consistent branding across events and strengthened the capacity of partners to communicate SEAGLOW effectively to diverse audiences.

Next steps: Promotional material will continue to be updated in line with project progress and the availability of new results. Video interviews are currently in production, and the photo stock from pilot sites and field activities is being enriched. These resources will be used to refresh existing tools and/or develop new ones, ensuring that SEAGLOW's promotional material remains engaging, relevant and closely connected to the operational realities of small-scale fisheries.

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3.2 The website

The SEAGLOW website (www.seaglow.eu) was launched in July 2024 and has since served as the central communication and dissemination platform of the project. The initial structure comprised six sections (*Home*, *About Us*, *What We Do*, *News* and *Contact*), establishing the project's identity and providing accessible information for external audiences. During the reporting period, three new sections were added to expand the scope of content and enhance accessibility: *Project Documents*, ensuring open access to deliverables labelled as public in the Grant Agreement; *Mission Allies*, providing visibility to EU-funded link-minded projects and European initiatives; and *Events*, promoting external events relevant to the decarbonisation discussions or where SEAGLOW is being presented.

In May 2025, the website was upgraded with an AI-based plug-in compatible with the WordPress content management system. This tool enabled automatic translation into eleven Baltic and North Sea languages in addition to English, making the website more accessible to all regional stakeholders.

Since its launch, the SEAGLOW website has been regularly updated to ensure a steady flow of information for stakeholders. To date, seven blog posts have been published in the News section, covering a wide range of topics from governance updates and technical progress to event participation and stakeholder dialogue. In parallel, the Events page has promoted upcoming events, providing visibility for SEAGLOW's participation in major European forums as well as relevant national and regional initiatives.

Table 3. Blog Posts (Website News Section)

	Date	**Title**	**Focus area**
1	June 2024	*Small-scale fishing sector at the cutting edge of the energy transition*	Introductory/ awareness
2	Nov 2024	*The SEAGLOW Project Establishes its Advisory Board to Drive Energy Transition in Small-Scale Fisheries*	Consortium activities
3	Nov 2024	*A Conversation with Hanne Bregendahl Pihl: Pioneering Carbon-Neutral Solutions for Small-Scale Fisheries with SEAGLOW*	Personal perspective/ interview

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	Date	Title	Focus area
4	Dec 2024	*SEAGLOW represented by RISE and SFPO at the Swedish Commercial Fishing Conference*	Event participation
5	Dec 2024	*AZTI starts the installation of SIMUL systems to measure energy consumption patterns in SEAGLOW vessels*	Consortium activities
6	May 2025	*From Insight to Action: how ETP stakeholders are advancing towards smarter energy solutions for EU fisheries*	Stakeholder dialogue
7	June 2025	*SEAGLOW Hosts Second Consortium Meeting in Gothenburg to Advance Sustainable Innovation in Small-Scale Fisheries*	Consortium activities

Table 4. Events promoted on Seaglow.eu

	Date	Title	Location
1	December 2024	Webinar: EU Capacity Ceilings and Decarbonisation	Online
2	December 2024	Navigating the Energy Transition - Strategic Goals for a Resilient / Sustainable Small-Scale Coastal Fisheries, Large-Scale Fisheries and Distant Waters Fleet	Brussels, Belgium
3	March 2025	Mission Restore Our Ocean and Waters Forum	Brussels, Belgium
4	March 2025	SEAGLOW 5.1 Workshop on alternative fuels	Online
5	April 2025	Navigating the Future of EU Fisheries through Energy Transition (ETP)	Brussels, Belgium
6	May 2025	European Maritime Day: Taking stock of the Energy Transition Partnership towards the roadmap	Cork, Ireland
7	June 2025	ETP R&A Segment WG 3 Meeting	Online

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	Date	Title	Location
8	June 2025	Enjoy the Silence – Floating Electric Boat Fair	Gothenburg, Sweden
9	June 2025	SEAGLOW Consortium Meeting	Gothenburg, Sweden
10	September 2025	Danish Presidency Mission Ocean Conference	Nyborg, Denmark
11	October 2025	DanFish 2025	Aalborg, Denmark
12	November 2025	Energy Transition in Fisheries	Helsinki, Finland

In addition, as anticipated in the PDEC, the public deliverables listed below have been made available for download on the SEAGLOW website under the dedicated “Project Documents” section. This section has been designed to provide open access to outputs designated as public in the Grant Agreement.

Table 5. Deliverables published on Seaglow.eu (marked Public Dissemination Level in GA)

Deliverable	Title
D7.3	Terms of Reference for Advisory Board activities and selection
D7.2	Data Management Plan
D7.1	SEAGLOW Project Management Handbook
D6.1	Plan for Dissemination, Exploitation and Communication (PDEC)
D5.1	Business Opportunities
D5.2	D5.2 – Local awareness raising campaigns (dissemination planned for October 2025)
D7.4	D7.4 - DMP 2nd Update (dissemination planned for October 2025)

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According to Google Analytics, the website recorded 2,100 visits by September 2025, against the final project target of 20,000 visits. While visits remain the only formal KPI specified in the Grant Agreement, the additional achievements in terms of multilingual accessibility, event promotion and news coverage demonstrate strong progress towards establishing the website as the main gateway to SEAGLOW's results.

KPI tracking (Website, Grant Agreement)

Indicator	Target (M48)	Achieved (Oct 2025)	Status
Website visits	20,000	2,400	Needs improvement

Next steps: In the coming period, the website will be further enriched with new content. Video interviews currently under preparation will be published to showcase the perspectives of project partners. As pilots and technical results advance, additional dedicated material will be uploaded, ensuring that the website continues to serve as the central hub for communicating SEAGLOW's progress and outcomes.

3.3 Social Media

3.3.1 Accounts and content

The Grant Agreement established social media as a core channel for SEAGLOW, with a combined target of 90 posts, 6,000 views and 500 shares across the consortium's platforms. Official accounts were launched in June 2024 on LinkedIn, Twitter/X and Facebook, providing complementary communication channels to the website and allowing timely updates, event promotion and interaction with stakeholders.

Platform	Account
LinkedIn	Seaglow Official
Facebook	Seaglow EU Newsroom
Twitter/X	@SeaglowEU

By September 2025, analytics showed a total of 85 posts across the three platforms, generating over 10,100 views and 85 shares. The target of 6,000 views has therefore already been exceeded well ahead of schedule, while further progress is needed in relation to the number of posts and particularly the number of shares. Performance

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has been supported by regular updates covering project milestones, deliverables, participation in events and relevant EU-level initiatives.

The three platforms serve different audiences. LinkedIn has clearly established itself as the most effective channel, reaching professionals, researchers, policymakers and industry stakeholders. Twitter/X and Facebook continue to be used to maintain broader visibility and to reach complementary audiences, but their impact remains more limited compared with LinkedIn. Content has varied across platforms, ranging from project updates and coverage of events to highlighting consortium partners' achievements and success stories. SEAGLOW has also used its social media presence strategically to engage with industry events—whether or not project consortium partners are attending in person—thereby extending visibility and contributing to ongoing sectoral discussions.

Social Media content drafting and dissemination strategy has focused on timely updates tailored to different audiences. Posts have highlighted events and partner activities, while also linking SEAGLOW to wider EU policy debates and industry discussions. Dedicated campaigns were prepared for flagship events, such as European Maritime Day 2025. Three graphic designs were published during the three days of the event, each of which including the statement by a SEAGLOW partner linked to the agenda of the day. The mix of graphics, photos, blog links and short updates has helped maintain visibility and keep audiences engaged.

Figure 1 - SoMe design posted on 21/5 EMD Day 1 – Linking with the EU Commission ETP event "Taking stock of the Energy Transition Partnership towards the roadmap" attended by partners AZTI and LIFE

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Figure 2 - SoMe design posted on 22/5 EMD Day 2 – Celebrating small-scale fishers and impact on communities

Figure 3. SoMe design posted on 23/5 Day 3 - Technical validation + policy relevance

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3.3.2 Data monitoring

Monitoring of results is carried out through Google Looker Studio, which consolidates data from all social media platforms into a single dashboard. This enables WP6 to track in real time the number of posts, impressions, shares and other engagement indicators, and to visualise performance trends across platforms. For Twitter/X, monitoring is carried out through the upgrading of the internal analytics tool. This combined approach allows the consortium not only to report against the formal KPIs in the Grant Agreement, but also to assess which types of content generate the strongest response and to adapt the strategy accordingly.

Although the number of shares remains below the expected trajectory, the steady growth of LinkedIn confirms the effectiveness of SEAGLOW's social media presence in reaching core stakeholders. By contrast, Facebook and Twitter/X play a more modest but complementary role, ensuring broader visibility and reinforcing the project's presence across diverse audiences.

KPI tracking (Grant Agreement)

Indicator	Target (M48)	Achieved (Oct 2025)	Status
Posts	90	98	Exceeded
Views	6,000	11,012	Exceeded
Shares	500	92	Needs improvement

Next steps: SEAGLOW will continue to prioritise LinkedIn as the primary channel for professional audiences, while maintaining Twitter/X and Facebook for broader visibility. The content strategy will place greater emphasis on video material, with interviews and multimedia outputs to be published in the coming months in SEAGLOW's new YouTube channel. Campaigns will be timed to align with key moments in the European policy debate and major EU-level events. This approach, together with ongoing engagement around industry gatherings, whether attended in person or online, will strengthen visibility and maximise the project's contribution to discussions on decarbonisation and the greening of the maritime sector.

3.4. Press Coverage

Press engagement has been an important strand of SEAGLOW's communication activities, aiming to ensure visibility among the fisheries sector, policy stakeholders and the wider maritime community.

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Since November 2024, the project has been featured in four articles in the press and two features on European Commission platforms. On the occasion of the International Day of Clean Energy in January 2025, SEAGLOW was profiled in a *Mission Ocean* article published on the European Commission's research and innovation portal and in May 2025 an article on the role of SEAGLOW partners in the Energy Transition partnership was published on both Seaglow and the ETP website.

Table 6. Press articles published

No.	Date	Title / Topic	Outlet	Link
1	Nov 2024	Tackling small-scale fleets' fossil fuel dependency	*Fisker Forum*	Link
2	Nov 2024	Tackling small-scale fleets' fossil fuel dependency	*Hook and Net Magazine*	Link
3	Jan 2025	SEAGLOW: equipping small-scale fisheries with clean energy solutions	*Mission Ocean portal*	Link
4	January/February 2025	Pioneering greater sustainability in small-scale fishing	*Eurofish Magazine*	Link
4	April 2025	Projekt Seaglow	*Svensk Fisknäring*	Link
5	May 2025	From Insight to Action: how ETP Stakeholders are Advancing Towards Smarter Energy Solutions for EU Fisheries	*Energy Transition partnership portal*	Link
6	Jun 2025	Clustering with Refest – joint press release	*Witnews/ Refest project website*	Link 1 / Link 2

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In addition to published coverage, the WP6 leader and the project coordinator have engaged in regular discussions with media outlets to explore new promotion opportunities and assess financial offers. Meetings with *European Energy Innovation Magazine* and *Offshore Energy Magazine* provided valuable insight into potential visibility channels and the related publication costs, allowing the consortium to plan future investments strategically and to target publications most relevant to forthcoming project results.

Next steps: Outreach to the media will continue with a focus on specialist fisheries and maritime outlets, alongside opportunities in policy-oriented and mainstream press. Coverage will progressively shift from awareness-raising to reporting on technical progress, pilot activities and policy recommendations, ensuring that SEAGLOW's results gain visibility among key decision-makers and industry stakeholders.

KPI tracking (Grant Agreement)

Indicator	Target (M48)	Achieved (Sep 2025)	Status
Press articles	6	5 (+ 2 online features)	On track

3.5 Scientific journals

No scientific publications have yet been produced during the reporting period. This is consistent with the current stage of the project: the technologies are still in early stages of pilot implementation, and no validated results are available that would justify academic dissemination at this stage. For this reason, external communication to date — including press coverage — has focused on introducing SEAGLOW, its objectives and expected contributions to the decarbonisation of small-scale fisheries, rather than presenting technical findings.

Next steps: As the pilot projects advance, SEAGLOW partners will prepare the first scientific articles, expected from the next reporting period onwards. Priority will be given to journals and conferences that ensure visibility within the fisheries, energy and maritime research communities, while maintaining compliance with open access obligations.

KPI tracking (Grant Agreement)

Indicator	Target (M48)	Achieved (Sep 2025)	Status
Scientific journals	2	0	Planned for later stage

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3.6 Events

Participation in external events has been one of SEAGLOW's most effective dissemination activities. The project committed to attending at least six regional, European or international events, each with an audience of more than 240 participants. This objective has already been met, with SEAGLOW ensuring a presence at major European conferences as well as at smaller sectoral meetings.

Since its launch, SEAGLOW has participated in several major European and regional events, contributing to visibility and networking across the fisheries, maritime and energy transition sectors. In some cases, the project was actively showcased through booths, presentations or tailored promotional material, while in others, participation focused on networking and engaging with stakeholders.

Table 7. Events attended by Seaglow partners

	Date	Event	Location	Type of presence
1	May 2024	European Maritime Day	Svendborg, Denmark	Booth
2	March 2025	European Ocean Days	Brussels, Belgium	Networking
3	May 2025	European Maritime Day	Cork, Ireland	Networking
4	June 2025	EU Sustainable Energy Week	Brussels, Belgium	Networking
5	June 2025	Enjoy the Silence – Boat Fair	Gothenburg, Sweden	Booth
6	September 2025	Danish EU Presidency Conference on Mission "Restore our Ocean and Waters"	Nyborg Strand, Denmark	Booth
7	October 2025	DanFish– Boat Fair	Aalborg, Denmark	Networking

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In addition, SEAGLOW has been presented at smaller-scale events and conferences, including *Energy Transition in Nordic Fisheries (2024)*, *the 2024 Swedish Commercial Fishing Conference* and the *Energy Transition Partnership* workshops and working groups. While these events are more modest in size, they provided valuable opportunities for targeted engagement with fisheries stakeholders and energy transition actors.

Consortium partners put great care in identifying promotional opportunities for Seaglow. In case the consortium is not physically present at key events, WP6 strives to ensure visibility via social media engagement.

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Figure 4 - Seaglow booth at the Danish EU Presidency Conference on the Mission "Restore our Ocean and Waters" (Nyborg Strand, DK, September 2025)

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Next steps: SEAGLOW will continue its established practice of combining active showcasing with targeted networking, both at major international conferences and at smaller regional or sectoral events. This balanced approach has proven effective in engaging diverse audiences and ensuring visibility across policy, industry, academic and grassroots levels. A temporary list of events currently under consideration for the next reporting period is provided in **Annex 1** to the present document.

KPI tracking (Grant Agreement)

Indicator	**Target (M48)**	**Achieved (Sep 2025)**	**Status**
Large-scale events attended (>240 participants)	6	7 (by October 2025)	Exceeded

3.7 Sustainable Maritime Policy Brief and Final event

No policy brief has yet been produced, as this activity depends on evidence emerging from the pilot projects and will be undertaken at a later stage. Likewise, the regional workshops and the final policy conference targeting 100+ policymakers and public authorities are scheduled for the later phases of the project. Preparatory engagement is already ongoing through the External Expert Advisory Board and participation in EU-level policy events, which will provide a solid foundation for these future activities.

KPI tracking (Grant Agreement)

Indicator	**Target (M48)**	**Achieved (Sep 2025)**	**Status**
Policy brief	1	0	Planned for later stage
Regional workshops	≥1	0	Planned for later stage
Final policy conference (100+ policymakers)	1	0	Planned for later stage

3.8 Partners' Contributions

In line with the Grant Agreement, consortium partners have actively contributed to SEAGLOW's communication and dissemination activities. NDEU, as overall project

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coordinator, has played a particularly visible role in external representation, for instance through booths at European Maritime Day 2024 and 2025, participation in the Energy Transition Partnership and Mission Ocean events, as well as regular synergy meetings with various stakeholders. Other partners have supported dissemination through targeted actions within their networks. RISE represented SEAGLOW at fisheries conferences, while AZTI produced content for the website and contributed to stakeholder working groups under the Energy Transition Partnership. SFPO provided coverage in the Swedish fisheries industry press, while COC and FSKPO leveraged their online channels and sectoral networks to raise awareness and broaden outreach. Fraunhofer CML also developed a dedicated page presenting SEAGLOW on its institutional website, ensuring visibility in research and technology-oriented circles.

Collectively, these actions have expanded SEAGLOW's visibility across multiple levels, from grassroots fishing organisations to EU policymakers and research communities. They also demonstrate the consortium's collaborative spirit, with partners complementing one another's expertise and networks to maximise impact. At the same time, it is recognised that some partners—particularly the four fishing vessels involved as pilots—have so far been less active in digital communication, as their engagement takes place primarily at grassroots level. In the next phase of the project, these partners will take on a more visible role in direct outreach to the fishing community, supported by WP6 and WP5 partners, as the project moves towards presenting the pilot activities and expected results on the ground.

Table 8. Consortium partners contribution

Partner	**Activity Type**	**Example Contributions**	**Audience Reached**	**Impact**
NDEU (Coordinator)	Events, press, blog posts, newsletters, synergy meetings	Booth at European Maritime Day 2024; Mission Ocean participation; blog/newsletter on kick-off and case studies; synergy meetings with H2-SEAS, REFEST, NEMOSHIP, ROBOAT	All stakeholders	EMD booths (hundreds reached); SoMe posts 2,500+ impressions
RISE	Events, blog posts	Energy Transition in Nordic Fisheries; Nationell	Science, industry, policymakers	~100+ direct participants; blog post readership

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Partner	Activity Type	Example Contributions	Audience Reached	Impact
		yrkesfiskekonferens; Eurofish Conference		
AZTI	Technical blog posts, events	Article on SIMUL installation; presentations at Energy Transition Partnership working groups	Science, NGOs, fisheries	Dissemination through ETP networks
SFPO	Industry press	Article in *Svensk Fisknäring*	Fisheries sector	Circulated in national industry paper
COC	Blog posts, SoMe	Blog on kick-off meeting; social media on Gothenburg consortium meeting	All stakeholders	SoMe reach ~1,000 followers
FSKPO	Social media, promotional material	Facebook advert post; website section on SEAGLOW	Fishing organisations	2,200 reach, 7 likes, 2 shares
Fraunhofer CML	Website	Dedicated SEAGLOW page on institutional website Video presentation of the project during Maritime Innovation Updates	Research & technology audiences	Institutional visibility ensured Event,60 participants

3.9 Lessons Learned and Adjustments

The inclusion of lessons learned in this updated PDEC provides an opportunity for the consortium to reflect on the performance of communication and dissemination activities to date. While some tools have already delivered strong results — Social

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media views,, press coverage and event participation — website visits and the number of shares on social media posts are progressing at a slower pace.

Table 9. KPIs recap

Indicator	Target (M48)	Achieved(October 2025)	Status	Type of output
Website visits	20,000	2,400	Needs improvement	Communication/ Dissemination
SoMe Posts	90	98	Exceeded	Communications
SoMe Views	6,000	11,012	Exceeded	Communication
SoMe Shares	500	92	Needs improvement	Communication
Press articles	6	5 (+ 2 online portals features)	On track	Communication
Large-scale events attended (>240 participants)	6	7	Exceeded	Dissemination
Scientific journals	2	0	Planned for later stage	Dissemination
Policy brief	1	0	Planned for later stage	Dissemination/Exploitation
Regional workshops	≥1	0	Planned for later stage	Dissemination/Exploitation
Final policy conference (100+ policymakers)	1	0	Planned for later stage	Dissemination/Exploitation

Strengths:

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- The website has proven effective as a central hub, especially with the addition of multilingual functionality and the *Mission Allies* and *Events* sections. Blog posts and event promotion have been well received.
- LinkedIn has shown strong performance, surpassing the views target early and becoming the main driver of professional engagement.
- Participation in major European events provided high visibility and networking opportunities.
- Press coverage is satisfactory in terms of quantity and reach, with SEAGLOW featured in both specialist industry outlets and EU-level portals.
- Promotional materials such as updated leaflets, PowerPoint templates, and roll-ups have been used consistently by partners.
- Strong collaborative spirit within WP6 and across the consortium

Weaknesses:

- Website traffic remains below the trajectory needed to reach 20,000 visits by the end of the project.
- Social media overall shares, unlike views, has been lower than targeted

To overcome this challenge, the consortium has introduced mitigation measures, including targeted advertising, upgraded analytics and multilingual accessibility.

Mitigation measures implemented by WP6:

- Targeted Facebook ads were launched to boost reach.
- The X (Twitter) analytics plan was upgraded to gain deeper insights on traffic and engagement.
- Looker Studio (for SoMe) and Google Analytics (for the website) have been leveraged for real-time monitoring and performance tracking.
- Website content is now available into 12 languages (all Baltic and North Sea ones + English) to broaden accessibility and audience reach.
- a *Communications Staff Checklist* was produced and shared via Teams, providing practical ideas and guidance to all partners on how they can contribute to increasing SEAGLOW's visibility through their own networks.

Remaining issues:

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Despite these mitigation measures, results in terms of website traffic and post shares are not progressing at a sufficient pace. Several factors may contribute to this: the multiplication of social media platforms fragments follower engagement across channels; the niche character of the small-scale fishers sector limits potential audience growth; and language barriers persist for grassroots audiences such as small-scale fishers, who may also not engage with online tools as actively as other stakeholder groups.

4. Task 6.3 Cooperation with Other Projects

4.1 Mission Ocean and Waters

SEAGLOW has established a close relationship with the EU Mission "Restore our Ocean and Waters by 2030", ensuring alignment with Mission-wide communication activities. Cooperation has taken place along several complementary lines:

1. **Use of the Mission Ocean visual identity**
   SEAGLOW signed an agreement to adopt the Mission Ocean & Waters visual identity across its communication outputs. The Mission Ocean logo and graphic elements have been embedded into SEAGLOW's templates, promotional materials and digital assets, ensuring brand coherence and full compliance with Mission design guidelines. This integration guarantees that all dissemination tools present a consistent visual alignment with the Mission framework while maintaining SEAGLOW's own project identity.

2. **Participation in the Mission Ocean & Waters Communications Collaborative**
   WP6 regularly attended the Mission Ocean & Waters Communications Collaborative meetings, which serve as the main platform for coordination among project communication teams.

Table 10.Mission Ocean & Waters Communications Collaborative attended

Date	Meeting
3 Oct 2024	Mission Ocean & Waters Communications Collaborative

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Date	Meeting
6 Nov 2024	Mission Ocean & Waters Communications Collaborative
4 Dec 2024	Mission Ocean & Waters Communications Collaborative
8 Jan 2025	Mission Ocean & Waters Communications Collaborative
5 Feb 2025	Mission Ocean & Waters Communications Collaborative
7 May 2025	Mission Ocean & Waters Communications Collaborative
2 Jul 2025	Mission Ocean & Waters Communications Collaborative
3 Sep 2025	Mission Ocean & Waters Communications Collaborative
1 Oct 2025	Mission Ocean & Waters Communications Collaborative

3. **Mission Ocean article**
   On the occasion of the International Day of Clean Energy (January 2025), SEAGLOW was featured in a Mission Ocean article published on the European Commission's Research and Innovation portal, further demonstrating the project's contribution to Mission objectives.

4. **Participation in major Mission Ocean events**
   Beyond the regular meetings, SEAGLOW also took part in large-scale Mission Ocean events, including the Mission Ocean and Waters Forum held during European Ocean Days in March 2025 and the Danish Presidency conference on the Horizon Europe Mission in September 2025.

5. **Digital poster**
   A digital poster presenting SEAGLOW showcasing the project's engagement in Mission Ocean initiatives was produced and showcased in the Berlaymont building during European Ocean Days 2025 (March 2025).

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Figure 5. The digital poster showcased during European Ocean Days

6. **Mission Ocean flags**
   In February 2025, WP6 requested 6 Mission Ocean flags, which are at kept by the WP6 leader and the project coordinator and put at the disposal of all partners. These flags have since been displayed during meetings and external events, strengthening visual association with the Mission.

7. **"Voices of the Mission Ocean and Waters" initiative**
   In February 2025, WP6 produced a video for the "Voices of the Mission Ocean and Waters" campaign, featuring the Mission Ocean flag. Mission Ocean social media channels disseminated the video in May 2025, expanding SEAGLOW's reach to Mission-wide audiences.

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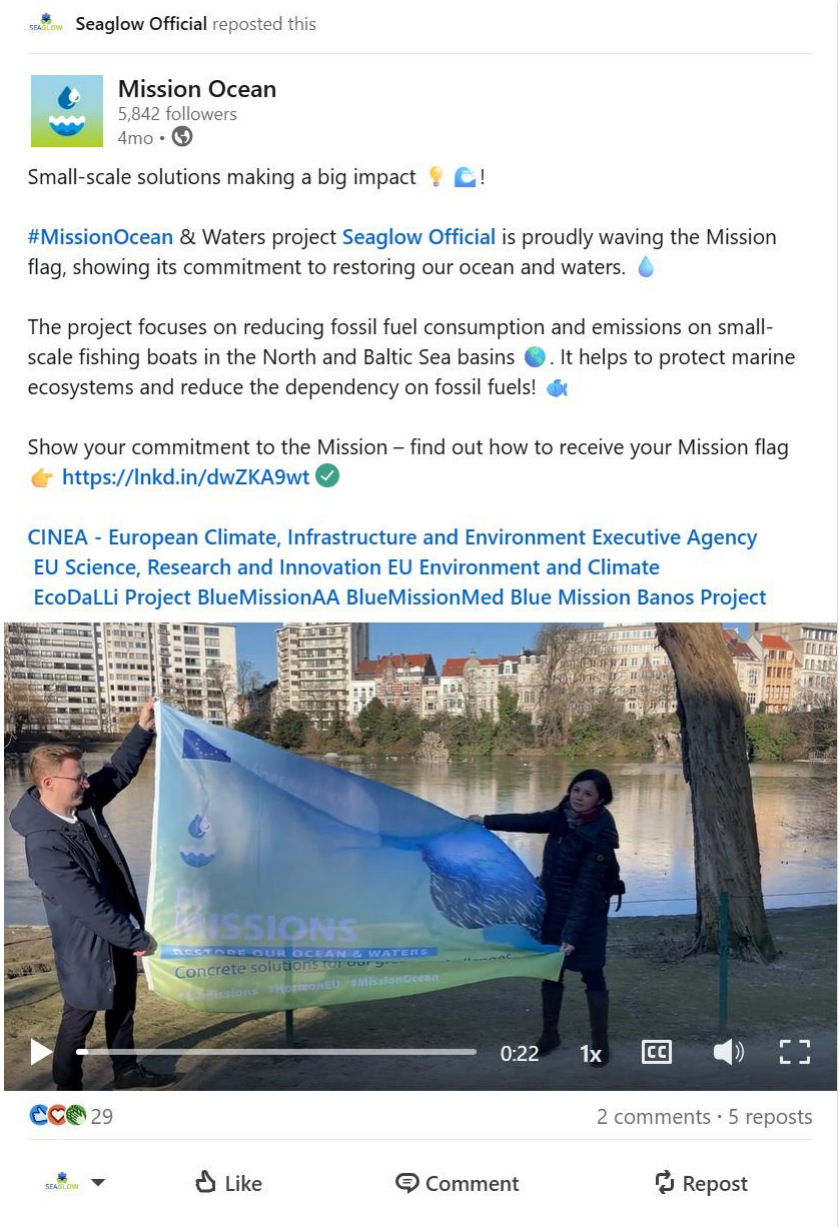
Figure 6. The SoMe post and video for the Voices of the Mission Ocean and waters campaign



8. **Mission Charter endorsement**

   In August 2025, SEAGLOW formally endorsed the Mission Charter, aligning with the European Commission's call for stakeholders to contribute concrete actions towards the Mission's objectives.

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4.2 Synergies meetings with other projects

In addition to its participation in Mission Ocean structures, SEAGLOW has actively explored cooperation with other EU-funded projects and initiatives working towards similar objectives. Contact has been established by P1 NDEU, with contributions from consortium partners, to identify complementarities and potential synergies. These may include joint communication and dissemination activities, co-organisation of events (online and offline), knowledge and network sharing, provision of feedback and cross-participation in project activities, exchange of contacts and broader collaboration to reach a wider stakeholder community.

To date, exploratory exchanges have been held with the following projects:

Table 11. Synergies with other projects

Project	Focus area	
H2-SEAS	Development and testing of a fully-integrated hydrogen-electric fishing vessel	Link
REFEST	Development of procedures and technologies to reduce fuel consumption	Link
ROBOAT	Multi-functional services for the maritime sector	Link
NEMOSHIP	Development, testing and demonstration of technologies and guidelines for optimising large electric battery power in hybrid and fully electric ships	Link

These exchanges have provided a valuable opportunity to map complementarities and explore options for cooperation. While most of these contacts are still at an exploratory stage, they contribute to building a stronger network around the shared goal of decarbonising the fisheries and maritime sectors.

4.3 Energy Transition Partnership (ETP)

Through two of its partners, AZTI and LIFE, SEAGLOW actively follows and contributes to the work of the Energy Transition Partnership (ETP) for EU fisheries and aquaculture, an initiative launched by the European Commission in 2023. The ETP provides a collaborative platform for a wide range of stakeholders to tackle the complexities of transitioning to sustainable energy in the sector.

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Two SEAGLOW partners play leading roles in this structure by acting as subgroup coordinators: LIFE for the *Small-Scale Coastal Fisheries* group and AZTI for the *Research Organisations and Academia* group.

These roles place SEAGLOW at the core of discussions on innovation, investment, capacity-building and regulatory alignment, ensuring that project experiences and perspectives are fed directly into a wider strategic dialogue.

Next steps: SEAGLOW will continue to nurture synergies with related projects and initiatives, particularly through its active role in the Mission Ocean, the Energy Transition Partnership and ongoing exchanges with like-minded projects. The consortium will also keep developing the *Mission Allies* section of the website, adding new projects and initiatives as collaborations progress, so as to provide stakeholders with an up-to-date overview of complementary efforts supporting the decarbonisation of the fisheries and aquaculture sector.

4.4 Enterprise Europe Network (EEN)

SEAGLOW benefits from strong links with the Enterprise Europe Network (EEN), particularly through its project coordinator's long-standing involvement in the EEN Sector Group for Maritime Industries & Services. This group brings together around 50 EEN experts from across Europe who support regional industrial and research stakeholders in developing innovation and international partnerships. Until mid-2025, NDEU's representative served as Chair of the Sector Group, and continues to play an active part in its activities.

Through the group, EEN partners facilitate matchmaking and brokerage events at leading maritime exhibitions such as *SMM (Hamburg)*, *Europort (Rotterdam)*, *Navigate (Turku)* and *IceFish (Reykjavik)*. This collaboration also helps in identifying innovation opportunities, and joining international consortia.

5. Exploitation

Exploitation of results is a key commitment for the SEAGLOW consortium, ensuring that project outputs deliver impact beyond the project lifetime and contribute to the wider objectives of sustainable fisheries and maritime decarbonisation. Activities cover both technological innovations—such as integrated clean-energy engine systems and hull coatings—and knowledge-based outputs, including business practice guides and policy briefs. Together, these results have the potential to support market uptake, influence regulatory frameworks, and promote replication across other regions and sectors.

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To maximise their long-term value, the consortium applies a structured approach to ensure that outcomes are properly protected, shared, and used effectively. Concrete IPR management guidelines and related templates have been developed to ensure that innovations, data, and knowledge generated within SEAGLOW are effectively safeguarded and exploited, bringing benefits both to individual partners and to the consortium as a whole.

The consortium has provisionally identified several Key Exploitable Results (KERs), as outlined in the Grant Agreement, including novel integrated engine systems, innovative hull coatings, business practice guides for sustainable fisheries, and policy briefs to support regulatory change. Their updated status is presented in the table below.

To facilitate coordinated outreach and maximise exploitation potential, each partner maintains its own contact list of relevant stakeholders (fishing communities, industry representatives, policymakers, technology suppliers), while a voluntary shared register—hosted in the project's Teams environment and coordinated by WP6—allows partners to record non-confidential contacts. This joint tool helps map key audiences, prevent duplication, and identify synergies across technical, policy, and communication activities. It also supports the planning of awareness campaigns, policy workshops, and the final conference, ensuring that actions reach the most relevant audiences. All contact-management activities are conducted in full compliance with GDPR and data-protection obligations.

Progress on exploitation will continue to be monitored through regular updates and partner consultations. A consolidated review of all KERs will be undertaken before Month 48 to assess readiness for uptake, identify business and policy pathways, and incorporate lessons from pilot activities. The results of this review will feed into the final PDEC report (D6.5) and guide the consortium's post-project sustainability planning.

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Key Exploitable Result	IP Strategy	Partners Involved	Exploitation Route	Main Target Clients	Status Update
Novel, proven, integrated engine systems, validated under full operating conditions	Company patents	All commercial partners, and technology suppliers	Direct contact to relevant potential technical clients, shipyards and installers, dealers, promotion via project dissemination channels.	Dealers and agents, installers and shipyards / shipfitters. Policymakers regarding change in legislation support	**Current status:** Preparatory design and integration work is ongoing as part of the demonstration activities. Technical specifications have been finalised, and preliminary installation steps are underway. **Next steps:** Refitting of pilot vessels is planned, marking the start of on-site testing of clean-energy propulsion systems. Following validation across pilot sites, results will feed into performance assessment and subsequent actions to support potential market uptake.
Innovative hull coatings	Company patents	P14 COC	Direct contact to relevant shipyards and fitters, indirect marketing to fishing communities. Promotion via project dissemination channels.	Individual ship owners, fishing associations and support organisations, shipyards and fitters, policymakers to influence future requirements for environmental coatings.	**Current status:** Norwegian pilot vessel was successfully coated in September 2025 and is currently operating at sea. This marks the start of real-life performance monitoring under operational conditions. **Next steps:** Data from the ongoing sea trials will be collected and analysed throughout 2026 to assess coating durability and efficiency. Results will inform further optimisation and support

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Key Exploitable Result	IP Strategy	Partners Involved	Exploitation Route	Main Target Clients	Status Update
					engagement with shipyards and coating manufacturers for potential replication and market uptake.
Business Practice Guides	Creative Commons License	All	Direct contact to relevant potential fishing communities, and industries for replication. Promotion via project dissemination channels.	Fishing operatives, fishing / maritime support organisations, policymakers, and public authorities.	**Current status:** Preparatory work under WP5 has defined the structure and objectives for three complementary guides: a Business Model Assessment Guide, a Business Plan Development Guide, and a Funding Guide. These tools aim to facilitate the replication of SEAGLOW's approach in other regions and for different vessel types. Initial local awareness-raising campaigns are currently being scoped to support engagement with relevant fishing communities. **Next steps:** During 2026, local awareness campaigns will be deployed by pilot partners in close collaboration with fishing associations and local authorities. Each campaign will include two stakeholder engagement events and on-site demonstrations of SEAGLOW technologies,. The feedback collected will inform the drafting of the Business

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Key Exploitable Result	IP Strategy	Partners Involved	Exploitation Route	Main Target Clients	Status Update
					Practice Guides between Month 36 and Month 48, ensuring that final materials are grounded in practical experience and ready for replication.
SEAGLOW Policy Briefs and Recommendations	N/A	All	Direct contact to policymakers and local authorities. Contact via regional workshops, final conference and via project dissemination channels. Showing policymakers and local authorities that sustainable fishing is both needed and economically beneficial.	Policymakers and local/regional authorities	**Current status:** Preparatory phase (M18). Task 6.4 will formally start at M24. In advance, WP1 has been developing the Regulatory and Policy Framework for Energy Transition of Fisheries in Europe (D1.1, M24), which will provide the foundation for policy outreach. Early discussions among partners have focused on aligning dissemination and policy objectives and identifying key policy actors to be engaged in the forthcoming workshops. **Next steps:** From M24: launch Task 6.4. M24–M30: first series of three regional policy workshops (one per demonstrator region) organised by WP5 to inform fishing communities and policymakers. Post-M30: second series focusing on bottlenecks/mitigation. AZTI to draft ≥2 policy briefs based on workshop and pilot evidence; NDEU to convene the Policy

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Key Exploitable Result	IP Strategy	Partners Involved	Exploitation Route	Main Target Clients	Status Update
					Conference (D6.3, M45); final Policy Recommendations (D6.4) to be delivered by project end (M48).

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6. Timeline for the implementation of communication, dissemination and exploitation activities

SEAGLOW's timeline for communication, dissemination and exploitation activities continues to provide a structured basis for planning and execution. This approach ensures that tasks are organised in advance and carried out at the most relevant moments, leading to enhanced coordination among partners, clear objectives and effective resource management. The visual timeline has proven particularly useful for tracking progress, monitoring accomplishments and managing pending tasks, while allowing timely adjustments when needed.

The consortium remains on track with the dissemination of deliverables, both under the *public dissemination level* and the *sensitive dissemination level*. The only exceptions concern specific deliverables that have been formally postponed in agreement with the European Commission, ensuring alignment with project needs and external circumstances.

The timeline continues to function as a *living document*, updated in line with the scheduled reviews of the PDEC (M18 and M36). This flexibility allows the consortium to adapt communication and dissemination activities in response to evolving project developments, stakeholder needs or external factors, while maintaining alignment with overall project objectives.

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Table 12. Timeline for the implementation of communication, dissemination and exploitation activities during M1 – M18

	Implementation period																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Website																		
Visual identity																		
Social Media																		
Newspaper and magazines																		
Scientific Journals																		
Communication outputs (roll-ups, leaflet etc.)																		
Sustainable maritime policy brief																		
Sector-specific conferences and events																		
Final Conference																		
Deliverables-Public dissemination level			*D6.7* *D7.1* *D7.3*			*D6.1* *D7.2*						*D5.1*						*D5.2 (planned for 10/25 - exploitation)* *D6.5* *D7.4*

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																		(planned for 10/25)
Deliverables – Sensitive dissemination level									*D2.1*			*D3.1*		*D2.2*				

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Table 13. Timeline for the implementation of communication, dissemination and exploitation activities during M19 – M36

	Implementation period																	
	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Website																		
Visual identity																		
Social Media																		
Newspaper and magazines																		
Scientific Journals																		
Communication outputs (roll-ups, leaflet etc.)																		
Sustainable maritime policy brief																		
Sector-specific conferences																		
Final Conference																		
Deliverables-Public dissemination level						*D1.1 (Exploitation)*												*D6.6*
Deliverables – Sensitive dissemination level						*D3.2*												*D5.4* *D7.5*

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Table 14. Timeline for the implementation of communication, dissemination and exploitation activities during M37 – M48

	Implementation period											
	37	38	39	40	41	42	43	44	45	46	47	48
Website												
Visual identity												
Social Media												
Newspaper and magazines												
Scientific Journals												
Communication outputs (roll-ups, leaflet etc.)												
Sustainable maritime policy brief												
Sector-specific conferences												
Final Conference												
Deliverables-Public dissemination level		*D4.1 (Exploitation)* *D5.5 (exploitation)*				*D2.3 (Exploitation)* *D4.2 (Exploitation)* *D4.3 (Exploitation)* *D4.4 (Exploitation)*			*D6.3 (Exploitation)*	*D6.4 (Exploitation)*		*D6.2*

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						D4.5 (Exploitation)						
Deliverables – Sensitive dissemination level				*D3.3*		*D5.3*						

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7. Conclusion

SEAGLOW aims to demonstrate the impact and potential of innovative technologies to reduce fossil fuel consumption and greenhouse gas emissions in small-scale fisheries. An effective communication approach ensures that the project's innovations and findings are shared accurately and widely, supporting the uptake of sustainable practices across the sector. To this end, communication and dissemination remain a cornerstone in realising the project's overall objectives.

Since project launch, the consortium has succeeded in establishing strong foundations: a multilingual website, active social media channels, updated promotional materials, early press coverage, participation in high-level events and complementary initiatives. Since the project's launch in April 2024, SEAGLOW partners have developed a strong collaborative spirit, both within WP6 and across the wider consortium. Coordination on communication and dissemination has been characterised by openness and mutual support, creating a constructive atmosphere that makes collaboration both effective and rewarding. These efforts are helping to create a network effect, amplifying SEAGLOW's visibility and impact.

The primary objectives of the dissemination, exploitation and communication plan continue to be raising awareness, sharing knowledge, ensuring transparency and influencing behaviour in the fisheries sector. As the pilots advance, communication will increasingly shift towards sharing concrete data and findings, highlighting benefits in real operational conditions and inspiring further uptake across the sector.

The strategy will remain dynamic and adaptive, ensuring that stakeholders can continue to follow project developments through the website, social media and media coverage. Engagement will also take place through workshops and targeted events, with a comprehensive final dissemination conference to present results and provide a roadmap for future initiatives.

By implementing this robust and evolving plan, SEAGLOW will not only achieve its own objectives but also contribute to a broader movement towards the decarbonisation and environmental sustainability of the maritime industry.

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Annexe 1

Upcoming sectoral conferences and public-facing events that SEAGLOW is considering for participation

4-5 November 2025	Energy Transition in Fisheries	Helsinki, Finland	Link
4-5 November 2025	Ocean Energy Europe Conference & Exhibition	Brussels, Belgium	Link
4-7 November 2025	Europort	Rotterdam, Netherlands	Link
25 November 2025	Offshore Energy Exhibition & Conference (OEEC)	Amsterdam, Netherlands	Link
27-28 November 2025	Nationell yrkesfiskekonferens 2025	Uddevalla, Sweden	Link
21-22 May 2026	European Maritime Day 2026	Limassol, Cyprus	Link
1-4 September 2026	Global maritime environmental congress	Hamburg, Germany	Link
2 September 2026	Maritime Future Summit	Hamburg, Germany	Link

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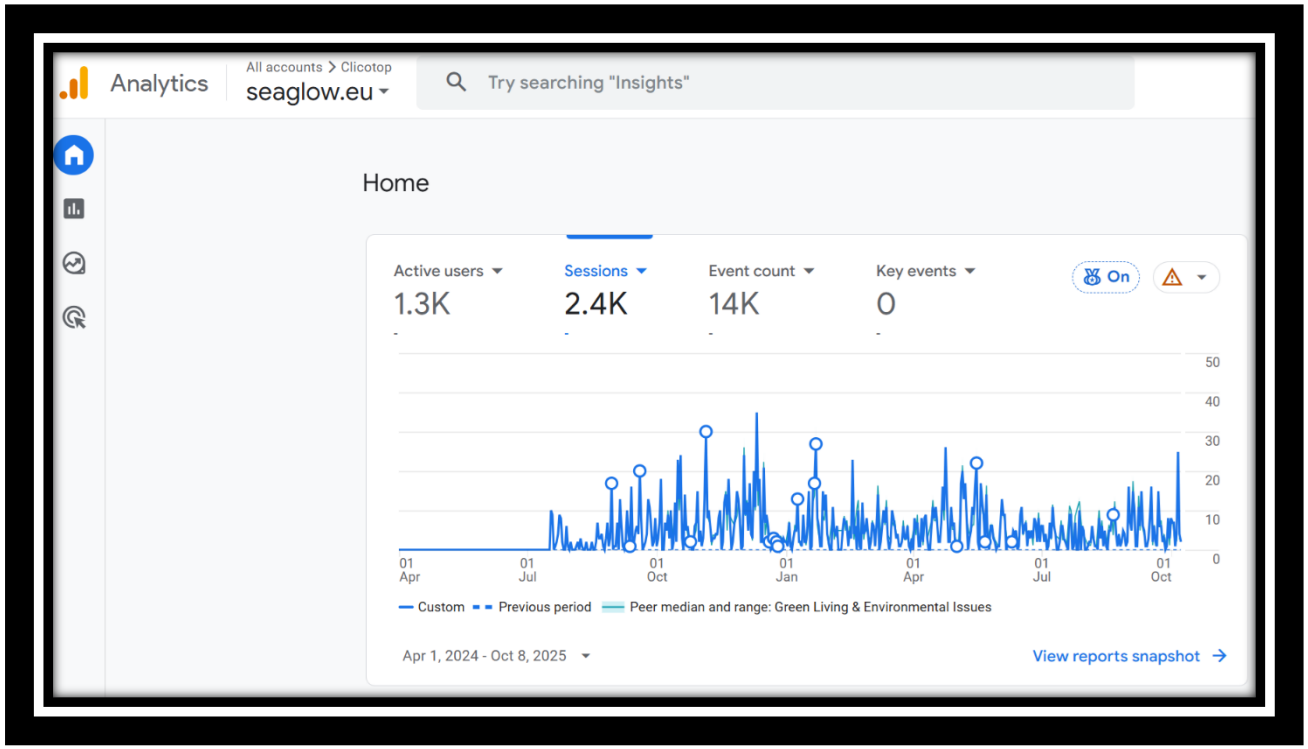
Annexe 2

Website and Social media data

Seaglow.eu data (Source: Google Analytics)



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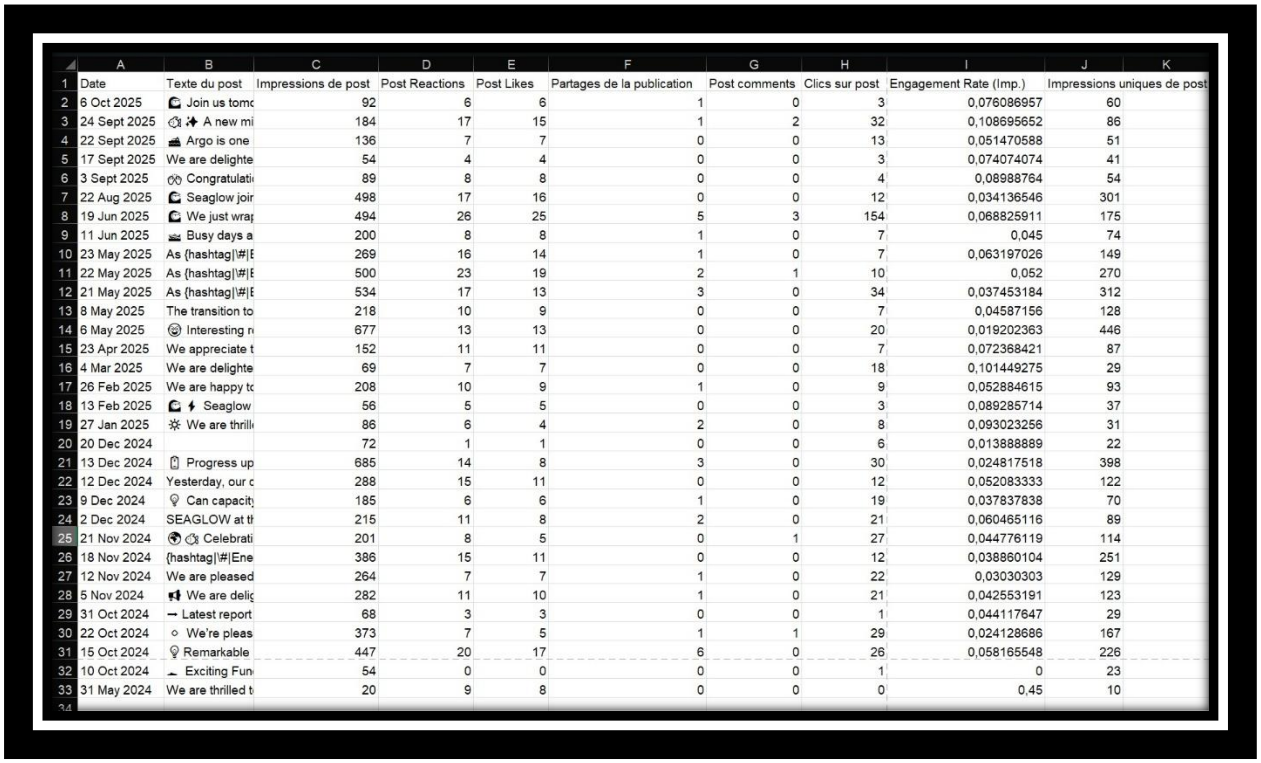
LinkedIn data (source: Google Looker Studio)



	A	B	C	D	E	F	G	H	I	J	K
1	Date	Texte du post	Impressions de post	Post Reactions	Post Likes	Partages de la publication	Post comments	Clics sur post	Engagement Rate (Imp.)	Impressions uniques de post	
2	6 Oct 2025	Join us tomo	92	6	6	1	0	3	0,076086957	60	
3	24 Sept 2025	A new mi	184	17	15	1	2	32	0,108695652	86	
4	22 Sept 2025	Argo is one	136	7	7	0	0	13	0,051470588	51	
5	17 Sept 2025	We are delighte	54	4	4	0	0	3	0,074074074	41	
6	3 Sept 2025	Congratulati	89	8	8	0	0	4	0,08988764	54	
7	22 Aug 2025	Seaglow joir	498	17	16	0	0	12	0,034136546	301	
8	19 Jun 2025	We just wrap	494	26	25	5	3	154	0,068825911	175	
9	11 Jun 2025	Busy days a	200	8	8	1	0	7	0,045	74	
10	23 May 2025	As {hashtag|\#|E	269	16	14	1	0	7	0,063197026	149	
11	22 May 2025	As {hashtag|\#|E	500	23	19	2	1	10	0,052	270	
12	21 May 2025	As {hashtag|\#|E	534	17	13	3	0	34	0,037453184	312	
13	8 May 2025	The transition to	218	10	9	0	0	7	0,04587156	128	
14	6 May 2025	Interesting r	677	13	13	0	0	20	0,019202363	446	
15	23 Apr 2025	We appreciate t	152	11	11	0	0	7	0,072368421	87	
16	4 Mar 2025	We are delighte	69	7	7	0	0	18	0,101449275	29	
17	26 Feb 2025	We are happy to	208	10	9	1	0	9	0,052884615	93	
18	13 Feb 2025	Seaglow	56	5	5	0	0	3	0,089285714	37	
19	27 Jan 2025	We are thrill	86	6	4	2	0	8	0,093023256	31	
20	20 Dec 2024		72	1	1	0	0	6	0,013888889	22	
21	13 Dec 2024	Progress up	685	14	8	3	0	30	0,024817518	398	
22	12 Dec 2024	Yesterday, our c	288	15	11	0	0	12	0,052083333	122	
23	9 Dec 2024	Can capacity	185	6	6	1	0	19	0,037837838	70	
24	2 Dec 2024	SEAGLOW at th	215	11	8	2	0	21	0,060465116	89	
25	21 Nov 2024	Celebrati	201	8	5	0	1	27	0,044776119	114	
26	18 Nov 2024	{hashtag|\#|Ene	386	15	11	0	0	12	0,038860104	251	
27	12 Nov 2024	We are pleased	264	7	7	1	0	22	0,03030303	129	
28	5 Nov 2024	We are delig	282	11	10	1	0	21	0,042553191	123	
29	31 Oct 2024	Latest report	68	3	3	0	0	1	0,044117647	29	
30	22 Oct 2024	We're pleas	373	7	5	1	1	29	0,024128686	167	
31	15 Oct 2024	Remarkable	447	20	17	6	0	26	0,058165548	226	
32	10 Oct 2024	Exciting Fun	54	0	0	0	0	1	0	23	
33	31 May 2024	We are thrilled t	20	9	8	0	0	0	0,45	10	

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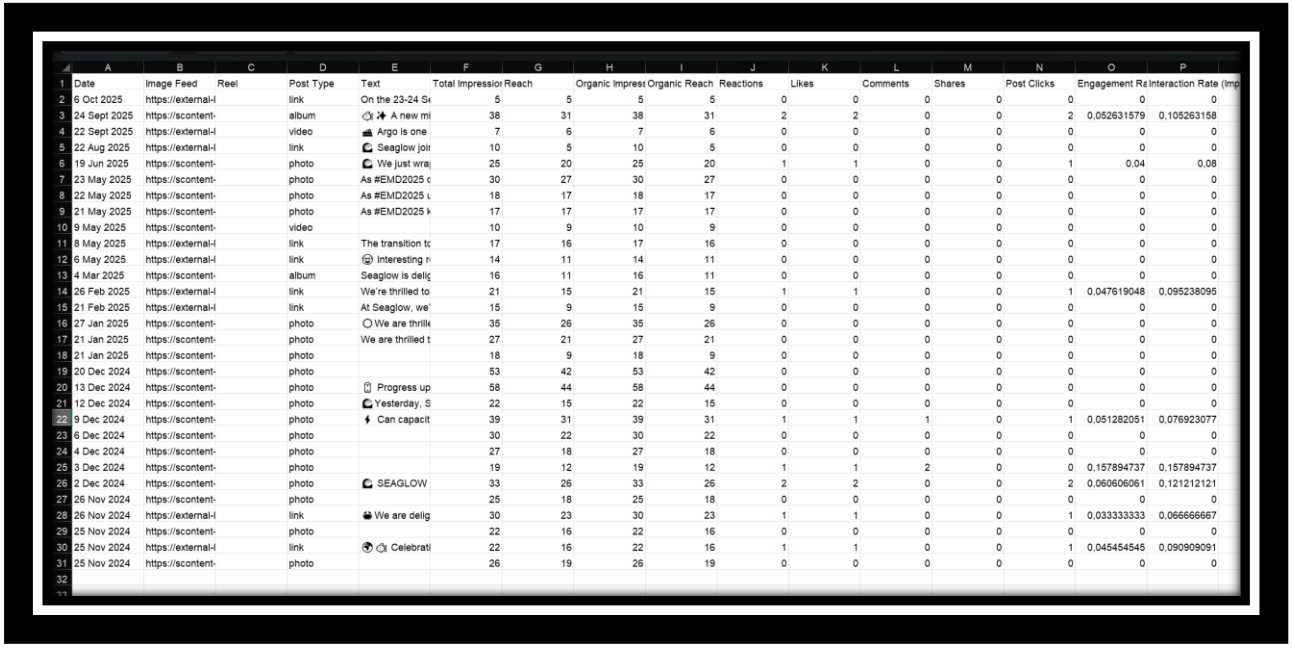
Facebook data (Source Google Looker Studio)



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Date	Image Feed	Reel	Post Type	Text	Total Impressior	Reach	Organic Impress	Organic Reach	Reactions	Likes	Comments	Shares	Post Clicks	Engagement Ra	Interaction Rate (Imp
2	6 Oct 2025	https://external-l		link	On the 23-24 S	5	5	5	5	0	0	0	0	0	0	0
3	24 Sept 2025	https://scontent-		album	A new mi	38	31	38	31	2	2	0	0	2	0,052631579	0,105263158
4	22 Sept 2025	https://external-l		video	Argo is one	7	6	7	6	0	0	0	0	0	0	0
5	22 Aug 2025	https://external-l		link	Seaglow joi	10	5	10	5	0	0	0	0	0	0	0
6	19 Jun 2025	https://scontent-		photo	We just wra	25	20	25	20	1	1	0	0	1	0,04	0,08
7	23 May 2025	https://scontent-		photo	As #EMD2025 c	30	27	30	27	0	0	0	0	0	0	0
8	22 May 2025	https://scontent-		photo	As #EMD2025	18	17	18	17	0	0	0	0	0	0	0
9	21 May 2025	https://scontent-		photo	As #EMD2025 k	17	17	17	17	0	0	0	0	0	0	0
10	9 May 2025	https://scontent-		video		10	9	10	9	0	0	0	0	0	0	0
11	8 May 2025	https://external-l		link	The transition to	17	16	17	16	0	0	0	0	0	0	0
12	6 May 2025	https://external-l		link	Interesting r	14	11	14	11	0	0	0	0	0	0	0
13	4 Mar 2025	https://scontent-		album	Seaglow is delig	16	11	16	11	0	0	0	0	0	0	0
14	26 Feb 2025	https://external-l		link	We're thrilled to	21	15	21	15	1	1	0	0	1	0,047619048	0,095238095
15	21 Feb 2025	https://external-l		link	At Seaglow, we'	15	9	15	9	0	0	0	0	0	0	0
16	27 Jan 2025	https://scontent-		photo	We are thrille	35	26	35	26	0	0	0	0	0	0	0
17	21 Jan 2025	https://scontent-		photo	We are thrilled t	27	21	27	21	0	0	0	0	0	0	0
18	21 Jan 2025	https://scontent-		photo		18	9	18	9	0	0	0	0	0	0	0
19	20 Dec 2024	https://scontent-		photo		53	42	53	42	0	0	0	0	0	0	0
20	13 Dec 2024	https://scontent-		photo	Progress up	58	44	58	44	0	0	0	0	0	0	0
21	12 Dec 2024	https://scontent-		photo	Yesterday, S	22	15	22	15	0	0	0	0	0	0	0
22	9 Dec 2024	https://scontent-		photo	Can capacit	39	31	39	31	1	1	1	0	1	0,051282051	0,076923077
23	6 Dec 2024	https://scontent-		photo		30	22	30	22	0	0	0	0	0	0	0
24	4 Dec 2024	https://scontent-		photo		27	18	27	18	0	0	0	0	0	0	0
25	3 Dec 2024	https://scontent-		photo		19	12	19	12	1	1	2	0	0	0,157894737	0,157894737
26	2 Dec 2024	https://scontent-		photo	SEAGLOW	33	26	33	26	2	2	0	0	2	0,060606061	0,121212121
27	26 Nov 2024	https://scontent-		photo		25	18	25	18	0	0	0	0	0	0	0
28	26 Nov 2024	https://external-l		link	We are delig	30	23	30	23	1	1	0	0	1	0,033333333	0,066666667
29	25 Nov 2024	https://scontent-		photo		22	16	22	16	0	0	0	0	0	0	0
30	25 Nov 2024	https://external-l		link	Celebrati	22	16	22	16	1	1	0	0	1	0,045454545	0,090909091
31	25 Nov 2024	https://scontent-		photo		26	19	26	19	0	0	0	0	0	0	0
32																

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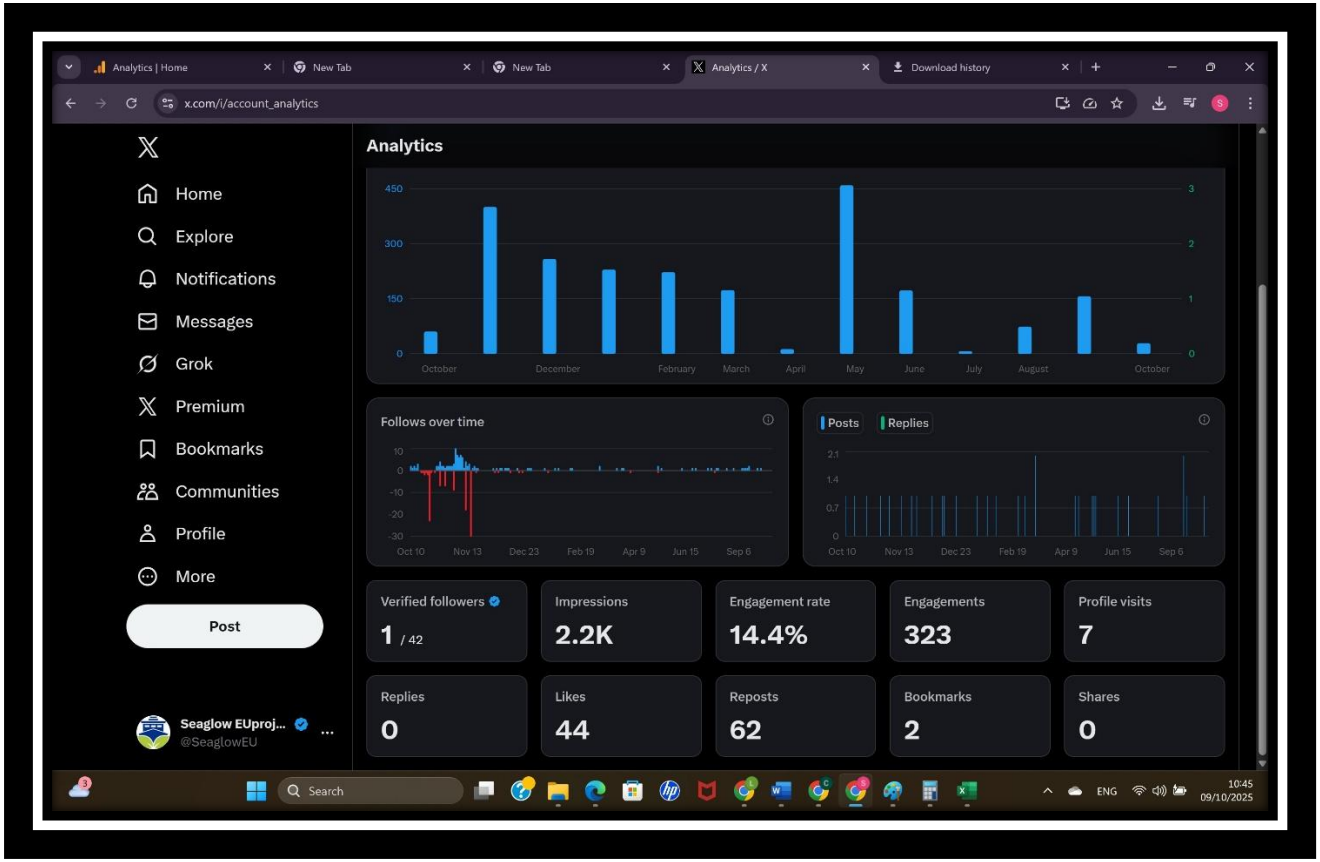
X data (Source: X Premium Analytics)



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